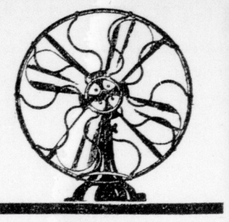


A "HYDRO" ELECTRIC FAN

Means cool comfort the whole summer long for thess than ONE CENT A DAY!

PRICES: $9.50 UP.

PHONE 3180.

The HYDRO Shop

WE HAVE NEW HONEY

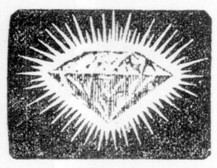
GUARANTEED PURE CLOVER.
Five-pound pail 75c
Ten-pound pail $1.40

WILLIS & CO.
565 Richmond Street. Phone 3279.
zx

Retail Store Merchandising

Two factors enter into the success of any business—buying right and selling right. We have years of experience in both. We buy direct from the manufacturers, and in sufficient quantities to get their lowest prices. We have one of the best retail store systems known, and with expert shoe salesmen our customers receive the very best service.

THE J. P. COOK CO. LIMITED
"The Store that Serves You Best"
TWO STORES - DUNDAS & RICHMOND STS.



DIAMOND RINGS, $5.00 TO $500.00.

C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 Richmond Street. Phone 1084.

Brown Optical Co.
SPECIALISTS.
223 Dundas Street. Phone 1877.

COAL!

Furnace, Stove, Egg $7.00 ton
Baseburner Nut ..... $7.10 ton

For the range and heater we recommend our Large Pea at $6 per ton. It has the value of Chestnut in these stoves. Why pay one cent more?

THE CONNELL ANTHRACITE MINING COMPANY.
Phones 770 and 1096.

DEVELOPING and PRINTING

Any size roll developed and printed for 25 cents. One-day service. Expert work.

Taylor's 6 Cut Rate Drug Stores
z

BEEKEEPERS' COURSE AT STRATHROY SOON

Ontario Department of Agriculture to Give Instruction in Practical Work.

Arrangements are being made by the Middlesex branch of the Ontario Department of Agriculture to hold a short course for beekeepers at Strathroy soon. Similar courses have been given in Guelph for some time, but the distance is too great for many to attend from this district.

The course will last for about ten days, and will include all lines of the work. Amateurs will be especially benefitted, as many apiarists who have been in the business for years will be present to give their advice.

If the course is a success it is likely that other lines of agricultural work will be taught in short courses. The proper treatment of apple orchards is one which will demand attention, as many are being ruined through lack of proper care.

SOLDIERS' CHILDREN WILL BE CARED FOR

Mothers Have Died Since Fathers Went on Overseas Service.

At a meeting of the foster home committee of the Children's Shelter the question of renewing the roof and renovating the interior was discussed. This will be done as financial conditions permit.

An application was made for a child 6 years old, but as none of this age are at present available in the shelter the application was filed.

Several applications were made to have the children of soldiers now at the front taken into the shelter.

These were in cases where the mother had died in two instances, and again where the father complained of the children's treatment where they had been left in charge of the mother.

The shelter does not follow the policy of disturbing relations between parent and child, but takes under advisement several cases recently brought to the board's attention.

QUALITY STORE
FOR FRESH FRUIT
FRESH VEGETABLES.
Store Will Close Wednesday at 1 p.m.
Harry Ranahan
515 Richmond St. Phones 1024, 3323.
zxv

ONE DEATH IN HOTTEST SPELL OF THE SEASON

John Sterizecki Is Victim of Cerebral Hemorrhage, Caused by Heat.

MERCURY CLIMBS TO 100

St. Marys Was Hottest Place in District With 103 Degrees.

DR. McLAUGHLIN DEAD

Toronto Physician Suddenly Fell Over While Visiting at Wilsonville.

Not since June, 1911, has London and Western Ontario sweltered in such a high temperature as that registered between the hours of noon Saturday and midnight Sunday.

As a result of the intense heat two deaths occurred yesterday, one in the city, John Sterizecki of 7 Hamilton road, an Austrian, and Dr. Francis W. McLaughlin of Toronto, who dropped dead at Wilsonville, Norfolk County.

The official registration at the South London observatory at 3 o'clock on Sunday afternoon was exactly 100 degress, breaking all previous heat records for the year, or in fact for the last five years.

Caused by Heat.

The death of Sterizecki at 7 Hamilton road came following a sleep, the exact cause of death being cerebral hemorrhage superinduced by heat.

He made no complaint of feeling ill and had laid down to sleep following a hearty dinner. About one hour later he rolled from the couch on which he had been sleeping, and when the other members of the household reached him he was dead.

Coroner MacLaren was summoned and pronounced death due to natural causes and not to ptomaine poisoning as was at first suspected by the people at the house.

Heat Was General.

Reports from all over Western Ontario give the highest temperatures and the most oppressive heat conditions experienced since the last week of June, 1911, when the highest figure reached at that time was 104½. Camp Borden reports a temperature on Saturday of 104 degrees.

St. Marys reports a maximum temperature of 103, Berlin 100, Blenheim 101, Chatham 100½, Stratford 101½, all taken Sunday afternoon.

Saturday afternoon the thermometer ranged between 95 and 97, and the evening was one of the hottest felt in years.

Many Sleepless.

Many a Londoner spent a sleepless night in an endeavor to keep cool, but sleep seemed out of the question.

In the hospitals where the sick are forced to bear the heat in addition to their own sufferings, everything was done to alleviate conditions as much as possible.

Fans were operated in the wards, cooling drinks were furnished at frequent intervals and every known means resorted to, in order to reduce the temperature in the rooms.

Thousands went to Port Stanley to seek relief, but "to seek" was about as far as it went, as conditions there were every bit as oppressive as in the city.

Some In Cellars.

Citizens in all parts of the city sought out the shadr places, and some even went to the extremity of spending several hours in the cool recesses of their cellars.

During the larger portion of the day a breeze blew, but not the kind the citizen usually associates with bringing relief from excessive heat. It resembled more the hot blasts of the sirocco tropical winds of the West Indies or the famous simoon that blows across the Indian Ocean.

Babies and elderly people suffered severely from the heat, and many a citizen complained of a feeling of dizziness, the first symptons of heat prostration.

A Long Spell.

Sunday was the fourteenth day that the thermometer has passed the 90 mark.

Saturday being the 13th day, the question was to be decided whether the "unlucky 13" would maintain its reputation as the "hoodoo number" and bring continued hot weather or whether the fallacy of such an argument would be shown by cooler weather for Sunday, thus shattering the "unlucky 13's" reputation.

"Unlucky 13" made good, and good with a vengeance by coming across with an even 100 degress to farther clinch the number's claim of the "hoodoo figure."

TORONTO PHYSICIAN IS VICTIM OF HEAT NEAR PORT DOVER

[Special to The Advertiser.]

PORT DOVER, July 30.—Dr. Francis W. McLaughlin, a retired medical practitioner of Toronto, died suddenly of heat prostration at Wilsonville, near here, on Saturday.

Dr. McLaughlin had been paying a visit to his mother-in-law, Mrs. George Martin, here, and with his wife and only daughter, aged about 21 years, had motored to Wilsonville Saturday morning to visit Mrs. McLaughlin's uncle over Sunday. He was sitting in the shade beside the latter's home when he appeared to suddenly swoon and expired immediately, without uttering a word. He had not complained of ill-health and death is attributed to heart-failure superinduced by heat.

Dr. Teeter of Waterford, was summoned and responded in haste, but found that death had been instantaneous.

Dr. McLaughlin was aged about 50 years.

Relatives have been notified and the body was brought to Port Dover. The funeral will take place from the residence of Mrs. George Martin Monday afternoon at 2 o'clock. The services will be conducted by Rev. Mr. Hobart of Toronto.

SAVE MONEY ON TEA.

You can buy Rowat's Special Tea—the highest quality—in quantities of five pounds or more, for 5 cents a pound less.

40c, 45c, 55c, 65c and $1.00 a pound.

T. A. ROWAT & CO.,
250 Dundas Street. Phones 3051, 3052.
zx

Be pleasant every day until 10 o'clock. The rest of the day will take care of itself—Selected.

Now, Look Here!

The extreme heat has quickened your ice cream appetite, and nothing will satisfy it like PETERS ICE CREAM.

And Drinks!

We serve all kinds of them—all cold and having that peculiar quality that touches the spot. For instance, just you try a GINGER PUFF.

Peters
(Shop 'Round the Corner).

BIG KENNEDY SHOWS IN LONDON FOR WEEK BEGINNING TONIGHT

Cleanest and Best Attraction of Kind on Road.

PARADE THIS EVENING

Big Midway at Queen's Park and All Sorts of Novelties.

The Con. T. Kennedy shows, which will be at Queen's Park all this week, under the auspices of the I. O. D. E., reached London on their own train of 30 cars yesterday afternoon, and attracted quite a bit of attention. Hundreds gathered at the siding to watch the work of unloading the train, and were greatly interested in the proceedings which went forward with much speed and dispatch. There is a wonderful system used in handling the show equipment, and in spite of the fact that they must work quickly, there is no confusion and everyone knows his place.

The Kennedy shows, which for three straight years supplied the midway features at the Canadian National Exhibition, and gave the utmost satisfaction, are bigger and better this season, than ever before. They are the largest show of this kind now on the road, and have many novelties and innovations. All of the shows are clean and interesting, and the equipment is the best money can buy. The midway is electric lighted, and always decorated with countless pennants, which add considerably to the occasion.

The formal opening will take place at 7 o'clock tonight, when a parade will be held in the business section of the city. It will be headed by the Con. T. Kennedy band, and many London residents, as well as the Kennedy performers will be in the line of march. It is an entirely different parade from that generally given by circuses, and contains numerous features which appeal to amusement patrons.

Among the attractions brought here by the Kennedy shows are the Autodrome, Garden of Allah, Russian theatre, Samar (Siamese) Twins, Miracle, Wild West show, French Midgets, Coney Island show, Turner's Wonders, Dixie Land, Philip's Panorama, Essie Fay's Society Horse show, the Whip, Ferris Wheel and Carousal.

POPULAR LADY CONTEST

Contestants Are Changing Places Hourly in Keen Race.

The Hamilton Gault Chapter of the I.O.D.E., under whose auspices the popular lady contest is being held, reports considerable activity in the past 48 hours. Several of the contestants have been changing places hourly.

The standing at midnight Saturday was:

Miss Hazel Addison	754
Miss Dorothy Herald	715
Miss Florence Peacock	676
Miss Lovie Bissett	626
Miss Elma Cook	503
Miss Nellie Van Alstine	478
Miss Bessie Weidenbaum	475
Miss Florence Kerr	436
Miss Olive David	391

GODERICH SUMMER VISITORS.

GODERICH, July 30.—Among summer visitors staying in Goderich at the Hotel Sunset are Lady Lyman Melvin Jones, Mrs. T. Crawford Brown and two children of Toronto. Rev. Major Crawford Brown, who has been in Goderich for the past fortnight, has returned to his military duties in Toronto.

Mr. and Mrs. H. W. Givins and children of Regina, who are spending the summer holidays in London, accompanied by Mr. Givins' mother, Mrs. Givins, Stanley street, have returned to the city after a motor trip to Goderich, where they stopped over at the Hotel Sunset.

Dr. and Mrs. W. J. Weekes have returned home after spending a couple of weeks at the Hotel Sunset, Goderich.

Mr. and Mrs. Donald McCrimmon and son Hugh are holidaying at the Hotel Sunset, Goderich.

HOTEL ASTOR NEW YORK —2906

Residents of Canada registered at Hotel Astor during the past year.

Single Room, without bath, $2.00 to $3.00
Double - $3.00 to $4.00
Single Rooms, with bath, $3.00 to $6.00
Double - $4.00 to $7.00
Parlor, Bedroom and bath, $10.00 to $14.00

TIMES SQUARE

At Broadway, 44th to 45th Streets—the center of New York's social and business activities. In close proximity to all railway terminals.

RECTOR MAINTAINS MEN DYING AT FRONT DO NOT GO TO HELL

Rev. R. W. Norwood Replies to Recent Criticisms.

REITERATES HIS VIEWS

Declares John MacNeil Talked Arrant Nonsense, if Not Blasphemy.

Rev. R. W. Norwood, rector of Bishop Cronyn Memorial Church, replied to his critics at the evening service last night, and reiterated his statement that the men who are dying at the front do not go to hell, as they are dying as Jesus would have them die—in a great and glorious cause.

"I believe in saving faith," said Mr. Norwood, "but it is not the faith based on slavish fear or the unswerving acceptance of some doctrine or statement of some person who is supposed to know. I believe in the faith that a man works out for himself, the residuum of all his experiences and his struggles. This is not the faith of the Vatican, nor the faith of my friends on Adelaide street, Talbot street and on Richmond street, which they have been pleased to call a return to Mohammedanism.

Nothing for Granted.

"The faith I have does not take things for granted—it will not accept them until it knows. A mechanic this week told me he did not go to church, because the preachers would not tell him the why of things. That man was a man-doubter. I believe in a religion that is manly. There is more faith in honest doubt than in half the creeds, Tennyson said, and he knew.

"I protested against the utterances of John MacNeil in Victoria Park, because he was teaching an exploded idea. The ministers of London might vouch for him, but I will not, hence my strong objections to his statements. It was arrant nonsense, if not blasphemy, that he talked.

Basis of Belief.

"No man can be saved who hates, and no man can be lost who loves. It is utter imbecility to say that a man at the front who commits himself to a righteous cause and loses his life thereby can be lost. 'Whoso loseth his life shall find it,' Christ taught, and I stand on that ground. The men at the front are giving themselves for a great idea, they are following a great star.

"I do not think any of my preacher critics spend much time talking to the returned men at Belvidere or the other hospitals, or they would come to the conclusion that they are really gods; they have done so much, suffered so much, for humanity's sake. I do not believe that a man can be lost who loses his life for such a great cause. There is no spanking instinct in God.

Would Be Terrible.

"You cannot tell me that soldiers are damned villains, and that some local panaceas handed out by some preacher here can save them. These critics who are going to talk to the soldiers should say to these men: 'We have not left our all to follow a great idea. We are afraid to tell our congregations the whole truth, because some elder or deacon might object, and we would lose our chances of promotion and advancement. If a whisper gets out that we are unorthodox, it will be terrible. We are college men, and know that it takes 50,000 years to make a foot of common coal, and yet we want our congregations to believe that God made the earth in six days.' I tell you these men will not tell the men who are making the great sacrifice for a great idea that they are afraid to tell the whole truth about life and about Jesus Christ.

Is Not Inspired.

"Anything that is in the Bible that strikes at the gospel of Jesus Christ is not inspired, and these men know it. The gospel of Jesus Christ is a gospel of love, and in the New Testament even we find words of hate. These are not inspired, as they are contrary to the genius of the religion of Jesus Christ.

"You remember the bitter row between Peter and Paul. Peter said a man had to be a Jew before he could be a Christian, and Paul declared that the outer symbol counted for naught.

"If the ministers who think this a dying, sin-cursed world, save it, why do they not save London? There must be some poor workmanship some place.

"Did John MacNeil, when he was in London, lift up Jesus? Did the ministers who criticised me lift up Jesus? I say no, and until they do, and teach a gospel of love they will never accomplish anything.

Not Sin-Cursed.

"This is not a sin-cursed world, but God's great gem. The thumbscrew and the stake and the faggot were the implements of religion in other days, and judging from the tone of some of the criticisms leveled at me it would not take a long stretch of the imagination to see these things in use in modern times, if it were at all possible.

"Jesus said he would abolish death, and yet these people tell us that more than half the world will die for ages. God will conquer death, as he said, and he will be the ruler of the world.

"I was talking to a friend the other day, and he wondered why there were no great preachers today, as there used to be, men like Canon Lyttleton, Henry Ward Beecher, Phillips Brooks, Spurgeon and others of that kind. I tell you that the writers of books, the great editorial writers, the current magazines, and books of a like nature, are the great preachers of the day, and they are preaching a new gospel, and it is not the gospel of John MacNeil.

"Let us teach love. Paul says the greatest thing is love, greater than faith, greater than knowledge, greater than all things. And it is on the gospel of love that we stand."

BILLION DOLLAR CROP EXPECTED

After a thorough canvass of various points throughout Western Canada, Dr. McGill of the Dominion Grain Commission is quoted in Calgary as saying that Alberta would have a crop as good as last year, that the Dominion would have a billion dollar grain crop, and that the grain crop of the three prairie provinces would be little if any behind that of last year.

"The country as a whole never looked better than it does at present," said Dr. McGill. "The weather was made to order, as you might say, and I am of the opinion that this year's harvest will be another wonderful one."

Those who contemplate going West will do well to remember that the most fertile districts in Western Canada are served by the line of the C. N. R., and that this season they can travel from their home districts to destination Canadian Northern All the Way.

Arrangements have been made whereby passengers may travel in comfort. Colonist and lunch counter cars being a feature.

The first of these excursions will be run in August; the date will be announced later.

For further information apply to nearest Canadian Northern Agent or write to R. L. Fairbairn, General Passenger Agent, 68 King street E., Toronto. tfzxv

FRED HAYLOCK WAS DROWNED IN THAMES WHILE IN SWIMMING

Seized With Cramps After a Dive Into Deep Water.

BODY SOON RECOVERED

Pulmotor Was Used for Over an Hour, But Without Results.

The River Thames claimed its fifth victim this summer, when Fred Haylock Jun., 15 years old, of 1087 Francis street, was drowned Sunday evening at 7:30 o'clock east of the foot of Egerton street.

He had been in the water the larger portion of the afternoon, and in company with four companions returned after supper for another swim.

Reginald Pyman, 13 years of age, of Hamilton road, was first in the water, immediately followed by Haylock. Swimming to the opposite side of the river, Haylock and Pyman rested on the clay ledge on the north side of the river.

Water Eighteen Feet Deep.

Deciding to return they jumped from the ledge into the water, which is eighteen feet deep a few yards from the ledge. Haylock had complained that his toe hurt him just before jumping from the ledge, and a moment later started calling for help. Pyman made an heroic effort to save Haylock, who was gradually dragging him down, when he freed himself and swam to the shore.

Dave Erskine of Brydges street, and Joe Brooks of Oliver street had been in swimming in the river earlier, but had left the water and had gone home a short time before. Immediately after reaching shore young Pyman ran to summon help. Vincent Bennatti of 167 Egerton street was the first on the scene, and brought the body to the surface on the first attempt.

Several others in the meantime had plunged into the water and assisted in bringing Haylock to the bank.

In Fifteen Minutes.

The body had been in the water at least fifteen minutes before being placed on the bank, and at least fifteen minutes more elapsed before the fire department were able to reach the scene with the pulmotor.

The pulmotor was operated for over one hour in an effort to resuscitate the boy, but no signs of life were visible, the body evidently having been in the water too long to make the work of the pulmotor effective.

Coroner MacLaren was summoned, and decided that an inquest was unnecessary, the circumstances showing that the drowning was purely accidental, and as Coroner MacLaren thought, due to cramps.

The cramps, he believed, were brought on by the boy striking a cold current of water when he made the dive from the ledge into the deeper water, which shows eighteen feet just beyond the ledge.

The victim was a son of Frey Haylock, Sen, who is a painter by trade, the boy having been for some months past in the employ of the Globe Casket Works. Capt. Haylock of No. 4 fire hall is an uncle.

A Good Swimmer.

After a thorough investigation, Dr. MacLaren gave the relatives permission to remove the body, which was taken to the undertaking rooms of Smith, Son & Clarke. The funeral arrangements have not yet been completed. Fred was an excellent swimmer, and had been known to complain previous of feeling cramps, but nothing had resulted.

Speaking to young Pyman on the way down he said: "I believe something will happen to me some time when I feel these cramps coming on," showing he had a premonition, but his companion did not at the time regard the remark seriously.

FOUR HUNDRED EMPLOYEES OF LABATT'S AT PICNIC

Married Men Win Ball Game—Babies Too Good for Judging.

[By Staff Reporter.]

PORT STANLEY, July 30.—The employees of the John Labatt Brewery held their annual picnic here Saturday afternoon. A record crowd of over 400 employees and their families celebrated the day. A large program of sports was provided. Lunch was served at noon. Refreshments and cold drinks were furnished all afternoon. The results of the sporting events follow:

Boys' race, 7 years—N. Brown, Fred Turpin, W. Harvlett.

Girls' race, 7 years—Ada Duckworth, Josephine Brown, Lillian Bishop.

Boys, race, 7 to 12 years—T. O. Hogan, J. Clare, G. Clare.

Girls' race, 7 to 12 years—Dora Chantler, Daisy Chantler, Thelma Howlett.

Single ladies, 50 yards—Miss M. Clare, Miss A. J. Short, Miss Nutkins.

Married ladies' race—Mrs. Sweeney, Mrs. Nash, Mrs. J. Clare.

100-yard dash, single men—Baker, Short, Scriver.

Boys' race, 12 years and over—H. Parker, J. Murphy, L. Hitchens.

Girls' race, 12 years and over—Mildred Chantler, Rose Lechinsky, Wilma Robertson.

100-yard dash, married men—R. Gray, P. Duckworth, J. Clare.

Fat man's race—M. O'Hagan, W. Short, H. Clare.

Necktie race—Mrs. Nash and George Baker, Maude Clare and S. Short, Mrs. Sweeney and P. Duckworth.

100-yard dash, open—G. Baker, R. Gray, S. Short.

Boot and shoe race—Howlett, G. O'Hagan, G. Baker.

Relay race—1, J. Clare, R. Gray, R. Pinch and J. Turpin; 2, G. Leslie, Garside, Froud and Howlett.

Three-legged race—Baker and Gray, J. Clare and son.

Old man's race—George Leslie, William Griffith, R. Baker.

75-yard dash, officers — Hitchens, O'Hagan.

The committeemen were: Norman J. Garside, H. Clare.

Married Men Winners.

The ball game between the married men and single men resulted in a win for the former with a score of 5 to 2. The teams:

Married men—O'Hagan, Duckworth, Gray, H. Clare, J. Turpin, G. Leslie, F. Van, J. Clare, A. Jacklin.

Single men—H. Irvy, B. Brand, J. Garside, Ed Scriver, G. Baker, S. Short, T. Pinch, Gunn, Vernall.

Babies All Winners.

Because the babies exhibited in the baby show were all of such fine quality, the judges found that a decision one way or another would be unfair, so a prize of $1 was given to each of the seven competitors.

The day was intensely hot, but a large Saturday crowd flocked the beach. The bathing-houses did a big business.

"Give me WRIGLEY 1-2-3-4-5."

"Drop a nickel, please—on the counter in the little corner store—it's sold everywhere:"

WRIGLEY'S

the largest selling gum in the world.

Because it benefits while it gives the longest-lasting pleasure for the price.

Chew it after every meal

Made in Canada

Write Wm. Wrigley Jr. Co., Ltd., Wrigley Building, Toronto, for the Sprightly Spearmen's funny Mother Goose book.

C45

CARLETON WOODS WILL BE LIBERAL CANDIDATE

NAPANEE, July 29.—The Lennox Liberal Association this afternoon unanimously selected Carleton Woods as its candidate for the next provincial election.

THROWN AND KILLED

[Special to The Advertiser.]

WINNIPEG, Man., July 30.—While riding after cattle near his home in Percy District, near Arcola, George Lees, 17 years of age, son of Wm. Lees, farmer, was thrown from his horse this afternoon and killed.

COLONEL LOSES A LEG.

OTTAWA, July 30. — News has been received in Ottawa that Lieut.-Col. Francis A. C. Hamilton, of the Cameronians, has been severely wounded and has suffered the amputation of one of his legs above the knee. Lieut.-Col. Hamilton was born in Quebece 41 years ago, the son of Rev. Chetwode Hamilton, and grandson of the late George Hamilton of Hamilton Bros., a well-known lumbering firm.

FUNERAL OF GEO. TRUESDALE.

INGERSOLL, July 30.—The funeral of Geo. Truesdale, formerly of Belmont, was held from the family residence, King street east, to the Ingersoll Rural Cemetery, and was attended by many relatives and friends. Among those in attendance were a number from Belmont, including members of the A. O. U. W. lodge of that place. Rev. Mr. Bartlett of Belmont officiated, and the pallbearers were R. W. G. Bloor, Chas. Stephenson, H. Moon, John Patterson, Ingersoll; H. Stewart and Trueman Fitchett, Belmont.

NOW ASSISTANT MANAGER.

H. R. Stephenson of Crown Life Is Promoted.

Mr. H. R. Stephenson, who for some years has been acting as secretary for the Crown Life Insurance Company, has been appointed assistant manager, retaining his position as head of the actuarial department, in addition to his other duties. Mr. Stephenson is a fellow of the Actuarial Society of America and an associate of the Institute of Actuaries of Great Britain.

Why Suffer From Heat in the City When You Can Cool Off on the Great Lakes?

Take the Canadian Pacific Steamship Express from Toronto any Tuesday, Thursday or Saturday at 2:30 p.m. for Port McNicoll, where direct connection is made with either the "Assiniboia" or "Keewatin" for Sault Ste. Marie, Port Arthur and Fort William. An ideal vacation trip at small cost. Particulars from any Canadian Pacific Ticket Agent, or W. B. Howard, District Passenger Agent, Toronto. 22-zxv Aug15

100 AT BERLIN, ONT.

BERLIN, Ont., July 30.—The top notch in weather was reached here Saturday when old Sol made the thermometer register 100 in the shade.

A Story From Life

The London Life Insurance Company Telleth A True Tale.

About thirty years ago a man of our acquaintance bought a farm. He paid for it with the savings he had on hand, and to put up buildings borrowed $2,000.00 on a mortgage. Shortly afterwards he died leaving his wife with five sons, the eldest of whom was only ten years of age.

It was found that he had wisely taken out a life insurance policy equal to the mortgage he had put on his farm. With the money thus secured, his widow paid off the mortgage and had a free farm with good buildings, on which to support her family. By employing men to work the farm and paying them from the stock and crops raised, she was able to support her family and educate them. At present her five sons are playing an important part in the life of Canada. One is a banker, one a doctor, one a college professor and two are successful business men. Everyone familiar with the case knows that she could not have supported her children and educated them had it not been for the life insurance policy that left her free from debt with a good farm.

If you have a mortgage on your property you will have no trouble in working out the moral of this little story. We have policies to suit your needs whatever they may be. Send us your name and address and we will tell you about them.

The London Life Insurance Company
London : Ontario : Canada

ORDINARY BRANCH:
R. H. Morrison, R. T. Harding, District Representatives.
Geo. McBroom, Inspector.
INDUSTRIAL BRANCH: R. P. Pearce, Superintendent.

YOUTH ACCIDENTALLY SHOT DEAD BY BROTHER

WINNIPEG, July 30.—Ernest, aged 13 years, son of Chas. Warren, farmer, Boyne district, near Holland, Man., was accidentally shot dead by his brother Archie, aged 17, on Saturday evening.