

ENTER ANY TIME

London's High Class Business School keeps open throughout the year. Young people may enter any day and complete their course without interruption of midsummer holidays. You may study all at home or partly at home and finish at the College. Thirty years' experience. Largest trainers in Canada. Affiliated with The Commercial Educators' Association of Canada. Write for particulars.

London Business College

Corner Dundas and Park Avenue.
GEO. SPOTTON, ROBT. KING,
President, Principal.



JEWELRY
THE STORE WITH STOCK
For a High-Grade Watch Buy a
ROCKFORD
For Sale at
WRAY'S

The Brown Optical Co.

OPTOMETRISTS AND OPTICIANS.
237 DUNDAS STREET. PHONE 1877.

R. K. COWAN

BARRISTER, SOLICITOR, ETC.
County Bldg., next Court House, London

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PRACTICAL HORSESHOER AND GENERAL REPAIRER.
172 Maple Street. Smith's Old Stand.

Taxicab Service

Open Day and Night. Telephone 180
Mitchell Garage and Sales Co.

Largest Display of Vehicles in City

New and Used.
L. W. CRAWFORD, 343 TALBOT ST.

City Creamery Butter

Satisfies the Most Particular.
Always Fresh and Sweet
At Your Grocer's or the Creamery.
BUTTERMILK ALSO DELIVERED
351 Dundas St. Phone 1708.

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FUNERAL DIRECTOR
and Embalmer
408 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1986. Personal Attention.

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115 DUNDAS ST. PHONE 598.
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Residence on Premises.
Private Ambulance Service.

J. T. O'NEIL

Undertaker and Embalmer, nineteen years' experience, has all the latest equipment. Open day and night.
761 DUNDAS STREET.
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GRIFFITH & WILLISIE

FUNERAL DIRECTORS,
104 Dundas Street, London.
Residence on Premises. Phone 459.
Private ambulance service.
Delaware Branch, W. Acres, Mgr.

Ferguson & Sons

FUNERAL DIRECTORS
186 KING STREET.
PHONES 387, 2054.
OPEN DAY AND NIGHT.

Fry's Cocoa

Purest and Best Value
Roland D. Jarvis
DENTIST
Corner Dundas and Clarence Streets.

Summer Vacation

While absent keep your valuables safe against fire and burglars. A suitcase full will only cost you 20 cents for a whole month.
This is the cheapest kind of insurance.
LONDON LOAN AND SAVINGS COMPANY

TRAFFORD'S

Window Shades to order. Guaranteed rollers and workmanship. Special Oak Curtain Poles complete. 27c.
129 Dundas, 11 Market Square
ywt

Hamilton's London

Porter and Amber Ale

Always in first-class condition. Brewed from finest foreign and Canadian hops and malt.

Kent Brewery

LONDON, ONT.



IT is a great satisfaction to carry a watch that always gives correct time. That is why there are over seventeen million

Waltham Watches

in use. The owner of a Waltham can always rely upon his watch to get him there on time.

"It's time you owned a Waltham"
We carry a complete stock of Waltham movements. Come in and talk with us about a Waltham.

Diamond Hall Stores

214 and 674 Dundas Street.
W. G. YOUNG,
Official Inspectors, C. P. R. and G. T. R.

Johnston Bros.

X X X
Jumb-O
Bread

Always ask for Jumb-O loaf when you want to make sandwiches.

Johnston Bros. Phone 944.

LONDON AND DISTRICT

Subscribers to The Advertiser who want their paper sent out of town for the holidays can notify office by card, or phone 3670. In asking to have paper changed, give old as well as new address, and if possible state when you want paper returned to city address. Subscribers not on our office delivery are requested to pay in advance, thereby saving us the annoyance of charging and collecting small accounts. Circulation Department.

W. C. T. U. Picnic.

The annual picnic of the W. C. T. U. was held at Springbank on Tuesday, about fifty attending. A splendid time was enjoyed by all.

A Short Circuit.
An electrical short circuit set fire to the coal shed at Chantier Bros' yard at 6:20 last evening, but the blaze was extinguished by the firemen with practically no loss.

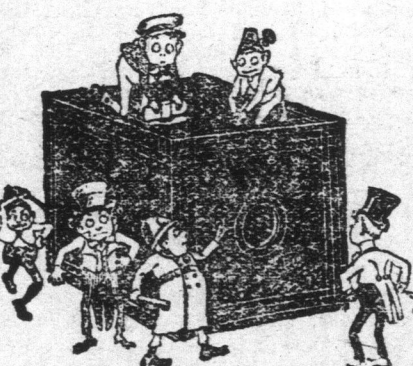
Drowned in Sylvan Lake.
Mr. and Mrs. Robert Raison of 280 Thames street, have returned after attending the funeral of Mrs. Raison's brother, Mr. Harry Steele, who was drowned in Sylvan Lake on July 4.

Attended Brother's Funeral.

Mr. and Mrs. Thomas Harrison, of 666 Piccadilly street, London, attended the funeral of Mrs. Harrison's brother, Mr. Harry Steele, who was drowned in Sylvan Lake, Ontario, on July 4.

A New Organ.

A committee of the quarterly board of the First Methodist Church was appointed on Monday night to inquire into the proposal of a new organ for that church. As soon as the report of the committee is received, if favorable, the plans for the new organ will be discussed.



Brownie

There is most fun for the boy with a Brownie.

Brownie cameras are inexpensive, simple to use, and take good pictures. Prices \$1 to \$12. First class developing and finishing.

J. H. BACK & CO.

210 Dundas Street.

Only 13 left, out of 48 large, fine building lots. Just at the terminus of Street Railway and Hamilton road. Low taxes. Easy payments. John Mann & Sons, Coal Office, 401 Clarence St.



DIAMOND MERCHANTS
SATISFACTION GUARANTEED OR MONEY BACK.
374 RICHMOND STREET.
Store Closes Wednesdays at 1 p.m.

Vacation Needs

Tourist Cases
Bathing Caps
Face Chamois
Sponge Bags
Hazel-Rose
Thermos Bottles
(Genuine).
Auto-stop Safety Razors
New Perfumes
Allegretti's Famous New York Chocolates
Cairncross & Lawrence
Chemists and Druggists,
216 DUNDAS ST., LONDON, ONT.

PARNELL'S BREAD

We simply ask you to try it and we know you will be a daily user of this

Celebrated Bread

We are installing a new flour sifting plant, whereby every pound of flour is sifted before using, thus insuring strict cleanliness.

Try a Loaf for a Change

For sale at all grocers, or have our wagon call. Phones 929-1390.

Every Man's Dividend

The Time to Buy Is Now If One Would But Look Ahead.

Fifteen dollars' interest on \$15, or ten dollars' interest on \$10 is just 100 per cent, and the stock that pays that is rated at \$1,000 a share by the ablest financiers.

On a Semi-ready suit worth \$30 the price for ten days will be \$15, a saving of half a dividend saving of 100 per cent. on the investment. That's the way to look at it. There's nothing the matter with the suits, either; not a single thing. Tom Haggarth was given the first choice this year of all the odd suits left in the Semi-ready factories in Montreal. When one considers that there are 500 stores in Canada selling semi-ready clothes, and that if all are given their turn, each season, in rotation, this chance for London would come only once in 250 years.

"I am selling these suits actually for less than they cost me," said Captain Haggarth, "for I recognize the broad business policy of sharing a good thing with my customers. These suits will be clamorous advertisements for this store in the fall. The junkers gave me full permission to sell them below the table price, and I'm doing that with a vengeance."

PARALYSIS FATAL

Mrs. Thomas Weese Died at Her Home in Dresden.

[Special to The Advertiser.]
Dresden, July 10.—The funeral of Mrs. Thomas Weese held yesterday to Dresden. Deceased had been ill with paralysis for many years. Besides her husband, she leaves one son, Mr. E. Weese, of Dawn, and two daughters, Mrs. Irvine Wallace, of Tilbury, and Mrs. P. Matthews, of Algonac, Mich.

The Methodist Sunday school excursion to Tashmore Park and Detroit was very largely attended.

Mr. Ross Walker, of Florence, was here recently.

Mr. and Mrs. E. L. Williams, of Kent Bridge, went on the excursion to Detroit.

The funeral of Mrs. Geo. Elgie was held today at the North Dresden Baptist Church. The service was conducted by Rev. E. S. Walker.

Mrs. Osmond McVean, who has been quite ill at her summer home at Port Lambton, is convalescing.

Fall Felties Now In.
The Early Fall Felties are now shown at Madame Allenby's Millinery Parlors, 619 Richmond street, Open evenings.

Taxi Cabs and Carriages for every occasion. Hueston Livery.

HAVE A CUP TOMORROW

There is no better quality of Tea obtainable at the price than Rowatt's Special Blends.

40c, 50c, 60c, and \$1.00 a Pound.

T. A. ROWAT & CO.

BIG PICNIC DAY AT RIVER PARK

Springbank Was the Mecca of Merry-Makers From the City and District.

RAIN FELL IN TORRENTS

But the Picnickers Did Not Allow This Fact to Spoil the Pleasures of the Day.

And the rain descended, and the floods came, and thereby caused a wall of woe and a keen disappointment to many hundreds of picnickers at Springbank yesterday! Jupiter Pluvius held the reins of power from the hours of 3 to 6, and to the younger holiday-makers it seemed unjust that he should play havoc with the weather bureau at such a time, though the adults sagely shook their heads and were willing to sacrifice their pleasures, and acknowledge the good those came showers were doing to the country.

However, as the rain god showed no leniency, hundreds of refugees sought, and standing room around the pavilion was soon at a premium. Many received a ducking, but it was taken good naturedly.

A Big Day.
The Hensall picnic was the largest on the grounds. Many of this contingent came from the neighboring towns of Exeter, Clinton, Kilpenn, and Bruceville. No races were planned or run off, as they did not seem to make a strenuous day of it.

One hundred members of the Southern Congregational Church, under the guidance of Rev. W. H. Claris, were having a splendid day, but these were rudely interrupted by the rain.

Races and events had not been picked up by other Sunday schools and societies which were there, and consequently were not disappointed along those lines.

Other picnics were as follows: Thorncliffe Methodists, Empress Avenue Sunday school; Sunday school of St. George's Church, Gospel Hall, Hamilton Road, Southern Congregational, Centennial Methodist Sunday school, Catholic Order of Foresters, and King Street Presbyterian Church.

King Street Presbyterian Sunday school held their annual Sunday school picnic at Springbank, nearly 200 being present. The day was enjoyed by all, the races were well contested. Little Helen McIntosh had the misfortune to have her foot cut quite seriously on some glass while preparing to race.

The list of prize-winners and the events were as follows:
Boys and girls under 6 — 1 Jean McIntosh, 2 Russell Dobie, 3 Grace Wilson.

Girls 8 and under — 1 K. England, 2 Oda Reith, 3 Hazel Beale.
Boys 8 and under — 1 Cliff Armitage, 2 Colin Smith, 3 Arthur Glenne.

Girls 10 and under — 1 Velva Doan, 2 Agnes England, 3 Helen Lindsay.
Boys 10 and under — 1 Grant Murray, 2 James Eadie, 3 Lorne Dunbar.

Girls 12 and under — 1 Jean Rhyn, 2 Bessie Glenne, 3 Birdie Bradshaw.
Boys 12 and under — 1 Tom Walker, 2 Fred Buskard, 3 Oliver Mowat.

Girls 14 and under — 1 Annie McIntosh, Helen Ball and Bessie McLeod, even.
Boys 14 and under — 1 Harry Renton, 2 Tom Walker, 3 Gordon McIntosh.

Girls over 14 — 1 Cora Walker, 2 Bessie McKenzie.
Boys over 14 — 1 Bruce Orr, 2 Egg race, girls under 12 — 1 Jean Rhyn, 2 Margaret Rhyn, 3 Velva Doan.

Boys under 12, throwing ball — 1 Lorne Dunbar, 2 James Eadie, 3 Colin Smith.
Boys under 12, banana race — 1 Vernon Anderson, 2 Oliver Mowat, 3 Lorne Dunbar.

Girls, throwing ball — 1 Cora Walker, 2 Bessie McLeod, 3 Margaret McIntosh.

Boys, 12 years and over (jockey race) — 1 Harold Renton and Gordon McIntosh, 2 Oliver Mowat, and Vernon Anderson, 3 Lorne Dunbar and Tom Walker.

Girls, 12 years and over (coat race) — 1 Lillian Webster, 2 Cora Walker, 3 Jean Rhyn.

Boys, 12 years and over (catching ball) — 1 Bruce Orr, 2 Gordon McIntosh, 3 Vernon Anderson.

Girls' race under 12 (Egg and umbrella) — 1 Velva Doan, 2 Agnes England.

Egg hunting contest (girls or boys) — Won by girls.

This last event was easily the feature of the picnic. Included in the eggs hidden were three gold ones. The winners were Miss Jean Rhyn, Lorne Dunbar and Tom Walker, who received special prizes.

Rain interrupted the picnic, but the games were completed after a very sumptuous repast for which King Street ladies are noted.

Surveys They Have.
Harry Ross and Geo. Ross, of New Palace Livery, have the best outfits. Phone 838.

BUILDING IN LONDON SHOWS INCREASE FOR SIX MONTHS

Figures Are \$509,598 for 1912 and \$458,423 for Same Period, 1911

The Contract Record publishes the following figures of building in Canada for the past six months, as compared with the figures for the same period of 1911:

	1912.	1911.
Toronto	\$11,195,271	\$11,839,953
Winnipeg	11,205,600	9,058,150
Vancouver	8,132,720	9,191,524
Montreal	8,065,893	7,806,138
Edmonton	7,725,562	1,620,434
Saskatoon	4,654,585	2,574,443

WILSON LECTURES ATLANTIC CITY

Says the Famous American

Resort Should Have More

Moral Pride.

Atlantic City, July 11.—What Atlantic City lacks and needs most is moral pride is the opinion of Governor Woodrow Wilson, who addressed a throng of 5,000 persons at the laying of the cornerstone of the Y. M. C. A. building here today. It was the nominee's first appearance on the platform since the Baltimore convention, and the crowd cheered him enthusiastically.

"I am speaking to those who live here," he said, "and not the strangers within your gates. What Atlantic City needs most is moral pride. A man is ashamed to be caught in a dirty trick, and a community ought to be ashamed to be caught in a dirty practice."

The governor was introduced by John Wanamaker, former postmaster-general, who referred to him as "a plain man and a learned statesman."

The introduction, especially the "plain man" part of it, the governor said, reminded him of his favorite limerick, which he recited thus:

"For beauty I am not a star;
There are others more handsome by far."
But my face I don't mind it,
For I am behind it;
There are others in front that I jar."

The governor, in his address, praised the unselfish spirit and the work of the Y. M. C. A.

"One of the great dangers of Atlantic City," said he in closing, "is that so many men come here so far from their homes that they believe no home folk are around to watch them. They are too apt to adourn their morals and have a fling. If they only thought that the people at home were here they would keep steady."

FINE NEW STEAMSHIPS FOR DOMINION TRADE

Eight Liners To Be Built For Second Class and Steerage Passengers to Canada.

New York, July 10.—The American League yesterday that eight new transatlantic liners are now being built for exclusive use in the Canadian trade.

The four big companies which are building two each are the White Star Line, the Allan Line, the Canadian Pacific and the Cunard Steamship Company.

P. A. S. Franklin, vice-president of the International Mercantile Marine, was recently in Montreal for several days, and his visit there at this time was reported to be in connection with the White Star interests in Canadian shipping.

The liners to be built for the White Star are to be of the same type as the Laurentic and Majestic, and will replace the Canada and Teutonic. The Canadian Pacific line's new liner, Ascania, has already completed successfully her maiden voyage from England to Montreal, and her sister ship will be launched early next year.

It is predicted that the Canadian Northern will not be slow in following the example of the other big concerns, as it is a matter of common belief that Canada, more than any other in the world, will be the country of the future, and the best field for investment by shipping interests.

An official of one of the companies already building steamers for this trade told the American yesterday that the ideal steamer for this service is the two-cabin boat, having accommodation for second-class and steerage passengers only.

"We do not expect that the \$5,000 cabin de luxe class will travel between Canada and England very extensively," he said, "but the business class is to be obtained there will be immensely lucrative, and for the next ten years the eyes of the shipping world will be riveted on Canada. The Panama Canal, undoubtedly, will receive a lot of attention, but the business in that route will be nothing compared to the Canadian trade for the immediate future. Panama will be a half-century old, but the city has years to come, but at present we are most concerned with the tremendous tide of immigration that is being diverted from the United States to the Dominion."

"The farm land of the vast North-west is the attraction, and while this flood of immigration is at its height, the Canadian Government exercises a strict censorship over the class of immigrants admitted. In this way they are drawing their future citizens from the northern countries and have shown an unwelcome face to the peoples of Southern Europe."

DEATH OF MRS. C. R. BRADLY

Former Well-Known London Lady Died in Detroit.

News was received in this city this morning of the death today at Detroit of Mrs. C. R. Bradley, formerly of this city, who for some years was connected with the D. S. Perrin Company. Mrs. Bradley, who was in her thirty-third year, had been ill for several months. She was a daughter of Mrs. Anna Harding, of this city, and the late Frank Harding. Beside her husband she is survived by two brothers and one sister, Harry P. and Morley, of Detroit, and Mrs. Ed. Gerry, of this city. Burial is to be made on Saturday at Woodlawn Cemetery, Detroit.

A police officer on duty on Dundas street last night at 9:30 was compelled to threaten arrest in breaking up a party of young picnickers, who on their return from Springbank gathered on the corner of Dundas and Richmond streets, where they gave prodigious quantities of their lunch, and were distributed generously before the officer concluded the entertainment.

A PICKLE PARTY.

Picnickers Made Trouble for Police on Main Street.

A police officer on duty on Dundas street last night at 9:30 was compelled to threaten arrest in breaking up a party of young picnickers, who on their return from Springbank gathered on the corner of Dundas and Richmond streets, where they gave prodigious quantities of their lunch, and were distributed generously before the officer concluded the entertainment.

BYLAWS DEFEATED

Joint Building and New Bridges Will Not Be Built.

[Special to The Advertiser.]
Brooke, July 11.—The people turned down the bylaw voted on in the township to erect a united building for a town hall and township building at Alvington; also to construct the new bridge, the Rokeby bridge, between the ninth and seventh concessions, and the McVicar bridge. Quite an exciting time prevailed and further interesting developments in the township council are expected.

Nichol and Alex. McIntyre had their barn-raising on Monday. Besides, another building was moved to a new position. With the extra work done some weeks ago, the farm surroundings have been considerably changed.

Mrs. McPhail and son, from Moss, are visiting at her old home, with Mrs. N. McVicar.

Miss McTaggart, of Michigan, is visiting her cousin, Miss Kate McTaggart, for a few days.

Mrs. Eleanor Baker, of Muskegon, Mich., is visiting at her old home, Mr. Andrew McDermid, on the ninth concession.

White Robins.
[Special to The Advertiser.]
Sparta, Ont., July 11.—Harry Smale, of this place, discovered in a ravine a nest of white robins. The old birds are pure white, and the nest contained young ones of the same color. Several people who have a knowledge of ornithology claim they are baffled as they never before heard of a white robin.

HOUSE PAINTING

We make a specialty of it. Material and workmanship guaranteed. Let us give you an estimate. Do it now.

A. E. Jolly & Co.

190 Dundas Street
510-Law

ROSS' London & Edmonton

The Store for Women
LIMITED

NECESSARY ALTERATIONS TO OUR PREMISES DEMAND A CONTINUANCE OF OUR

Stock Reduction Sale

Lack of space precludes our mentioning but a few of the many incomparable values offered at this time.

LAWN WAISTS, in long or short sleeves, high and low necks, \$1.00 to \$2.00. Now 79c

LAWN AND VOILE DRESSES, all new goods—

Regular \$5.00 to \$8.50, now.....\$3.98
Regular \$10.00 to \$15.00, now.....\$8.79
Regular \$17.00 to \$22.50, now.....\$13.75
Regular \$25.00 to \$30.00, now.....\$18.95

GINGHAM HOUSE DRESSES—Regular \$2.00 to \$3.00. Now \$1.98

MUSLIN DRESSES, in stripes, spots and fancy patterns. Clearing at \$3.25

WHITE SKIRTS, in racket cloths, repps and Bedford cords, clearing at.....

\$1.00, \$1.50, \$2.50, \$2.75, \$3, \$3.50, \$5

COTTON OUTING DRESSES, in foulard, linen and racket cloth; low necks and short sleeves, also Sailor style. Clearing prices \$3.50 to \$5.50

LINEN, RAJAH CLOTH AND SILK MOTORING AND TRAVELLING COATS—Regular \$5.00 to \$20.00. Now..... \$1.98, \$3.98 and \$4.98

Store Closes 6 p.m. Saturdays, and Wednesday afternoons during July and August.

Phone 1319. .: 196 Dundas Street

CANADIAN SEARCHING FOR LOST DAUGHTER

Left Her With Friends When He Went After a Fortune.

Flint, Mich., July 11.—George Docket, 74, of Toronto, Ont., applied to the police last night for aid, after tr