

C. H. WARD & CO. DIAMOND MERCHANTS. 386 Richmond Street

Enjoy the Summer Evenings

If you have not time after business to get home to tea and out again, arrange to meet your wife and family

PETERS TEAROOM

A good meal is served from 5:30 to 7:30, giving you time for an evening's pleasure

WHY NOT? BUY GUARANTEED GOODS Canadian Beauty Irons \$5.00 Canadian Beauty Toaster ... \$5.00 Electric Fans \$7.50 to \$40.00 Western Ontario Electric Co. 237 Dundas Street.



173 Dunda's St. Phones 150 or 53

DOYAL SHOE SHINE PARLOR 396 RICHMOND STREET. 5c-SHINES-5c "We Broke the Combine."

JEWELER AND OPTICIAN. Tests Eyes Perfectly—New Discovery.
OPHTHALMOMETER.

a waster. "Cheese and hogs beat it all to pleces," he added.
J. Shannon brought forward the question of Sunday work from the hired man's standpoint, while Dugal McVicar asked whether breaking the Sabbath was helping to win the war, granted saving milk products was.

Rev. Mr. Herbert spoke regarding the danger in the present proposal of lowering our moral standard.

H. Longfield said if the condenser wanted the milk on Sunday he thought they would have to have it.

The motion that those present were not in favor of Sunday delivery of milk was then put and carried unanimously.
H. Matthews suggested that a committee be formed in conjunction with Thamesford to meet Mr. Hutt and other managers of the Borden Company.
G. Collins, seconded by J. Francis, moved that a committee be formed to look after the interests of the patrons of Burnside, and named—the following: H. Matthews, F. Atkins, Charles Rath, Dugal McVicar, George Huntley.
Owing to lack of interest the meeting dispersed without a vote being taken on this motion.

H. Matthews was chairman, being treated by P. McVicar and Large.

THIS IS THE WEATHER to ENJOY

But what a difference it makes when you have the right thing for the time and occasion.

YOUR OUTING!

THE RIGHT SHOES. THE RIGHT BAGGAGE.

for your trip and stay, something light, cool and easy on the feet, something light and handsome to carry your necessaries in. We have everything in these lines to fit you out comfortably. Look in our windows for shoes and traveling equipment of every kind you could want anywhere, then let us show you what we have in stock. We can fit your foot. We can fill your wants according to your purse and taste. Don't let the best of the summer go by before you prepare for summer enjoyment. Buy now and have the full benefit of what you buy instead of buying late and carrying over what you need now. When you need anything it is no economy to put off providing yourself with it. Let us serve you from our big

BOOTS, SHOES, PUMPS OXFORDS, SPORTS AND DRESS MODES—TRUNKS, BAGS, SUITCASES AND LADIES' FANCY BAGS.

COOK'S SHOE STORE

THE STORE WITH THE STOCK.

NO SUNDAY DELIVERY DISTRICT ORANGEMEN HELENA EMPLOYEES TO MILK CONDENSER MARCHED TO CHURCH HAD SPLENDID PICNIC BY BURNSIDE FARMERS WITH CITY LODGES

without dissent.

The necessity of food conservation as a win-the-war measure was put forward by R. B. Hutt of the Borden factory at Ingersoil. All had found it necessary to change their methods of living to aid in winning the war, he said, and the food control act made one liable for the loss of food. The company had lost large quantities of milk and to overcome this had decided on Sunday delivery.

It was not necessary to deliver milk on Sunday, but the company would not take Saturday night's or Sunday morning's milk on the day following. No hardship was intended for the hot weather, or until about the end of September. Saturday night delivery meant the breaking of the Sabbath for the factory hands.

As long as the present demand for condensed milk continued Saturday night and Sunday morning milk would not be made into cheese, he said in reply to a question by Frank Atkins. He also replied to W. Brumpton that the factory would not cool Sunday morning's milk.

James Francis said that as much money had been made from cheese and pigs as at the condensing factory, with no Sunday delivery.

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"The battle of Gideon and his band was a battle in which God and humanity were fighting together that God's purpose migh

YOUNG PEOPLE TAKING HOLIDAYS TO ATTEND SUMMER SCHOOL COURSE

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Owing to lack of interest the meeting dispersed without a vote being taken on this motion.

H. Matthews was chairman, being proposed by R. McVicar and James O'Neill, while Charles R. Boulding was secretary, proposed by G. Boxall and F. Atkins.

SUMMER SURVOL COURSE

A number of Methodist young people of the city and Western Ontario have made a point of taking holidays at this time, in order to attend the summer school at Alma College, St. Thomas, under the auspices of the London Methodist Conference, which opens today, Rev. W. E. Millson is president of the summer school and, as usual, there is a large registration. Not only is valuable instruction afforded in Bible study, teacher training and mission study, but there are pleasant recreation features as well. Rev. H. T. Ferguson of Centennial Methodist Church, this city, conducts the devotional hour at 9:45 o'clock each morning.

ONLY TWO VOLUNTEERS

REPORT ON SATURDAY

REPORT ON SATURDAY

EW STORE, 206 DUNDAS STREET, Stores, or will be sent by mail on recipt of \$1. Tonal-Iron Company, Box 184, London, Ont. 2xv WARY PICKFORD FILM

MARY PICKFORD FILM

GREAT COMEDY DRAMA

AT MAJESTIC TODAY

"Sweetheart of the Screen"

To Be Seen Today, Tuesday and Wednesday.

"Mary Pickford is surrounded by an exceptionally capable cast in "How Could You, Jean?" her new Artcraft production, which is classed as a comedy drama with the accent on the comedy. Spottiswoode Aitken, who played in many early Griffith productions, including "The Birth of a Nation," in which he was Dr. Cameron, and Herbert Standing, who has appeared in dozens of Paramount and Artcraft photoplays, have excellent parts, and Casson Ferguson plays the leading juvenile role.

Miss Pickford's new picture, "How Could You, Jean?" will be presented at the Majestic Theatre today, Tuesday and Wednesday, and it seems certain that the capacity of the theatre will be taxed by "Our Mary's" admirers.

In addition to a Billy Rhodes comedy and a News Weekly, an excellent film be taxed by "Our Mary's" admirers.

In addition to a Billy Rhodes comedy and a News Weekly, an excellent film of the reception accorded the Duke of Devonshire at Windsor will be shown.

AT PORT STANLEY

benedicts.

The following were successful in the various events on the program:

Necktie race—1 E. Little, 2 W. Pal-

Ladies' 50 yards dash—1 Miss Brown, 2 Miss Gressick.
Girls' pipe race—1 Ada Gillies, 2 Jessie Lennie.
Leap frog race—1 Mr. Boyd, 2 Mr. Stewart.
Sack race—1 Miss Dyson and E. Little, 2 Miss Buller and B. Bryant.
Three-legged race—1 Miss Dyson and E. Little, 2 Miss Nelson and Mr. Gressick.
Coat race—1 Miss Nelson and Mr. Gressick.
Coat race—1 Miss A. Butcher and W. Palmer.
Blind pig race—1 Miss M. Hogg, 2 Miss O'Dell.
Balloon race—1 Miss G. Hogg, 2 Doris Jenkins.
Clothes line race—1 Miss G. Hogg, 2 Jessie Lennie.
Girls' race, under 18—1 Miss Watson, 2 Miss Dyson.
Strawberry race—1 Miss Hedge and R. Element, 2 Miss Farlow and W. Palmer.
Rolling race—1 E. L. Brown, 2 B. Bryant.
Tug-of-war, benedicts vs. bachelors—Won my former.

VETERANC CUEEDEN

A fine program of races was run off, after which lunch was served.
The following were the prize-winners: Boys 6 years and under—Leonard Peters, Wilson Durdon, Alex. Under-Wood.
Girls 6 years and under—Mary Dow-dey, Lillian Smith, Lillian Barbrick.
Boys 8 years and under—Mary Dow-dey, Lillian Smith, Boys 8 years and under—Mary Dow-dey, Lillian Smith, Lillian Smith, Lillian Smith, Lillian Smith, Lillian Smith, Lillian Smith, Boys 8 years and under—Mary Dow-dey, Lillian Smith, Lillian Barbrick.
Boys 8 years and under—Mary Dow-dey, Lillian Smith, Lillian Barbrick.
Boys 9 years and under—Mary Dow-dey, Lillian Smith, Lillian Barbrick.
Boys 19 years and under—Wena Moors, Ruth Lutton, Peters, Wilson Durdon, Alex. Under-Wood.
Girls 6 years and under—Mary Dow-dey, Lillian Smith, Lillian Bmith, Lillian Bmith, Lillian Bmith, Lillian Bmith Lillian Bmith, Lillian Bmith, Lill



MARY PICKPORD in How Could You, Jean?

An ARTCDAFT Dicture

At the Majestic today, Tuesday and Wednesday, the sweetheart of the screen, Mary Pickford, in "How Could You, Jean?" A comedy drama of universal interest and charm. Special comedies, the latest News Weeklies, and vaudeville, Weber & Sobrell, complete a great show.

Rowat's Coffee

55c PER POUND

Unanimously Decide Against
Breaking Sabbath at a
Special Meeting.

PUTNAM, July 7.—The patrons of the Burnal and the parker of the factory when a motion by J. Francis, seconded by R. McVicar, went through The necessity of food conservation as a win-the-war measure was put forward by R. B. Hutt of the Borden factor when a motion by J. Francis, seconded by R. McVicar, went through the factory when a motion by J. Francis, seconded by R. McVicar, went through the factor when a motion by J. Francis, seconded by R. McVicar, went through the factor when a motion by J. Francis on the parker of the Borden factor of the Borden factor when a motion by J. Francis on the parker of the factor when a motion in the motion as a win-the-war measure was put forward by R. B. Hutt of the Borden factor when a motion of the borden factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when a motion by J. Francis on the parker of the factor when the parker of the factor when the Stratford-J. Chippa, F. Corby, J.

Saturday.

mer.

Needle-threading race—1 A. Carswell,
2 R. Element.
Soda biscuit race—1 A. Moore,
Miss Dyson.

Wheelbarrow race—1 Mr. Hicks and
Miss Hogg, 2 O. Metcalfe and Miss Dyson.

Miss Hogg, 2 O. Metcalfe and Miss Dyson. Two of the city churches held their Miss Dyson.

Wheelbarrow race—1 Mr. Hicks and Miss Hogg, 2 O. Metcalfe and Miss Dyson.

Fishing for a penny—1 Miss Bugler, 2 Miss Campbell.

Tug of war between skirt and waist departments—Won by former.

Men's 75 yards dash—1 O. Metcalfe, 2 R. Element.

Ladies' 50 yards dash—1 Miss Brown, 2 Miss Gressick.

Girls' pipe race—1 Ada Gillies, 2 Jessie Lennie.

Leap frog race—1 Mr. Power and Sunday school picnic at Spring-bank Park Saturday afternoon. Both picnics were largely attended. A number of private picnics were also held, and the evening crowd was one of the largest this season.

A feature of the annual picnic of Hyatt Avenue Methodist Sunday School was a baseball game between Maple Leaf Class No. 2, Class No. 2 winning by the score of 8 to 3.

A fine program of races was run off, after which lunch was served.

The following were the prize-winners.

Church of Redeemer.

FIREMEN'S CASE

TO BE PREPARED

THIS EVENING

A special committee of the trades and labor council and the Firements

Union will hold a meting conight to be made to the special committee of the trade of Mayor C. R. Somerville, Controller C. H. Merryteld and Ails F. E. Harley

H. Mayor C. R. Somerville, Controller C. H. Merryteld and Ails F. E. Harley

H. Mayor Somerville will not be back to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound before the rich established to the special committee of the sound to deal with the case.

Mayor C. R. Somerville, Controller of the sound to deal with the case.

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Medium, light and dark colors, in greys, browns, etc. Regular sacks, belters and pinchback styles. Suits that will pay you to carry for a year without wearing and then make you 75 per cent profit. Sizes in the lot from 34 to 42, but not all sizes in every line.

BOYS' TWEED SUITS, WORTH \$7.95

Wednesday Morning Specials

MEN'S BUSINESS AND DRESS-UP SUITS \$14.75

UP TO \$11.00, FOR 63 of these splendid suits, for boys, in smart grey effects, medium and light shades, all splendidly made with extra full bloomers, some with belts to match. All sizes 29 to 34.

Suits that will be costing up to \$18 before snow flies again.

WOMEN'S BLACK COT-TON HOSE

IN HONEST TWEEDS AT

Good quality and dye, all sizes. Per pair19c Women's Black and White Lisle Hose, extra quality. Wednesday

...... 35c, 3 pairs for \$1.00 COLORED SHANTUNG SILK.

Heavy weight, in shades of grey, brown, taupe and navy. Wednesday morning...69c 1 table of Silk Ends, paillette, silk poplin and taffeta, lengths 2 to 5 yards. Onethird off.

SILK COLORED POPLINS. Rich finish, 36 inches, in shades of green, navy, brown, grey, burgundy; \$1.75, for \$1.25 SPORT WASH SKIRTS.

In fancy patterns, stripes, also all white. Regular \$2.00 and \$2.50. Wednesday morning

24 ONLY VOILE DRESSES.

In black and white stripes, 4-inch belt and white sailor collar, sizes 16, 18, 20. Regular \$4.00. Wednesday morning\$2.98

10 DOZEN MIDDY BLOUSES

All white, with sailor collar and belt, splendid quality of satin jean. Regular \$1.25.

Plaid Voiles

4 pieces Plaid Voiles, in shades of pink, green, blue and tan grounds, with broken plaid designs, fine quality, 36 inches wide. Regular 50c. Wednesday 25c

Cotton Voiles

15 pieces fine quality Cotton Voiles, small designs, in pink, blue, grey and tan. Wednesday morning 15c shades Wednesday morning Men's Panama Hats, fedora shape, the big seller, black

Men's Fine Lisle Socks, in tan, grey, blue and brown

Children's Overalls, in dark blue and white stripe, sizes 4 to 8 years. Wednesday

band. Wednesday only

morning 42c Boys' Khaki Bloomers, strong cloth, well made, sizes 25 to 30. Washable. Wednesday morning85c

EXTRA!

Clean up of entire stock of Men's Fine Fur Felt Hats, in all the smart shapes, in greens, brown, tans, greys, blues, etc. All lines up to \$4.00, for\$1.98

Men's White Cotton Night Gowns, with Vneck, good strong twilled cotton, large sized bodies. All sizes. Wednesday morning. .88c Boys' Light and Dark Blue Chambray Shirt Waists, with soft collar attached. All sizes 6 to 15 years. Wednesday65c Men's Starched Cuff Shirts, in neat light stripes, in all colors. Sizes 14 to 161/2 only.

PAY YOU

J.A.MC LAREN

R. J. YOUNG & CO.

SANTIAGO, Chile, July 7.—The hilean cabinet has resigned. The outgoing ministry was formed April 22 of this year.

ISLANDS GET CIVIL RULE TOKIO, July 7.—(By the Associated ress.)—The Government has decided to nstitute civil administration in the South Pacific Islands under Japanese

For Piesthat Excel

RUDDY'S HERE'S A STORE NEAR YOU. 733 RICHMOND STREET. 3081/2 DUNDAS STREET. 874 DUNDAS STREET.

THE CANADA AUTO DEVICES CO. PHONE 38TB MANAGER

VINOL

The Great Cod Liver Oil and Iron Tonic. Sole Agents for London. Taylor's 6 Cut Rate Drug Stores

Publicity or Bankruptcy?

Bradstreets statement that 84 per cent of all failures are among nonadvertisers is significant.

Intelligent advertising has become absolutely essential to every modern industry—

But what shall the advertiser do in the face of war conditions, when he finds it difficult to get goods to fill his orders? First of all, remember that the fundamental purpose of advertising

is to fix indelibly the trade mark or the trade name in the public mind. A let-up in that campaign must be fatal to any product.

The American Rolling Mill Company declares its purpose to continue its advertising, although for two and a half years it has been unable to supply the demand for its product.

"We are building," they say, "a permanent business edifice, and some day we would have to spend millions of dollars buying back the business and goodwill of our clients if they are forsaken in this emergency."

Unless advertising is kept up without break the advertiser loses the results of all his previous effort.

Here is a warning to the advertiser who neglects the dull season in summer-

When advertisements are fewest is the very time when a message to the public may get the most attention, providing, of course, that the character of the advertising deserves it.

vertisement of a winter product in summer, and of a summer product in

Many advertisers hold it to be good "psychology" to push the ad-

Above copy prepared by J. J. Gibbons, Limited, Advertising Specialists. Toronto.