

VALEYS BATHING CAMP DELIGHT OF THE KIDDIES

Three Playground Groups Spend Joyous Day By Riverside.
CAMP INSPECTED
Every Bathing Suit Utilized Time and Time Again.

A glimpse of the happy crowd of kiddies, sporting themselves at the north end bathing camp Thursday afternoon, would undoubtedly have convinced the most pessimistic of playground critics in this city. The value of supervised pastime for London's children. More than 200 youngsters, from the districts represented by Queen's Park, Lord Roberts' school and the Bottrill playgrounds, enjoyed a picnic at the "Valley" Thursday, the day being spent in water sports.

The happy throng was transported to the valley shortly before noon in motor trucks furnished by Hunt Bros. Dealers, Gillies, and J. S. Perrin & Co. Each child carried a lunch, and the respective kiddies gathered, were in attendance.

Took to the Water.
The youngsters immediately took to the water following arrival at the camp, bathing suits being provided, and a quick change of clothing being made in the new and spacious dressing room at the grounds. An incensed sandpile on the river bank provided diversion for many of the future leaders of the community.

It is interesting to note that every bathing suit was in use at the camp, and that the supervisor in charge was kept busy boiling them, the usual procedure, before a suit is given out to different children. The north end camp has a picturesque approach along the brow of a hill, with the descent over a footbridge crossing the creek, to the camp.

After the footbridge an old-fashioned stile assists one over a barbed wire fence, and on a flat plateau of the riverbank may be seen the dressing shack, with scores of young ones splashing about, their happy laughter evidencing that fun is rampant.

Inspected the Camp.
On Friday afternoon General Manager Buchanan, of the public utility commission, under whose direction London's civic recreational work is carried out, and Philip Pocock, chairman of the playgrounds committee, accompanied by reporters, visited the camp. But for the fact that the camp is a bathing suit had been commandeered by the children Mr. Pocock and Manager Buchanan would have been in for a dip themselves.

However, they satisfied themselves with an inspection of the camp, and a chat with a few of the youngsters, asking the conventional, "How do you like the water?" to which one little girl replied, "Cold, but it's good." A visit to the sanitary vault for a drink of ice cold aqua pura, was next in order, and here Mr. Pocock very diplomatically gave a sum of money to a member of the group of kiddies "to buy some candy."

With the result that Manager Buchanan characteristically Scotchly gestured, "Let's go!" and fearful lest the children should be in expectation of Mr. Pocock's example being followed.

The picnic staged Thursday was in charge of the following supervisors: Miss E. Hadden, Ed. Dundas, Miss E. Hadden, Miss J. MacFarlane and Walter Thompson, Bottrill playground; and Miss Edith Anderson and George Wainwright of Lord Roberts' school.

R. C. R. ENTERTAINS MILITIA OFFICERS

Officers' Mess At Carling Heights Scene of Formal Dinner.

The officers of the R. C. R. stationed at Carling Heights tendered a dinner in the regimental mess last night to officers of the militia attached to the unit.

The attached officers, who have completed their course of instruction at the School of Infantry, will leave for their homes on Saturday.

The R. C. R. band, under the leadership of Capt. Ryan, delighted the gathering with a concert after the dinner was concluded.

When you want to rent a house a tenant will be quickly obtained by using the classified columns of The Advertiser. Everybody reads this paper. That's why it's so popular.

THEATRES

AT LOEW'S THEATRE.
An old plot, rather well-handled and providing for some splendid acting by Alice Lake, works out into a thoroughly wholesome and quite entertaining feature film, "The Greater Claim," which is showing at Loew's Theatre.

The balance of the present week is a most entertaining one and is splendidly filmed. Thomas Meighan as Sam McGinnis, a young man of democratic tastes, who despises snobbery goes overseas as a private and by excellent work rises to captaincy. In the trenches he meets Florence Lanham, only daughter of an exclusive New York family. She is fed up with society and idleness, and insists on going overseas to get away from it. They are married, but keep the marriage a secret. McGinnis is missing and given up for dead and his wife returns to New York and resumes her place among the rich. Willie Arkwright, a gilded youth, cannot understand why she will not listen to his proposals. McGinnis turns up unexpectedly and his wife sees the hopelessness of his fitting into the society to which she is accustomed. He determines to break her snobishness and a series of most entertaining adventures follow.

HELD FIRST MCCORMICK PICNIC IN YEAR 1866

Company Will Celebrate Jubilee Year At Port On Saturday.

Believing that the firm has held more consecutive picnics than any other firm in the city, the committee in charge of the plans for the celebration of the "Jubilee," or fiftieth annual picnic of the employees of the McCormick Manufacturing Company, which will be held on Saturday at Port Stanley, are straining every nerve to make the occasion an unrivalled success.

It is anticipated that inclusive of the employees and their families, not less than 1,500 people will participate in the outing.

The sports committee have drawn up a program of 22 events, which in addition to including two baby shows and two ball games, will introduce a number of novelties. There will be a refreshment booth at the top of the hill where the employees, their relatives and friends will be able to dispose of soft drinks, ice cream and other dainties.

A feature of the occasion will be the number of employees of the firm who will after Saturday have attended the whole 50 picnics, some of the men having been in the employ of the company since before 1866, when the first picnic was held.

BAPTISTS RECOGNIZE ST. THOMAS CHURCH

Roderick Memorial Mission Is Admitted to Full Fellowship.

Roderick Memorial Mission, St. Thomas, was recognized yesterday as a Baptist Church when representatives from the Baptist churches of Elgin County and London met in the Mission Church for recognition services.

Rev. O. C. Elliott, former pastor of First Baptist Church, St. Thomas, was appointed moderator. Rev. J. Marshall, Port Burwell, acted as secretary.

After hearing the history of the development and work of the mission and the articles of faith adopted by it, the council of fifty members retired to consider the advisability of recognizing the newly-organized body as a Baptist church. After some discussion, it was decided to fully fellowship the new church.

Rev. A. C. Bingham, pastor of Egerton Street Church, presided at the evening session. A sermon presenting the ideals of Christianity, sacrificial living, sanctified service and penetrating propaganda was preached by Rev. O. C. Elliott of Toronto.

The recognition prayer was offered by Rev. A. J. Schultz, pastor of the Lockport, Port Elgin, charged the new congregation to love, to be loyal and to live active, Christian lives. He welcomed the church to the truth, trials and triumphs of the Baptist Church. The hand of fellowship into the world brotherhood of Baptists was extended by Rev. John Pollock of Dutton, and was received on behalf of the church by Rev. O. C. Elliott.

The Ladies' Aid of Centre Street Baptist Church tendered a banquet to the council, at which O. W. Pollock, who gave the history of the mission, Dr. F. Bennett, St. Thomas, and Rev. G. A. Leitcher spoke.

FIRE DOES DAMAGE TO EXTENT OF \$6,000

Blaze Starts in Top Flat of Leff Junk Warehouse.

A fire which did damage to the extent of \$6,000 occurred in the building occupied by W. Leff & Co., junk dealers, 555 Bathurst street, yesterday afternoon.

The blaze started in the top flat, where two girls were picking over scrap paper. It is not known exactly how the fire originated, but it is thought that one of them may have stepped on a match which set fire to the papers.

The alarm was turned in at 3:10 o'clock, and the firemen had the flames extinguished in less than 45 minutes.

EARLY MORNING FIRE AT LAWSON & JONES

An electric motor in the basement of Lawson & Jones' lithographing plant caused a small fire early this morning, which was extinguished by the sprinkler system.

The night watchman discovered the blaze at 12:45 a.m. and turned in an alarm.

Ray Lawson stated to The Advertiser this morning that the loss, most of which was caused by water, is less than \$1,000.

GREAT OPPORTUNITY FOR PUBLICITY IS MISSED BY LONDON

Only City Represented at the Chicago Convention Without Advertising Material.

MANY NOVELTIES
American States and Cities Use Many Unique Advertising Stunts.

London and the industries within her confines stand in great need of advertising themselves, especially at conventions held in other cities at which this city might be represented, according to T. J. Thompson of London, who was a delegate to the fourteenth annual convention of the National Association of Real Estate Boards, held in Chicago recently.

Although delegates from all parts of the United States and Canada loudly proclaimed the advantages of their respective home cities by means of novel advertising stunts supplied by the civic bodies and industrial concerns, London was dumb because the delegates had not even a descriptive card of booklet.

Five thousand people from every state of the Union and from practically every province in Canada were present, and so the opportunity of securing a nation-wide advertising at a low cost was lost. Every city as well as many states in the United States as well as many places in Canada, except London, took full advantage of it.

Fancy Booklets.
Fancy booklets, giving colored views of places of interest were used by many cities. Philadelphia especially took advantage of this method and prepared a series of views so artistically that every delegate present took one of them to his respective home. Port William took advantage of a card system, and while it did not prove so attractive, it served the purpose of letting everyone there know just where the city is located, and made the readers acquainted with the advantages that city has to offer.

Amongst the states, Florida made by far the most pretentious effort at advertising. This state supplied the convention with large luscious oranges, freshly picked and packed in ice. Served in the heat of Chicago, they proved so refreshing that every delegate left with a warm spot in his heart for the Orange State.

Industries in all parts of the Union also used novel methods of bringing notice to themselves. For instance, the Goodrich Rubber Company presented each delegate with a miniature pair of rubber boots.

Had No Material.
Although Mr. Thompson claims to have made efforts to secure advertising material from the local Chamber of Commerce and other organizations, he was unable to get even pamphlets describing London, and so this city lost a rare opportunity for publicity.

The chairman of the greatest importance to the development of both countries were made the subjects of many speeches and discussions. The convention lasted from July 11 to 15, and the whole time was occupied by business sessions, general meetings, banquets, and a great number of pleasure trips to various points of interest in and around Chicago.

Prominent Speakers.
Among the most notable speakers were Frank Branch Riley, Portland, Oregon, one of the outstanding lecturers of the United States; Hon. Herbert Hoover, secretary of commerce in the United States; Andrew R. McMaster, K. C., Montreal, associate counsel for Canada, who spoke on "North American Cousins," and W. M. Calder, New York, chairman of select committee on reconstruction and production.

The housing problems and town planning received a great deal of attention, but the speeches were chiefly relative to the American problems. Farm topics also were discussed as well as many of national economy.

Among the delegates 1,200 women were present from many parts of the United States, and took an active part in the discussions.

Mr. Thompson, who is secretary-treasurer of the real estate board in London, was the official delegate from this city. He had the honor of being selected to act as assistant sergeant-at-arms. Bert Weir, president of the local board, attended a few sessions of the convention, but the time was too short for him to do more.

It was felt that a convention should be held in Canada in the near future, but it is doubtful whether this can be brought about for some time, as no Canadian city possesses the necessary hotel accommodation for 5,000 people.

SUMMER SCHOOL IS LARGELY ATTENDED

Eighty At Opening Session, and Many More Coming.

ST. THOMAS, July 21.—The Presbyterian summer school at Alma College had at its opening session eighty members and this number will be increased as the exercises progress. The school is being held under the auspices of the local board of Christian Education.

An enjoyable feature of the evening was the vocal exercises conducted by Rev. Dr. A. McMillan, Toronto, and Miss McKenzie, Leamington. Miss McKenzie is reported as giving excellent service in the county of Essex as leader in school and community singing. In the group games and choruses, introduced and conducted by Miss McKenzie, she was agreeably assisted by Mac and Jack Kannawin, Hamilton.

DECLARES ROBBERS HIT HIM ON HEAD

ST. THOMAS, July 21.—Charles Dunger, a local dealer of Mitchell, told the police today that he was the victim of a daring hold-up here late last night, being relieved of his watch, chain and the key of his car.

The hold-up, according to Dunger, took place at the corner of Rebecca and Nile streets. According to Dunger, two men jumped on the running board of the car and forced him to stop. He was hit over the head with a blunt instrument and his pockets rifled.

Though dazed, Mr. Dunger managed to crawl to a nearby house where he gave the alarm.

The description of the men is vague and the police have little to go on.

Today

Department Clearings In Blouse Section.

STORE CLOSING AT 5:30 SATURDAY.

Important week-end sales are listed here for Saturday, and as the month nears the end, many lots, too small to advertise, will be found here and there at final clearing prices. Saturday will be a good day for thrifty shoppers.

Summer Clearing Saturday in Chambray Dresses, \$2.79

For Morning Wear.

Five dozen Chambray Morning Dresses, one-piece style, with belt at waist line. These are very smartly trimmed with pink chambray at cuffs, collar and pockets finished with fancy black stitch. Colors are green or blue. Special\$2.79

CHAMBRAY SLIP-ON DRESSES, \$1.98

Five dozen Chambray Slip-on Dresses, has fancy slash pocket, while they last\$1.98

YOUR SATURDAY TREAT.

100 pounds Fresh Creamed Almonds Saturday morning while they last 32c pound
Chocolate Bars, assorted 6 for 25c

SATURDAY SALES IN THE LINEN SECTION

Again Saturday you will find most interesting prices in the following specials. The values on sale Saturday should command early inspection. Not big quantities, but wanted merchandise at a big saving.

JAPANESE PRINTED BREAKFAST CLOTHS REDUCED.

This number is that superior quality heavy cloth, all in one piece, with wide hemstitch. Saturday's price should clear the lot early, 63 inches and 72 inches. See these for general use. Coloring to match your dining-room paper or dishes. Colors are guaranteed fast. Saturday\$2.95 to \$3.69 each
Other sizes 36, 48 and 54 inches at 75c, \$1.25, \$1.75 each
15 dozen only Napkins, to clear 88c dozen

ALL LINEN ROLLING, 39c YARD

300 yards All Pure Linen Crash, in red and blue borders, also grey with red border. This is exceptional value. Saturday 39c yard

ENGLISH MADAPOLLAM

Pure, soft finish, dainty white wear fabric, and it also is easily washed and wears real well, the quantity is limited, as we have had one big sale of this line. To clear 39c

Tomorrow

Week-End Sales Throughout the Store.

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NEW AND WONDERFUL FOX TROTS

"POOR ME"
This captivating melody, as played by the famous Melody Men in perfect time and rhythm, is sure some Fox Trot. "Crooning" (Intro, "Love Me"), is the accompanying selection, also played in Fox Trot tempo by the same orchestra on

"His Master's Voice" Record 216291
10-Inch, \$1.00
"IN A BOAT" (For Two)
"TEA LEAVES"
Two wonderful Fox Trots played by Emile Coleman and his orchestra on "His Master's Voice" Record 216293
10-Inch, \$1.00

"DAISY DAVIS" Fox Trot
"SWANEE ROSE" One Step
A pair of assorted numbers by the famous Melody Men
"His Master's Voice" Record 216292
10-Inch \$1.00

ASK TO HEAR THEM PLAYED ON THE VICTROLA.—Third Floor.

SALE OF TOILET SOAP

For Saturday only, Wright's famous "Coal Tar Toilet Soap." 50 boxes, while it lasts Saturday 16c cake
—Main Aisle—

BEAUTIFUL LINGERIE CREPES

Just opened in the new wanted shades of orchid, flesh pink, sky and white, washes perfectly and easily one of the most popular of underwear fabrics. See these pretty colors on display in department Saturday. Special value 50c yard

SHEETINGS ON SALE

Two big values in stout, durable English Sheetings. They are of the kind built for service, and a good clear bleach. You have a great opportunity here. The price is just about half. 70-inch, 89c. 86-inch 89c

SWISS EM-BROIDERED VOILES

In all white, and the genuine Swiss work, the values here are most unusual, and so dainty and cool in appearance for summer frocks or blouses. Special value \$1.25 yard

SALE OF BOYS' SUITS, SATURDAY, \$5.95

Every boy should be here Saturday for one of these splendid suits. All chosen from our regular stock and marked to clear, early tomorrow. New smart models in tweeds and many shades. Long wear assured. Sizes 26 to 35. Sale price \$5.95

WHITE OUTING SHIRTS, \$2.95

With collar attached. Buttons down. Superior quality Oxford cloth. Splendid for vacation days. Also White Madras, without collar. Clearing\$2.95

STRAW HATS, Half Price

Sennets, half price \$1.95
Lisle and Cotton Socks, good wearing, fine quality. About 25 dozen to clear Saturday 19c

SENNET STRAWS, \$1.88

60 Sennet Straws, fine imported English hats, formerly sold for two and three times the price. Tomorrow \$1.88

MEN'S PURE SILK SOCKS, 69c

Exceptionally fine quality Silk Socks, reinforced heel and toe, in cordovan, black, grey, white. Sizes 9 1/2 to 11 1/2. Price 69c pair

JULY SALES IN LINEN SECTION.

SMALLMAN & INGRAM LIMITED

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Imported English Flannel Trousers, \$9.75

Cream shade and beautifully tailored in London. English. These trousers formerly sold for one-third more than the price asked. Sizes 30 to 42 waist \$9.75

MEN'S ATHLETIC COMBINATIONS, \$1.19 SUIT

Fine Nainsook Check, elastic back, cool and comfortable. Clearing tomorrow. All sizes \$1.19 suit

MEN'S BALBRIGGAN COMBINATIONS, \$1.19 SUIT.

Egyptian Knit Balbriggan Combinations, short sleeves, ankle lengths. Sizes 36 to 46 only \$1.19 suit

