Making a Flat World

When Columbus set out to reach India

He believed the earth to be round.

by sailing westward, he met with opposition and ridicule.

Wise men held that it was flat-that Columbus was mad

-and that he'd fall off somewhere if he departed from

But Columbus' belief found him a continent and made

Their profit-bearing shores of Opportunity stretch only so

far as their grandfathers trod. Custom, superstition and

apathy have set them confines which they may not pass.

For instance, they believe the business year is a flat one—

not an all-year round of trade, with East joining West,

with Spring merging into Autumn—but just two distinct

They confine their activities to a Spring trade and to a

Fall trade. To them there is no intervening continent

with stores of waiting wealth. Their world is flat. They

have not explored the mid-year months of Summer trade.

Surely this conception of Summer as a "dull" season is

as fallacious as the delusion that the earth was flat.

People have just as much money in the hot weather and spend quite as freely as in Spring and Fall. Granted that they are not buying

skates and snow shovels in August, yet they are buying staple articles.

Furthermore, they have an eye on luxuries and comforts they are

Summer trade—this golden West lying between the known

continents of old beliefs. Departing from established

habit, many have made their energies and their Advertis-

Keeping up Advertising during the Summer months not only links your Spring and Fall, but produces rich har-

The modern Columbus has discovered this

The Business World is flat to some men

seasons, with sawed-off edges gaping into space.

June, July and August are never-never land.

counting upon purchasing in the Fall.

ing an all-year-round proposition.

vests from the Summer months themselves.

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.

Round

established beliefs.

him blessed of memory.

# Wall Papers

Something distinctive, individual and artistic for the walls of every room in your Reasonable charges. house. Drop in and see our

O.B. GRAVES, Limited

# Strawberry Week

Buy the best Berries for preserving at the DIPROSE STORES.

Let us fill your order.

GLASS SEALERS AND RUBBER RINGS.

Extra fine ground sugar for table use....3 lbs. 25¢

Dundas and Ridout Streets. Dundas and Wellington Streets. Richmond and Hyman Streets.

NO BETTER VALUE for your

Mixed Slabs At \$1.50 Per Load

D. H. Gillies & Son



WHOLESALE AND RETAIL.

ONE PRICE THE YEAR ROUND

OPTOMETRISTS AND OPTICIANS. 237 DUNDAS STREET. PHONE 1877.

Regular Dinner 35c FIRST-CLASS COOKING AND SERVICE.

Special orders any hour on shortest notice.

EMPRESS CAFE W. H. Strange, Prop.

R. K. COWAN BARRISTER, SOLICITOR, ETC. County Bidgs, next Court House, Lonlor

## **London Conservatory of Music** and School of Elocution

For particulars re tuition or exams write the Registrar. F. L. WILLGOOSE, Mus. Bac., A.R.C.O.. Principal. LOTTIE L. ARMSTRONG, Registrar.

ATTEND TO OUR

### Rebuilding Sale You Will Find It Paying.

H. WOLF & SONS

Complete Home Furnishers, 265 Dundas St., Near Wellington.

# Westman's Hardware

121 Dundas Street and Market Square.

# Hay Fork Rope

Long Fibre, Pure Manila, will wear HAY FORKS-Highest grade cru

cible forged steel times, with selected polished and waxed second-growth SCYTHES AND SNATHS.

Scythes-Hand-forged steel, carefultempered and ground. Snaths - Selected and varnished

body, malleable iron fittings, with patent adjustable swing socket. Syrayers, Parls Green and Blowers. See the new Grinder, with adjust-able holder for sharpening section enives, scythes, axes-in fact, any tool

Roland D. Jarvis

DENTIST

Corner Dundas and Clarence Streets. Taxi Cabs and Carriages for every Measion. Hueston Liveries.

#### -TRAFFORD'S-

For Reupholstering, Expert workmen. Prompt attention.

129 DUNDAS STREET. 11 MARKET SQUARE.

> Quality Store WATERMELONS, CANTALOUPES, PINEAPPLES, ORANGES, BANANAS, FRESH STRAWBERRIES.

Harry Ranahan Phones: 1024 and 3323. 515 RICHMOND STREET.

# LONDON AND DISTRICT

Meeting Postponed.

Owing to the fact that Col. Gart-shore, president of the London Humane Society, will be out of the city the meeting called for Tuesday has been postponed for one week. Many Applications.

Half a dozen or more applications have been received by the board of ducation for the position of superisor of grounds in connection with the playgrounds movement in London, and in appointment will be made shortly

Squire Chittick on Saturday gave is judgment in the assault case o McCracken vs. Robson, which was postponed last Saturday. Robson, who vas charged with assaulting the 14year-old son of Rev. Mr. McCracken. of Ildreton, was fined \$1 and costs, as the squire decided that he was tech-

nically guilty.

Buried in Mount Pleasant. The funeral of Rev. W. H. Butt was held on Saturday at 1 o'clock from his late residence, 222 Ridout street, to Ridout Street Methodist Church, where services were conducted at 1:30 o'clock by Rev. G. N. Hazen, of the Centennial Methodist Church, The church service made in Mount Pleasant Cemetery.

# A BASEBALL BENEFIT FOR PTE. ARCHIE PINEL

Old-Time Player Will Be Helped By East End Ball

Tossers.

the hands of members of the East End League for the big baseball benefit to be staged at Tecumseh Park next Satfor Pte. "Archie" Pinel. One active member disposed of upwards of fifty tickets in a single day, and it is will put on will be witnessed by one of the largest crowds of the season, The tickets are to be sold for fifteen cents, and admission to the grandstand will be 10 cents, so that none should omplain of insufficient funds. Every

hould be realized. The city will be well canvassed during he week, and announcement will be made of the places where tickets may be secured. The eague is arranging for gatekeepers, and every detail has been

Pinel fund, and several hundred dollars

Outside of the charitable aspect of e case, there will be two good amateur games-the best ball played in London some East-End enthusiasts would have one believe. Everybody and his small boy should attend this game.

# FOUR PEOPLE IN MOTOR THROWN INTO DITCH

E. Orme, of Sydenham St., Figures in Another Accident.

A defect in the steering gear resulted rather seriously for Mr. J. E. Orme, of Sydenham street, yesterday afternoon, plunging his motor car, carrying four people, into the ditch on the Proof Line road, opposite lot 6, con, 6, in London Township, south of

the village of Arva. Two ladies who were in the party were rather seriously shaken up. Mr. Orme was assisted by Mr. G. E. Walker, who lives near the scene of the accident, and after making temporary repairs was able to proceed to the

A short time ago Mr. Orme figured in another auto accident in East London, when his car struck a telephone pole near the corner of Dundas and Lyle street, throwing two ladies to the

# FOREST PICNIC

Prize Winners at Big Outing of the Sons of Scotland.

[Special to The Advertiser.] Forest, June 22.—The following are the inners at the games at the Sons of cotland picnic held at Lake Valley cove, yesterday: Hammer and nail contest—1 Miss Kath-en Walters, pearl necklace; 2 Rona lters, hat pin.
) yards race, girls under 12—1 Kathn Walters, necklet; 2 Nona Coleman, brooch.
50 yards race, boys under 12—1 W.
Milner, watch; 2 G. Newton, scarf pin.
100 yards race, boys under 16—1 Willie
Lochead, watch chain; 2 Roy Nichelson.

Buns and treacle contest—1 Kathleen Valters, fountain pen; 2 Rona Walters, Recitation - Dilheas McGilp, framed res. ottish dancing—1 Dilheas McGilp, 2

cottish dancing—I Dimeas McGnp, 2ddel Skinner, framed pictures.
The Methodist Ladies' Aid, who served ner and supper, realized \$67, several runaways occurred, but no injuries were sustained.

Kennedy, of Inwood, is visting other, M. Kennedy. h McBean and bride, who spent part eir honeymoon here, left today for future home in Saskatoon. our touring cars of Forest people ored to Goderich Saturday to visit

ENGAGEMENT ANNOUNCED.

Mr. and Mrs. John Joynt of Luckheir daughter, Ida Fulford, to Mr. Wolselay, Regina, Sask., and accom- evidence of any such missionary work William Staniey McLeod of Fullerton, panied by her son. Frank Macarthur, here and all of the leaders who were california, son of Mr. and Mrs. J. W manager of the Eank of Toronto at questioned on this topic declared they will take place July 10.

# The Morning Coffee

Commence the day right by Its flavor and aroma are most appetizing, and the quality of beans

T. A. ROWAT & CO. Two Stores wortley Road and Crais Street Three Phones Sout's London, 969 Dundas St., 3051-3952

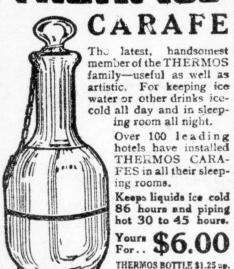


carry the largest stock of ed Diamonds in Western Ontario; therefore our prices must b right, or we could not enjoy this enviable position. Our Rings are mounted in 14-karat gold. They range in price from \$5 to \$800.

Diamond and Pearl Set Brooches from \$12 to \$250. We are always pleased to show you

Diamond Merchants and Jeweiers, 374 RICHMOND STREET. PHONE 1084.





hot 30 to 45 hours. Your: \$6.00

THERMOS BOTTLE \$1.25 ap.

Cairncross & Lawrence

# Chemists and Druggists, 216 DUNDAS STREET, LONDON, ONT

**YOUR FURS** Should be stored at once. Kindly phone us and we will be pleased to call for same.

BELTZ & CO. Practical Furriers

HIGHLY HONORED

Charges moderate.

Rev. J. E. Holmes, of Sarnia, Goes to Ridgetown Shortly. [Special to The Advertiser.]

Sarnia, June 22.-Rev. J. E. Holmes was very pleasantly entertained last mittee would favor Parker. vives of the trainmen, at the home of could defeat the New York man, Engineer Norwood, Mr. Holmes was presented with a handsome club bag Little doubt was expressed that it as a mark of the esteem in which he Bryan was beaten in the committee he held among the railroad men. Rev. Mr. Holmes leaves shortly for Ridge- the convention, and the Bryan men al-

Two prominent Port Huron families came over to Sarnia today by ferry bringing with them their automobiles. Mr. H. Smith, with his wife and children, and Mr. F. Farr and family are the parties. The Port Huronites will our through lower Canada in their respective cars and then cross into New York State to visit relatives.

#### WEDDING BELLS

Morgans-Graham

Rev. Father McKeon, rector of St. dary's Church, officiated at a pretty vedding on Saturday, when Miss Margaret Graham, of 950 Queen's avenue. was married to Mr. Alfred James Morgans, of Fort William. The bride was attended by her sister, Miss Rose Graam, while Mr. John J. Zink assisted the groom. Mr. and Mrs. Morgans left at noon on the Grand Trunk for the

# Personal Mention

Mrs. James Carroll, of 142 Grey street, has returned from St. Joseph's Hospital, where she recently underwent an operation.
The friends of Miss Hazel Coles, of 440

graduating and receiving her diploma for household and domestic science.

California, son of Mr. and Mrs. J. W manager of the Bank of Toronto at questioned on this topic declared they welfare of the children and thereby McLeod of Forest, Ont. The marriage Wolseley, who has just paid a flying had received no communication from become interested in the movement. the Roosevelt forces. visit to his parents.

# PROTEST LODGED AGAINST PAPERS

London Principa's Declare the Tests Set For High School Entrance Is Unfair.

#### MEETING ON SATURDAY

All the Public School Principals, With the Exception of Two, Were Present.

A resolution declaring the entrance papers to be unnecessarily difficult and tricky, and opposed to the best interests of education, was carried unanimously on Saturday evening at a meeting of the members of the School Principals' Association of this city, and will be forwarded immediately to the department of education at Toronto, the board of education of London, and the high school board of examiners. The meeting was attended by the school principals with two exceptions, and all were of the belief that the examination papers thus far presented were most unfair, and the most diffi-

ed to pass, and for that reason prompt action has been taken to memorialize those in charge of the proceedings. During the discussion the school principals declared that many pedagogues would have difficulty in obtaining a very high percentage on some of the papers.

cult ever arranged. Not more than 50

per cent of the candidates are expect-

# IS BRYAN AFTER THE NOMINATION?

May Test His Strength at Very Outset of Democratic Convention.

THE ISSUES DEFINED

Progressives and Conservatives Have Failed to Agree Over the Chairmanship.

[Canadian Press.]

Baltimore, Md., June 24.—Decks will e cleared today for the Democratic national convention that meets tomorrow in the Fifth Regiment armory The national committee will consider contested delegations, prepare the emporary roll call and select a temperary chairman to preside at the open-Keeps liquids ice cold ing deliberations of the convention. 86 hours and piping The various states will caucus to choose their representatives on the where the unit rule prevails and where he delegates have not already been astructed by the primaries will conider what candidates they will support for the presidential nomination.

Issues Defined. The struggle over the temporary nairmanship overshadowed every ther issue today. Efforts to converge he views of progressives and conserratives failed last night, and William J. Bryan's declaration of progressive orinciples sharply defined the issues Mr. Bryan's assertion that he would support no one but a progressive for the chairmanship, and that Alton B. Parker, the choice of the sub-committee of arrangements, did not meet this requirement. seemed to leave little hope of an agreement today, unless the Clark men accept some other can-

Mr. Bryan and his supporters have announced no candidate, but realizing the necessity of concentrating upon some one man if they hoped to defeat Judge Parker, they continued their conferences this morning with this

end in view. The national committee today must indorse the choice of the sub-committee or reject, and even then their decision may be overturned by the delegates in convention, so that the struggle may not end with the meeting of the committee today. Chairman Mack insisted that a majority of the comevening by the local Grand Trunk en- Bryan men declared that although the gineers. After a boat ride on the river vote might be close the united proand a splendid banquet served by the gressive strength in the committee

Ready for a Row. would take the question to the floor of ready are laying plans to follow in this contingency.

Some professed to see in the imortance Mr. Bryan attaches to this ight a purpose to seek the nomination nimself and test his strength at the very outset of the convention deliberations. On this subject, however, Mr. Bryan has been silent since his arrival. His most noteworthy declaration regarding candidates has been hat Clark and Wilson were the "leading candidates.

Leaders Jubilant.

Comments by the Democratic leaders ere indicate a general, and in some eases, a jubilant, satisfaction with the result of the Republican deliberations in Chicago. While some of the more radical said that Theodore Roosevelt running on a strong progressive platorm, might draw votes from the rad al Democrats, they declared that the emocratic party had nothing to fear from this score if it nominated a progressive candidate. But they agreed on the contention that any losses from his cause would be more than offset y damage that would be wrought to the Republican cause by splitting the Republican vote between two tickets That a progressive Democrat migh be asked to run on the ticket with Colonel Roosevelt was admitted here but none would countenance the suggestion that he would consider over tures from the Roosevelt camp. military camp.
Or. and Mrs. F. A. Walters, and son. den, spent the week in Hamilton and ronto.

Queen's avenue, will be pleased to hear Roosevelt organization would be here to watch the proceedings of the convention.

# A Fruitless Search

You may search the city over with a spy glass and you'll fail to find a safer and more economical store than this to buy

# Our Kitchen Cabinets

Have you got one? If not, why not? No home complete without one. Prices, each. \$7.00, \$10.00 and \$12.50

## Sea Grass Summer Furniture MADE IN JAPAN. Frames are solid Malacca cane. The grass is spun into

twine and interwoven with reed, thus forming an almost indestructible combination that is practically impervious to water and in no way affected by weather conditions. Very reasonable in price always, at

# J. Ferguson & Sons

# PLAYGROUNDS CANVASS WILL BE THOROUGH ON WEDNESDAY

Final Meeting Held in the ers will report to their district managers, and these will in turn present their accounts to Mrs. Betts on Thurs-Auditorium on Saturday Night.

movement in this city concluded the to the instructions: arrangements for the canvass on Wedatives of the Mothers' Clubs in the evening, and from the enthusiastic ra ports of the delegates from the different schools it would appear that the scheme is too meet with unbounded

The meeting was well attended and the majority of the presidents of the different clubs were able to report having a sufficient number of canvassers to attend to the districts. Others who were especially strong was expected that emissaries from the supplied workers for the smaller bod-

The instructions issued by Mr. Geo. S. Gibbons, Sheriff Cameron, Rev. J. vantage they fancied might come from G. Inkster and Mr. A. G. Fraser, should and Mrs. John Joynt of Luckannounce the engagement of das street left Saturday evening for grounds. No person will be asked to buy tickets, but to contribute to the On Thursday morning the canvass- | need it.

The Playgrounds Plan. For the information of those who they are under severe persecution. desire a more thorough knowledge of An appeal is being made to the Bap-The promoters of the playgrounds the scheme, the following is attached toward the establishment of the uni-

The plan is to equip as many school nesday at a meeting of the represent- grounds as the funds will permit. couragement, There will be a playground in each sec-Y. M. C. A. Auditorium on Saturday tion of the city. Each district that raises \$500 or more will have its ground equipped and supervised for the summer. Where less than that is raised, two or more districts will be thereafter until Sept. 17, inclusive, combined for summer play, and the Tickets will also be on sale on certain one will probably be equipped that dates via Sarnia and Northern Naviraises the larger amount.

know that their children are safe and dates for Edmonton and points in becoming strong from their play. The playgrounds are preventing about half of the juvenile delinquency Railway west of Winnipeg. Through in the cities where they are well established. The playgrounds are the best-known

cure for consumption in the early stages. Organized play is almost the only way to build a robust physique under

(Chicago Record-Herald.)
Prudence is a thing that generally comes to a man after he gets too old to

# GROWTH OF BAPTIST CHURCH IN EUROPE

Rev. A. J. Vining Says the Roman Catholic Church Is

Losing Its Hold. Rev. A. J. Vining, who was pastor of Talbot Street Baptist Church before the present pastor, Rev. H. H. Bingham, and who is now engaged in founding a Baptist university in St. Petersburg, Russia, spoke in that church last night on the growth of the Baptist denomination in Europe dur-

ing the last few years. Rev. Mr. Vining stated that Europe is at present in a state of religious unrest, and that the Roman Catholic Church is losing 's power in most of the countries that were once strongholds of that faith. The causes of the frequent clashes between the various peoples and states is at the bottom due to this religious feeling. Many advances are being made by the different Protestant denominations, and the Baptists in particular in the claiming of Europe to Protestantism in spite of all the oppressions and persecutions that are encountered.

In France, Moravia, Spain, Hungary, Servia, Russia, Italy and in Rome also, the Roman Catholic Church is losing its power. In all the countries the Protestant faith is making great strides in spite of the opposition the Roman Catholics. In Servia and Russia, Mr. Vining said, that it was only recently that the Baptist had made an entrance and that even yet versity at St. Petersburg, and those in charge are meeting with great en-

Homeseekers' and Settlers' Special Trains to Western Canada.

Via Chicago and St. Paul, April 18. 23 and 30, and every second Tuesday thereafter until Sept. 17, inclusive. gation Company. Special train will It is a great relief to the parents to leave Toronto 10:30 p.m. on above Manitoba and Saskatchewan, stopping at all points on Grand Trunk Pacific coaches and Pullman tourist sleepers will be carried, fully equipped with pedding and porter in charge. Berthe secured in sleepers at a low This is an exceptional opportunity for those wishing to take adantage of the remarkably low oneway settlers' rates or round-trip comeseekers' excursions through the American cities. No change of cars. secure tickets and berth reservations rom any Grand Trunk agent, or write E. Duff, district passenger agent Union Station, Toronta