

More Than Twenty Thousand Pupils

have attended the Federated Business Colleges, of Ontario, Limited, Schools in London, Toronto, Hamilton, Ottawa, Sarnia, Galt, Berlin, Guelph. Send for circular to school nearest your home.

Miss Cannon has been placed as bookkeeper with C. Smith, London, and Miss P. Moore as stenographer with the Stevens Mfg. Co., London.

Forest City Business and Short-hand College, London,
J. W. WESTERVELT, Principal.

THE SHEARS OF OUR CUTTER.

Keep clicking a merry tune these days in cutting stylish summer suits for dressy men. The reason is because we are offering such surpassing values.

O. LABELLE,
372 Richmond Street.

R. K. COWAN,
BARRISTER, SOLICITOR, ETC.,
County Bldg., next Court House, London.

H. C. M'BRIDE
Architect and Surveyor,
213 Dundas Street.

CALL AND SEE US AT OUR

New Factory and Showrooms
32 to 40 Dundas Street.

The Electrical Construction Co. of London, Limited,
Dynamos, Motors, Electric Light Fixtures and Wiring Supplies.
Phone 1103.

FAIRBAIN,
THE TAILOR,
Richmond Street, Opposite City Hall.

LONDON CONSERVATORY
of Music and
School of Elocution
Limited.

Reopens for fall term,
Sept. 1. Subjects—Piano,
Vocal, Harmony, Theory,
Sight-Singing, Elocution
and Physical Culture.

Sweet Home Soap

is the top notch of economical effectiveness. It does its work, and does it well. There is the safety of certainty about it.

Canadian agents are now found in nearly every large American city. They are advertising in all the leading American newspapers, and 29 states have contributed to this movement to the northward.

If you are the cook, you know better than anyone else just how hard it is to suit the variable hot weather appetite. Here's a point: Get a bottle of Price's Rennet Wine, use a teaspoonful to a pint of sweet milk, and get in return a delicious curd which you can serve cold with cream, jellies or sauces, and satisfy the most cantankerous appetite. It will cost you 25 cents. Sold by Scandrett Bros., grocers, Dundas street.

It is reported that only 40 British novelists are able to live on the profits of their books.

ALWAYS A GOOD FRIEND.—In health and happiness we need no friend, but when pain and prostration come we look for friendly aid from sympathetic hands. Those hands can serve us no better than in rubbing in Dr. Thomas' Electric Oil, for when the Oil is in the pain is out. It has brought relief to thousands who without it would be indeed friendless.

W. A. Brock, Agent for Stevens Rifles and Shotguns.



Maynard Pattern Rifles.....\$2.50 Ideal.....12.00
Crack Shot Rifles.....4.00 Single shot, shot gun.....8.00
Favorite.....8.00 Automatic Ejector.....12.00

BROCK'S GUN STORE, 192 DUNDAS STREET, LONDON, ONT.

FOR HOT WEATHER

Light Weight Underwear
for 50c, 75c and \$1 per suit.

GRAHAM BROS.



STAR SAFETY RAZOR
This cut shows
with complete
Razor.

The travelers' favorite. You can shave on board train or on a boat. Cannot cut your face. A safe, quick, comfortable shave.

GURD'S, 185 DUNDAS ST.

A Little Comparison

will prove that the quality and workmanship of our made-to-order clothing cannot be duplicated.

Southcott's, 163 Richmond St.

W. A. PIPER, D.D.S.,
Specialty Gold and Porcelain work.
Hours—9 to 5 p.m.

Drs. D. H. & W. A. Piper
D. H. PIPER, M.D.
Ear, Nose, Throat and Lungs.
Hours—10 to 2, 7 to 8 p.m.
Phone 504, 522 Dundas St. (cor. Waterloo).

Meteorological.

Toronto, July 10—8 p.m.—Scattered thunderstorms have occurred today from Qu'Appelle to the Maritime Provinces, but on the whole the weather has been fine. Toronto recorded 90, the highest temperature reached in Canada, but in the Western States temperatures of over 100 degrees have been general.

Minimum and maximum temperatures: Victoria, 42-60; Qu'Appelle, 56-73; Winnipeg, 52-80; Port Arthur, 52-74; Parry Sound, 62-80 Toronto, 60-90; Ottawa, 62-84; Montreal, 64-76; Quebec, 62-72; Halifax, 52-78.

Local temperatures—Highest, 91; lowest, 50.

Today (Thursday) the sun rose at 4:46 a.m. and sets at 8 p.m. The moon rose at 12:59 a.m. and sets at 3:48 p.m.

Inferior Makes

of bread will be offered you, but don't allow your grocer to persuade you to buy inferior bread. We make and bake the best bread. 'Phone 518.

JOHNSTON BROS.

HOT WEATHER NECESSITY

You know the satisfaction of wearing a suit that FITS—and we guarantee to fit you perfectly—or KEEP the suit. Our customers are made and trimmed with all the little details that tell of careful painstaking workmanship. Come in and examine fabrics.

THOS. WILSON, —213— Dundas St.

Prevention of Eye Trouble...

Prevention is better than cure. It is cheaper. It is possible when cure is impossible. Eye trouble may be avoided by the timely use of GLASSES, averting discomfort, suffering and permanent impairment of sight. We are properly equipped to adjust Glasses, and guarantee satisfaction.

Thos. Gillean,

402 Richmond Street.
Official Issuer of Marriage Licenses.

London Advertiser.



CONSPIRATORS SENT TO PRISON.

Chicago, July 11.—Dr. August M. Unger and F. Wayland Brown, convicted of conspiracy to defraud insurance companies in connection with the death of Marie A. Defenbach, were yesterday sentenced to the penitentiary by Judge Tuley, of the criminal court, on an indeterminate sentence. The case of Frank H. Smiley was continued until the next term of court.

Tubular Washing Ties

Narrow Four-in Hands and Strings in cotton and silk, the most Popular Ties for summer wear.

Prices, 15c, 20c and 25c.

ROSS'

196 Dundas Street.
PHONE 1319.

JEWELRY VALUES

No one would wear cheap jewelry if they could afford the good kind. It's a mistake, however, to think that the good kind is dear. We'll surprise you with the pretty styles of best precious metals that we sell at low prices. If you are thinking of investing in something new and good, don't fail to get our prices.

WARD, The Jeweler, 374 Richmond St. Phone 1084.

The Ontario Loan and Debenture Co

PAID UP CAPITAL, \$1,200,000.
RESERVE FUND, 555,000.

Deposits Received,

Interest 3½ per cent per annum, half-yearly.

Debentures issued

for one year and upwards. Coupons attached for interest half-yearly.

WILLIAM F. BULLEN, Manager.
Office—Cor. Dundas Street and Market Lane, London, Ont. w12

Notice to Advertisers.

Advertisers will please take notice that all changes for Saturday's issue must be handed into the counting-room before 4 p.m. Friday evening. This action is necessary on account of issuing both editions at 1 p.m. Saturday during July and August. We cannot accept copy for changes on Saturday morning.

A LOCAL BUDGET.

—A meeting of the Veterans' Association will be held in the city hall tomorrow evening, when the several townships in New Ontario will be pointed out where land can be taken up.

—Ingersoll Chronicle: Point Edward carried the Crosby bonus bylaw by a unique vote. There were 211 votes cast in favor and not a single vote against. Voters went from many distant points, including Stratford, Toronto, Hamilton, London, etc.

—The vaults in the inland revenue department of the custom house are to undergo some changes. They are to be strengthened with new iron doors of the combination class, and the old wooden shelves are to give way to iron racks for the heavy books used in the offices.

Sarnia Observer: About 15 London Old Boys, who were at the Chapman House last night, but owing to the illness of one of last year's officials it was decided to postpone the election of officers until Friday night, when it is expected that the Old Boys will attend. The meeting is called for 8 o'clock at the Chapman House.

—A new time card will come into effect on the L. E. and D. R. R. on Monday next. Among the important changes are that the morning train from Sarnia will run through to Blenheim. The trains on the new extension will run between Blenheim and St. Thomas, connecting at these points with regular trains. There are no changes on the Port Stanley division.

—St. Thomas Times: H. Lancaster, of Omaha, Nebraska, publisher of the London Old Boys' Magazine, was in the city yesterday afternoon on his way to London. While here he took a group photograph of the following London old boys for his paper: Dr. Guest, W. Oke, Chas. Farmer, Harry Flowers, Chas. Regan and Robert Hancock. Mr. Lancaster will return here next week and spend several days in the city.

—The number of visitors at Springbank last night was probably the largest that has been seen this season, during weeks when there has been nothing but the regular attractions to draw people thither. The entertainment that is provided by the street railway company this week is excellent in many respects; but the turn that pleases most is done by the Roberts family. It is an act that, if really delightful and deserves in every way the praise that is given it by those who have been at the park. It is put on by a family of four—parents and children—of whom the youngest, a little girl of 9 years, is the greatest favorite. The other features also are pleasing.

BEST SHOT IN DISTRICT.

Sarnia Canadian: A comparison of the score reports from both brigade camps just held at London, gives Col. Sergt. McRury, of No. 8 Company, 27th

Clarified Milk and Cream

Milk of excellent quality that has been sterilized bottles delivered in the early morning at, per quart..... 5c

Cream at, per quart..... 25c

Delicious Butter from our own creamery, 20c at, per pound..... 20c

Buttermilk 2 quarts for..... 5c

PHONE 1005.
J. E. CREBLEY & CO., LTD.
247 DUNDAS STREET.

Nothing Impure

in Eureka Bread. It is made from the best flour. It is the purest and best bread. You will like it if you give it a trial.

THE FARNELL-DEAN STEAM BAKING CO., Limited,
Phone 292. 75 Bruce Street, London, Ont.

Regiment, the distinction of being the best shot in the whole division. In the second brigade the highest score was made by a sergeant of the Wellington Rifles, but even his 224 is exceeded by three Borderers—Col. Sergt. McRury, Col. Sergt. Bourne, Alvinston, and Corp. Peacock, No. 7 Company.

TRADES AND LABOR COUNCIL OFFICERS.

At the regular meeting of the Trades and Labor Council, the following officers were elected: President, James Baker; vice-president, A. McCrae; financial secretary, George Hill; corresponding secretary, A. Johnston; recording secretary, B. Parkinson; sergeant-at-arms, M. Delaney; treasurer, T. C. Thornhill. The election of committees was laid over until next meeting.

CHARGED WITH ASSAULT.

Constable Wilson, of Strathroy, brought an old man named Geo. B. Shepherd to the jail here last evening. Shepherd was before Police Magistrate Noble, of Strathroy in the afternoon, charged with having assaulted Mary Sarge on the 6th inst., by which she is alleged to have received bodily injuries. Shepherd was arrested on information sworn out by the latter, and sent for trial. He is 72 years of age, and married. When brought to the jail here he was in possession of a silver watch and two dollars in money.

McLEOD—MORAN.

Miss Julia Moran, daughter of the late John Moran, 418 Hill street, and Mr. John McLeod, an employee of the McLeod, Nolan Cigar Company, were married in St. Mary's Church yesterday morning. Miss Sadie Moran, sister of the bride, acted as bridesmaid, and Mr. Thomas Cahill supported the groom. The ceremony was performed by the Rev. John Durkin, of Memphis, Tenn., formerly of this city, and at its conclusion the happy couple repaired to the home of the bride, where a number of relatives and friends of the contracting parties sat down to a dainty repast. The newly-wedded couple received numerous congratulations. The couple were the recipients of many beautiful presents. Mr. and Mrs. McLeod will reside at 105 Adelaide street.

BREAK—TAYLOR.

A pretty wedding was solemnized at the home of Mrs. Taylor, Queen's avenue, on Wednesday at 2:30 p.m., when her eldest daughter, Jennie, was married to Mr. Daniel Break, of Toronto, at one time of this city. The officiating clergyman was the Rev. Mr. McKenzie and the bridesmaid was Miss Olive Case, while Mr. Ed. Taylor, brother of the bride, supported the groom. Miss Mills, of London South, played the Wedding March. The bride and attendant were daintily gowned in white organdie and lace, and carried shower bouquets of white roses. Among the numerous presents were a handsome clock from the bride's former employers, and a piano from the bride's mother. About 30 guests were present, including some from St. Marys and Port Stanley. The bridal couple left by the evening train for their future home in Toronto.

NEW HUSBAND

Quite an Improvement on the Old. "I have been compelled to stop drinking it," I said to the friend who asked me to strengthen up on a cup of her good coffee. "Well," she said, "I wouldn't have you, for I have Postum Food Coffee here, which completely cured a friend of mine of sick headaches." I tried her coffee and it was very good, but when I tried to make it at home, I was disappointed. I soon found that I was not making it correctly, but by putting in two heaping teaspoons of Postum for each person and letting it boil twenty minutes, it was delicious.

I had at that time been an invalid for several years, but did not know my trouble was caused by coffee drinking, of which I was very fond. I immediately began to feel better after leaving off coffee and using Postum, and stuck to it. One day I met a lady who was troubled the same as I was, and whose appearance on the street really shocked me, for she was so emaciated. She exclaimed in surprise at my improved appearance, and wanted to know what I had been doing. She asked me if I had been doing. I have allowed Postum Food Coffee to work the almost complete miracle of curing me.

My husband has been absent in Georgia for some time, and has been in wretched health, having been in the hospital twice for indigestion. I wrote him to stop using coffee and try Postum, told him also just how to make it. Yesterday I received a letter from him in which he says, "I am feeling much better, thanks to you and Postum. I sleep better, eat better, and in fact, my dear, am quite an improved man on the old husband." Alice L. Gilson, 805 Park Avenue, Salt Lake City, Utah.

GRAND TRUNK EARNINGS.

Montreal, July 11.—The results of the enormous excursion traffic to and from Buffalo on July 1 (Dominion Day) is shown in the Grand Trunk Railway earnings for the week ending July 7, which, compared with the same period last year, shows an increase of \$30,641. The figures are: 1901, \$512,472; 1900, \$481,831.

Tingles and Blisthes

How unsightly, sometimes disgusting, mortifying to the sufferer and unpleasant to the onlooker, is the evidence of lowered vitality of the eliminating organs. They need toning up—the whole system does. You can quickly bring about the improved condition by using Ferrozone. Poisons are driven out of the blood, organs grow stronger, pimples and blotches disappear, color becomes good. Gladly just try and see how much joy can be gotten out of a box of Ferrozone. At W. T. Strong & Co.'s.

Bicycles, Fishing Tackle,

Guns, Rifles and Cartridges at Lowest Prices.

D. McKenzie & Co.
288 RICHMOND STREET.

Tapestry, Brussels and Velvet Carpets.

Linoleums and Oilcloths

Chips from Our ...Bargain List

The most interesting list of bargains we've offered this season, especially to those who contemplate taking a short vacation, as many of our bargains are especially intended for the holiday trade, and priced to effect a speedy sale.

Rugs and Mats

Your Money Back if Your Purchase Is Not Satisfactory

Better Than Has Been.

The Wrappers we sold last bargain day at 65c were the best ever sold in London for the money—the verdict of all who saw them. All who did see them bought, at least, all who wanted Wrappers. This bargain day we are going to offer 15 dozen Print Wrappers, which we consider fully better than those sold last bargain day. They are well made, and come in choice patterns and colors, all sizes, waist lined with cambric.

Well Worth \$1, Friday for 65c.

Modes' Glove-Fitting Patterns Only 15c.

Another Shirt Waist Triumph
Worth \$1 25, Friday for 49c.

Such a sweeping reduction in seasonable garments doesn't often take place. But we consider it more prudent to sell these Shirt Waists while they are garments of necessity and of service than to keep them any longer. Every Shirt Waist we guarantee to be thoroughly up to date. Here are the particulars:

Ladies' Blouses, of fine quality organdie, in neat checks, dainty stripes and rich patterns, new bishop sleeves, white laundered collar. Shop early Friday and get first choice.

Bargain Day Price, 49c.

The Most Popular Shopping Day Is Chapman's Bargain Day.

Ask for H & H OUR WASHING COMPOUND

A Sensational Dress Goods Bargain

Dress Goods, worth per yard, 75c to \$1; for, per yard, 25c.

On Friday morning we place on our Bargain Counter 40 Dress Goods Patterns, French novelties, in silk and wool, beautiful fine and soft weave, rich and very effective. This is the bargain of the season. Regular price, per yard, 75c to \$1; Friday, for, per yard... 25c

Great Clearing Sale of 500 Pairs of Summer Corsets

Quite a number, but at our price on Friday the demand will be equal. This is an item that should interest every lady in London. The saving on Friday is considerable.

Ladies' Summer Corsets, made of good English net, two side steels, strong girdle of satin; corset prettily trimmed with lace; regular price 50c, Friday, per pair..... 27c

The People's Store Welcomes You at all Times

Summer Underwear

For 10c Each

For 12½c Each

Ladies' Sleeveless Vests, lace trimmed, white and cream; Friday, for each..... 10c

Ladies' White and Cream Vests, fine rib, long and short sleeves; Friday, 2 for..... 25c

Its Doors Swing Open to the Demand of the People

July Sale of Wash Goods

For the lakeside or the mountain no fabric will give as much service and general satisfaction as a good Wash Fabric. Easy to wash and "do up"—light and cool to wear—it is most popular and serviceable. Those who intend taking their vacation in the near future should see our Wash Goods counter on Friday.

In the lot are Scotch Ginghams and Zephyrs, American Muslins and French Dimities, in seasonable colors and dainty patterns; sold regularly at, per yard, 15c, 20c and 25c; Friday, per yard..... 10c

J. H. CHAPMAN & CO

126, 128, 128 1-2 Dundas Street.