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JULY 19

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Any book by mail, 22c extra for packing and expressage.

We Are in Splendid Readiness to Supply the Summer Needs of the Family

And please remember that few other stores are in equal close relations with manufacturers here and abroad—connections in some instances established for more than a quarter of a century, through direct purchases in annually increasing quantities. And these relations not only give us power to demand improvement in qualities and betterment of values, but place us in a position to secure first offer of special sale merchandise, bringing money-saving opportunities to thousands within reach of this store.

Children's Tub Dresses, 30c, 50c and 75c

Cool and Serviceable Dresses for the little tots. Some are much under-priced at above figures.

Size 1—Little Tots' Mother Hubbard Dresses, high neck and long sleeves, banding of white on cuffs and collar. These are made of gingham, in navy, light blue, red and pink. Specially priced at, each **30c**

Neat Dresses, Mother Hubbard style, in figured prints, low V neck, kimono sleeves. Colors, gray, delph blue and navy, piped with red, in all sizes from 1 to 5 years. Specially priced, at each **50c**

Also plain little Dresses in colors of pink or blue in pretty stripes, Dutch neck, kimono sleeve, long waist effect with gathered skirt, trimmed with plain colors around neck and sleeves. Special, each **75c**

Percale One-Piece Sailor Suit, low neck, trimmed with self-colored bands, buttoned down front, sailor collar and cuffs, pleated skirt, white with red or blue figures. All sizes, 3 to 10 years. Price **\$1.35**

Second Floor.

Clearing Sale of Ladies' Neckwear Saturday Morning, 5c, 10c, 19c, 29c, 39c and 59c

REGULAR PRICES UP TO \$1.00.

Some of these are soiled or mused from handling, in most cases but slightly. Jabots, Dutch Collars, Stocks, etc., all the very newest things in neckwear will be found at this counter Saturday morning at bargain prices

19c and 25c Stocks and Jabots. Just a few of these, each **5c**

Dutch Collars, Jabots, Wing Jabots and Turnovers. 25c lot to clear at **10c**

Embroidered Dutch Collars, Coat Collars, Jabots and Stocks up to 50c each, to clear at **19c**

Embroidered Sets, Jabots and Dutch Collars, regular 75c and 85c, to clear at **29c**

Dutch Collars, Stock Collars and Lace Yokes, 75c and 85c, to clear at **25c**

6 only Washable Jewel Pockets, 75c, for **25c**

All ends which have accumulated during this sale will be measured up and marked for quick clearance tomorrow. Bleached and Unbleached Table Linens in 1 to 3 yard ends. Come early for these.

Saturday Specials In July Linen Sale

Hemstitched Pillow Slips 20c
30 dozen only Hemstitched Slips, bought specially for July sale. Made of good heavy cotton, free from dressing (spoke stitched); all sizes. July sale. **20c**

Bleached Sheets, Ready to Use, 69c
Made up of heavy plain or twill English sheeting in two sizes, plain, 72x90, and twill, 78x90 inches, double bed size. Note the sizes and price and you will readily see your savings on these. July sale price, each **69c**

Roller Towelling, Half Bleached, 11c
17½-inch Pure Linen Towelling, splendid weight and a ready dryer, half bleached. An excellent wearing towelling. July sale price, yard **11c**

Main Floor.

When You Take Your Boat Trip Have One of These Tourist Coats

Made of the new soft polo cloths and tweeds, in tan, alic blue, fawn, white and gray, loose or belted-in styles, set-in or raglan sleeves, new auto collars. Comfortable, light-weight coats for your summer trip. A beautiful assortment of newest novelties just received. See window display. Prices. **\$13.50 to \$25**
Linen Auto Coats, loose or belted in. **\$4.50 to \$8.00**

Second Floor.

Hosiery Sale---To lay and Saturday

From end to end the hosiery counter is filled with clearing lines, and about half price is the ruling figure. All Ladies' Colored Lisle Hose, every pair reduced to about half. Children's and Infants' Socks at half and less. All must go. Get your supply Saturday morning.

Main Floor.

White Scotch Muslins, 5c Yard

400 yards Scotch Muslins, in fancy stripes and checks, pure white, good quality, suitable for waists, sacques, children's dresses, sash curtains, etc., to be cleared Saturday morning, at yard **5c**

Main Floor.



Style F.
Sale price, 95c.

Summer and Outing Clothes for Men

London's foremost clothing store for men; the best styles and the best values, and the new things first. Ready for the warm days ahead with complete lines of warm weather clothing and outing styles for men who spend the summer on the green or golf links. Bowlers will find comfortable outfits here for the green.

OUTING AND BOWLING SHIRTS, 75c AND \$1.00—White or cream, with soft collars attached. Get one of these for the tournament next week; sizes 14 to 17½.

All Boys' Wash Suits at Clearing Prices Saturday

Saturday morning we will put on sale every Boys' Wash Suit. Now is your opportunity to get a good supply. We have had a most successful season in Boys' Wash Suits. Our styles are correct. They come from the biggest American manufacturers in New York, and this month we make our contracts for 1913 summer season, and are therefore anxious before placing this order to clear every 1912 Suit and begin with a clear deck. Note the reductions:

Sale of Men's Socks Continues Saturday

40c Lisle Socks 4 pairs for **\$1.00**
35c Lisle Socks 5 pairs for **95c**
25c Black Socks 3 pairs for **50c**

All Boys' Wash Suits To Be Cleared Saturday

\$1.50 to \$2.00 Wash Suits, 95c to Clear

Boys' Wash Suits, in fine Jap linen, duck and galatea. An extra good assortment in buster styles, fast washers (guaranteed), for ages 3 to 8 years. All \$1.50 to \$2.00 Suits, Saturday morning **95c**

Boys' Two-Piece Crash Suits, \$2.50

Coat and bloomer knickers, made in the best styles for summer wear, double-breasted or Norfolk coats with loose full bloomer knickers, extra quality crash, for ages 8 to 15 years. To clear at **\$2.50**

2 dozen Boys' White Duck Bloomer Knickers, for ages 2½ to 8 years, to be cleared at, pair **35c**

MAIL OR PHONE ORDERS FILLED WHILE SIZES LAST.
Richmond Street Section.

\$1.50 Bloomer or Buster Suits, 95c

WITH EXTRA TROUSERS.

2 dozen Boys' Outfits for play, blouse or buster style coat with two pairs of knickers and cap to match, in linen shade wash fabric; regular \$1.50 line, for ages 3 to 8 years, to clear at suit **95c**

Boys' Suits and Rompers, 69c

4 dozen Boys' Buster Wash Suits, in sizes for ages 3 to 8 years, to be cleared at each **69c**

3 dozen Rompers for play days, in denim, khaki and blue drill, for ages 3 to 8 years. To clear at **69c**



Style 33.
Sale price, 95c.

IN THE RESTAURANT—2:30 TO 5 O'CLOCK.
BUTTERED TEA BISCUITS WITH TEA
OR COFFEE, 10c.

SMALLMAN'S/NERAN
LONDON

IN THE RESTAURANT—VELVET ICE
CREAM WITH BREAD AND BUTTER AND
CUP OF TEA OR COFFEE, 10c.

SIXTEEN HUNDRED WENT DOWN TO THE LAKESIDE

One of the Biggest Excursions That Ever Left Ingersoll.

[Special to The Advertiser.]
Ingersoll, July 19. — Blinds were drawn on windows and keys turned in the doors of the majority of the places of business here yesterday, and a hush was over the town. Seldom, if ever before in the town's history, has there been such an exodus on pleasure bent.

NO NAVAL ANNOUNCEMENT

Premier Borden Says It Will Not Be Made Until He Returns.

London, July 18.—At a conference held this morning between the Canadians and cabinet representatives Mr. Borden announced that no statement of the negotiations will be made until the ministers return to Canada.

On their return from Windsor, Premier Borden and his colleagues will hold a conference to consider the recent naval negotiations with a view to definite action. This morning, Mr. Borden had a lengthy talk with Sir William White, formerly naval constructor for the Government, and Lord Brassey.

measure is viewed in different lights, and a rather interesting controversy has been reached. In view of the fact that not a few ratepayers have expressed a desire for more information, the meeting in the town hall this evening, to be addressed by the engineer, Mr. Willis Chipman, of Toronto, will no doubt be largely attended.

A number of local bowlers joined the Woodstock club yesterday in playing with the touring St. Matthews.

In some sections there is yet considerable hay in the fields. Some is standing, while some has been cut for several days, but owing to the recent rains is being put through the drying process.

FIRING OFF KUMKALE.
Constantinople, July 19.—A strong cannonade is, proceeding in the direction of Kumkale, which is at the entrance to the Dardanelles. It is not known whether the Italian warships are engaging the fort.

PAINFULLY HURT
Reeve of Kincardine Was Struck by a Broken Chain.

[Special to The Advertiser.]
Kincardine, July 18.—Reeve William Hunter and Mr. Barber, the firm's traveller, were painfully hurt at the Hunter Bridge and Boiler Works here this afternoon when, while a heavy weight was being lifted, the chain snapped. One of Reeve Hunter's legs was torn badly from the thigh to the ankle. Mr. Barber was badly cut about the head.

FINAL WARNING TO CANADA EAST

Regina Man Explains Significance of the Vote in Saskatchewan.

CAN'T "FOOL" THE WEST

Says That the Prairie Provinces Will Never Let Reciprocity Issue Drop.

Montreal, July 18. — "I tell you that no sophistry on the part of your self-interested eastern capitalist can delude the solid common sense of the western farmer," said Mr. Robert Arnold, of Regina, at the Windsor Hotel this morning. Mr. Arnold is a prominent member of the Regina Stock Exchange, and by years of experience throughout the west is well qualified to gauge the public opinion of the prairie provinces.

"The outcome of the recent provincial election in Saskatchewan is pregnant with significance," continued Mr. Arnold. "It is not only a clear-cut ratification of Sir Wilfrid Laurier's reciprocity proposals, but it is a final warning to Eastern Canada and British Columbia. When our people sent that big delegation of farmers to interview the Laurier administration in regard to tariff changes which we considered imperative to the proper growth and prosperity of our province, the administration was wise and far-seeing enough to commence negotiations at once with the United States, and to formulate a reciprocity proposal which would have proved of enormous benefit to the middle west. But the vested interests of Eastern Canada resolved that no stone should be left unturned to defeat Sir Wilfrid. Every device of chicanery and flag-waving was employed, with the result that reciprocity was beaten, and we were squelched."

"But that was not the end of it. I tell you that we in the east will never let the issue of reciprocity drop. It was the paramount issue in the recent provincial campaign, and it is gaining ground every day. The result of our provincial election is a warning to Eastern Canada. If you persist in following a policy of blind and selfish sectionalism, thereby bringing our tremendous resources to a stunted growth and ultimate stagnation, you will endanger Canadian unity."

"The final note was sounded in the recent campaign. It gave plain ground until there is a good indication of a change in federal tariff policy. Our people feel very strongly in this matter, and unless the electorate of the Dominion very soon opens its eyes to the seriousness of the situation, there may well be a dissolution of what was accomplished in 1867. Our allegiance to Britain is unshakable, but we shall not remain subservient to vested interests," concluded Mr. Arnold.

FAVOR FLOGGING

House of Commons Committee Approve White Slave Bill.

London, June 18.—The House of Commons committee to which was referred the bill looking towards suppression of the white slave traffic, have approved the bill including a clause providing for the flogging of convicted slaves.

The measure was reported back to the House, where it was sure of prompt passage.

SUFFERED With Biliousness and Sick Headache

Calgary, Alta., July 8, 1911.

I was a great sufferer for a long time with biliousness, Sick Headache and Liver trouble. Nothing seemed to do me any good. I had almost given up in despair when I decided to try

FIG PILLS

After taking about half a box the headaches stopped, and my appetite improved. I have just finished the fifth box and feel as well as ever. I can heartily recommend Fig Pills for stomach and liver troubles.

MRS. MARY ELLSON.

Sold at all dealers in 25 and 50 cent boxes, or mailed by The Fig Pill Company, St. Thomas, Ont. Sold in London by Taylor Drug Company, 239 Talbot street.

HAYS HAD PAPERS FOR A BIG DEAL

Ten Million Dollar Contract Went Down With Him on the Titanic.

OPTION ON COAL LAND

Syndicate May Have to Raise the Cash Should G. T. R. Not Carry Out Deal.

Pittsburg, Pa., July 19.—The death of Mr. Charles M. Hays, president of the Grand Trunk Railway, who perished with the Titanic, put a syndicate of Pittsburgh capitalists into a difficult situation from which they have been unable so far to extricate themselves.

When Hays went down with the White Star liner he had in his pocket a coal land deal that involved the exchange of approximately \$10,000,000, and 30,000 acres of coal property in Belmont County, Ohio. The land is held in option by J. R. Paul, and W. R. Woodford for themselves and a number of others.

More than a year ago Mr. Paul got options on practically all of the Pittsburg vein or on eight seams in Belmont County, along the Ohio River. He spent several weeks in Montreal with President Hays.

When Hays was in London he advised the purchase of the property, and the board of directors authorized him to go through with the deal. The necessary papers were executed, and Paul was expected to close the deal with Hays the week the Titanic went down.

As all the negotiations of the property were carried on with Hays, none of the other officials of the Grand Trunk are familiar with the provisions of the deal. The Pittsburgh people have found the Grand Trunk apparently indifferent as to the coal property since Hays' death.

In the meantime, however, this syndicate of Pittsburgh men are carrying along expensive options and may be forced to raise the actual cash to buy the property and thus protect themselves, should the Grand Trunk decide not to carry out the late President Hays' arrangement.

PREMIER'S PARTY AT ROYAL AFFAIR

Mr. Borden Talks With His Majesty at a Mammoth Garden Party.

10,000 INVITED GUESTS

Canadians To Hold Conference Today Over the Recent Naval Negotiations.

London, July 18.—The King and Queen, accompanied by several members of the royal family, gave a mammoth garden party on the east lawn at Windsor Castle this afternoon. Among the 10,000 invited guests were peers and peeresses, members of Parliament, representatives of the church, the army and the navy, and the learned societies. Canadians were also much in evidence, and among those present, in addition to the visiting cabinet ministers, were Lord Strathcona, Sir Joseph Pope, J. J. Carrick, M. P., and Hamar Greenwood, M. P.

His majesty had scarcely taken his seat in the Indian tent, after the procession of the royal household through the grounds, when he inquired for Right Hon. R. L. Borden, who had not yet arrived, however. It transpired that the Canadian Premier's motor trip, in company with Hon. L. P. Pelletier and Hon. C. J. Doherty, had been characterized by a slight delay. On his arrival, Mr. Borden was immediately ushered into his majesty's presence, accompanied by Lewis Harcourt, secretary of state for the colonies, where they chatted for some time and partook of refreshments.

Mrs. Borden is still confined to her room, but it is expected that she will be able to be present at the state ball tomorrow evening at Buckingham Palace.

Lord Strathcona was present as a member of the Royal Society. Sir Charles Fitzpatrick was also at the garden party, accompanied by his daughter, who was presented to their majesties, as also was Cameron Stan-ton, deputy minister of marine and fisheries.

On their return from Windsor, Premier Borden and his colleagues will