

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.
846 RICHMOND STREET.

JOHN FERGUSON & SONS
FUNERAL DIRECTORS.
10 KING STREET. PHONE 513, 171

The best, the largest and cheapest in London. Open night and day. ESTABLISHED 20 YEARS.

SMITH, SON & OLARKE
UNDERTAKERS
115 DUNDAS ST. PHONE 578
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Residence on Premises.
Private Ambulance Service.

NATHAN GRIFFITH
(Successor to D. A. Stewart)
The Leading Funeral Director and Embalmer
Carl Miller, Assistant Manager.
Private Ambulance in Connection.
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Funeral Directors
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Residence on Premises.

R. K. COWAN
BARRISTER, SOLICITOR, ETC.

MASON & RISCH Piano Ware-
rooms 213 Dundas Street
Uptairs, Duffield Block.
Catalogues and prices mailed free on application.

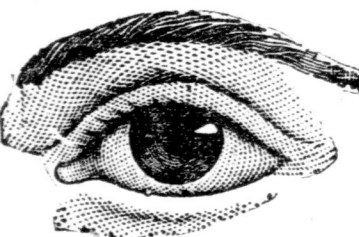
HAIR CUT 15c. SHAMPOO 15c.
CHILDREN'S HAIR CUT 10c.

Wm. Putman
Uptairs, Cor. Richmond & Dundas St.

London Conservatory of Music
and School of Elocution
Limited.

REOPENS SEPT. 1.
Large and efficient staff of teachers.
Certificates and Diplomas granted.
F. WILLIAMS, A.R.C.O., Mus. Bac., principal.
L. L. L. ARMSTRONG, secretary.

A WELL FITTING CORSET
that has style and comfort will add charm and comeliness to the figure. You can have the individual requirements of your figure suited in a corset-to-measure by Woolnough, of Toronto. Only London representative, MISS I. QUINN, 274 Dundas street.



Defective Eyesight Scientifically Corrected

Glasses fitted by the Tait-Brown Optical Company give the perfect satisfaction one seeks when the wearing of glasses is necessary.

Scientific eye examination by a method that must give absolutely correct results. When you buy glasses here you get "value," and you are guaranteed against any chance of dissatisfaction.

TAIT-BROWN OPTICAL CO.
EYE-SIGHT SPECIALISTS.

"The Hardware"

Let me help you to solve the gift problem:

RUSSIA HAMMERED BRASS
Round and Oval-shaped Fern Pots, Jardiniere, all shapes and sizes. Trays in different styles. A pleasure to show goods. Prices right.

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

The strongest animals exist entirely on vegetable food. It is the fertility of the lion rather than his strength that makes him formidable. An elephant is a match for several lions, and is a vegetarian.

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.

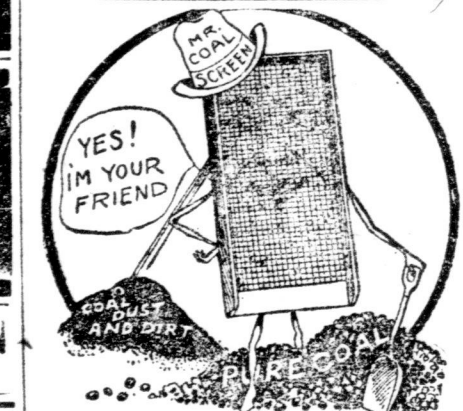
THOS. WILSON

Merchant Tailor,
212 Dundas Street
Higgins' Block. Telephone 598.

Fresh Mined

Screened Scranton Coal
Quality the best; quantity, 2,000 pounds to ton; 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.



CLEAN COAL—All our coal is carefully screened, and consequently it is free from dirt and dust. Another important item is that in buying our coal you do not pay for any waste. You get absolutely the best coal in the market, and at no higher price than you pay for inferior quality. Call or telephone 1312.

D. H. GILLIES & SON

A NEW DEPARTMENT

Royal Crown Derby

CHINA
Cups and Saucers, two large sizes, each \$3.00
Plates, prices \$2.00 and \$2.25
Three-piece Tea Sets, price \$15.00
Also Muffin Dishes, large size.

THOS. GILLEAN
402 RICHMOND STREET.

JOHNSTON BROS'

XXX BUTTER BREAD

To have the best supplies for the table is a rule of good housekeeping. Johnston Bros' XXX "Butter" Bread constitutes a class in itself; the purest, most delicious and nourishing loaf made. At grocers.

JOHNSTON BROS.
PHONE 944.

London and District

Baths Popular.

There was a busy day at the swimming bath yesterday. Three rays of little girls took advantage of the opportunity to enjoy themselves, and in all about 300 were in the water.

Shoulder Dislocated.

The many friends of Mrs. Wm. Stinger, of 5 McGarvey Terrace, will regret to learn that she has met with a painful accident in falling and dislocating her shoulder. She was attended by Drs. Hogg and Wilson, of York Street.

The Late Mrs. Armstrong.

Mrs. Mary Armstrong, relict of the late Robert Armstrong, formerly of 610 William street, who died in Buffalo on Wednesday, for many years lived in Brussels, Ont., later removing to London. She is survived by four sons and

For the Children

Presents for the tots. Spoons, Baby Pins, Knives and Fork Sets, Rings, Bracelets, etc. Assortment large and varied.

SUMNER
THE QUALITY JEWELER,
380 Richmond Street.

Up-Town Office Closed Till September
Phone 470, or call at 425 York, cor. Burwell St.
John Mann & Sons
COAL, COKE, CEMENT.

TEMPTING! APPETIZING!

These are the requisites of Good Bread at this season of the year.

PARNELL'S BREAD always looks so tempting, and when tasted, is so appetizing that it stimulates the appetite, even in this warm weather.

Phone us and we will be pleased to have a driver call with a trial loaf.

PHONES 929 and 1390.

Our Phone Is Quick

Perhaps you are in a hurry and haven't time to visit our store? Perhaps it is raining and you don't care to venture out?

Perhaps the stress of home duties prevents you from shopping here in person? **AND YET YOU WANT SOMETHING FROM US?**

What to do: Simply call us up. Phone No. 889, and the article you wish will be promptly delivered. Our free messengers really hurry.

Two Telephones.

CAIRNCROSS & LAWRENCE
CHEMISTS AND DRUGGISTS,
216 Dundas St. London, Ont.

Three daughters: David and William, of Buffalo; Robert, in Alberta; Bert, of Toronto; Mrs. S. Drewe, of Winnipeg; Mrs. Johnston, of Buffalo, and Mrs. Grabbill, of Toronto. Mrs. Armstrong was 75 years old. The remains arrived yesterday, and the funeral was held from the Grand Trunk station to Mount Pleasant Cemetery. The services were conducted by Rev. Dr. Hannon.

Oh! You Watermelon!

Somebody, apparently in a great hurry, or else in a moment of forgetfulness, went away from the Grand Trunk station during the night and left a large, luscious watermelon on one of the seats in the waiting-room. It was found there yesterday morning and is at present resting on a shelf in the parcel room. It bears a ticket, on which is written the details of its finding, and its being held pending some word from its owner.

Ministerial Alliance.

A meeting of the London Ministerial Alliance was held in the Y. M. C. A. parlors yesterday. The nominations for the coming year, which will be voted upon at the next meeting, were arranged, and a programme of subjects for discussion was drawn up. Those present were Rev. Canon Hague (president), Rev. A. J. Bowyer (treasurer), and Rev. H. A. Graham (secretary).

Swam in Altogether.

A youngster who went in swimming too close to a bridge, appeared before Magistrate Love this morning. He explained that he had on old clothes, and after advising him to go farther away next time he felt like a bath, the court allowed him to go. Another lad, who rode a wheel on a sidewalk, promised never to be guilty of such an offence again, and he was also let go.

Will Meet Committee.

The power committee of London will meet the power committee of the city hall on Tuesday next. Arrangements were made yesterday by Mayor Stevely, and they will leave early on Tuesday to meet the city engineers and commissioners in Toronto. "It was impossible to have them come to London," said Mayor Stevely. "All the tickets have been secured, and they are in Toronto, and it would be easier for the committee to go to Toronto than have the commission come here."

Grocers' Excursion to Niagara Falls.

For the convenience of citizens intending to go with the grocers to Niagara Falls on Wednesday next (July 21), tickets may now be procured in advance from the following grocers. Cash refunded on unused tickets: T. A. Rowat & Co., 250 Dundas street; T. A. Rowat & Co., South London branch store; J. C. Treblecock, 235 Dundas street; F. Huxley & Son, 487 Richmond street; Conroy Bros., 751 Richmond street; A. E. Rosenberg, 212 Richmond street; Jas. Jupp, corner Ridout and Chester; Alf. Johnson, corner Talbot and Horton; T. H. Jones, corner Wortley road and Elmwood avenue; H. J. Glenville, 138 Wharncliffe road; A. J. Denney, 610 Dundas street; P. A. Sands, corner Dundas and Lyle; A. W. Rennie, 474 Dundas; Geo. Finnigan, 45 Blackfriars St.; F. Boug, Wharncliffe road, west London; A. Cattnach, Adelaide street north; and M. C. B. ticket office. Get your tickets in advance and avoid the rush on Wednesday morning.

Ladies who appreciate a flowery perfume should use "Ideal" Orchids, the perfume of refinement. Sold by leading druggists.

Train orders receive prompt attention. Hueston's Livery.

A FAMOUS BAND IS M'CLARY DREADNOUGHT

Immense Crowd Went Down to Lakeside From Biggest Stove Works Under the British Flag.

Two big special trains, carrying more than two thousand, picnicers, were put on the Pere Marquette this morning to accommodate the crowds going down to Port Stanley with the McClary employees. The picnic is without doubt one of the largest of the season, and promises to be a great success.

The trains left at 9:30 and at 9:45, and both stopped at Ottawa avenue to take on large parties of picnicers who had gathered there.

A Dreadnought Band.

Prior to the departure of the first train something funny and at the same time unique was shown the citizens, when a street parade of McClary's Band was made. The band marched down Dundas street playing "The British Grenadiers" on dustpans, kettles, tin horns and various other things manufactured by the firm. They made a hit everywhere they went and attracted general attention. The band will also parade in Port Stanley. A splendid programme of sports has been arranged.

FINE ENTERTAINMENT ON ERIE REST SHORE

First Bonfire and Taffy-Pull of the Season—Pleasant Fishing Party.

[Special to The Advertiser.]

Port Stanley, July 16. — The first bonfire and taffy-pull of the season was held last evening on the shores of Erie Rest, and a most enjoyable time was spent by those present. Mrs. John Macpherson, of Knox Church choir, London, sang the solo "Victoria" in a most effective manner. Miss Beatrice Rowe gave an excellent interpretation of the amusing reading, "The Bonfire."

The duet, "Because 'Twas in the Paper," by the Misses Muriel Graham and Florence Jackson, was very amusing, and received hearty applause. Marshall Macpherson gave a reading in his usual fine style. Last, but by no means least, Miss Verna Graham rendered a beautiful solo. She has a very sweet voice, and bids fair to become a singer of much ability. After the programme a dainty lunch was served by the Misses Harriet Manning, Marjorie Rowe and Lois Graham.

Mrs. Charles Haight, of Antler, Sask., is visiting her sister, Mrs. W. A. Day.

Two bright little boys, Masters Billie Yealand and Martin Bluetner, of London, are camping at Erie Rest over Sunday.

Pleasant Fishing Party.

A very pleasant fishing party, of which Miss Hilda Keene was hostess, took place to the "trout pond" yesterday afternoon. The party consisted of the Misses Blanche Rowe, Helen Davidson, Beryl McLeod, Ethel Wilson, Mabel Hamilton, Ravina Clarke, Florence Keene, Pauline Ward, and Amelia Dangerfield. The expedition was most successful in every way, but the ladies do not wish to make their fish stories public.

Mrs. Robert Tait and family, London, have left for their new home in Ottawa.

Three and Three.

Mr. D. H. Gillies, of London, has arrived to spend the summer at Maplecrest Cottage on Erie Rest. In Maplehurst Cottage are three families, and in each family three children.

Mrs. Adam Ballantyne, Miss Myrtle Lewis, of South London; Mrs. William Mooney and Miss Mabel Mooney, who have just returned from California, spent the day with Mrs. A. C. Kerr at Wastona Cottage, on Fraser Heights.

VETERANS WILL HOLD A PICNIC

Will Go to Springbank For Outing on the 11th of August.

The Veterans of 1866 held their regular monthly meeting in the city hall last night and decided to hold a picnic to Springbank on Aug. 11. Capt. Dreaney, president of the association, and Comrades Chittick, Busby, Webb, and McBride were appointed a committee to look after the arrangements.

The picnic, which will be a day of preparation, were discussed, but it was decided to leave them over to the next meeting on Aug. 6 before finally passing them.

EXCURSION WILL BE A WHOPPER

Grand Trunk Employees Will Go in Force to Detroit.

It is estimated by the members of the committee in charge of the annual excursion of the employees of the Grand Trunk cars that nearly four thousand will take the trip to Detroit July 24.

The tickets are selling rapidly and nearly every man employed by the company around London has applied for transportation. A number of trains leave the East London station between 8 and 6 o'clock, and a couple will be made up at the city station.

The picnicers will spend the day at Detroit and return late in the evening.

ARE YOU GOING AWAY?

Have The Advertiser follow you. Change of address will be made as often as desired. Drop a card or phone 107.

A popular idea used to prevail that all teas were pretty much alike, but "Salada" Tea is proving a pleasant surprise to thousands of particular tea-drinkers. Sold by grocers everywhere.

CHAPMAN'S

STORE OPEN TONIGHT UNTIL TEN O'CLOCK.

Employees' July Sale

A Day Among Net Dress Robes

Very unusual chances in Handsome Embroidered and Sequin Dress Robes for this week. We believe this to be the first time that these goods have ever been offered in such numbers, so far under their regular prices. We advise an early inspection of them. See window display.

6 only, Embroidered Swiss Net Robes, in white, clearing price	1 only, exquisite Black Silk Brussels Net Robe, with esqualer lace pattern, \$45.00 value for	1 only, White Brussels Net Robe, elegantly embroidered, with copper sequin; regular \$60.00, for
Cream Net Dress Robes, with heavy guipure applique, \$20.00 value for	1 only Dotted Net Robe, black, \$20.00 value, for	1 only White Net Robe, embroidered in silver and iridescent sequin. The finest in the collection; \$60.00 value; clearing price \$39.00
Pink Brussels Net Robe, \$12.00 value for	1 only, Brown Silk Net Dress Robe, embroidered, \$40.00 value, for	4 only Black Sequin Robes, \$15.00 value, choice
2 only Silk Embroidered Swiss Mull Robes, soft blue shade, \$20.00 value, choice	1 only, White Brussels Net Robe with silver sequin, \$20.00 value, for	Black Sequin Robes, \$20.00, for
Black Silk Brussels Net Robe, very handsome, \$35.00 value for	Silver Sequin Net Robe, \$35.00 value for	Black Sequin Robes, \$45.00, for

SPECIALS FOR MONDAY

MEN'S NIGHT SHIRTS—This is too good an item for customers to overlook. Men's Heavy White Twilled Cotton Night Shirts, extra good quality. Some have finished braid on front pleat and collars. Slightly soiled garments that sell regularly at \$1 and \$1.25 each. On sale Monday at **50c**

CRETONNES FOR DRAPERY

And covering purposes, 30 and 36 inches wide. Nice colorings. Choice of eight pieces, worth up to 25c a yard, Monday, a yard **12½c**

SILK TAPESTRY

A beautiful furniture covering, in goblin blue and red stripes; also one gilt and floral design. \$1.50 and \$2.00 a yard. Monday, a yard **87c**

FLORAL TAPESTRY

For drapery curtains and coverings. Worth \$1.50 a yard. See window. At, a yard, **75c**

FRINGES

Heavy Full Fringe, with double heading, suitable for tapestry hangings. Colors to match any material. Regular 20c a yard. Monday **9c**

CAT SHOW WILL BE A BIG SUCCESS THIS YEAR

Committee Met in Western Fair Offices and Furthered the Arrangements.

The cat show committee of the Western Fair Association held a meeting in the offices last night to rearrange the prize list, and make other necessary arrangements for the show.

All fears as to the success of this department of the exhibition were set at rest, when Secretary Hunt read the list of those organizations and individuals who had provided prizes.

Among the clubs and associations who have donated prizes are a large number from the United States, showing that this branch of the fair is finding a widespread appreciation, and it is likely that there will be a very large entry list from across the line.

Some of the clubs donating prizes and cups are as follows: The Royal Canadian Cat Club, the Washington Cat Club, who have donated four cups; the Chinese Cat Society of America, who have donated six cups and trophies; the Syracuse Cat Club, who have donated ten special prizes. Prizes have also been received from the following clubs: The Genesee Valley Club and Cattery, the Short-Haired Cat Society of America, the Berrford Cat Club, the Tortoiseshell Society, the Blue Cat Society, the Cat Review. Beside these prizes there are some 150 others from individual owners and fanciers all over Canada. This is in addition to the association's list of \$150 in prizes. So every appearance seems to point to the fact that this will be a record-making year for this department.

The Prize List.

The matter of the prize list was carefully considered, and the necessary changes made, the list was then left in the hands of Secretary Hunt to prepare for the printers. The list will be issued within the next couple of weeks and will be sent immediately to all prospective exhibitors and interested parties.

The matter of ribbons was left for the secretary to deal with. Arrangements were also completed for the help at the show, and for the feeding and care of the animals exhibited.

As there is no space available for the exhibition in any of the fair buildings it was decided to hold it in a large tent. The sides of this will be boarded to give additional protection, and the cases will be placed on long tables, ranged around the sides.

The members of the committee were greatly pleased at the prospects for this year, which exceeded their most sanguine expectations.

The members present were: Mr. R. Oke (chairman), W. McNeill, Dr. Niven Thos. Knott, Arthur Keene, W. J. Reid (president), Miss Lee and Secretary A. M. Hunt.

Planes to Rent.
Planes to rent from \$2 per month upward, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas street. tf

Only one person in fifteen has perfect eyes, the large percentage of defectiveness prevailing among fair-haired people.

ROSS' Store for Women

SPECIAL SALE OF

WASH SUITS

AMERICAN DRESSES

LAWN WAISTS

Wash Suits in Linen, Repp, etc. All shades. Price, **\$6.75**

American Raquet Cloth Dresses, latest designs, newest colorings. Price **\$6.75**

Waists of fine quality lawn, embroidered fronts, tucked back and sleeves. Price **\$1.00**

THESE THREE SPECIAL LINES are exceptionally good values, and if you are in need of any of this high-class merchandise, and you will inspect our goods, satisfaction is assured.

196 DUNDAS STREET, LONDON, ONT.

LIGHTNING'S HAVOC IN PERTH COUNTY

Several Houses Struck by Bolts at Stratford.

Stratford, Ont., July 15.—A terrific electric storm passed over here at noon today, accompanied by a tremendous downpour of rain and hail. For the space of an hour the air was filled with vivid flashes of lightning bolts, which caused thousands of dollars of damage in the city and vicinity.

The houses of Mr. C. E. Clifton, Huron street, and Mr. D. A. MacLachlan, principal of the Central Business College, were ignited by lightning bolts during the storm, but the flames were extinguished. Chimneys on three other dwelling houses were demolished and the power plant of the Stratford Electric Light Company completely disabled.

Damage to the crops can hardly be estimated, but it will be considerable owing to the hailstones, which were as large as marbles.

Word was received here at 2:30 p.m.

THREE HUNDRED KILLED

London, July 16. — Special dispatches received here from Athens say that 300 persons were killed or injured by the earthquake that occurred yesterday in the Province of Eliza in Southern Greece. The damage to property was also very great.

NEARS DEATH'S DOOR.

Kington, July 16. — Wm. Robinson ex-M.P.P., who was so near death's door, has recovered, and today left for his summer cottage at Sharbot Lake. He stood an operation with great fortitude. He is in his 85th year.

In New York city last year the fire loss amounted to \$7,250,000, while the maintenance of the fire department cost \$7,000,000.

Big Shirt Sale Today and Tonight

\$1.00 and \$1.25 SHIRTS FOR **68c**

\$1.25 and \$1.50 SHIRTS FOR **74c**

\$1.50 and \$2.00 SHIRTS FOR **88c**

ALL NEW GOODS—LATEST PATTERNS.

GRAHAM BROS

SHOP EARLY—STORE CLOSING 10:30 P.M.