

All the Arguments

Are in favor of having your clothes made by us. In quality of materials, in style, in fit, in finish, in every essential detail of fine tailoring, we are in the lead.

O. LABELLE & CO

346 RICHMOND STREET.

SMITH, SON & CLARKE

UNDERTAKERS
115 DUNDAS ST. PHONE 586
629 DUNDAS ST. PHONE 678
Residence on Premises.
Private Ambulance Service.

JOHN FERGUSON & SONS

FUNERAL DIRECTORS.
11 KING STREET. PHONES 514, 171
The best, the largest and cheapest in London. Open night and day. ESTABLISHED 50 YEARS.

N. GRIFFITH

LEADING FUNERAL DIRECTOR AND EMBALMER.
Private Ambulance in Connection.
104 DUNDAS ST. PHONE 459.
CARL MILLER, Asst. Manager.

Logan & Ball

Funeral Directors
618 RICHMOND ST. PHONE 1908.
Residence on Premises.

R. K. COWAN

BAIRNISTER, SOLICITOR, ETC.
OUR ENTIRE LINE OF

RUBBER GOODS

Including Hot Water Bottles, Syringes, Etc. at ONE-FIFTH OFF regular prices. See our east window.

McCALLUM'S

The Drug Store of Red and Yellow Fame.
194 DUNDAS ST. Opposite "Advertiser."

YOUR FIGURE

may be shapely—it can be improved. May not be shapely—it can be made so. Corsets for health and comfort, style and fit, are made to your individual measure by Woolnough, corsetiers, Toronto. Represented by MISS L. QUINN, 24 DUNDAS STREET.

Office Help

Proficiency is the best and most permanent foundation for successful teaching, and upon it this college has stood for 25 years. We give a thorough and a practical course, and positively guarantee to place every graduate in a situation. Special course during August. More situations coming in now than we can fill.

Western Business College

110 DUNDAS ST., LONDON.
Wm. C. Coe, Principal.

"The Hardware"

SCREEN DOORS
\$1.00 Doors reduced to 75c each.
\$1.25 Doors reduced to 90c each.
\$1.50 Doors reduced to \$1.25 each.
\$1.75 Doors reduced to \$1.45 each.
Complete with trimmings.
These prices for stock sizes only. Also a few LAWN MOWERS at reduced prices.

W. B. GILLESPIE & CO.

PHONE 750. 204 DUNDAS ST.

OFFICE TO LET

Suitable for Real Estate, Insurance, etc. Cheap and Convenient.

LONDON LOAN AND SAVINGS COMPANY

HURRAH FOR HELEN!
Genoa, Aug. 2. — Helen Bauer, aged 20, of Chicago, has accomplished the feat of climbing Mont Blanc.

A PATENT TREATY.

Washington, Aug. 2. — A reciprocal patents treaty between the United States and Germany, which is of far-reaching importance to both countries, was simultaneously promulgated at noon yesterday by President Taft and the Emperor of Germany. The agreement is immediately effective. The effect of this convention will be the American manufacturers will be relieved of the existing requirement that in order to sell their products in Germany they must manufacture them upon the basis of patents in Germany, which called for investments of large sums of money in maintaining duplicate plants.

Mrs. Winslow's Soothing Syrup

has been used for over THIRTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHEN TEETHING, with PERFECT SUCCESS. IT SOOTHES THE CHILD, SOFTENS THE GUMS, LAYS ALL PAIN, CURES WIND COLIC, and is the best remedy for diarrhoea. Sold by druggists in every part of the world.

Order Hamilton's

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

Order Hamilton's

Our Bins Are Filled With a Bright, Clean, New Stock of the very best Coal. Now is the very best time to have your bins filled. Call and we will quote you a price. Good dry mixed slabs, \$1.75 per load.

MAY BROS.

Phone 1224. 685 York St.

Fresh Mined Screened Scranton Coal

Quality the best; quantity, 2,000 pounds; delivery prompt and courteous. Why not let us fill your bin, as winter is sure to come, and you will need good, clean coal?

WEBSTER & KERNOHAN

PHONE 1383.

THOS. WILSON

Merchant Tailor,
212 DUNDAS STREET
Higgins' Block. Telephone 598.

Up-Town Office Closed Till September

Phone 470 or call at 425 York, cor. Burwell St.
John Mann & Sons
COAL, CEMENT.

Parnell's Breads

Just a Little Better Than the Best TRY THEM

PHONES 929 AND 1390
PARNELL'S BAKESHOPS
75-77 BRUCE STREET

Prize Your Teeth

AS ONE OF NATURE'S GREATEST GIFTS.

If you want your teeth to last three score years and ten, use ODONTINE (Cairncross & Lawrence). It will keep your teeth in perfect condition. It makes the teeth beautiful and white—preserves the enamel—prevents decay—makes the gums firm and rosy—and imparts a delightful perfume to the breath. Only 25 cents.

CAIRNCROSS & LAWRENCE

CHEMISTS AND DRUGGISTS,
216 DUNDAS ST. LONDON, ONT.

FINE WATCHES

If you want an accurate watch — a reliable timekeeper, guaranteed perfect in construction—buy a Gillean Watch.

Thos. Gillean

402 RICHMOND STREET.

JOHNSTON BROS' XXX BUTTER BREAD

to eat during the hot weather. In purity and deliciousness it is foremost in bread products.

JOHNSTON BROS.

PHONE 944.

London and District

—The Exeter fall fair will be held at Exeter Sept. 20 and 21. New Organ Used.

The new organ which was recently placed in the High Street Methodist Church was used for the first time on Sunday. The congregation wish to thank the business men and citizens who assisted in securing the organ.

Miss Morehead ill.

Londoners will hear with regret of the illness of Miss Lizzie Morehead, formerly of London, who is at present confined in St. Joseph's Infirmary, Atlanta, Ga., with a severe attack of typhoid fever. She left Canada two years ago to accept a position as stenographer in the Atlanta branch of the Los Angeles Fruit Cider Company.

A Presentation.

On Saturday evening, a number of

CUFF LINKS

Gentlemen, we can satisfy you in Cuff Links. Our assortment is large, our prices are moderate, and better yet, the quality of the highest order.

SUMNER

THE QUALITY JEWELER,
280 Richmond Street.

Up-Town Office Closed Till September

Phone 470 or call at 425 York, cor. Burwell St.
John Mann & Sons
COAL, CEMENT.

Parnell's Breads

Just a Little Better Than the Best TRY THEM

PHONES 929 AND 1390
PARNELL'S BAKESHOPS
75-77 BRUCE STREET

Prize Your Teeth

AS ONE OF NATURE'S GREATEST GIFTS.

If you want your teeth to last three score years and ten, use ODONTINE (Cairncross & Lawrence). It will keep your teeth in perfect condition. It makes the teeth beautiful and white—preserves the enamel—prevents decay—makes the gums firm and rosy—and imparts a delightful perfume to the breath. Only 25 cents.

CAIRNCROSS & LAWRENCE

CHEMISTS AND DRUGGISTS,
216 DUNDAS ST. LONDON, ONT.

FINE WATCHES

If you want an accurate watch — a reliable timekeeper, guaranteed perfect in construction—buy a Gillean Watch.

Thos. Gillean

402 RICHMOND STREET.

JOHNSTON BROS' XXX BUTTER BREAD

to eat during the hot weather. In purity and deliciousness it is foremost in bread products.

JOHNSTON BROS.

PHONE 944.

London and District

—The Exeter fall fair will be held at Exeter Sept. 20 and 21. New Organ Used.

The new organ which was recently placed in the High Street Methodist Church was used for the first time on Sunday. The congregation wish to thank the business men and citizens who assisted in securing the organ.

Miss Morehead ill.

Londoners will hear with regret of the illness of Miss Lizzie Morehead, formerly of London, who is at present confined in St. Joseph's Infirmary, Atlanta, Ga., with a severe attack of typhoid fever. She left Canada two years ago to accept a position as stenographer in the Atlanta branch of the Los Angeles Fruit Cider Company.

A Presentation.

On Saturday evening, a number of

CUFF LINKS

Gentlemen, we can satisfy you in Cuff Links. Our assortment is large, our prices are moderate, and better yet, the quality of the highest order.

SUMNER

THE QUALITY JEWELER,
280 Richmond Street.

Standing jump—J. Flannigan, B. Doer, J. Ballantyne, W. Land.

Hop, stop and jump—B. Doer, J. Flannigan, W. Land.
The following composed the committee which had charge of the outing: Arthur Beal, chairman; Wm. M. B. Boyd, secretary; J. A. Belanger, W. F. Hynd, Geo. Plunkett, T. J. Kiley, D. McIntosh, R. Quinn, F. Austin.

TRINITY CHURCH SUNDAY SCHOOL HELD PICNIC

Two Hundred People Spent an Enjoyable Day at Springbank.

The members of Trinity Church Sunday School at Chelsea Green held a most enjoyable outing to Springbank yesterday. More than 200 people were present, and after lunch had been served by the ladies the following programme of sports was run off and greatly enjoyed:

100 yards dash, boys—1 H. Story, 2 P. Greenside, 3 H. Corby.

50 yards dash, girls—1 V. Addison, 2 Addison, 3 Chambers.

Boys' jockey race—1 H. Story and Percy Greenside, 2 H. Corby and W. Greenside.

Boat and shoe race—1 Percy Greenside, 2 H. Corby, 3 W. Greenside.

Foot club race—1 H. Chambers, Jack Corby, Douglas McBride.

Girls' race—1 Ethel Clark, 2 Winnie Cummings, 3 K. Wilkinson.

50 yards dash—H. Chambers, Elsie Bawden, V. Addison.

Thread and needle race, girls—1 Rena Greenside, 2 A. Chambers, 3 Elsie Addison.

Wheelbarrow race, boys—1 H. Story and P. Greenside, 2 W. Greenside and H. Corby.

Ladies' egg race—1 P. Addison, 2 A. Chambers, 3 Mary Burgess.

Fat ladies' race—1 Miss Ralph, 2 Mrs. Corby, 3 Mrs. Wilkinson.

Consolation—1 F. Corby, 2 E. McBride, 3 F. Corby.

Adult ladies' egg race—1 Mrs. Brazzell, 2 Miss French, 3 Mrs. Clark.

The directors were Messrs. Mann and Holmes, and the starters Messrs. Clark and Farmer. Messrs. Wilkinson and Andrews acted as judges.

FOUR STEAMERS LAND AT PORT STANLEY

From Montreal, Cleveland, Port Burwell and Conneaut—New Guests.

[Special to The Advertiser.]
Port Stanley, Aug. 2.—The little daughters of Mrs. W. F. Darch gave a delightful bonfire party on Saturday evening on Orchard Beach in honor of their guests.

Mrs. Pratt and family, of Wheeling, W. Va., are guests of Mrs. W. D. Mills at Broadview Cottage, Orchard Beach.

Gordon Brown, son of Capt. Alex. Brown, fell in a fainting fit during divine service in Church of St. Thomas, Sunday morning. Dr. Mothersill attended him.

Mr. Lorne Hayman, of London, is spending a few days in "The Collier," the guest of Mr. Hubert Eckert, Orchard Beach.

The G. U. E. (Get Up Early) Club, of London, composed of Messrs. John Greer, B. B. Levison, and J. A. Belanger, Messrs. Chatter, Ralph Slater, George Taylor and Wilbur Knott, have pitched their camp in New Orchard Glen. The surrounding neighbors wish the club would change their name and not get up before 4 a.m., especially on Sundays.

Mr. and Mrs. George Bolton and Mr. and Mrs. K. R. Kiley, of London, arrived down on Friday, and are the guests of Mr. and Mrs. John A. Croden, Unedead Cottage, Orchard Beach.

At Cove Cottage, Willow Beach, the guests of Mrs. Hare are: Misses Ethel and Clara Tremblay, Mr. and Mrs. Harry Upton and daughter, Vivian, of St. Thomas; Miss Ethel Waterhouse, of Ross, West Virginia; Mr. and Mrs. Ormiston and daughter, Velma, Misses Edna, Lula and Flora, of St. Thomas, and Miss Carrie Phillips, of South London.

Miss Ella Stuart and Miss Jennie Smith, of South London, are spending C. P. Holiday at Stop-a-Bit Cottage, Willow Beach.

Mrs. A. J. Brown, wife of Chief Engineer Brown, of the cruiser Vigilant, has moved to Port Dover.

Messrs. Clayton and Hubert Eckert, of London, motored down to their summer cottage on Orchard Beach Saturday evening.

Mr. Walter Laus, of London, is holidaying at Lingerlonger Cottage, Orchard Beach, the guest of Mr. and Mrs. T. H. Purdon.

Miss Mary Black and Angus Black, of London, spent this week with the Misses Purdon, Orchard Beach.

Miss Jean Tom, of Idle Hours, Orchard Beach, who is on an automobile tour through New York State, is expected home this week.

Miss Bessie Monack, of London, has returned home, after visiting Mrs. John E. Croden, Unedead Cottage, Orchard Beach.

Mr. Alex. Purdon and family, of London, are the guests of Mr. and Mrs. John Purdon, Orchard Beach.

Miss Louise Bubbitt, of St. Thomas, was the week-end visitor of Miss Laurie Colter, Hill Crest, Orchard Beach.

Miss Agnes Lindsay and Miss Ada Atkins, of St. Thomas, are the guests of Miss Ella Smith, at Shady Nook, Orchard Beach.

Misses Gertrude and Edith Jones, of St. Thomas, are the guests of Mrs. A. S. Smith, at Rosa Villa.

Ed Nelles and Miss Norma Smith, of London, are visiting friends on Hill Crest.

Victor Lang, of London, is the guest of John A. Croden, Unedead Cottage, Orchard Beach.

John Dillon, of East Orchard Beach, leaves for Toronto in a few days to bring up his brand new sailing yacht, Henry Roe, the tallest man in St. Thomas, is the guest of E. A. Smith, at Shady Nook, Orchard Beach.

Misses Gertrude and Edith Jones, of St. Thomas, are the guests of Mrs. A. S. Smith, at Rosa Villa.

Ed Nelles and Miss Norma Smith, of London, are visiting friends on Hill Crest.

Victor Lang, of London, is the guest of John A. Croden, Unedead Cottage, Orchard Beach.

John Dillon, of East Orchard Beach, leaves for Toronto in a few days to bring up his brand new sailing yacht, Henry Roe, the tallest man in St. Thomas, is the guest of E. A. Smith, at Shady Nook, Orchard Beach.

Misses Gertrude and Edith Jones, of St. Thomas, are the guests of Mrs. A. S. Smith, at Rosa Villa.

Ed Nelles and Miss Norma Smith, of London, are visiting friends on Hill Crest.

Victor Lang, of London, is the guest of John A. Croden, Unedead Cottage, Orchard Beach.

John Dillon, of East Orchard Beach, leaves for Toronto in a few days to bring up his brand new sailing yacht, Henry Roe, the tallest man in St. Thomas, is the guest of E. A. Smith, at Shady Nook, Orchard Beach.

Misses Gertrude and Edith Jones, of St. Thomas, are the guests of Mrs. A. S. Smith, at Rosa Villa.

Ed Nelles and Miss Norma Smith, of London, are visiting friends on Hill Crest.

Victor Lang, of London, is the guest of John A. Croden, Unedead Cottage, Orchard Beach.

John Dillon, of East Orchard Beach, leaves for Toronto in a few days to bring up his brand new sailing yacht, Henry Roe, the tallest man in St. Thomas, is the guest of E. A. Smith, at Shady Nook, Orchard Beach.

FIRST ANNUAL OUTING OF THE PRUDENTIAL

The Insurance Men and Their Families Spent a Pleasant Day at Port Stanley.

The Prudential boys of London and vicinity with their families, sweethearts and invited guests to the number of over a hundred, held their first annual outing to Port Stanley on Saturday.

The London party were joined by the Strathroy, Ingersoll, Tilsonburg and St. Thomas representatives and went down in two special cars on the Pere Marquette.

The day was an ideal one and was most heartily enjoyed by all present. A long programme of athletic events had been prepared and handsome prizes were awarded to the winners.

After the athletic contest had been completed the party repaired to the Hotel Inverurie where an excellent dinner was served. Following this a musical programme was rendered, and many speeches of felicitation and congratulation on the splendid work of the London district during the short period of its existence, were made by Superintendent Davis, members of the staff and guests.

Following this a group picture was taken in front of the hotel, after which the members of the party enjoyed the many attractions on the beach until evening.

The Programme.

A unique feature of the day was the programme which had been prepared. It contained a complete list of the athletic events, entertainment and other events of the day, also a list of humorous "Don'ts for Prudentialites" and was cut in the shape of the Rock of Gibraltar. The programme contained six pages, and was tied at the top with silk. The front page contained the announcement of "The first annual outing and field day of the Prudential staff of the London district," and the back cover contained a handsome picture of the battleship fleet passing the rock.

Among the invited guests were Medical Examiners Becher, of London, and Guest, of St. Thomas; Superintendent F. B. Hilliard and Assistant Superintendents Withers, formerly of London, and Murray and Agent Smith, of Strathroy; Superintendent G. A. Burman and wife, of Buffalo, and Mr. P. N. Everett, assistant manager of the Canadian division of the company, from Newark, N. J.

The arrangements for the outing were made by Mr. Andrew Rouse, Mr. F. C. Pope and Mr. P. E. Colburn, committee on arrangements; Mr. T. H. Ward, Mr. E. J. W. Griffith, Mr. C. R. Swayzie and Mr. E. J. Avery, committee on athletics, and Mr. H. E. Parsons, Mr. A. C. Allerston, Mr. C. L. Montjoy and Mr. C. S. Martin, committee on entertainment.

A vote of thanks was extended to these committees on the complete arrangements and the splendid success of the affair.

The Winners.

The list of prize-winners is given below:

100 yards dash—1 C. R. Swayzie, 2 R. B. Chaffey.

Broad jump—1 H. E. Parsons, 2 W. J. Meloch.

50-yard dash, ladies—1 Miss Packham, 2 Miss Parsons.

Boys race, 10 to 15 years—1 Earl O'Neill, 2 Willis Ward.

Girls' race, 10 to 15 years—1 Myrtle O'Neill, 2 Eva Rouse.

Boys race, under 10 years—1 Willis Ward.

Girls' race, under 10 years—1 Grace Sing, 2 Myrtle O'Neill.

Ladies' race—1 Robert Rouse, 2 Ruth Davis.

Hop, skip and jump—1 W. J. Meloch, 2 C. R. Swayzie.

Shoe race, for men—1 Jas. Withers, 2 C. S. Martin.

Three-legged race—1 J. Withers and A. F. Mantle, 2 T. H. Ward and W. H. Ford.

Jockey race—1 H. E. Parsons and P. N. Wettlaufer, 2 A. C. Allerston and E. J. Avery.

Running broad jump—1 R. B. Chaffey, 2 H. E. Parsons.

Needle and thread race—1 Miss Swayzie, 2 Mrs. Meloch.

Fatmen's race—1 R. J. O'Neill, 2 G. A. Burnap.

Staff relay race—1 Staff of Assistant Superintendent H. E. Parsons.

Ladies' ball-throwing contest—1 Miss Parsons, 2 Miss Mary Parsons.

DOINGS IN DELEWARE

Y. M. C. A. Evangelistic Band Arrange To Visit the Circuit.

Delaware, Aug. 2.—Mrs. Stewart, of Toronto, is the guest of Mr. and Mrs. Ned Branton.

Mrs. Wilson is the guest of her sister-in-law, Mrs. E. J. Williams.

The Epworth League will give a social on the parsonage lawn Tuesday evening, Aug. 3. Ice cream, cake, etc., will be served, and the Kilworth quartet will sing.

The Y. M. C. A. evangelistic band, consisting of eighteen or twenty young men, will conduct