

More Than Twenty Thousand Pupils

have attended the Federated Business College, of Ontario, Limited, Schools in London, Toronto, Hamilton, Ottawa, Sarnia, Galt, Berlin, Guelph. Send for circular to school nearest your home.

Miss Cannon has been placed as bookkeeper with C. Smith, London, and Miss P. Moore as stenographer with the Stevens Mfg. Co., London.

Forest City Business and Short-hand College, London,
J. W. WESTERVELT, Principal.

Serge Suits

are all the go now. So cool and so dressy—there's no suitings like 'em. Ours are the genuine, satisfying serges, and prices are certainly low enough for your purse.

O. LABELLE,
372 Richmond Street.

R. K. COWAN,
BARRISTER, SOLICITOR, ETC.
County Bldg., next Court House, London.

H. O. McBRIDE
Architect and Surveyor,
713 Dundas Street.

FAIRBAIN,
THE TAILOR,
Richmond Street, Opposite City Hall.

AWNINGS, VERANDA CURTAINS.
Forty different stripes, in all colors, to choose from. Phone 606 and have man call to give prices.

The Harney Awning Co.
487 Richmond Street.

CALL AND SEE US AT OUR
New Factory and Showrooms
32 to 40 Dundas Street.

The Electrical Construction Co. of London, Limited,
Dynamos, Motors, Electric Light Fixtures and Wiring Supplies.
Phone 1103.

SPECIAL NOTICES.

Pan-American Exposition, Buffalo N. Y.
Send a two-cent postage stamp to M. C. Dickson, district passenger agent, Grand Trunk Railway System, Toronto, for handsome publication on Pan-American Exposition, maps of grounds and full information. 6717

Moth Proof.
If you are in danger of moths in your mattresses and feather beds, send them to J. F. Hunt & Sons, and have them steamed and rendered moth-proof. Iron beds, new goose feathers, pillows and mattresses in stock. 362 Richmond Street North. Telephone 997.

Electric Vapor Baths.
Sulphur, sea salt and vapor baths for ladies, 320 Dundas Street. The benefits to be derived from taking the baths is generally very great, good health being the certain result.

A NATURAL INFERENCE.
Miss Bertwhistle (automobile)—I hear the very latest dance is called "The Automobile."

Duesap—Um— I suppose it is a sort of break-down.—Brooklyn Eagle.

Italy's Gorgonzola Cheese Trust has come to grief, as the exporters would not live up to their agreements.

TO KNOW IS TO PREVENT.—If the miners who work in cold water most of the day would rub their feet and legs with Dr. Thomas' Electric Oil, they would escape muscular rheumatism and render their nether limbs proof against the ill effects of exposure to the cold. Those settling out for mining regions would do well to provide themselves with a supply before starting.

New Zealand has so many rapid streams and rivers that their waters might be easily utilized to supply motive power for machinery.

W. A. Brock, Agent for Stevens Rifles and Shotguns.

TAKE DOWN
FEATURE

Maynard Pattern Rifles.....\$3.50
Crack Shot Rifles.....4.00
Favorite.....8.00

ALL GUARANTEED.

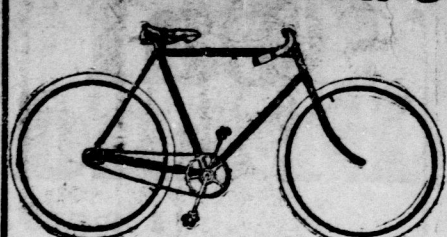
BROCK'S GUN STORE, 192 DUNDAS STREET, LONDON, ONT.

STRAW HATS

—At very low prices. All the latest
—New York styles. They are going
—very fast at

GRAHAM BROS.

BICYCLE SNAPS



\$60 Wheels now \$44.
\$55 Wheels now \$43.
\$42 Wheels now \$33.
\$35 Wheels now \$25.
\$30 Wheels now \$20.

All new 1901 guaranteed Bicycles.
All wheels on sale at cost.
Buy now and save money.

GURD'S, 185 DUNDAS ST.

Opinions May Vary--

but it is unanimous among our customers that we sell you the choicest ordered clothing, best fit and finish, with the lowest price.

Southcott's, 163
Richmond St.

W. A. PIPER, D.D.S.,
Specialty Gold and Porcelain work.
Hours: 9 to 5 p.m.

Drs. D. H. & W. A. Piper
D. H. PIPER, M.D.,
Ear, Nose, Throat and Lungs.
Hours: 10 to 2, 7 to 8 p.m.
Phone 504, 25 Dundas St. (Cor. Waterloo).

Meteorological.

Toronto, July 1.—8 p.m.—The region of great heat today has embraced the United States between the Missouri River and the Atlantic; also the Province of Ontario. In Quebec the temperature has not been quite so high, 80 having been the highest at Montreal and 84 at Quebec. In the Maritime Provinces the temperature has been generally between 80 and 85, and 90 was probably registered at most places. At present there is no indication of cool weather, but the temperature will probably be a little lower by Wednesday.

Minimum and maximum temperatures: Victoria, 50-64; Prince Albert, 50-70; Winnipeg, 52-74; Port Arthur, 54-74; Toronto, 66-93; Kingston, 64-90; Montreal, 66-90; Quebec, 64-84; Halifax, 55-64.

Local temperatures, Monday: Highest 98, lowest 65.5.

Today (Tuesday) the sun rose at 4:40 a.m. and sets at 8:03 p.m. The moon rises at 8:22 p.m. and sets at 5:29 a.m.

GIVES ENTIRE SATISFACTION

A trip to the nearest grocer and a nickel will prove the truth of our claim that Jersey Cream Bread is the best bread baked. After the first loaf you'll want it every day.

JOHNSTON BROS.
Phone 818.

HOT WEATHER NECESSITY

You know the satisfaction of wearing a suit that FITS—and we guarantee to fit you perfectly—or KEEP the suit. Our garments are finished and trimmed with all the little details that tell of careful painstaking workmanship. Come in and examine fabrics.

THOS. WILSON, —213—
Dundas St.

For a Wedding Present

What is more desirable than a good MANTLE CLOCK? We have them from \$5 up to \$30.

We handle Rogers Bros' best cutlery, in Knives, Forks and Spoons, in Sterling and Silver Plate. Ask to see them; you will be pleased.

Thos. Gillean,
402 Richmond Street.
Official Issuer of Marriage Licenses.

London Advertiser.



St. Helena is to have a university extension. The Cape University is going to send examiners to the island for the young Boer prisoners who are studying to enter the university.

Straw Hats...

Latest styles and lowest prices.
Full range of all sizes.

BALBRIGGAN UNDERWEAR
at 75c per suit.

ROSS'

196 Dundas Street.
PHONE 1319.

Death of Archie Bremner.

The announcement of the death of Archie Bremner will be read with sincere sorrow by many throughout Canada. He is remembered first about 40 years ago as a boy at the old Union School, in Mr. Taaffe's class, and as one always called upon to read when strangers visited the class. He had a good judgment and a kindly heart. Archie Bremner had no enemies as a boy, and he made none as a man. He commenced his life as a journalist with The Advertiser, and for many years did his best work with this paper. His relationships with the staff were always cordial. He was for many years city editor, and also did considerable editorial writing, but his paragraphs were his best work. His equipment for newspaper work was well rounded. He had knowledge acquired from reading, and from personal contact with the world. Naturally, he was a broad humorist, and all his life was attracted by a good minstrel performance. He was well informed on theatrical matters, and had a fund of anecdote. His information he used in well-put sentences, applying humor wherever he could. These made Archie Bremner's paragraphs very popular, and made Archie Bremner to very many an entertaining and companionable man. He had a philosophic mind, one absolutely free from prejudice. He had a distinct personality, and often put his knowledge and ability to the best account. One instance will be remembered. When ex-Mayor Hodgins acted, as many thought, unfairly to Dr. Belton, then superintendent of the hospital, his daily comments did much to show the people the injustice of the accusations. They were clever paragraphs, and were read by everyone. He could defend with ardor, but he was not aggressive, and never intentionally wound the feelings of another. In his own line, and within his limitations, he was one of the most characteristic journalists London has yet produced. One can imagine him saying:

Toil not the bell for me
When I am dead;
Strew not the flowery wreath o'er me,
On my cold bed.
Let friendship's sacred tear
On my fresh grave appear,
Gemming with pearls my bier—
When I am dead.

A LOCAL BUDGET.

—Mrs. A. C. MacMullen, 522 Princess Avenue, will be at home to her friends on Wednesday and Thursday of this week.

—Mrs. John Graham and family have taken up their residence for the summer at Victoria Cottage, Erie Rest, Port Stanley.

—Mr. Larkin, accountant at the Molsons Bank, Norwich, has been removed to London. C. B. Marshall, from Toronto, in his successor there.

—Mr. A. Y. Pearson, of Horton Street, accompanied by his daughter, Vina, and Miss Ethel Howitt, are spending a few days with friends in Exeter and Grand Bend.

—Buffalo Times: "Application has been made to Major Wolf for the use of the military camp for a battalion of public school cadets of London, Ont."

—Hamilton Times: Mr. Alfred Taylor, formerly manager of Oak Hall, left on Saturday afternoon for London, where he will reside with his son for a time.

—Miss Belle Currie, of this city, has been engaged as contralto soloist in Queen Street Methodist Church, Toronto. Miss Currie was a pupil of Miss Eva N. Roblyn.

—At the morning service in the Askin Street Methodist Church Sunday, Miss Pickard sang "The Plains of Peace," and at the evening service the solo, "Heaven Is My Home."

—Woodstock Times: The first poll clerk of the first municipal election, held on Monday and Tuesday, Jan. 6 and 7, 1851, was James Eagen, who is still hale and hearty, living in London, Ont.

—Mrs. M. A. Vader, mother of Mrs. Wm. B. Davidson, of 211 Adelaide Street, has returned home after spending several months with her daughter, Mrs. Tomlinson, of Meaford, and her son, Mr. George Vader, of Toronto, and other friends.

—Thomas Sullivan, drunk, was arrested Saturday night, bailed Sunday morning, got drunk again and was arrested Sunday night. He was fined \$3 or ten days. Edward Sutton was also fined \$3 for being drunk and disorderly at the Grand Trunk station.

—The London Sugar Refining Com-

Clarified Milk and Cream

Milk of excellent quality that has been clarified, cooled and sealed in sterilized bottles delivered in the early morning at, per quart..... 5c

Cream at, per quart..... 25c

Delicious Butter from our own Creamery..... 20c

Buttermilk 2 quarts for..... 5c

PHONE 1065.
J. E. GREALEY DAIRY CO., Ltd.
247 DUNDAS STREET.

Eureka Bread

Will improve the taste of your strawberries wonderfully. Try a loaf for tea. Sold at all grocers, or phone 823.

THE PARNEIL-DEAN STEAM BAKING CO., Limited,
Phone 259.
75 Bruce Street, London, Ont.

pany, with a capital of \$2,000,000, has been incorporated. The provisional directors are: J. A. Moody, J. M. MacIntyre, A. MacIntyre, D. A. MacIntyre, of St. Thomas, and F. T. Fawkes, of London. The company is formed to manufacture and deal in the products of sugar beets.

—John Bartlett, son of the late S. G. Bartlett, and brother of Rev. S. T. Bartlett, of Napanee, secretary of the Bay of Quinte Methodist Conference, died yesterday at St. Joseph's Hospital. Deceased was a most exemplary young man, held in high esteem by his many friends, and his early death is mourned by a large circle of relatives. The funeral will be held privately tomorrow afternoon.

—The first trains over the Ridgeway-St. Thomas extension of the L. E. and D. R. R. were run yesterday, making connections with the trains leaving here at 5:50 a.m. and 2:30 p.m. The opening of the line may eventually bring a number of crews to London. Until the close of the excursion season, however, no change in the runs will be made, as the train hands now located here are to be confined to the Port Stanley division.

NARROWLY ESCAPED DROWNING.

An 18-year-old boy had a narrow escape from drowning at Port Stanley. While swimming near one of the piers, he took a cramp and went down once. Coming to the surface, he seized one of the large piles and called for help. A rope was thrown to him, and he was drawn up. He recovered after a few minutes.

KEEPING CANADA'S BIRTHDAY.

How Hot, But Happy Holiday, Was Spent.

Springbank Park Visited by Unprecedented Crowd—Port Stanley Had Its Share of Pleasure-Seekers.

Yesterday's celebration of Canada's birthday was a quiet one so far as the citizens of London were concerned. The intense heat of the day made a passive rather than an active form of enjoyment the more preferable. The majority of the holiday-makers decided that the less exertion they made the more enjoyable would their outing be.

DOWN AT SPRINGBANK.
It is probable that over 40 per cent of the city's population visited Springbank Park at some period of the day. The street railway company gave an admirable service of 25 cars all day long, and there were few down trips. Hundreds of vehicles and bicycles traversed the Pipe Line road on the way to and from the park. The river was also a popular route by which many made the journey to Springbank, and it was rendered the more pleasant by the steady breeze which ruffled its surface.

At the river park the grounds were dotted with happy family parties and private picnics. The major portion of the crowds sought the grateful shade of the trees, and there passed the time in whatever manner best pleased them. The two performances given by the company of artists engaged for the week were well patronized and gave complete satisfaction. The crowd at the park was especially large at night, and despite the frequency of the service provided, it was nearly midnight before the last of the crowd were landed in the city. The street railway company report their day's business to have been the largest in the history of the company.

AT PORT STANLEY.
Fully three thousand people went down to Port Stanley from this city, while a thousand more from St. Thomas augmented the crowd which spent the day at the popular lakeside resort. Four trains of thirteen coaches went down before 2:30, and every coach was filled. The later afternoon and evening trains were also crowded. The excursionists found at the lake the cool breezes they sought for, and the day passed off quickly and pleasantly for them. The last train from Port reached London at 11:30.

MERCURY ABOVE THE HUNDRED MARK!

Terrific Heat Makes Limp the Celebrations of Confederation Day.

Perspiring humanity sweltered through another record-breaker yesterday. Old Sol started his work early in the morning and kept it up gamely well up into the evening. After sundown, when the breeze failed and the humidity was most oppressive, the laws of conventionality were as nothing and dripping, coatless manhood tried all schemes of dress and position in a maddened endeavor to get cool. The sun's rays beat down most hotly from 1 to 4 o'clock, and under their persuasive influence, the mercury bounded above the hundred mark. Over at the observatory, where the thermometer is never allowed to tell fibs, it said that the hottest heat was 98 degrees. That was in the shade. Other responsible heat measurers told of 99, 99.5 and even 101 degrees in the shade. Nobody needs to be told what it was in the open. The Dominion's 34th birthday brought little comfort to the sweat-soaked citizens of London.

Bicycles, Fishing Tackle,

Guns, Rifles and Cartridges at Lowest Prices.
D. McKenzie & Co.
206 RICHMOND STREET.

EVIDENCING CHAPMAN'S WAY

Meeting the season's demands with unapproachable completeness at prices which make buying a double pleasure.

65c LADIES' WRAPPERS, WORTH \$1, FOR 65c

Print and Percal Wrappers, in pink and mauve colors, waist lined, bishop sleeve a good serviceable wrapper, worth \$1, for..... 65c

Cool and Comfortable Summer Skirts.

\$2 SKIRTS for \$1

For \$1. Handsome Summer Skirts, made from satin-finished duck, effectively trimmed with cadet blue, regular price \$2, for \$1.

For \$1. Serviceable Outing Skirts, of linen crash, trimmed with white braid, inverted pleat back, selling at \$1.

For 90c. White Pique Skirt, flare bottom, prettily trimmed with insertion flare skirt, regular price \$2, for 90c.

Handkerchiefs,
5 for 25c.

Ladies' Fancy Embroidered and Lace Trimmed Handkerchiefs, 5 for 25c.

Ladies' Silk Gloves.
Ladies' Pure Silk Gloves, in summer weaves, shades gray, fawn, black and white, for 25c.

Our 25c Bargain Table.

Ladies' Hose, 2 Pairs for 25c.

Ladies' Black Cotton Hose, seamless feet, spliced heel and toe, special, 2 pairs for 25c.

Fast Colored Hose.
Hermesdorf dye, Black Cotton Hose, in natural wool and la-bri-ggan soles, price, per pair, 25c.

Ladies' Summer Suits.

Regular Price \$4, To Clear at \$2.75.

Ladies' Muslin Costumes, in seasonable shades and made of popular washing fabrics; flare skirt, with ruffle; waist with white front, bishop sleeves, worth \$4, for..... \$2.75

In the lot are six very handsome Muslin Suits, in style and finish strictly up-to-date. Being odd sizes we are anxious to clear them out, hence the great reduction in price.

Two very handsome costumes of Black and White Dimity, flare skirt, with double flounce, front trimmed with insertion, waist with white front and three cross straps of insertion, very effective. Regular price \$4, for..... \$2.75

Beautiful Silk Waists At Cut Prices.

At \$3.95 We are showing a very handsome array of Silk Waists, in cardinal, blue, pink and white, front tucked and hemstitched, bishop sleeves, lined through with cambric. Regular price \$5, for..... \$3.95

Silk Waists for \$2. We are clearing out the balance of our famous "Champion" Silk Waists, as we have only two sizes left, 36 and 38. If either size fit you, this opportunity to get a cheap waist is a rare one. Well worth \$3.50 for..... \$2.00

Rich Satin Waists. Satin Waists, in black, cardinal and blue, tucked front and back, new collar and bishop sleeves. Special price..... \$3.50

Millinery Sensation Of Significance.

YOUR MILLINERY MONEY will do wonders here now. Stylish and high-grade millinery reduced to the price of the most ordinary, as these prices will tell you. Visit our Millinery Parlors this week and see these remarkable offerings for yourself.

A Pretty Hat, Worth \$6.50 For \$3.85.
Fawn Fancy Straw Hat, trimmed with pink silk ribbon and gold braid, faced with pink tuck chifon and rim of foliage. Regular price \$6.50, for..... \$3.85

A Handsome Hat, Worth \$6.75 For \$4.35.
Here is a handsome Fancy Chifon Hat, with a crown of gold and straw color draped with white lace and crimson roses. Sold at \$6.75, for..... \$4.35

A Smart Hat, Worth \$8.50 For \$5.95.
Here is an exquisitely trimmed Hat of white and gold, trimmed with light green satin ribbon, pink roses and foliage, caught in front with fancy buckles; worth \$8.50, for..... \$5.95

For 50c. White Kustic and Fine Straw Sailor Hats, worth 75c, for..... 50c

For 74c. Table of Rustic Sailor Hats, worth \$1.25, for..... 74c

For 99c. White Leghorn Hats, well worth \$1.50 for, 99

J. H. Chapman & Co.
126, 128, 128½ Dundas Street.