

The Accommodations in Westervelt's College

Are unexcelled. The rooms were planned and arranged to meet the requirements of the college before the building was erected.

Our competitors say that they are the most complete in Canada for our work.

College reopens September 2. Catalogue for a postal.

J. W. WESTERVELT,
Principal.

NOBBY SUITS

The correct styles are here in all the up-to-date goods. You want a new suit and we want to make it.

O. Labelle

Merchant Tailor.
220 DUNDAS STREET.

SHAVE YOURSELF, it's just as easy. You can get

Good Razors for \$1.50

The celebrated King Kutter is one of the best razors made; take no other.

Brushes From
15c to \$7.50

The kind that will not fall apart. Call in at

WM. GURD & CO.
185 DUNDAS ST.
And See Them

R. K. COWAN
BARRISTER, SOLICITOR, ETC.
County Bldgs., next Court House, London.
\$2 Buys a Good Shoe
At PAXMAN'S, 290 Dundas St



Sweet Sixteen and her mother are generally good judges of Fine Confectionery. Give them a chance to taste ours, and note the smiles you'll win for it. There was a time when you were pretty generous in bringing a box of candy to a certain girl. But now that her bonnet's a bit old-fashioned you've forgotten the good habit. Never too late to mend. Take home a box of our delicious Bon-Bons or Caramels, and bring back her smiles as of yore.

Olympia Candy Co.
186 Dundas Street. Phone 473
New Store, Branch: Next to Bennett's Theater.

Kindling Wood
Delivered, \$1 Per Load
LONDON BOX CO., 309 BATHURST

FERGUSON & SONS
Funeral Directors
174 to 180 KING STREET
ESTABLISHED 50 YEARS.
Phone 273 and 543.

SMITH, SON & CLARKE
UNDERTAKERS AND EMBALMERS
Lady assistant. Night calls personally attended.
Rubber-tired funeral cars.
113 DUNDAS ST. PHONE 585
629 DUNDAS ST. PHONE 678
Residence on Premises.

ELLIOTT & OLMSTED
Removed to 286 Dundas.
FUNERAL DIRECTORS & EMBALMERS
Open day and night. Residence on premises. Phone 1775.

D. A. STEWART
(Successor to John T. Stephenson)
FUNERAL DIRECTOR and EMBALMER
Reasonable charges. Best equipment.
Open day and night. Residence on premises.
104 DUNDAS ST. PHONE 459
GEO. E. LOGAN, Assistant Manager.

Phone an order today for pure, delicious

ICE CREAM

A trial will convince you that ours is best.

City Creamery 351 Dundas Street Phone 1708

GREAT CHANCE for small investors, only \$10.00 to secure a share; 6 per cent on subsequent payments.

London Loan & Savings Company
431 Richmond street, London.

Huron & Erie Loan and Savings Co

440-442 Richmond St., London, Ont.
ISSUES DEBENTURES
RECEIVES DEPOSITS

A Responsible Directorate of
Prominent Business Men
DIRECTORS.

John W. Little, President.
T. G. Meredith, K.C., Vice-Presidents.
Robert Fox,

John Christie,
F. R. Eccles, M.D.,
F. E. Leonard,
John Labatt,
A. T. McMahon,
Wm. Saunders, C. M. G.
HUME CRONIN, Manager.

Order Hamilton's

Hamilton's Porter is fully aged. It is the best. Ask for Hamilton's when you are buying.

Order Hamilton's

THOS. WILSON
Merchant Tailor,
212 Dundas Street
Higgins Block. Telephone 598

Odd things not found elsewhere

STRANGERS in the city are invited to visit this store. Our stock of Souvenir Novelties is complete. See our Souvenir Spoons.

THOS. GILLEAN
402 Richmond Street.

QUALITY STORE

Headquarters for
Picnic Supplies

FOR SANDWICHES:
—Peanut Butter
—Potted Shrimps
—Potted Meats
—Canned Meats

Picnic Plates, 5c per doz.

HARRY RANAHAN
Phone 1024.
515 RICHMOND STREET

Johnston Bros. XXX Bread Never Fails

To satisfy those who desire the best. Uniform purity, wholesomeness, and lightness are its well-known qualities. In your next order ask for Johnston Bros. XXX Bread.

At Port Stanley ask Mr. J. T. C. Finlay, grocer, for

XXX BREAD

LONDON AND DISTRICT

The funeral of the late Mrs. Scanlan Conlon, who died early Saturday morning, takes place from her mother's residence, 1097 Dundas street to St. Mary's Church, at 8:30 Wednesday morning.

Card of Thanks.

The family of the late George Hills wishes to express thanks to the sisters and nurses of St. Joseph's Hospital for their kind treatment towards the late Mr. Hills during his illness; also to the market clerk, Mr. Charles Maker, and other friends who showed sympathy during the family's recent bereavement.

Port Stanley Improvements.

The big tent on the Fraser Heights, that caused so much unfavorable comment from City Engineer Graydon, has what like itself. The steps are all repaired and the swings are being fixed up. The new arrangement for the dance hall is working very satisfactorily.

Late Robert Wrighton.

Funeral services over the body of the late Robert Wrighton were conducted by Rev. D. S. Hamilton at Smith, Son & Clarke's undertaking rooms yesterday afternoon. The re-

GENTLEMEN'S RINGS

DIAMOND RINGS,
EMBLEM RINGS,
SIGNET RINGS.

Yes, any kind of ring you may desire in stock or made to your order at reasonable prices.

SUMNER

The Popular Jewelry House.
380 RICHMOND STREET.

Many Know

That the service to be had at the optical department of Diamond Hall is excellent. We guarantee the best of satisfaction. Our prices are moderate.

W. G. YOUNG

Eye Specialist,
214 AND 674 DUNDAS STREET.

DON'T BUY CEMENT

Until you get our prices, wholesale and retail

JOHN MANN & SONS
401 CLARENCE ST.
125 YORK STREET

EYEGLASSES THAT FIT

Are a source of comfort after experiencing the annoyances of an ill-fitting pair. It you buy your glasses here they are sure to fit. We make them that way.

C. H. WARD & CO.
374 Richmond Street

GREATEST HELP IN REGAINING FLESH AND STRENGTH.

Beef, Iron and Wine

[C. & L.]

For convalescents from wasting diseases—and those getting over any serious illness—its food and tonic properties are invaluable. It purifies and enriches the blood—soothes and quiets "unstrung" nerves—tones up and invigorates the whole system. Palatable—easily assimilated. Large bottles, 50 cents.

Cairncross & Lawrence
Chemists and Druggists,
216 Dundas Street, London, Ont.

mains were later forwarded to Chatham for interment. Six members of the Canadian Order of Oddfellows, of which society the deceased was an honored member, acted as pallbearers.

COW CAUSED TROUBLE

Frightened Horse Attached to a Buggy in Which a Londoner Was Riding.

A cow peacefully chewing its cud in the middle of the road caused an accident on Saturday night which might have resulted seriously to Miss Gwendoline Anthistle, the well-known elocutionist of this city.

Miss Anthistle, in company with two friends, was driving from St. Thomas to Port Stanley, when the horse became alarmed at the animal in the road. In backing up against the buggy the breeching strap was broken, causing the buggy to run against the animal's heels. This heightened the horse's alarm, and it set to work industriously to kick itself free. The dashboard was smashed in the engagement, as was also a suit case in the front of the buggy.

The horse finally tried to climb the bank on one side of the road, upsetting the buggy, and throwing the occupants violently to the ground. The driver, however, got to his feet in time to prevent more serious damage. Mr. John Price, J. P., happened to pass, and noticing the three forlorn figures seated on the bank, was filled with compassion, taking them in his rig, he conveyed them to the Port.

PORT STANLEY NOTES

Lake Erie Resort Was Well Patronized
Civic Holiday.

[Special to The Advertiser.]
Port Stanley, Aug. 5.—Another very bad landslide occurred on New Orchard Beach Saturday evening. About ten feet of the bank in front of Mr. A. E. Ponsford's and Mr. John Pardon's cottages was washed away by the surf. Old inhabitants of Port Stanley say that the bank never washed away as it is now doing for the last twenty years.

Mrs. Hamilton and Messrs. Cameron, Pardon and Ponsford are having large cribs, 40 feet in length, constructed by Haney & Miller, contractors for the Government breakwater, which they purpose sinking in front of their cottages, in the hope of preventing further inroads by the lake.

Miss Pearl Jackson, of Dufferin avenue, and the Misses Mabel and Myrtle Reynolds, of Askin street, London, are visitors.

Guests at Hotel Loney: James Reid, Ashabula, Ohio; H. Johnson, R. O. Farrel, S. Burgess, W. C. Maul, B.

Allport, A. H. Reynolds, H. Hooper, W. Going, R. M. Millar, F. E. Stephens, A. Munson, J. Anderson, all of London; W. Ingram, Toronto; Miss M. Marsh, Dutton; Fred Callaghan, Ingersoll; R. J. Johnston, and G. W. Smiley, of St. Thomas.

The steamer City of Ottawa arrived yesterday morning from Montreal with a large cargo of freight for the Port Marquette. She had a large number of passengers on board.

Guests at The Fraser: E. Cowan, Wm. Stilson, Mrs. W. Ducean, Miss Maud Ducean, Mrs. Thomas Brenton, J. Stevenson, B. Dyer, wife and daughter, A. C. Nixon, A. D. Druce, J. A. Hillan, J. Dexter, George Buffey, A. Galloway, John Bawden and wife, John H. Pollock and wife, Charles A. White and wife, A. W. Muir and wife, London; A. Galloway, R. W. Druce, St. Thomas; G. W. Lillie, J. O. Galline, Toronto; F. Birrell, H. E. Patriciarcho, H. Hunter and wife, Pittsburg; Mrs. G. W. Graydon, Buffalo, N. Y.; Miss Maude Hobson, W. Bradshaw, C. Pantan, New York; James Mills, Detroit; L. Smith and wife, Fort Wayne; J. Stevenson and wife, Winnipeg; J. Sinclair and wife, M. L. Dawson and wife, J. Black, Cleveland; A. Longfield, A. Alderson, Ingersoll.

Hill Crest Hotel was filled to its utmost capacity over Sunday.

A large crowd of Londoners are in town today, owing to it being London's Civic Holiday.

Mr. Fred Matthews had 62 at his Sunday school yesterday.

One of the worst storms of the season is sweeping over Lake Erie today.

Last evening while Master Donald Smith, the 10-year-old son of E. A. Smith, real estate agent of St. Thomas, was walking along the edge of the bank in front of Mr. John Croden's cottage on New Orchard Beach, a portion of the loose clay gave way, and young Smith fell a distance of 20 feet into the water below. Fortunately, he alighted on his feet, and as the water was a couple of feet deep, it broke his fall. Save for a bad fright young Smith is none the worse for his experience.

GRAND BEND NEWS

Londoners Still Flocking to Favorite Vacation Resort.

[Special to The Advertiser.]

Grand Bend, Aug. 5.—Messrs. Frank Mason, Harry Coghill, Howard Barker and Herb Shimmans, of Stratford, are tenting on the Parkhill side.

Mr. Lebert Jones, of London, has joined his parents at Oakliffe, where he will remain for the rest of the summer.

Miss Kate Smith, of Lucan, is the guest of Mrs. Holby at her camp here.

Mr. Westman and family, of Stratford, are encamped here for the remainder of the summer.

Mr. Harry Hawkey, of Calgary, is visiting at Buena Vista.

Mrs. A. Williams, Miss F. Williams and Mr. Chas. Williams, of Toronto, are camping for a couple of weeks at this place.

Mrs. and Miss Box, of Stratford, are the guests of Mrs. Levett at Restholm.

Mr. Copeland and family, of Watford, are occupying Woodbine Cottage.

The Misses Smith, of Beachville, are spending their holidays at the Levett House.

Mr. J. Wilbur McLeish, of London, spent the week-end with the boys at Argyle Inn.

Misses Anna Eden and Alma Lewis, of Berlin, are registered at the Imperial Hotel.

Messrs. Geo. Milroy and W. Smith, of London, are holidaying here.

Misses Ryan and Fortner, of London, are staying at the Levett House.

Misses Maude and Inno Davidson, of Durham, are spending their holidays here.

Messrs. J. Ferguson and McKee, of London, spent the week-end at Grand Bend.

Mr. Howard Tait, of London, is holidaying here with his parents at The Retreat.

Mr. Alf. Jones, of London, is the guest of Fred Luney at Huron View.

Cuthbert McEwen, of Byron, spent the week-end at Idle Hours.

Mr. H. J. Jones has joined his family for the remainder of the summer at Oakliffe.

Mr. Chas. LaSaur, of London, is the guest of Mr. Luney at Huron View.

Messrs. Collins and Marks, of Stratford, are spending their holidays here.

The first dance this year was held in Brenner's Hall under the auspices of the London boys. The girls of the camp supplied the music, and a very enjoyable evening was spent by all present.

Mr. Arthur Chenoweth, who has spent the past week with the boys at Anchor Villa, returned to Stratford on Monday.

Mr. Gillies, of London, motored out and spent over Sunday with his family at Sunny Vale.

Mr. D. N. McLeod and family, of Parkhill, are in camp at Maple Grove.

Mr. J. Fuller, manager of the Sovereign Bank, Theford, spent Sunday here.

Mr. James Anderson, of Ailsa Craig, is the guest of Douglas McLeod at Maple Grove.

Miss MacNaughton, of Ailsa Craig, is the guest of Miss McDougall at Aldersyde.

Mr. Fred Luney, of London, was upset in the river, but was rescued, and escaped any harm.

Mrs. Samson and son, of Winnipeg, are at Maple Grove the guests of Mr. C. R. Somerville.

Mr. Dick Cawston, of the Traders' Bank, Stratford, is now with the boys at Anchor Villa.

ENERGY IN PEANUTS.
Berkeley, Cal., Aug. 6.—Professor F. E. Jeffa, who has been connected with the State University for 30 years, says in a bulletin just prepared for the United States department of agriculture that 10 cents' worth of peanuts contains more than twice the protein and six times the amount of energy contained in a porterhouse steak.

THE WILCOX PICNIC

Splendid Time Spent at the Port Saturday by the Employees.

The first picnic of the Wilcox Manufacturing Company employees was held on Saturday at Port Stanley. About 100 enjoyed the outing, it being unanimously decided that as such a pleasant time had been spent this year the picnic will be made an annual event.

After lunch had been partaken of the programme of sports was started. Many really splendid contests took place, all present entering into the spirit the games with enthusiasm.

The long jump was won by E. L. Parker, but he hadn't much on W. E. Pleadwell, who also made a great leap.

The ladies' ball-throwing contest provoked much merriment. Mrs. Elgie finally winning by a throw that would make the efforts of one Tyrus Cobb look like an underhand lot.

There were no knockers present, yet a spirited nail driving contest took place. It was unanimously agreed that Miss Sing had won, she having hit the same nail three times out of ten attempts. Some uncharitable people state that she hit her thumb nail the other seven times, but this is probably exaggerated. Miss Mabel Addison was a close second in this contest.

The married ladies' race gave the starter considerable trouble, but the ladies were finally got safely away, only one being left at the wire.

Mrs. Elgie passed the judges first, with Mrs. Pleadwell well up. As the sports would say "She won in a drive; place same."

A ball game was pulled off after the races between teams captained by John Penwarden and Harry Rose, the former winning out by 9 runs to 7.

Harry Rose's long drive to left field was responsible for the win, while Webber's home run on a passed ball helped the losers to amass their seven counters.

After the sports the ladies were all presented with souvenir spoons bearing the inscription, "Wilcox, 1937." The gifts were very much appreciated.

BEE'S STING FATAL

Oxford Farmer Dies in Great Agony as Result of Sting.

Woodstock, Aug. 5.—Death through a bee's sting was the fate of Mr. Wm. Spiers, a farmer living near here.

Mr. Spiers was working in the field on Tuesday afternoon, when he felt a sting on his right forearm. In about an hour the arm became very sore and swollen, and he dressed the wound, applying turpentine. The arm got no better, and on Thursday medical aid was summoned, and everything possible done to alleviate the suffering. Apparently little could be done, and his agony increased so quickly that he became unconscious at one time.

He died yesterday in great agony.

Have to Leave

As our time gets shorter our reductions get bigger. We must sell all our summer goods before we move, and we offer the greatest bargains ever offered in London in our high-class men's furnishings and hats. Fancy getting the choice of all our

\$3.00 Hats for only \$1.93
\$2.50 Hats for only \$1.49
\$1.25 Shirts for only .85c
\$1.00 Shirts for only .69c
\$1.00 Fire Underwear only .69c
25c Sox for only .2 for 25c
\$3.00 Pyjamas only \$1.98
65c Night Shirts only .49c
\$1.75 Bathing Suits \$1.25
\$3.00 Bathing Suits \$1.98

And lots of others just as good bargains.

BOUGHNER

Artificial Teeth

Big Discount for you if you get a set before September 1st.

Work Guaranteed.

Evening Appointments made if you cannot get in during the day. Phone 1480.

Dr. JARVIS, Dentist,
213 Dundas St., Cor. Clarence.

A practical college for practical people. Goes to the bedrock foundation of commercial training. Opens Sept. 3. 541 C. H. CLARK, President.

THE GOOD DUCHESS
Her Grace of Marlborough Provides Homes for Families of Convicts.

London, Aug. 5.—The Daily Mirror publishes a story of the benefactions of the Duchess of Marlborough on behalf of the wives and children of convicts.

The Duchess, it says, has taken two houses in London, which are being comfortably and tastefully furnished. One will be for the wives of prisoners serving sentences, and the Duchess hopes to find room for about twenty

such women, who will be taught laundry work and plain sewing. The Bishop of London is to dedicate the two homes, probably in September.

Another charity which the Duchess already has in progress is a home where mothers, whose husbands are serving sentences, may take their babies, and leave them from eight in the morning until six o'clock in the evening. The Duchess goes there every day, and it is stated, to complete her work, she is giving up her visit to America this year.

Open day and night. Hueston's liveries, Richmond street and Wellington street.

ALL \$2.00 and \$2.50

SOFT HATS

in grays, pearls and tan colors

For \$1.10

ALL STRAW HATS HALF PRICE

GRAHAM BROS

A practical college for practical people. Goes to the bedrock foundation of commercial training. Opens Sept. 3. 541 C. H. CLARK, President.

The Sovereign Bank of Canada

Head Office:—Toronto
Paid Up Capital, \$3,000,000.

BOARD OF DIRECTORS:
AEMILIUS JARVIS, ESQ., President
RANDOLPH MACDONALD, ESQ., First Vice-Pres.
A. A. ALLAN, ESQ., Second Vice-President

HON. D. McMILLAN, HON. PETER McLAREN,
ARCH. CAMPBELL, ESQ., M. P. W. K. McNAUGHT, ESQ., M. P.
A. E. DYMENT, ESQ., M. P. ALEX. BRUCE, ESQ., K. C.
F. G. JEMMETT, R. CASSELLS,
General-Manager, Asst. General-Manager.

Savings Bank Department
Interest at best current rates paid quarterly.

LACE MITTS, long length 45c pair

TAN LEATHER BELTS 25c each

MARA'S

Stocks Are Too Heavy We Must Unload

ONLY ONE SOLUTION

Deep, Deep Cutting

At 20c a yard—Corset Cover Embroidery, 18 inches wide, with beading. Per yard..... 20c

At 2½c each—Silk Spools, all shades, Number of yards and strength guaranteed. Each..... 2½c

At 5½c a yard—Spot Muslins, with red, black and blue dots. Special, per yard..... 5½c

At 15c each—Fancy Embroidered Waist Belts, new style. Each..... 15c

At \$1.00 each—White Linen Wash Skirts, full sweep and shrunk. Each..... \$1.00

At 24c a yard—Lusters for Bathing Suits, in colors of blues and brown, wide width. Per yard..... 24c