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WINDOW SHADES
A Specialty
O. B. GRAVES, Limited,
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We are showing some decidedly handsome and unique

Ceiling Designs
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ELECTRIC FIXTURES

Imported for our own trade. Call or phone us, and we will furnish estimates for wiring, etc.

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BARRISTER, SOLICITOR, ETC.
County Bldg., next Court House, London.

London Conservatory of Music and School of Elocution, Limited
Subjects Taught:

PIANO, ORGAN, VIOLIN, SINGING, HARMONY, ELOCUTION, and all band instruments.
W. CAVEN BARRON, Principal
874 Dundas Street. Phone 1101

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Taught by Professionals

Every graduate placed in a situation. No failures in this school. Individual instruction. Pupils may join at any time.

Coo's Shorthand and Business College
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A GOOD PIE

Will help you out on the lunch question. We make them in a pleasing variety.

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4 Stores. Phones 1015 and 1063

Highest Grades of
BURNING OIL,
LUBRICATING OIL
AND ALL OTHER
PETROLEUM PRODUCTS.
THE QUEEN CITY OIL CO.
LIMITED,
Head Office—Toronto.
London Branch, York St., East.

WALL PAPER
No better time than at present for papering your rooms. New Goods recently arrived.
GOLERICK BROS.
212 DUNDAS STREET.

WANTED

BEANS
CHERRIES
RASPBERRIES
BEETS
and **CABBAGE**

The London Canning and Evaporating Co. LIMITED.

YOU

—Who by reason of ill-health, old age or any reason—are not able to give the care and attention you desire to the collection of your rents, the investment of your funds, the collection of the interest on your mortgages and bonds, or the management of your estate generally, should appoint this Company to look after them and be relieved of all anxiety you at present experience.

THE CANADA TRUST CO'Y
HURON & ERIE BUILDING
LONDON, ONT.

Scranton Coal

We are receiving new Scranton Coal every day. Why don't you buy the best, as it all costs the same? We satisfy our customers, and can you.

HEAMAN & SON
Office and Yard, Burwell St.-G. T. R.
Phone 312.
CEMENT AND SEWER PIPE.

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.
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Mantel Clocks

Diamond Hall Mantel Clocks are noted for these features: Accurate timekeeping, artistic design, and durability. Price

\$4.50 to \$50

W. G. YOUNG
DIAMOND HALL
214 Dundas Street. 674 Dundas Street.

LONDON AND DISTRICT

Badly Cut.

Wm. Carrick, a boy about 15 years of age, who is employed by the D. S. Perrin Company, was running down the hill to the beach at the picnic at Port Stanley on Saturday, when he slipped and fell, badly cutting his hand on a broken bottle. Dr. Mother-sill dressed the injury.

Death of Mr. Ryan.

James Ryan, third son of Mr. James Ryan, of 47 Ridgeway, this city, passed away on Sunday at South Bend, India. Mr. Ryan was well known in the city, having left here about eight years ago for South Bend. The remains are being brought to this city for interment.

Watson-Griffith.

On Saturday, July 20, Miss Violet Griffith and Mr. Wm. Watson, both of this city, were united in marriage by Rev. J. C. Sycamore at the Baptist parsonage, Hamilton. The happy young couple, after spending a few days in Hamilton, left for London, followed by showers of confetti and the good wishes of their many friends.

Buy His Old Store.

Mr. Norman McLeod, the well-known proprietor of the Cash Bargain Grocery on King street, opposite the market, has purchased the grocery business of G. H. Backus, corner of Dundas and Adelaide streets. Mr. McLeod was the owner of this east end grocery store for some years, before coming down to the market store. Residents of the east end will be pleased to learn that Mr. McLeod has repurchased his old stand. He had a large trade among the householders of East London. Mr. McLeod will continue the Cash Bargain store on King street, both places being under his management.

We meet all competition. Do not be misled by false reports. F. E. Smythe, grocer, corner Richmond and Hyman streets. Phone 1291.

It looks as if the Chatham car was inoculating a number of Londoners with the automobile fever. No wonder. Its perfect mechanism and up-to-date style are the cause.

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

We are the introducers of the famous White House Coffee. Sold in 1 or 2 pound tins, 4c per pound. F. E. Smythe, grocer. Phone 1291.

Have-to-Leave Sale

The best class of Men's Furnishings and Hats in the city. A class of goods never offered at a reduced price before are being sold at big reductions at our moving sale.

BOUGHNER

Sheriff's Jelly Powders

True to flavor; take the place of fruits. We offer a big special, 3 packages for...25c

J. BLOOMFIELD
PHONE 565. 261 DUNDAS.

Summer Baking

Is satisfactory baking when "Purity" Baking Powder is used. This grand powder gives you the assurance of complete success with the least possible trouble. Whether you bake much or little, you'll always find it to your advantage to use PURITY Baking Powder. Only 20c pound.

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

If It's Warm

and sunshiny we are ready with
STRAW HATS and LINEN HATS
BELTZ
HATS - - FURS

NEWS OF PORT STANLEY

Carnival of Fun at Erie Rest—Fire Promptly Extinguished.

[Special to The Advertiser.]

Port Stanley, July 27. — This has been a great carnival week for Erie Rest. On Monday evening a very large representation of the summerites at Erie Rest, gathered on Mrs. John Macpherson's spacious veranda to discuss ways and means of conducting a great social function on the sands of Erie. Mr. Vivian Reeve was appointed master of ceremonies; Mrs. Charles Keene, secretary; Mr. T. Knott, treasurer; Mrs. H. P. Lang, convener of sporting committee; Miss Knott, convener of refreshment committee; Mr. Cuttle, convener of grounds committee, and Miss Whittingham, convener of the programme committee. Every person at the meeting took hold of the scheme with enthusiasm, and contribution lists were made up. Mr. George Peters, of London, was engaged to cater for the occasion, so on Wednesday evening he was on hand with the goods. At 6 o'clock 125 beachers sat down to a repast fit for royalty. Every thing went merrily on. Even the small boy got his fill of pastry and then commenced (for there is never a picnic without races), when, lo! the sky grew dark, the wind began to blow, and then the games were called off till Friday evening. Everyone succeeded in gaining shelter before the terrific storm broke over the beautiful valley. On Friday night at 7 o'clock sharp an even larger crowd than that of Wednesday evening assembled on the beach, and the postponed games were once more commenced. First came the biscuit contest. Every gentleman was required to eat two and win the prize. The man who could whistle first was considered the victor of the contest. Mr. Vivian Reeve managed to get away with his biscuits before the others got nicely started. The fat women's race was very amusing. Mrs. John Macpherson showed herself to be very swift and won the prize. Mr. Wm. Ward was the funmaker of the evening. His witty sayings almost convulsed the ladies. A monster bonfire was started and a lengthy programme of songs and recitations was run off. Last, but by no means least, there was a beautiful display of fireworks. Everyone then clasped hands around the camp-fire and sang "Auld Lang Syne" and "God Save the King," the party breaking up about 11 o'clock. Mr. and Mrs. Delapant, of Buffalo, are visiting Mr. John Croden at the Unedaest Cottage, New Orchard Beach.

Miss May Belton, of London, and Master Bert Delapant, of Buffalo, have been the guests of Miss Gladys Croden at Unedaest Cottage, Orchard Beach.

What might have been a very destructive fire was narrowly averted last evening. A gasoline stove in the cottage of W. K. Cameron, Orchard Beach, exploded. The cry of "Fire!" was sounded and the neighbors rushed to the scene with pails of water. The blaze was soon extinguished, and no damage was done, save giving the inmates of the house a bad night.

Dr. Luton, of St. Thomas, is the guest of Mrs. Turnbull, Fraser Heights. A new organ costing in the neighborhood of \$350 will be installed in the Methodist Church next week.

Advertiser Correspondence

The Swearing Habit.
To the Editor of The Advertiser:
At the band concert on Friday evening I was strongly impressed by the fact that our city is one of the worst places, if not the worst, I have ever been in with regard to the wholesale use of foul language in public places, especially before ladies. I have heard several women complain of this and have noticed the evil many times in the park and on the streets.

Even in the Western States I did not hear indecent expressions from the toughs so much before ladies. This lack of chivalry and many other

vulgaries, forces me to believe that there is a certain amount of truth in an editorial I saw in the San Francisco Chronicle about two years ago as follows: "The divine Sarah Bernhardt accused the Canadians at Quebec of lack of culture and they, to prove the truth of her statements, mobbed her."

Of all forms of vice, swearing is the most senseless. Chewing, drinking, smoking, or even fighting, have certain elements of pleasure in them, gratification of appetite, that all the lower animals share with men. But this cannot be said of swearing or using obscene language. It is a vile habit that ought to be eradicated, even if the city has to resort to the whipping post.

The habits of hanging around street corners and of spitting on the sidewalk and on ladies' dresses, so prevalent in this city, are other evils that ought to be stamped out. London is about as tolerant of these vices as towns and villages generally are, although it is large enough to be more civilized.

London, July 27. G. H.

AT GRAND BEND

Visitor From Coney Island—Storm on the Lake—Bathers in Trouble.

[Special to The Advertiser.]

Dr. O. Sanderson, of Detroit, G. M. Wedd, of Berlin; Capt. Burley, Mrs. Brown and Capt. Reaburn and family, of Port Frank, came down from Port Frank in the yacht.

Mrs. Alley and Miss Lillian Alley, of Detroit, are staying at the Levitt House.

The Misses Irene Gray and Annie Milroy, of London, are the guests of the Misses McCrimmon, at Re've d'ete.

Mrs. McDougall and family, of Stratford, are occupying Restholm.

Sam Crawford, of London, is the guest of Mr. Klingner at Ruffaurede.

Messrs. Norman Racey and Harvey Laey, of St. Marys, and Melvin Hoskin, of Stratford, are tenting here.

Mrs. Conrad B. Smith, and family, of London, who have spent the past two weeks here at Neverdunhill, left for their home on Friday.

The Grand Bend summer resort is honored this year by having amongst its campers no less a celebrity than Mr. Robert Alexander Weldon McDonald, of Coney Island.

Mr. McDonald has made himself a great favorite in camp, and his departure will be regretted by his many friends here.

Mrs. Ruby and family, of Berlin, are encamped here at Hurona.

Mr. and Mrs. C. H. Matthewson, and Mrs. and Miss King, of London, motored here on Friday, and spent the day at the Imperial Hotel.

One of the heaviest storms of this year took place on Thursday night. Early Friday morning the heavy sea was an interesting sight for the early risers. Later in the morning the water grew rougher, and by 10 a.m. the waves had completely washed across the pier and formed an island of ice, coming around in front and joining the "cut" there. This is the first time this has occurred this season.

At the Brenner House there are: Messrs. H. Ellis, S. J. Prices and Geo. E. Beatty, of Toronto; W. H. Beatty, of London; and Mrs. Rogers and Beatrice Reid, of London.

The heavy undercurrent in the lake near the pier almost caused a couple of fatalities on Thursday afternoon. Two young men, tired out by repeated efforts to gain shore, had to be pulled up on the wharf and adsummoned. It was some time before they were in a fit condition to be on their feet again. However, luck favored them this time, but "luck" took the form of a nearby people, who were able to assist them to shore.

The Theaters

Tonight at Springbank the Stoddart Stock Company will open an extended engagement. This company needs no introduction to Londoners, for it played the entire season at Springbank last year, and by sheer merit it made money.

Manager Stewart is authority for the statement this season that the company will be found to be stronger than when it last appeared in London, and he asks to be judged on the merits of his plays and players alone.

Bennett's Opening.

Tonight Bennett's Unique will open in the Oddfellows' Block, corner of Dundas street and Park avenue.

Manager Efner declares that this new little theatre will be found to be the finest of its kind in Canada, and that every effort will be made to cater to ladies and children.

Arrangements have been made to secure the latest moving picture films and also the very newest illustrated songs as they come out, so that Londoners can rely upon seeing all that is bright, crisp and up-to-date at the Unique.

The admission will be only 5 cents for the entire show.

Bennett's Vaudeville Theater will open for the season on Sept. 2.

Opening of the Grand.

It is scarcely likely that the Grand Opera House will open its doors to the public earlier than the first week in September.

Work on the redecorating of the house has been going on for some weeks, and it looks as though several weeks more will be required to complete the job.

The loges have been done away with on the lower floor, and the boxes have been lowered a foot or more, so that they do not now obstruct the view to the stage.

Clark's
20th Century Business College

Absolutely Thorough

A practical college for practical people. Goes to the bedrock foundation of commercial training. Opens Sept. 1. G. H. CLARK, President.

WE SELL
Marlborough Raspberries

The largest, cleanest and best-flavored berries grown around London.

Starting today we will have this choice fruit brought to us every day, so that you can always depend on getting freshly-picked berries. Leave us your preserving orders.

South London Phone, 969.
Dundas Street Phones, 1866 and 317.

T. A. ROWAT & CO.

THEMES OF LONDON PULPITS SUNDAY

Sermons Preached in Many Churches to Large Congregations.

Though many are holidaying at the different summer resorts, the congregations are keeping up very well in all the city churches.

Rev. Mr. Coldille, of North Shields, England, for a number of years assistant to the late Rev. Dr. Watson (Ian McLaren), preached at both services in the First Presbyterian Church yesterday. Mr. Coldille is a very impressive speaker, and both his addresses were very much enjoyed.

Rev. James Livingstone, of Wellington Street Methodist Church, preached special services at St. Johns, yesterday morning. Rev. Mr. Langford of that place, occupying the city pulpit. The St. Johns Church has just been renovated, and both pastor and people have reason to be proud of its beautiful appearance.

Mr. Livingstone occupied his pulpit at night, preaching from the text, "Visiting the iniquities of the fathers upon the children." He put aside the idea of environment molding a man's character, pointing out many great characters of history that had attained their position from the very humblest surroundings. The reverend gentleman emphasized the necessity, however, of parents living pure lives that no discredit might fall upon the children.

Rev. W. L. Rutledge preached morning and evening at the First Methodist Church. In the morning, speaking on "The relations of Christians to one another, and to Christ." The evening subject was "The perspective of right living." Mark viii, 21.

Miss Pearl Ellar sang at the morning service, and Miss Beatrice Hunt rendered a beautiful solo in connection with the evening service. She sang under difficulties, as the organ failed temporarily, but the young lady continued unaccompanied in a manner to delight the congregation.

Rev. J. J. Ross occupied the pulpit at both services in Talbot Street Baptist Church yesterday, in the morning speaking from James vi, 1, "The Necessity of Thinking Right." His evening's theme was "A Sunday Evening Walk in the Country."

Rev. G. A. Andrew spoke especially to young men in the Memorial Church on Sunday evening. The remarks were based on the life of Daniel.

Rev. F. E. Malott preached morning and evening in Colborne Street Methodist Church. The morning's text was I. Peter ii, 15. "For so is the will of God, that by well doing we may put to silence the ignorance of foolish men."

In the evening Mr. Malott spoke on "The Best Things in the Best Places." The best thing was, the speaker pointed out, the Bible, and many illustrations were used showing what a power a mastery of its contents had given some great men.

PERRINS PICNIC
GRAND SUCCESS

A Thousand People Took in the Big Outing on Saturday.

The employees of D. S. Perrin & Co., on Saturday held their 35th annual picnic to Port Stanley. There were fully 1,000 of the employees and their friends present, and the day proved an ideal one from all viewpoints.

The picnicers say they suffered only one disappointment, and this was in the coldness of the water, which made it rather unpleasant for bathing. Otherwise, all who went to the picnic had the time of their lives, and when they arrived home Saturday night they felt the better for the outing, even though they were good and tired.

The bakers and the confectioners played a game of water polo, and the sharp exercise kept them from feeling the cold. The confectioners had the satisfaction of beating the bakers.

Praise for Committees.

In the evening a dance was held, which was patronized by several hundred couples. Many valuable prizes were won and awarded promptly, so that many who were at the picnic brought back with them dainty souvenirs of the Perrin picnic.

Great credit is due to the following gentlemen who composed the different committees: Master of ceremonies, T. W. McFarland; chairman, C. Fitzwalter; secretary, C. H. McNeill; starters, Alf Gregory, C. H. McNeill, Charles Fitzwalter, Wm. Evans, Geo. Anderson and J. Middleton; judges, T. W. McFarland, W. J. Knott, T. Motley and H. Bayley; storekeeper, J. Baldwin; dance committee, W. Evans (chairman), Alf Gregory, J. Middleton

Carpet Remnants

AT HALF PRICE AND LESS

390 yards in short lengths of Wilton, Axminster, Velvet and Brussels Carpet, regular prices from \$1.30 to \$2.00 per yard. To clear at, per yard

69 Cents

A. SCRETON & CO.

Long Lace Mitts, 45c pair. **MARA'S** Tan Leather Belts, 25c pair

New Wash Goods Reduced to Almost Half Price

At 10c A yard, Linen Toiles in shades of pale blue, pink, gray, brown, green, fawn. Guaranteed fast. Regular 18c, for, per yard.....10c

At 12c A yard, Indian Head or shrunken Cotton, wide width, free from dressing. Special, per yard.....12c

At 9c A yard, Fancy Muslins in colorings of pinks, blues, greens, mauves; fine sheer make. Regular 15c, for, per yard.....9c

At 12c A yard, extra highly finished mercerized Vesting, with black stripe; 33 inches wide. Regular 25c, for, per yard.....12c

At 15c A yard, Cotton de Bage, has appearance of wool goods, in shades of light and dark grays. Regular 25c, for, per yard.....15c

At 9c A yard, Victoria Lawns, 40 inches wide, fine sheer make, per yard.....9c

All Fancy Parasols at Cost.

MARA'S, Opposite Market Lane

and H. Bayley.

The Winners.

The following were the winners of the different events on the sports programme:

100 yards dash—J. Beach, A. Henderson, Saunders.

25 yards wheelbarrow race—J. Middleton and Saunders, C. Baily and W. McBride.

190 yards dash for boys under 17—E. Evans, Roy Ravenesit, Ray Yealand.

Girls under 8—Pearl Dwyer, Hazel Moon, Mabel Burnip.

Girls under 12—Mamie Dicker, Mamie Tredell, Lulu Doughty.

Girls under 16—Nellie Jones, G. Leggett, Lena Dicker.

Ladies' race—Ella Kirkpatrick, Pearl Hamby, Nettie Draper.

Cigar race—A. Henderson, C. Wagner.

Boys' race under 10—Chas. O'Rourke, Gordon Jones, Bernie Arnall.

Four-legged race—C. Baily, J. McCormick and H. Henderson; J. Beech, O. Booth and J. Walker.

Needle and thread race—A. Saunders and E. Kirkpatrick, G. Sadler and S. Angus, C. Wagner and M. Gibbons.

Jockey race—Beech and Walker, Orr and Evans.

Girls' and boys' three-legged race—J. McCormick and Neta Draper, A. Henderson and Gladys Olden.

Pipe smoking race—W. Evans, H. Clarke, O. Booth.

Fig-in-poke race—J. Middleton and A. Angus, J. McCormick and Lulu Draper.

Chum race—J. McCormick and Neta Draper, A. Henderson and Lena Dicker, J. Middleton and Rose Fisher, Maggie McFadden and G. Sadler.

In the roof of Durham Castle, England, there has been discovered a bucket containing bullets and gunpowder. It is believed to have been walled up about the year 1641, when the castle was being prepared to withstand a Scottish raid. The bullets are molded spheres of two sizes and consist of a little over 99 per cent of lead, with iron and silver, the traces of bismuth arsenic and antimony. The gunpowder is

SHOE POLISH given away FREE this week with every pair of shoes. WM. PAXMAN, 290 Dundas street, opposite McCormick's

not granulated like that of the present day and was evidently prepared by simply mixing the ingredients. It contains about 1 per cent of moisture and the proportion of the constituents calculated on the dry powder is practically identical with that of the black gunpowder of today; that is, nitre, 75 per cent; carbon, 15 per cent; and sulphur, 10 per cent.

THORNTON
NEXT TO BENNETT'S
A GOOD PLACE TO BUY
SHIRTS

415-227

Family Charcoal Iron
While They Last,
Only a Few Left,

65c Each

The Purdom-Gillespie Hardware Company.