

Window Shades

We have every facility for making window shades to your complete satisfaction.

O. B. GRAVES, Limited

Good Juicy Lemons, Per Dozen, 30c

New Oranges 30c and 40c
Olives 10c, 15c, 25c

JOHN DIPROSE

THREE STORES.

Regular Dinner 35c

FIRST-CLASS COOKING AND SERVICE.

Special orders any hour on shortest notice.

EMPRESS CAFE
W. H. Strange, Prop.

NO BETTER VALUE for your money than a load of our good

Mixed Slabs At \$1.50 Per Load

D. H. Gillies & Son
PHONE 1312.

Rebuilding Sale

You Will Find It Paying. Complete Home Furnishers.

H. WOLF & SONS
265 Dundas St., Near Wellington.

Westman's Hardware

121 DUNDAS STREET, AND MARKET SQUARE.

ELECTRIC IRONS

See the A-Best-O, with the automatic heat control.

We are showing the new Gas Range in our west window, the stove with the one-piece star burner, one of the many new gas-saving features.

List of Special Sale Goods Below:

LAWN MOWERS.
LAWN SEATS.
HAMMOCKS.
EXPRESS WAGONS.
ICE CREAM FREEZERS.

London Conservatory of Music and School of Elocution

For particulars re tuition or exams, write the Registrar.

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Wray's
JEWELRY
THE STORE WITH STOCK
For a High-Grade Watch Buy a ROCKFORD
For Sale at
WRAY'S

Mason & Risch Limited
The PIANO with a Soul
251 Dundas Street

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

Roland D. Jarvis
DENTIST
Corner Dundas and Clarence Streets.

First Cabs and Carriages for every occasion. Huxton Livery.

TRAFFORD'S

For Reupholstering: Expert workmen. Prompt attention. Reasonable charges.

129 DUNDAS STREET.
11 MARKET SQUARE.
Phone 664

Quality Store Ginger Ale

Quart Bottles \$1.00 per dozen
Pint Bottles 60c per dozen
PHONES 1024, 3323.

HARRY RANAHAH
515 RICHMOND STREET.

IDEAL WEATHER FOR SUNDAY SCHOOLS

Enjoyable Picnics Held at Springbank Park on Saturday Afternoon.

WINNERS OF THE SPORTS

Every Race and Event on Programme Keenly Contested at River Park.

Ideal weather favored the Sunday schools of Chalmers Presbyterian Church, Chelsea Green Presbyterian Church, York Street Mission, and the choir of the First Presbyterian Church, when they held their annual picnics at Springbank Park. Though the atmosphere was humid, it did not prevent the picnickers "making hay while the sun shone," and the kiddies had barrels of fun.

Races and contests of various kinds occupied a great part of the time, and all were keenly contested. The lucky winners were presented with prizes as mementos of the occasion. Lunch was provided for the ladies, and a welcome by the day's sports.

Names of the winners of the races are given below:
Chalmers Sunday School.
Infant class—George Kerr, Velda Rodder, Katherine Stein.
Girls' race, 8 to 10 years—Sarah Kerr, Maggie Kerr.
Boys' race, 8 to 10 years—Alan McWarne, Clarence Axford, Jack Clare.
Girls, 10 to 12 years—Gwen Foster, Verna Geddes.
Girls' boot and shoe race—Maggie Kerr, Verna Geddes, Gwen Foster.
Boys' boot and shoe race—Alan McWarne, Clarence Axford, Charles Masterton.
Ladies' race—Mrs. Mapletto, Miss Macbeth, Mrs. Michael.
Gentlemen's race—Mr. Stein, Mr. Brice, Mr. Kerr.

Chelsea Green Presbyterian.
Junior class—No winners chosen, but all received prizes.
Miss Gathshore's class—Edna Clayton, B. Leathorn, A. Bourne.
Mr. Aldridge's class—N. Greenside, R. Leathorn, S. Leathorn.
Mrs. Chittick's class—B. Greenside, B. Chittick, R. Bourne.
Miss Winslow's class—G. Bruce, F. Durdin, D. Welsh.
Men's 100-yard dash—W. Perkins, Constable J. Jackson, C. Jackson.
Married ladies' race—Mrs. Fuller, Mrs. Bruce.
Partner race—W. Perkins and Miss B. Batty, Mr. and Mrs. Steel.
Peanut race—Mrs. Douglass.
Baseball was also much in evidence, a double-header being played, F. Gathshore's Sure Winners and J. Pearson's Professionals, the latter team winning both contests by the scores of 10 to 7, and 7 to 1.

York Street Mission.
Under 6—G. West, C. Smith, G. Fowler.
Girls, 5 to 7—D. Fowler, D. Dorrange.
Boys, 5 to 7—E. Thorne, H. Thomas, E. Drew.
Girls, 8 to 10—D. Hanley, R. Fowler.
Boys, 8 to 10—C. Heels, G. Smith.
Girls, 10 to 12—J. Fowler, W. Winterburn.
Boys, 10 to 12—H. Hicks, E. McIntosh.
Girls, 12 to 16—E. Hicks, R. Dorrange.
Boys—D. Hicks, F. Robinson.
Girls, 16 to 18—J. Perry, N. Hicks.
Boys—E. Hicks, F. Perry.
Married men—Mr. West, Mr. Sumpton.
Married women—Mrs. West, Mrs. Campbell.
Wheelbarrow race—R. Clark and E. Hicks.
Thread and needle race—Mr. Clark and A. Livermore.
Biscuit race—E. Hicks, Mr. Clark.
Boat race—C. Hicks, E. Thomas.
Hobble-skirt race—Mrs. Shortt.

A SPECIAL SERVICE

Rev. T. L. Fowler, of Rodney, celebrated his 32nd Anniversary.

[Special to The Advertiser.]
Rodney, July 8.—Yesterday was the thirty-second anniversary of Rev. T. L. Fowler's first service in the Disciples' Church here, and a special anniversary service was held by him in honor of the event. Two fine sermons were preached to large congregations. In the evening the choir from West Lorne took part in the service.

The thirteenth annual reunion of the Aldborough Old Boys' Association will be held at Port Glasgow on Wednesday, Aug. 21. Reeve Graham will proclaim Rodney's Civic Holiday for the same date, so that every one may attend. A fine programme is being prepared by the committee in charge.

D. A. McKillop has sold his fishery at Port Glasgow to Gray Bros. for \$8,000.

The local orchestra, which comprises twenty instruments, will give a concert in the town hall here.

H. W. Thomas, druggist, has resigned the position of local manager of the Bell Telephone Company, and Charles E. Gladstone has been appointed as his successor. "Central" office will be changed to Gladstone's building and will be located in the rear of his shop.

Rev. J. P. Falconer, who recently returned from his holidays, preached at New Glasgow yesterday. Communion service was dispensed.

The Germans keep on building their great dirigible balloons and the Boreas keeps on destroying them. The Persival VI has now followed its numerous predecessors to the rag-bag through the instrumentality of a wind-squall. The balloon had previously been several narrow escapes from destruction.



We carry the largest stock of Mounted Diamonds in Western Ontario; therefore our prices must be right, or we could not enjoy this enviable position.
Our Rings are mounted in 14-karat gold. They range in price from \$5 to \$800.
Diamond and Pearl Set Brooches from \$12 to \$250.
We are always pleased to show you our goods.

C. H. Ward & Co.
Diamond Merchants and Jewelers.
374 RICHMOND STREET.
PHONE 1084.
Store Closes Wednesdays at 1 p.m.

Special Week for Bargains in Manicure Articles

FILES—
Unmounted 10c to 25c
Pearl Handles 40c to 60c
Ivory Handles 65c
Manicure Scissors 35c and 40c

BUFFERS—
Ebony 35c to 75c
Ivory 75c to \$1.50

SEE OUR WINDOW FOR EXCEPTIONAL VALUES

Cairncross & Lawrence
Chemists and Druggists,
216 DUNDAS ST., LONDON, ONT.

YOUR FURS

Should be stored at once. Kindly phone us and we will be pleased to call for same. Charges moderate.

BELTZ & CO.
Practical Furriers

BELMONT DEATH

Mrs. Mary Campbell Stricken While Attending Her Sister.

[Special to The Advertiser.]
Belmont, July 8.—The funeral of Mrs. Mary Campbell was held from the residence of her sister, Miss Isabel Brunton, concession 7, of Westminister, on Saturday afternoon to St. Thomas Cemetery, and was very largely attended. Deceased was 63 years old, and was born in Craignish, Argyllshire, Scotland. She was attending her sister here, who is ill, when she was taken sick and died soon afterwards. Besides her husband, Mrs. Campbell leaves one sister, Miss Isabel Brunton.

REV. J. J. MILLYARD
IN HYATT AVE. CHURCH

New Pastor Preached First Sermon to New Charge on Sunday.

A most inspiring sermon marked the entry of Rev. J. J. Millyard, the new pastor of Hyatt Avenue Methodist Church, to the clerical ranks of the city. It was a most auspicious beginning, and the congregation are to be congratulated on obtaining his services.

The subject of the morning discourse was "God Is Love." This is the foundation fact upon which the Christian church is built, and yet Christian people lost sight of this fact at times. It needs some explanation such as the Titanic disaster and the one in Regina, through which we are called to pass, before we fully realize this. In view of these things, there is only one thing we can do in order to maintain our faith. We must look to Christ. He is the final proof that God is love. His very presence in the world was evidence of God's love; especially do we see the Father's love when His Son died on the cross.

In view of God's great love, what our duty? It is set forth in the text, "Thou shalt love thy God, with all thy

heart, with all thy soul, with all thy strength, and thy neighbor as thyself. The "Pillars of Wisdom" was the text chosen. There were seven pillars upon which the life of every person should be built. These were good health, knowledge, ambition, industry, honesty, philanthropy, and religion.

There was a man in Windsor town,
Of that there is no question,
He dined not wisely but too well
Till he got indigestion,
And finding his digestion spoilt,
With all his might and main
He ate POST TOASTIES right along
Till he got well again.

Written by C. M. HEDDLE,
St. Hyacinthe, Que.

One of the 23 Jingles for which the Canadian Postum Co., Windsor, Ont., paid \$500.00 in May.

The taste and aroma that make ROWAT'S COFFEE please so many particular customers are obtained by expert blending of superior quality beans.

Drink Rowat's Coffee when you want the best.

40c a Pound.

T. A. ROWAT & CO.

Two Stores 250 DUNDAS STREET
Westley Road and 22nd Street
Three Phones South London, 969
Dundas St., 3051-3052

heart, with all they soul, with all thy strength, and thy neighbor as thyself. A God who is love will never be satisfied with anything short of the love of his children and for their love for one another.

In the evening, the service was for the benefit of the young people. "The Pillars of Wisdom" was the text chosen. There were seven pillars upon which the life of every person should be built. These were good health, knowledge, ambition, industry, honesty, philanthropy, and religion.

NEW CATHOLIC CHURCH IN LONDON

Corner Stone of St. Michael's Was Laid On Sunday By Bishop Fallon.

FATHER EGAN'S SERMON

Rector From Stratford Preached to the Congregation—A Most Impressive Ceremony.

The laying of the corner stone of the new St. Michael's Church at the corner of Maitland and Cheapside streets, yesterday afternoon by His Lordship Bishop Fallon, marked the establishment of the second new Catholic Church in this city within a few months, and when the north end edifice is completed next fall London will have four Catholic churches.

The bishop was assisted in the solemn ceremonial yesterday by Rev. Father Laurendeau, rector of St. Martin's in South London, as deacon, and Rev. Father Arnott, of Bidulph, as sub-deacon. Rev. Father Tierney, of St. Peter's Cathedral staff, officiated as master of ceremonies. Other priests who took part in the ceremony and who marched in procession from the residence of Father Hanlon, the rector of St. Michael's parish, included Mons. J. T. Aylward, of St. Peter's Cathedral; Rev. Father West, of St. Thomas; Rev. Father Forster, of Mount Carmel; Rev. Fathers McKeon and Tobin, of St. Mary's Church, East London; Rev. Fathers Rooney and Valentine, of St. Peter's staff, and Rev. Father Egan, of Stratford, who preached the sermon.

A canopy of red, white and blue had been erected over the portion of the edifice in which the corner stone was located, the place being gaily decorated with Union Jacks and Canadian flags.

The Sermon.
Father Egan in his discourse stated that the establishment of another Catholic parish in the Diocese of London, in which so many new churches are being erected, is cause for the greatest joy among the members of the faith, particularly in that it marks the spiritual progress of the people.

His lordship also spoke briefly declaring that during the past few days he had travelled a thousand miles for the purpose of associating himself with the joy of the corner stone laying. He also referred to the progress of the church on the American continent, and trusted that the parish of St. Michael's would grow and flourish.

The bishop also paid a tribute to Father Hanlon, the rector of St. Michael's, and expressed the hope that the priest would long be spared to enjoy the fruits of his labors in the north end of the city.

DRESDEN.

Dresden, July 8.—Miss Ruth Shaw visited friends near Botany recently. Mrs. E. S. Walker has left for a month's visit with her sister at Millbank.

Miss Eva Rice spent a few days in Chatham recently.

Mrs. Walker, of Detroit, is visiting her son, Mr. Coleman Walker, here.

J. J. Chaffie is spending a week in Toronto. While there he will meet her sisters, the Misses Robertson, of Winnipeg, who are en route for a trip to the Mediterranean. Miss Jean Robertson, who was a few years ago a member of the local public school teaching staff, and Miss Nettie Robertson, who visited Mrs. Chaffie last year, have many friends in Dresden.

Mrs. Belle Fox is spending a couple of weeks with her aunt, Mrs. J. M. Adams, near London.

Mr. Dell Bressett is quite ill at his home in North Dresden.

Mrs. John Northcott has returned from Detroit, where she was called to the bedside of her brother, Mr. William Blackburn, late of Dresden, who was injured by a fall from a building there last Saturday. She reports her brother still in a very serious condition.

Mrs. McKellar, of Brantford, and Mrs. E. Bass, of Windsor, are visiting relatives here.

Mrs. Charles Badder and Mr. Nathaniel Ellis visited recently with their brother, Mr. Richard Ellis, of Owen-
dale, Mich., who is very low with cancer.

ORANGEMEN AT DIVINE SERVICE

Nine Lodges Paraded to St. Matthew's Church on Sunday Afternoon.

THE PASTOR'S SERMON

Rev. Mr. Appleyard Told Brethren That Union Jack Should Be as Sacred as the Cross to Them.

Seven lodges of London Orangemen and two more from St. Thomas attended divine service Sunday afternoon in St. Matthew's Church conducted by the rector, Rev. Mr. Appleyard, B.A., past county chaplain.

The procession numbered 300 loyal followers of King William, and about twenty of these were lady members of "Victoria Lodge." He reviewed the names and the numbers of the lodges: No. 230, Ahoghill; No. 298, Boyne; No. 762, Forest City; No. 805, Hackett; No. 2101, Beaver; No. 2170, Nassau; No. 2158, Rev. Union Low; No. 939, Pride of the West, and No. 621.

The bands of the Forest City and No Surrender lodges provided music at the head of the parade.

Rev. Mr. Appleyard chose his text from the first six verses of Psalm 78. He told them that in their lodgerooms they discussed lodge topics, but in the church they were going to discuss spiritual topics. He reviewed in concise form the manifold works the Almighty had performed in the Old and New Testaments, in the destinies of his chosen people, the children of Israel. He impressed them that the Lord's people had to continually fight for their religion, and it was their duty to the society which they were members of, and to their constitution, to always live in strict accordance with the principles outlined in the Scriptures.

The Union Jack.
One of the emblems of their order was the Union Jack, and the three crosses of St. George, St. Patrick and St. Andrew, should be as sacred to them as the cross of Calvary was to the children of Israel.

In concluding, the minister exhorted his hearers to read the Scriptures diligently, and practice readily what they are told there; to have sincere love for the Holy Father and a steadfast faith in Jesus Christ; to trust to the sanctifying power of the holy spirit and believe in the Holy Ghost; to attend church every Sabbath and to keep the day holy. He trusted in the coming celebration they would all carry themselves as true Orangemen, and they would eradicate all such bitter cries as "To hell with the Pope." No true Orangemen would use such language, knowing that the Creator made all men equal.

HAS REIGNED OVER 63 YEARS.
Vienna, July 7.—The reign of Emperor Francis Joseph of Austria yesterday exceeded that of the late Queen Victoria of England. He succeeded his

Jogging Laziness into Activity

The merchant whose business lags in the summer has himself to thank.

To slacken the selling pace in the hot season—to lessen Advertising activity—indicates a resignation which has no place in modern business.

If we think we cannot keep our business booming in summer time, we surely will not.

What a jolt it must have been to the fur trade, when the first mid-summer fur advertisement was run in a daily paper! Now many fur stores are following the example of that progressive fur man who dared to believe that fur sales need not go down as the mercury goes up.

Energy, linked with Advertising, has turned the month of January into the biggest selling season for white goods. Advertisements of a high stimulative power, combined with a disregard of "seasons," have opened up automobile selling two months earlier than was once thought possible. Advertising has started Christmas shopping early in October instead of the middle of December.

Advertising rises superior to seasons and thermometers. The right kind of Advertising strikes a responsive cord in human nature—and human nature is the same in August as in December.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

HOUSE PAINTING

We make a specialty of it. Material and workmanship guaranteed. Let us give you an estimate. Do it now.

A. E. Jolly & Co.
190 Dundas Street

FRY'S COCOA

Its Flavor Is Delicious. Buy It.

roads impassable, and only one farmer had braved the hub-deep mud. Not until America learns to make good roads, and equally important, resolves to maintain them, can effective co-operation between town and country result.

New C. P. R. Train for Muskoka District.

Fast Limited Muskoka Express via Canadian Pacific leaves Toronto 12:10 p.m., daily except Sunday, carrying Parlor Car, Cafe Car and first-class coaches, making direct connection at Balta with steamers for all lake points. Everyone should endeavor to visit this delightful resort, especially those subject to hay fever, as the atmospheric conditions offer immunity from this malady.

Full information from any C. P. R. Agent. 52u

THE MOST POPULAR AND ONLY DIRECT LINE REACHING ALL SUMMER RESORTS IN HIGHLANDS OF ONTARIO.

Including Muskoka Lakes, Lake of Bays, Algonquin Park, Maganetawan and French Rivers, Temagami, Kawartha Lakes, etc. Excellent train service via Grand Trunk Railway System to and from above resorts. Write for illustrated folders and timetables telling you how to get there and containing list of hotels, rates, etc., to A. E. Duff, District Passenger Agent, Union Station, Toronto, Ont. 43u

Do You Know the New Palace Livery, 619 Dundas Street, Phone 833. George Ross and Harry Ross, Proprietors.

DR. CHASE'S OINTMENT

See testimonials in the press and ask your neighbors about it. You can use it and get your money back if not satisfied. Sold at all Dealers or by Mail, 10c. Geo. Ross and Harry Ross, Proprietors.