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VINOLIA COMPANY, LIMITED

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Satisfies the Most Particular.
Always Fresh and Sweet.
At Your Grocer's or the Creamery.
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When you want to purchase a high-grade Watch, buy a

ROCKFORD

For sale at

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OPTOMETRISTS AND OPTICIANS.
237 DUNDAS STREET. PHONE 1877.

New Telephone

Directory

The Bell Telephone Company of Canada is soon to print a new issue of its Official Telephone Directory for the District of Western Ontario, including

LONDON

Parties who contemplate becoming subscribers, or those who wish changes in their present entry, should place their orders with the Local Manager at once to insure insertion in this issue.

Connecting Companies

Should also report additions and changes in their list of subscribers, either to the Local Manager or direct to the Special Agent's Department, Montreal.

The Bell Telephone Company of Canada

64u

The Difference

in Wall Paper

Is not so much in the price as in the combination of decorative schemes.

We have a lot of those nifty decorative schemes to show you, and at a price to suit every purse.

Call and be convinced.

COLERICK BROS.

212 DUNDAS STREET.

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

Taxi Cabs and Carriages for every occasion. Hueston Liveries.

TRAFFORD'S

Window Shades to order. Guaranteed rollers and workmanship. Special Oak Curtain Poles complete. 27c.

129 Dundas, 11 Market Square

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.

DIAMONDS

THAT ARE PERFECT

Our prices are based on actual worth — and when QUALITY is considered they are always THE LOWEST.

Diamond Hall Stores

214 and 674 Dundas Street. W. G. YOUNG.

Johnston Bros. XXX

Bread

OUR HOME-MADE LOG CABIN BREAD is all a good loaf of bread should be. It is light, fresh and moist. Contains all the nourishing elements of wheat, and is easily assimilated. Try it for a week and see how well you will like it.

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.

Pocket Was Picked.

While returning from Detroit on Sunday night, Mr. G. Hellens, 617 Dundas street, had his pocket picked of \$28. His purse was in a hip pocket, and the button was cut off before the money was extracted. The police were notified, and are working on the case. Humane Society Funds.

Citizens are asked to remember that contributions for the London Humane Society may be left at the office of Mr. R. E. Ruse, city passenger agent of the G. T. R., corner of Dundas and Richmond streets. No matter how small the contribution it will be welcomed, and will go toward protecting the dumb animals.

Will Clean Fountains.

The drinking fountains throughout the city will be cleaned. For some time they have been neglected, and fungus growths had accumulated in the machinery of them. The attention of Ald. Blandford was called to the conditions existing, and he promptly reported the matter to City Engineer Wright. They will be cleaned at once.

Don't Pick Wildflowers.

The parks commissioners request citizens to refrain from picking the wild flowers which abound at Springbank. Now is the seedling time, and every flower that is ruthlessly plucked robs the park of hundreds of flowers next year. The parks employees have been given instructions to see that the picking of flowers is stopped at Springbank.

Pointer For Mr. Dilger.

Does Parks Superintendent Dilger know that at the intersection of Horton and Maitland streets there is a

Try Cuticura Soap and Ointment Free

Although Cuticura Soap and Ointment are sold by druggists and dealers everywhere, a liberal sample of each, with 32-page booklet on the care and treatment of skin and hair, will be sent, post-free, on application to Potter Drug & Chem. Corp., Boston, U. S. A.

Make the Most of Your Week-End Trips With a Kodak

Kodaks, Brownies, and everything for picture-making. First-class work in our Finishing Department.

J. H. BACK & CO.

211 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.

CHWARD & CO

DIAMOND MERCHANTS

SATISFACTION GUARANTEED OR MONEY BACK.

874 RICHMOND STREET. Store Closes Wednesdays at 1 p.m.

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For Sale at All Grocers

Phone 929 and 1390

Beautiful Parisian Ivory

BABY BRUSHES, TOURISTS' BRUSHES, HAIR BRUSHES, VANITY BOXES, PERFUME BOTTLES, PUFF BOXES, JEWEL BOXES, SOAP BOXES.

Cairncross & Lawrence

Chemists and Druggists, 216 DUNDAS ST., LONDON, ONT.

ARKONA.

Arkona, July 23.—Mr. L. F. Jackson, of Toronto, is spending a week's vacation at his home here.

Mr. and Mrs. John Fox, of Detroit, are spending their honeymoon trip with friends in and around Arkona.

Mr. George Powell, of Theford, visited with Arkona friends today.

Mr. and Mrs. J. Hibborn, of Leamington, called on Arkona friends prior to leaving for British Columbia.

Miss Nellie Wilson is spending a two weeks' vacation with her sister, Mrs. C. Wilson, at Glenworth.

Mr. R. Dickson, of St. Marys, called on J. George Brown recently.

Mr. Will Clark has purchased a motor car from Mr. Maxwell, of Watford.

Miss E. M. Irwin is visiting friends in Jura.

Mr. Langstrach, jun., of Stratford, spent Sunday with his father, Mr. I. Langstrach.

Miss Reta Fair, who has been visiting at Detroit, has returned home again.

Miss Lizzie Davidson visited friends in Sarnia recently.

DENFIELD SCHOOL REPORT.

Entrance—Rose Bloomfield, Leslie Noyes, Mayme Little, Earl Wilson. Class III, to IV—Charlie Marsh, Arthur Kerr.

Class IV, to III—Fred Rosser, Hilda Stewart, Cecil Bowman, Jimmie Tedder.

Class I to II—John Thomson, Winifred Hardy, Gordon Kerr, Irene Walle.

Junior III, to Senior III—Addie Kerr, Mary Cunningham, Owen Rosser, Maggie Noyes, Earl Walls, Irene Haskett.

Junior II, to Senior II—Gordon Roberts, Harry Marsh, George Noyes.

COMING TO LONDON. [Special to The Advertiser.]

Mitchell, July 23.—Mr. Abe Falk left for London today, where he will take a position with the McCormick Company.

Mr. and Mrs. Robert Pullman and two daughters, returned to their home in Stratford yesterday after visiting Mrs. Pullman's father, Mr. Wm. Russell, who has been very ill for the past week.

Miss Lizzie R. Smith, North Ward, left today for a two months' visit to the west.

TOO PROSPEROUS. [Chicago Tribune.]

"Pink, I'm afraid you are wasting your time brushing my hat. I don't seem to have anything smaller than a \$10 bill."

"I kin change dat all right, boss."

"Then you don't need the tip. So long, Pink."

Dried Beef—Cooked Ham

Two excellent cold meats for picnics or luncheons. They make delicious sandwiches. Dried Beef 40c, Cooked Ham 35c. T. A. ROWAT & CO. 250 Dundas Street—South London.

EALING PEOPLE FOR ANNEXATION

Enthusiastic Meeting Held in Hamilton Road School House Monday Night.

A GREAT BENEFIT TO ALL

Ealing and Pottersburg Residents Will Hold a Meeting in the School on Wednesday Night.

A large meeting of the ratepayers of Ealing and the surrounding district met in the Hamilton road schoolhouse, Monday night to consider negotiations with the city in regard to annexation. There was an attendance of at least two hundred, and when the question was put before the meeting everyone was in favor of continuing the negotiations.

A committee, composed of Rev. W. L. Steeves, H. E. Finch, Walter W. Gould, Richard H. Sanders, J. Homister and ex-Ald. Henry Pocock, were appointed to confer with the committee appointed to represent Pottersburg and then to meet the committee of the city council. Mr. Gould was elected chairman and Mr. Sanders secretary of the committee. At the meeting Mr. R. H. Sanders acted as chairman and Mr. Chas. Parker was secretary.

The City's Plan.

Ald. Johnston, who is a member of the special committee of the city council appointed to promote annexation with the two prospective suburbs, addressed the meeting and presented a plan that, if adopted, would make much progress if a part of the city under fixed assessment for a term of years. If Ealing joins the city immediate steps will be taken to give that district ample fire and police protection, the benefits of the high school, public library, waterworks, hydro-electric system and adequate street car service.

This last matter caused considerable discussion. Ald. Johnston was asked the proposed negotiations were carried through would the increase in population be sufficient to have the street railway track extended?

In reply, he said that although the city required an increase of 4,000 in population before any additional trackage would be laid, the annexation of both places would increase the population to over the 50,000 mark.

Street Railway Extension.

This question seemed to be of great importance to the residents of Ealing, and many of those present engaged in the discussion. One speaker said that he did not care whether the street car ever reached Ealing or not, because of the inadequate service.

"At present," he said, "if I am in a hurry I walk to the city, and if I don't care whether I walk today or tomorrow I wait for a car."

Several others concurred with his remarks. Another said that ten years would elapse before another census could be taken, but Ald. Johnston stated that he thought a police census would be sufficient.

Many Queries.

That the ratepayers of Ealing are giving the matter serious attention was shown by the numerous questions asked of the representatives of the city. Questions pertaining to the city's waterworks, fixed assessment, waterworks and annexed were asked. The city council stated that they were thinking of installing auto fire trucks in the different stations, and if this was done no additional stations would have to be added. The city council also stated that the present horse trucks, one of those present was rather doubtful as to whether the city would be able to handle the increased number of horse trucks, which is very common in the winter time. The boundaries of the district to be annexed were also asked. Ald. Johnston stated that the city's limit of the city to the Asylum side road, thence south to Dundas street, thence west to 7, and from this point south to the city limit.

A Benefit All Around.

Commissioner of Industries J. Grant Henderson also addressed the meeting and he confirmed his remarks to the benefit of the proposed annexation, if carried through, would be to his department, and also to the people of the district. A large amount of vacant land at a fixed rate of assessment, and a low rate of tax, would be a great help in attracting manufacturing concerns to this city. The lack of suitable sites for large factories has been a great drawback to the city for some time past, and could be shelved for a long time by the annexation of both Ealing and Pottersburg. Mr. Henderson stated that he was in communication with several firms who were contemplating opening branches in this part of the country, and that he was sure that the annexation of both Ealing and Pottersburg would decide to erect buildings and commence operations in this city. These firms, which he had in view were sending representatives to London to look over sites in the latter part of August and early in September, and he hoped that by that time he would be able to offer sites in the new districts. Mr. Henderson also pointed out that the erection of factories in the neighborhood would greatly increase the property value without increasing the rate of assessment.

A Joint Meeting.

Among those engaged in the discussion were Messrs. H. E. Finch, George Angus, of Pottersburg; J. Homister, Fred Allen, Jas. Cambridge, Chas. Finch and Rev. W. L. Steeves.

After the meeting the committee from Ealing met representatives of the committee appointed to represent Pottersburg and they decided to hold a joint meeting of the two committees in the Hamilton road schoolhouse on Wednesday evening to prepare for the meeting with the special committee of the city council on Friday night.

Judging from the feeling shown at the meetings in Pottersburg and Ealing, the residents of those places are in favor of joining the city if favorable terms can be procured.

WORK STARTED ON NEW AYLMER CANNERY

Will Be One of the Largest in the Dominion.

[Special to The Advertiser.]

Aylmer, July 23.—Work on the new cannery factory to be erected here this summer commenced today.

The factory will be the biggest and best equipped of the kind in Canada, if not on the continent.

Postmaster F. A. Ashbaugh is still very dangerously ill and yesterday Drs. Lawrence and St. Thomas, and Kingston and McEwen, of Aylmer, were called in consultation.

Mr. and Mrs. E. Laidlaw, of Wallaceburg, are spending a few days here.

Miss Nellie Burdick sang a solo in the Baptist Church very acceptably on Sunday evening.

Hugh Worcester is quite ill at his home here.

Claude Sinclair, wife and son, of Winnipeg, are visiting the former's parents, Dr. and Mrs. Sinclair here.

A horse belonging to E. Laidlaw, of Wallaceburg, became frightened at a passing bicycle recently, and ran away throwing Mrs. Laidlaw out, and as a result her collar-bone was broken, and she was otherwise badly injured. The other lady occupant was also thrown out, but not seriously injured.

Several Aylmer young ladies will attend the Alma College this fall.

Fraser Wingrove, of Hamilton, is renewing acquaintances here.

W. J. Mann has purchased the J. Nichol property at Port Bruce.

Three rinks of Aylmer bowlers are attending the annual tournament in London.

The Mansion House is being thoroughly overhauled, and when completed will be very attractive.

Mr. and Mrs. H. Foster, of Corinth, spent Sunday in Aylmer.

Rev. Mr. Fredenburg, of Greensburg, Indiana, occupied the pulpit of the Baptist Church on Sunday, and delivered two excellent sermons.

Miss Helen Laur has returned to London after spending a few days the guest of Miss Lena Montith.

Miss Audrey Denton, of Tillsonburg, sang a solo in the Methodist Church last night entitled "Some Day."

Mr. O. Bain, of Toronto, spent Sunday evening here.

New York, July 22.—Arrived: Kaiserlin Auguste Victoria, from Hamburg; Prinz Friedrich Wilhelm, from Bremen; Sam' Anna, from Marseilles.

Philadelphia—Arrived: Merion, from Liverpool; Carthagenian, from Glasgow; Boston—Arrived: Parisian, from Glasgow.

Glasgow—Arrived: Scandinavian, from Montreal; California, from New York; Numidian, from Boston.

Liverpool—Arrived: Lusitania, from New York.

Plymouth—Called: Kron Prinz Wilhelm, from New York.

Southampton—Arrived: St. Louis, from New York.

London—Arrived: Ansonia, from Montreal.

Bremen—Arrived: George Washington, from New York.

Rotterdam—Arrived: Köln, from Montreal.

Antwerp—Arrived: Lapland, from New York.

Lisbon—Called: Madonna, from New York.

Gibraltar—Passed: Canopic, from Boston.

Lizard—Passed: Lake Michigan, from Montreal.

Innsbruck—Passed: Cairnorr, from Bathurst.

Quebec—Arrived: Canada, from Liverpool; Pretorian, from Glasgow; Cassan, from Glasgow; Englishman, from Bristol.

New York, July 23.—Arrived: Olympic, from Southampton; Rydzan, from Rotterdam; Taormina, from Naples.

Secret of Baking Good Bread.

There is probably no accomplishment that a woman glories in more than the ability to bake good bread. White Swan Yeast Cakes always insure a light, wholesome and delicious bread. Sold by grocers in 5c packages of 6 cakes. Send today for sample. White Swan Spices and Cereals, Limited, Toronto, Ont.

Muskoka Service.

Anyone contemplating a trip to Muskoka should call at C. P. R. City Ticket Office and secure a copy of Muskoka Folder. All particulars regarding train connections, hotels, boarding-houses, etc., can be found therein. Cheapest rates, and very best train accommodations can be had via Canadian Pacific. Leave Swan don 7:30 a.m. Arrive Bals 3:35 p.m., connecting with boat for all points on Muskoka Lakes. 64c

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This Dictionary is not published by the original publishers of Webster's Dictionary or by their successors. It has been revised and brought up to the PRESENT DATE in accordance with the best authorities from the greatest universities, and is published by the well-known SYNDICATE PUBLISHING COMPANY OF NEW YORK.

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Printed elsewhere in the London Advertiser, clipped on consecutive days, and the expense bonus set opposite the style selected (which covers the items of the cost of packing, express from factory, checking, clerk hire, and other necessary expense items), as explained under the Dictionary coupon printed on another page of this issue.

Out-of-Town Readers

Must send 22 cents for postage and packing additional to amount specified in Coupons. Hundreds are being mailed daily.

day evening to prepare for the meeting with the special committee of the city council on Friday night.

Judging from the feeling shown at the meetings in Pottersburg and Ealing, the residents of those places are in favor of joining the city if favorable terms can be procured.

day with his aunts, Mrs. McLachlan and Mrs. Kerns, Pine street, arrived. Madame Allenby, 619 Richmond street. Open evenings.

The funeral of Mrs. Hayes took place yesterday at the Aylmer Cemetery. Rev. A. Walton Tongue conducted the services, assisted by Rev. Mr. Johnson.

The Methodist Church, Springfield, and the Baptist Church, Aylmer, are moving towards new pipe organs and other improvements.

LONDON STREET PERILS

Authorities Anxious Over the Growing Number of Accidents.

London, July 22.—The alarming increase in the number of street accidents is attracting the attention of the authorities.

In 1881 there were 127 persons killed and 3,400 injured in the streets of London. Ten years later, while the horse still held undisputed sway, the numbers had grown to 147 and 5,332, respectively, a total increase in the year of 2,557 accidents.

With the advent of motor power the increase became more rapid. In 1910 there were 9,332 persons killed and injured. At the end of 1910 the number of accidents had more than doubled, the total number being 17,927.

Whereas at the beginning of the century the old horse cabs were running down between thirteen hundred and fourteen hundred persons a year, motor cabs today are killing between thirty and forty a year and injuring approximately 2,000.

The motor-omnibus is a greater peril still, for whereas the old horse-drawn vehicle killed twenty-two persons and injured 503 in 1901, the motor-omnibus today is the cause of more than a thousand accidents and is killing three times the number of its predecessor.

Horse-drawn carts, vans and carriages (excluding cabs and omnibuses) are to be the greatest source of danger, for they kill between eighty and ninety persons every year in London, and injure between four and five thousand.

OCEAN STEAMSHIPS.

New York, July