

## ADVERTISER PICNIC BEST IN HISTORY

Annual Outing at Orchard Beach, Port Stanley, Is Attended by 300.

Ideal weather, a jolly crowd of 300 employees, and friends and typical Advertiser good fellowship made the annual picnic of The Advertiser Printing Company and the Advertiser Job Printing Company, Limited, held on the grounds of T. J. Orchard, K.C., Orchard Beach, Port Stanley, on Saturday, the most successful in the history of The Advertiser.

From the standpoint of interest, attendance and sociability, the outing eclipsed anything ever attempted by The Advertiser family. From the time the first special car left the Horton street station of the London and Lake Erie Railway and Transportation Company, shortly after 11 o'clock in the morning until the last picnicker had left the grounds, it was one continual round of merriment.

Interesting New Features.

A toast list that followed the picnic luncheon in the afternoon, and a special musical program in which the Ernest Cornejo Orchestra, Miss Luta Laymon, Arthur Gorman and M. J. McKough participated, were new features of the annual picnic that proved themselves real winners. Miss Laymon's and Mr. Gorman's songs and Mr. McKough's comic songs scored with the audience, who applauded enthusiastically.

The speeches were marked with that spirit of co-operation which has made The Advertiser what it is today.

The co-operation between the different departments and the cordial feeling that exists between employer and employee was exhibited in no uncertain manner through the medium of the speeches.

Those Who Responded.

Those who responded to the toasts, proposed by Chairman James D. Purdom, were: "The Advertiser," President T. H. Purdom and Vice-President John Purdom; "The Editorial Rooms," A. A. Macintosh; "The News Room," J. White; "The Circulation Department," R. D. M. Decker and Miss Upshall; "Advertiser Job Printing Company, Limited," Messrs. A. J. McKough, Davies and William Hunter; "The Office," Mr. Barrie and Berrie Smith; "The Veteran," James Wilkins.

Preceding the luncheon was an interesting baseball game between the composing-room staff of The Advertiser and the men of the job department. James Fitzgerald, executive of the East End League, was official umpire, and had a strenuous time during the four innings of the game. The newspaper printers defeated their fellow craftsmen from the job department by a score of 5 to 3.

Lineup of Ball Teams.

The teams lined up:

Newspaper Printers. Job Room.  
Black, 1b. W. Hunter, c.  
Thomas, s.s. Risher, s.  
Ivan Hunter, 2b. Luney, p.  
Allen, c. McPherson, 3b.  
Nichols, c.f. Harrow, 1b.  
Wilson, c.f. Schutz, c.f.  
Chambers, i.f. Holiday, i.f.  
Waller, e. p. Weir, r.f.  
Verry, 3b. Wootton, 2b.

The Results.

The sports program was an interesting one and provoked the greatest enthusiasm from the spectators. There were some real sprinters entered in the work events, but President T. H. Purdom was conceded the best, when he won the president and vice-president's race.

The results of the various events follow:

Race for single men—1 W. Hunter, 2 Leland Barrie, 3 Gordon Schatz.

Race for married men—1 Carl Richardson, 2 Andy Clarke, 3 Bernie Smith.

Peanut race—1 Gladys Wanless, 2 Dorothy Atkinson, 3 Louisa Girdard.

Ladies' ball-throwing contest—1 Mrs. Simms, 2 Dorothy Atkinson.

Quitting match—1 Harry Storey.

Race for single ladies—1 Gladys Millson, 2 Irene Galvin, 3 Katie Dickson.

Race for married ladies—1 Mrs. Holway, 2 Mrs. Sawyer, 3 Mrs. Simms.

Race for under 15—1 Gladys Wanless, 2 Louisa Girdard, 3 Muriel Liddicoat, 4 Alma McKay.

Wheelbarrow race (ladies and gentlemen)—1 Louisa Girdard and W. Hunter, 2 Edith Corbin and W. Risher.

President and vice-president's race—1 T. H. Purdom, 2 John Purdom, 3 A. H. Purdom.

Mayor Graham to Speak Before Municipal Union.

Will Address Fourteenth Convention of Association of Which He Is Vice-Pres.

Mayor C. M. R. Graham will be one of the speakers at the fourteenth annual convention of the Union of Canadian Municipalities, to be held August 5, 6 and 7, at Sherbrooke, Quebec.

Mayor Graham, who is first vice-president of the union will speak on "The City Manager." Among some of the other subjects to be dealt with are, "The Roads Question," by J. A. Tessier, minister of roads for Quebec; "Municipal Taxation," by P. W. Lagan, Westmount; "Problems of Prevention in a Modern Municipality," by Mayor Hocken, Toronto; "The Foreign Population," Mayor Young of Fort William; "Hydro-Electric Power," "Taxation of Improvements," "Building Laws," "Smoke Abatement," "Playgrounds," "Public Libraries," "Motion Picture Posters," "Theatres," "Billboards and Posters," "Street Cleaning and Lighting."

RECORD TRACTION TRAFFIC.

Saturday's traffic on the London and Lake Erie Railway was the largest in the history of the road. A number of big picnics served to increase the number of passengers. Port Stanley was the mecca of the Saturday excursionists, and the traction line carried a big proportion of the number visiting the lakeside.

At One-Quarter Off Regular Prices.

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## GARRISON PAYS LAST TRIBUTE TO COMRADES

Impressive Military Funeral Accorded to Two Sergeants of Engineers Drowned at Port Stanley

London's militia paid a wonderful tribute to two dead comrades in arms on Sunday, when every local branch of the service turned out in the big military funeral accorded to Irving Penny and Jack McPhail, the young sergeants of the Seventh Field Company, Canadian Engineers, who lost their lives the week previously in a double drowning accident at Port Stanley.

Seldom, possibly never has London seen such an impressive sight as the double funeral. Full military honors were accorded the young soldiers, who were taken to the shore in a double funeral. Draped in Union Jacks, their caskets were borne by the members of the Sixth Field Battery. Their service caps and belts, carried on top of the caskets, were mute reminders that intensified the solemnity of the occasion.

Streets Were Crowded.

With its firing squads, its big representations of the militia units and its line of mourners in carriages, the funeral cortege passed for blocks along the streets, both sides of which were packed by vast crowds of citizens, who turned out to add their tribute to the general feeling of sorrow occasioned by the sad tragedy.

Militia's Wonderful Showing.

But even the respect of the citizens came second to that of the militia. Despite the heat and every other handicap, there was a representative turnout of every militia unit of the city. The soldiers made a splendid showing from the thousands who lined the streets.

Detachments of the Engineers, the Seventh Regiment, the First Hussars, the Sixteenth Field Company of the Army Service Corps, the Army Medical Corps and the garrison sergeants escorted the caskets to their last resting place.

Unit at Armories.

Following private services at the Penny home and Egerton Street Baptist Church respectively, the remains of Sergeants Penny and McPhail were taken to the armories where the two processions met and were united, the military contingent joining them for the parade to Woodland Cemetery, where interment took place.

The parade was in charge of Major Farncomb, of the Engineers, Capt. E. V. Buchanan, also of the Engineers, and a great many other officers. The gun carriages were under the direction of Sgt.-Major McKay, of the Battery.

Preceded by a squad of police and the officiating clergy, the procession was headed by a firing squad of the Seventh Regiment, the rifles being carried at the shoulder, with muzzles downwards. The squad was followed by the Hussars' Band, which had volunteered its services for the occasion, with drums muffled, and carrying black crepe, playing the "Dead March in Saut," to the impressive strains of which the cortege wound its way in slow time by way of Dundas street, Richmond street, York street and the Pipe Line road.

Reversal of Rank.

Behind the band came the gun carriage bearing Sgt. McPhail's body, he preceding Sgt. Penny's as the latter's rank, according to the usual procedure at a military funeral, when all rank is reversed. The near relatives of the dead boys came next, then came the firing party for Sgt. Penny followed by the second gun carriage with its pathetic burden, the relatives, the Engineers as chief mourners, the Army Service Corps, the Army Medical Corps, the non-commissioned officers and privates, and bringing up the rear, Lieut.-Col. Becher, Major Farncomb and other commanding officers, again carrying out the rule of reversal of ordinary procedure.

Militia Drops Out.

At the Pipe Line road, the band and all the militia, with the exception of the engineers and the two firing parties, fell out and returned to the city. The graveside services were conducted by Rev. R. W. Norwood in the case of Sgt. Penny and Rev. W. C. Riddiford in the case of Sgt. McPhail. In each case, this was followed by the firing of a salute consisting of three volleys, and the sounding by a bugler of the "Last Post," the members of the firing squad meanwhile presenting arms with bayonets fixed.

Tribute to Popularity.

A remarkable tribute to the popularity of the two dead boys was the size of the crowd, which lined each side of Dundas street as the procession passed. From the armories to Richmond street, the parade was through double unbroken ranks of men and women come to pay their last respects to the dead. A great many friends also followed the bodies in automobiles, rigs and on foot.

The funeral service at the Penny home, 642 Waterloo street, was conducted by Rev. R. W. Norwood, of Cronyn Memorial Church, assisted by Rev. Percy N. Harding, of Windsor, a friend of the family, who is visiting the city for a few days.

Mr. Norwood, in a short address, paid a glowing tribute to Irving Penny's memory. He referred to the fact that a card attached to a beautiful wreath of roses, and bearing Mr. Penny's name, was inscribed with the text "Blessed are the pure in heart."

Purity of Heart.

Purity of heart, he said, was the same thing as simplicity of heart. A man or woman who lived a simple, single life might be said to have led a pure life, and this, he was sure, was true of the dead boy.

A man's life, Mr. Norwood said, was like a sheet of water. When it was unruffled it reflected a clear image, but the least breath of wind across its surface produced distortion of the reflection. In the same way, a simple soul was able to see God as He really is, whereas if ripples of doubt were allowed to arise the vision became indistinct.

It was the preacher continued, the singleness, the simpleness, and the directness of one's life which enabled one to see God, and who went on to say that, although many people did not realize it, it was necessary to see God in order to be like him; conversely, it was necessary to be like God in order to see him.

Now See God.

His friend, he said, now saw God; he knew at last the meaning and the object of his life, and those who mourned his loss might take comfort in the thought that the short struggle of the drowning man had been followed by the peace that passeth all understanding.

A splendid evidence of the bereaved parents' loyalty to their God, he said, was the fact that they had been able to say with simple earnestness, "The Lord gave, and the Lord hath taken away; blessed be the name of the Lord forever." Mr. Norwood thanked the friends of the bereaved family for the Christ-like display of sympathy they had shown in this time of sorrow. Lawyers, he said, had dropped their political religious and civic differences and had united in offering to those who had lost a dear one the gift of their sympathy.

Miss Georgina Quigley rendered "Face to Face" very beautifully. Her voice

was magnificent, and her rendering of the hymn was sympathetic to a degree.

Hundreds Viewed Body.

Hundreds viewed the body of Jack McPhail as it lay in the Egerton Street Church prior to being brought to the armories. The remains were taken to the church, following a short address at the family residence, 9 Grafton street. The popularity of the young man, his connection with the work of the church, and his winning disposition were evidenced in the large congregation that crowded the edifice to pay its last respects. Passing reverently beside the open casket, they gazed for the last time at the face of the young man known so well to all them.

Classmates' Tributes.

Nearly sixty members of the Baracca Bible Class of the church, of which McPhail was a member, were in attendance at the service, and marched in a body to the armories under the leadership of H. W. Ashley, president of the class.

Hundreds reaped the benefit of Jack McPhail's pleasant disposition and kindly character," said Rev. W. C. Riddiford, in a short address at the church. "He did so many little things for good that few heard of," said the speaker, who paid a mark of respect to Jack McPhail's mother, to whom, he said, was due the Christian character and spirit of Jack McPhail.

Fought a Good Fight."

Mr. Riddiford spoke from the text "I have fought the good fight; I have finished the course; I have kept the faith." II. Timothy, iv. 10.

Jack McPhail died fighting the good fight," said the speaker.

Following the address in the church, the hymn "Shall We Gather at the River" was sung by the choir, a scripture reading, and "Peace, Perfect Peace" sung by the choir.

Memorial Services on Sunday.

A memorial service will be held at the Egerton Street Church next Sunday, at three o'clock in the afternoon, for men only, and again in the evening, at seven o'clock, for the congregation. Special music and a sermon by the pastor will mark the memorial services. The private service at the house was held by Rev. W. C. Riddiford in a room banked with flowers.

The floral tributes were exceptionally numerous, hundreds of pieces being borne behind the caskets in ornate carriages. Among those sent to the Penny home were:

Officers of Seventh Field Company, Canadian Engineers, wreath; non-commissioned officers and men of Seventh Engineers, cross; B Company, Seventh Fusiliers, wreath; Garrison Sergeants' Association, wreath; sergeants' mess, Seventh Fusiliers, wreath; staff of Bell Telephone Company, floral bell; operators of Bell Telephone Company, wreath; Gray's Limited, gates ajar; St. James' choir, spray; Memorial Church flower committee, spray; Boys' Pleasure Club, wreath.

Some of the floral tributes to Jack McPhail were: Officers of the Seventh Field Company, Canadian Engineers, a broken circle; non-commissioned officers

Trunks and Bags—Basement.

SMALLMAN &amp; INGRAM

Kitchen Cabinets—Basement.

# TUESDAY TO FRIDAY—LAST DAYS OF INVENTORY SALES

Great quantities of seasonable merchandise has been laid out and divided for each day's clearance during the remainder of July.

MERCHANDISE OF OUR OWN STANDARD SELECTION. IT IS DEPENDABLE AND TIMELY. THE REASON FOR THESE PRICES—DISCOUNTING IN MANY CASES EVEN THE MANUFACTURER'S COST—IS THE WORD "STOCKTAKING." THE CLEARING PERIOD AND THE CONSEQUENT PRICE REDUCTIONS ARE THE NECESSARY OUTCOME OF A BUSINESS OF THIS CAPACITY, AND ARE FORESEEN AND PLANNED FOR EACH YEAR.

The season's greatest economies on all merchandise are here—in the INVENTORY SALE—and practically every purchase that has been or will be made in the store during this event will be at a record price. The items listed in this paper are only examples of what you will find during the next few days throughout the store.

## Inventory Sale Crepe, Linene and Muslin

Dresses up to \$6.50 For \$3.95

36 Dresses, broken assortments

found in preparing for stock listing.

Summer street dresses in colored

crepe, striped linene and muslin. All

sizes in the lot, but not in each style.

The regular prices of these were in

some cases as high as \$6.50. Ladies' and Misses' sizes. Inventory Sale.

Second Floor.

## Inventory Sale Ladies' Summer Gloves

All broken assortments and sizes also. Surplus stocks in Silk and Lisle Thread Summer Gloves to be cleared this week at about HALF-PRICE. Some less.

Black Silk Gloves, \$1.25, For 79c

103 pairs extra quality Black Silk

Gloves, frame made with double

woven finger tips, and fancy backs.

A specially nice glove for elderly

ladies. All sizes in this line from

5-inch to 8-inch. Our regular \$1.25

quality. Also ten pairs 2-dome heavy

plain Black Silk Gloves, \$1.00 quality.

Inventory Sale ..... 79c pair

"Kayser" Silk Gloves 75c, for 39c Pair

34 pairs only two-dome "Kayser" Silk

Gloves, in champagne, creme and

white. Sizes in each as follows: Champagne, 6, 6½ and 7; cream, 6 and

6½; white, 7½ only. Regular 75c quality. Inventory sale, per pair, 39c

Also 12 pairs only Ladies' Long Tan Lisle Gloves, size 7½ only. Inventory sale, per pair ..... 39c

Ladies' Lisle Gloves 50c, for 19c Pair

75 pairs Ladies' Navy and Brown Lisle

Gloves, two-dome fasteners. Sizes 6, 6½ and 7. Regular 50c quality. Inventory sale, per pair ..... 19c

Ladies' Lisle Gloves 25c, for 13c

41 pairs, in mode and tan, two-dome

fasteners, in sizes as follows: Mode

sizes, 6 to 7½; tan, 7½ only. All regular 25c quality. Inventory sale ..... 13c, or 2 pairs for 25c

Children's 50c Gloves 39c Pair

20 pairs Children's Long White Silk

Gloves, in sizes 2, 3 and 4. Regular

50c quality. Inventory sale, per pair ..... 39c

Main floor.

New White Wash Silks and Crepes for

Summer Waists Reasonably Priced

FOR SUMMER WAISTS—

What is daintier and cooler than a

waist selected from a

Crepe Silk, Crepe de Chine, Habutai or

Tussore, the ideal summer White Silks

that wear well and wash?

28-INCH WHITE CREPE SILKS, guaranteed a woven

crepe silk. Two styles and qualities at, per

yard, \$1.00 and \$1.25

44-INCH WHITE SILK CREPE DE CHINE, French

make, rich finish, at, per yard, \$1.50

Also the New Transparent All-Silk Crepe de Chine, in

44-inch width at, yard, \$1.50

36-INCH WHITE HABUTAI SILKS—Firm, heavy quality, soft rich finish; perfect washing fabric, at only, per yard, \$1.00

27-INCH IN EXTRA VALUES—Habutai Wash Silks at, yard, 50c, 75c

33-INCH WHITE RAW SILKS, very evenly woven, unexcelled for every

day wear. Price, per yard, 95c

28-INCH WHITE TUSSORE SILK—Fine weave; a splendid, washable

quality at, per yard, \$1.00



## Inventory Sale Linens

In listing the fancy Linens we find a few dozen odds and ends which we have grouped into three lots, to clear out at big reductions tomorrow.

\$2.50 and \$2.75 Tea Cloths \$1.48 and \$1.87

A limited number of Beautiful Hand-Drawn Tea Cloths. Madeira and cluny centres, with wide cluny lace edge. These are extraordinary values. Regular \$2.50 and \$2.75 pieces. Inventory sale ..... \$1.48 and \$1.87 each

## 69c Tea Cloths 48c

Hemstitched Damask Tea Cloths, 36 inches square; good heavy make in neat satin stripe; all linen. Exceptional value. Inventory sale, 48c each

## 50c Tray Cloths 35c

Size 20x30 inch. Double Damask, in several beautiful designs, to be cleared—only a few of these—Inventory sale ..... 35c each

## From the Receiving Room

Fresh new stocks passed into stock this week.

36-inch Rubber Sheeting, three weights. Per yard, 60c, 65c, 75c

46-inch Rubber Sheeting, two weights. Per yard, 75c and \$1.00

36-inch Rubber Sheeting (Stork), very fine and very light in weight. Per yard ..... \$1.15

## White Voile

Extra fine for waists and dresses, 40-inch. Per yard ..... 50c

Also 38-inch width at, per yard, 30c

White and Colored Mercerized Mull, very soft texture, 42-inch, at, per yard ..... 25c

Wash Goods—West Aisle.