

Midsummer Sale

OF

Muslin Waists

\$1⁵⁰ Embroidered Muslin Waists for 98c

Ten dozen Allover Embroidered White Muslin Waists, with kimono set-in sleeves; sizes 34 to 42 bust. July sale price. **98c**

Long Silk-Finished Lisle Gloves for 50c

10 dozen Silk-Finished Lisle Gloves, dome fasteners, extra long, in black and white. July sale price on Saturday. **50c**

50c Swiss Flouncing for 25c

27-inch Embroidered Flouncing, fine Swiss, neat patterns. Regular 50c value, Saturday special. **25c**

Embroidered Dollies for 25c

10 dozen 18-inch Round Scalloped Edge Dollies. July sale price. **25c**

90c Flannelette Gowns for 69c

5 dozen Flannelette Night Gowns, in pink and white, lengths 58 to 60. Regular 90c value, Saturday special. **69c**

Fancy Parasols,
\$1.50 value,
Saturday
Special, 98c.

R. J. YOUNG & CO.

Fancy Parasols,
\$1.50 value,
Saturday
Special, 98c.

Cut in Prices on Screen Doors

Well, here they are, so grasp the opportunity.

9 Doors in three sizes, regular \$2.25 for.....	\$2.00
8 Doors in three sizes, regular \$2.00 for.....	\$1.75
5 Doors in three sizes, regular \$1.75 for.....	\$1.60

SCREEN WINDOWS at close prices.

All sizes in Screen Wire.

REFRIGERATORS must go; yours at cost.

HAMMOCKS at cut prices.

See our big 15c window of Graniteware.

Regular 25c articles for 15c, and every one a useful article.

DR. WILLIAMS' FLY DESTROYER, \$1.00 per gallon.

Nothing like it, nothing so good as it. Try it on your cows.

J. A. BROWNLEE

PHONE 652.

385-7 TALBOT STREET.

Clearing Sale of All Refrigerators, Lawn Mowers, Screen Doors and Hammocks

Refrigerators. Regular \$17.00. Now \$13.50.	Lawn Mowers. Regular \$6.00. Now \$4.99.
Refrigerators. Regular \$15.00. Now \$12.00.	Lawn Mowers. Regular \$8.00. Now \$6.99.
Refrigerators. Regular \$9.00. Now \$6.99.	Hammocks. Regular \$2.50. Now \$1.79.
Lawn Mowers. Regular \$3.50. Now \$2.69.	Hammocks. Regular \$5.00. Now \$3.99.
Lawn Mowers. Regular \$4.50. Now \$3.89.	Hammocks. Regular \$6.00. Now \$4.69.

SEE OUR NEW "SWEEP-VAC," takes the place of a vacuum cleaner, but does the work cleaner and easier. Hundreds of these are in use in Detroit and other American cities, and give every satisfaction. \$12.00 each

Your money back if not satisfactory.

See our "Cowan Thermo" Pocket Knife at 50c. It's great value.

Cowan's Colossal Hardware

125 AND 127 DUNDAS STREET.

PHONES 3461-3462.

The Dominion Savings and Investment Society

INTEREST ON DEPOSITS, 3 and 3½ per cent, according to arrangements.

INTEREST ON DEBENTURES—4 per cent, payable half-yearly.

RESERVE FUND.....\$150,000.00

CAPITAL PAID UP.....\$924,693.86

T. H. PURDOM, K.C., President.

NATHANIEL MILLS, Managing Director.

GOVERNORS DISMISSED. Madrid July 12.—The governor of Oropesa has been dismissed from office and the governor of Pontevedra has been transferred to Avila. These officials are charged with remissness in not preventing the Portuguese royalists from making preparations in their districts. Information from a royalist force says that a cavalry regiment in pursuit of the royalists near Cabeceras de Baston, has gone over to them.

BRILLIANT SCENE AT EARLS COURT

Elizabethan Manners, Costumes and Language Was Faithfully Reproduced.

ARMORED KNIGHTS TILT

Medieval Joust Was Held With All the Pomp and Pageantry of Past Days.

New York, July 12.—A London cable says: The Elizabethan triumph at Earls Court last night was a brilliant success. It proved to a shoddy of Elizabethan manners, costumes and language, was faithful to the dresses were accurate, and the armor in many cases authentic suits of the period. The horses employed were mettle-some that some of them seemed to be chosen more by daring than by discretion.

Only in one regard was realism sacrificed for prudery. Just as at the recent naval review the torpedoes launched at the battleships were dummies, so the fighting with lance and sword partook of the character of stage duelling. In a portion of the spear penetrates through to the shoulder, fortunately without doing any harm.

The Duke of Marlborough was the hero in two fights. In one tilt the knight palpably found a joint in his opponent's armor, for a portion of the spear penetrates through to the shoulder, fortunately without doing any harm.

The Duke of Marlborough and Lord Argyll St. Leonards, the points, and as a result of the final tilt Lord St. Leonards had by a shade the better of the tilt.

The cost of this reproduction, with all the heraldic pomp and pageantry of a medieval joust, was \$200,000. Among those present were Queen-Mother Alexandra, Princess Henry of Battenberg, Princess Christian, Princess Victoria, the Grand Duchess Olga of Russia, the Redoubtable Duke of Mecklenburg-Strelitz, Prince George and Prince Christopher of Greece, the Duc d'Albe, the Princess of Pless and the Duchess of Hall, where the tilting took place, was turned into a perfect representation of an ancient tilting-yard, with embellishments of the castles of York and Warwick closing the lists at each end. Four thousand spectators were present.

LONDON LIFE AGENTS MEET

Large Gathering of Insurance Men Held in Offices of the Company.

Three Things Are Necessary to Success of an Insurance Company, and the London Life Has All Three.

The annual agency convention of the London Life Insurance Company commenced Thursday afternoon at the head office of the company on Wellington street and will be concluded this evening by a banquet in the convention room of the company. All the general agents, superintendents and assistant superintendents of the company in Ontario and a few of the western provinces are attending. The convention was opened Thursday afternoon by Ald. J. G. Richter, general manager, who expressed his pleasure at meeting the agents. He spoke on the "Principles of London Life Insurance." These principles were numerous, but time would not admit of dealing with more than three of perhaps the most important. These were: 1. Adequate rates; 2. Beneficial policies; 3. Competent management. He showed most conclusively that the company measured up to these requirements.

Other addresses in the afternoon were given by J. E. Carson, who spoke on "Commercial Insurance and Its Possibilities"; J. G. Stephenson on "Co-operation as a Force in the Development of the Company's Business"; Messrs. J. W. Mowbray and Geo. McBroome, who spoke on the "Conservation of Business." In the evening addresses were made by Mr. Ed. E. Reid, assistant manager and actuary of the London Life, and J. McSweeney.

Insurance Questions. This morning the representatives discussed questions that are of great importance in the insurance business. The business part of the convention was concluded at noon today and this afternoon will be given over to pleasure. At 2 o'clock the representatives were given a ride through the city on a special street car, and later went to Springbank, where a programme of sports was given.

Tonight a banquet will be given to the staffs, at which Mr. J. W. Mowbray will respond to the toast, "City of London." Chairman J. M. Gunn, of the board of education, will reply to the toast, "Education," and President John McClary and Vice-President A. G. Jeffrey, K. C., will speak to the toast, "The Company."

Those in attendance at the convention are: Messrs. J. E. Carson, M. E. Manning, L. J. Luggs, P. C. Gerred, D. Stouffer, Toronto; A. H. Tulloch, Hamilton; J. D. Hinchley, Seaforth; Geo. D. Robertson, Clinton; J. W. Kerney, Guelph; George Robb, Brantford; J. W. Humphrey, Chatham; W. S. Benedict, Chatham; G. R. Brantford, Sunderland; P. H. Dutton, Woodstock; D. S. Whaley, St. Marys; G. A. Hogarth, Regina, Sask.; E. J. Sarnia; P. G. Gould, J. C. Stinson, P. P. Conners, Ottawa; J. E. Stephenson, Winnipeg; Man.; W. P. Evans, J. R. Pantou, Fort William; A. B. Chene, Woodstock; A. Bretz, Toronto; George McBroome, J. C. Jury, R. Pearce, W. Courts, and Victor Chas. Myrick, and R. H. Harding, London.

2,000 SPENT DAY AT THE LAKESIDE

Six Big Sunday School Picnics Were Held at Port Stanley.

FINE PROGRAMMES

Of Athletic Events Added Interest to Enjoyable Outings.

[Special to The Advertiser.] Port Stanley, July 11.—Fully two thousand Londoners picnicked at Port Stanley yesterday. A great many came down, taking advantage of the half-holiday, and six Sunday school picnics were present, Askin Street Methodist, Wellington Street Methodist, St. David's, Southern Congregational, Hill Street Methodist, and Ridout Street Methodist.

The hill and beach were enlivened with a constantly-moving crowd of happy children, some were in the water, some were fishing or boating and all amusements were taxed to their capacity. In the confusion from the intermingling of Sunday schools it was difficult to carry out a programme of sports, and some of the committees did not attempt to do so.

Wellington Street Methodist managed to keep its Sunday school together and held its race. Candy was distributed to all the younger children and free rides on the merry-go-round were given to all who wished them after the sports, so that the children had a joyous afternoon.

The winners in the races were: Boys, 9 to 12—B. Craig, H. Rowntree, Broadley and Ferguson (tied). Girls, 9 to 12—Queenie Harris, Doris Rowntree, Katie Billback. Boys 12 to 16—Gordon Southcott, Wilfrid Luney, W. Curnoe and R. Campbell (tie). Girls 12 to 16—Nellie Harris, Ora Sullivan, Laura Freil.

Boys 16 to 19—Oswald Luney, Roy Campbell, G. Suddick.

Married women—Mrs. T. Atkinson, Mrs. Aldis, Mrs. W. M. Jones, George Winder.

Hill Street Methodist also carried out a comprehensive programme of sports, which were keenly contested, and provided much amusement both for the onlookers and those taking part.

The winners of the events were: Primary girls—Lillian Progers, Marjorie Lane, Edith Allen. Primary boys—George Day, Harley T. Aldrich.

Girls 9 and under—Olga Dibbleck, Marguerite Allen, Verma Mawby.

Boys 9 and under—Harold Day, Willie Nichol, James Mannax.

Girls 11 and under—Jennie Gillett, Madeline Aldrich, Merle Dockstadter.

Boys 11 and under—Ely Wright, Art Progers, Harold Parker.

Girls 14 and under—Verna Powell, M. J. Joffe, Plesley McMan.

Boys 14 and under—W. Langford, W. Mawby, N. Graham.

Chums' race—Mrs. Delany and Roy Joffe, Nettie and Fred Powell.

Hop, step and jump—E. Watson, G. Baker, L. Joffe.

Throwing baseball (ladies)—Rosa Bull, Nettie Powell, Pearl Aldrich.

It was a busy day for the railroads, but the Traffic Manager, Mr. Marquette provided good accommodation for the crowds of picnickers.

Dundas Centre Outing. The annual outing of the Dundas Centre choir, which was held, proved an unqualified success and over fifty members and guests were present.

The choir came down on the early afternoon train and commenced their fun with a baseball match, the High Voices against the Low Voices, in which the former were winners by a score of 5 to 2.

An unusual and most amusing programme of sports followed, which was heartily participated in by the choir members.

The winners were: Duet time races—Miss Reid and Mr. Andrews, Mrs. and Mr. Lewis.

Disappointment race—Miss Gilmore and Mr. Morris, Miss Reid and Mr. Andrews.

Throwing baseball (ladies)—Miss Ware, Miss Roberts.

Egg and spoon race—Mrs. Shoebottom, Miss Perry.

Shampoo contest—Miss Suhr and Mr. Andrews, Miss Gilmore and Mr. Couke.

Necktie race—Miss Gilmore and Mr. Couke, Mrs. Walker and Mr. Andrews.

Banana race—Miss Gilmore, Miss Carrie.

Most graceful walker—Miss Carrie, Miss Gilmore.

Most graceful couple (lady and gent walkers)—Miss Weston and Mr. Morris, Miss Copeland and Mr. Adams.

Special—Guessing aggregate amount of money carried by the men—Miss Thompson.

Special—Guessing aggregate weight of the ladies present—Mr. W. Heaman, Mr. Couke.

After the sports the choir adjourned to the Inverleith banquet hall, where a most pleasant evening was spent.

The first toast, "Our Choir," was proposed by Mr. Wm. Heaman, and in his speech Mr. Heaman pointed out that the prospects were very promising for the choir to take a trip to the Old Country next summer. Mr. Parnell Morris, the choir leader, in replying, introduced into his speech a new piece of original poetry, redolent of take-offs on the various choir members.

There followed a series of one-minute speeches on various amorous subjects.

Mr. Lewis, in speaking of "Mine Host," commended the excellent entertainment provided by the Inverleith.

The next toast, "Our Lady Members," was proposed by Mr. Wm. Heaman, and was very aptly responded to by the Misses Daisy Westman and Ollie Suhr.

During the course of the programme excellent vocal selections were rendered by Miss Westman, Miss Suhr, Miss Reid and Messrs. George White and W. H. Skinner. The pleasant evening was closed, after distributing an unexpected assortment of dubious prizes, by singing the National Anthem.

Toronto Excursion. Special excursion train will leave C. P. R. depot for Toronto on Saturday July 13, at 7:10 a.m. Rate: Adults \$2.55, children \$1.50. Tickets good for return on any regular train up to and including Monday, July 15. On sale at C. P. R. city ticket office.

Ocean Steamships. New York, July 11.—Arrived: Manuel Calvo from Genoa; Majestic from Southampton; Bermudian from Bermuda.

Boston—Arrived: Cymric from Liverpool.

Liverpool—Arrived: Arabic from Boston; Dominion from Philadelphia.

Queensdown—Called: Baltic from New York.

Boulogne—Called: Rotterdam from New York.

New York, July 12.—Arrived: Lusitania from Liverpool; San Giorgio from Naples.

NOW WANT MONEY FOR SULPHUR BATHS

Playgrounds People Say \$500 Is Too Small For Swimming Pools.

Rev. J. Gibson Inkster and Mr. Geo. S. Gibbons appeared before the board of works last evening and asked that the \$500 recently set aside by the city for the purpose of providing swimming pools for boys in the river, be handed over to the Playgrounds Association to be used in providing more accommodation for children at the sulphur baths on Thames street. It was stated by the department that the sum of \$500 is too small to do anything in the way of providing swimming pools for boys in the river, and the money could be used to better advantage at the sulphur baths.

As the meeting was a minority one, only Chairman Robinson and Ald. Blandford being present, it was decided to defer action on the matter, and the council will be asked at once to say what shall be done with the request.

PEOPLE OBJECT TO EAST END CONCERTS

As Result Sunday Band Concerts Have Been Cut Out at Queen's Park.

The fact that there are no Sunday cars in London has led many people who have subscribed to the Sunday concert fund to object to the holding of band concerts in Queen's Park on Sunday evenings. People who reside in the north end or South London, and in West London find the walk long and tiresome, especially in hot weather. As a result Mrs. (Dr.) Kingsmill has decided that no more Sunday concerts shall be given in Queen's Park. On Sunday night next the Seventh Regiment Band will play in Victoria Park from 8 to 10 o'clock.

SAFETY FROM SUNBURN

"Old So" makes havoc with fair faces these days, and spoils the pleasures of outdoor life. Our Balm Zoln insures a soft, clear, velvety complexion in all sorts of weather. Applied before going out of doors, it prevents tan, sunburn and freckles. Price 25 cents.

Strong's Drug Store

184 DUNDAS STREET.

A HOT SHOT.



First Recruit—Why do they call him "colonel?"
Second Recruit—Because he's nutty, I guess.

LONDON READY-TO-WEAR

Our Revolution Sale

Opens Saturday Morning with a Rousing Crowd of Bargains from Every Department.

LADIES' SUITS, all sizes, styles, high qualities. DRESSES, all colors, styles and sizes. WAISTS, SKIRTS, Underskirts, Men's Suits, Raincoats, etc.

We intend to make this sale one to be remembered. Every department will have its big bargains that should be sufficient attraction for you to visit us.

This sale was originated with the sole object of bringing the attentions of a larger number of people to this great new store, filled with high-grade merchandise.

We have had hundreds and hundreds of people visit our big, bright, busy store, and the satisfaction expressed by so many has given us the greatest satisfaction and encouragement to greater effort.

A visit to our store, while this great sale is going on, will mean money in pocket.

We Quote Below Only a Few of the Many Bargains We Are Offering

White Dresses

A splendid assortment of White Dresses, beautifully trimmed, with high-grade laces and embroideries, in the newest styles, all sizes:

Regular \$3.50 Dresses, sale price.....	\$1.98
Regular \$4.00 Dresses, sale price.....	\$2.48
Regular \$5.50 Dresses, sale price.....	\$3.49
Regular \$6.50 Dresses, sale price.....	\$4.95
Regular \$12.50 Dresses, sale price.....	\$8.85

WASH DRESSES, in all colors and styles, \$2.00 values at..... **\$1.25**

Splendid quality Suits, this season's best styles, in Serges, Whipcords, Panamas, silk lined, high waist skirts, \$18.00 to \$20.00 values. Sale price..... **\$9.45**

Coats For Summer

COATS, of Linen Repp, trimmed with buttons, regularly sold at \$5.50. Sale price..... **\$3.75**

COATS, of Tan Repp, with fancy stripe, one-sided effects, trimmed with blue, worth \$7.50. Sale price..... **\$4.95**

PONGEE Coats, trimmed with blue silk on collar and cuffs, handsome coat, worth \$15.00. Sale price.... **\$9.45**

Suits For Women

LADIES' FINE SUITS, in Serge, Panama, Venetian, etc., fancy linings, perfectly made, worth up to \$15.00. Sale price..... **\$6.45**

WHITE SERGE SUITS, worth \$12.00. Sale price..... **\$5.25**

SUITS OF CREAM SERGE, with hairline stripe, silk lined, perfectly tailored style, regular \$15.00. Sale price..... **\$8.95**

SILK WAISTS, all colors, all styles, values up to \$5.00. To clear at..... **\$1.98**

DRESSES, in Messalines, Taffetas, Pongees, Foulards, etc.:

Values to \$12.50, sale price.....	\$ 6.95
Values to \$15.00, sale price.....	\$ 7.95
Values to \$20.00, sale price.....	\$10.45

Men's Suits

Suits, worth \$10.00, sale price..... **\$ 6.95**

Suits, worth \$12.50, sale price..... **\$ 8.45**

Suits, worth \$18.00, sale price..... **\$10.75**

Suits, worth \$25.00, sale price..... **\$12.45**

LONDON READY-TO-WEAR

256 DUNDAS STREET, NEAR WELLINGTON STREET.