

Outdoor Appeals for Pleasure---Dominion Day

COME WITH THE CROWDS TO WESTERN ONTARIO'S GREATEST

Dominion Day Celebration

A THREE-RING CIRCUS OF SUMMER REVELRY



Port Stanley, Saturday, July 1
Free! Continuous Attractions Afternoon Till Midnight **Free!**
 Three Concerts by Brass Bands and Orchestras

Fun-Making Sports on Land and Water for Most Valuable Prizes Ever Offered in Port Stanley.
 MAMMOTH BABY SHOW COSTUME DANCING
 Wonderful prizes, including Championship Trophy, For Scotch and Irish competitors, offering latest New to be awarded by spectators to winning Mother and Babe. York novelties for prize winners.

DAYLIGHT FIREWORKS WITH PRIZE-SCATTERING BOMB SHELLS.
 Distributing to the crowds—Tickets for Cafeteria and Japanese Tea House Meals, Bathhouse, Incline Railway, L. and P. S. Refreshment Booths and all attractions.

CONFETTI FUN CARNIVAL ON BOARD WALK AT NIGHT.
 COMMUNITY SING-SONG SPECIAL FREE MOVIES
 Old Songs—New Songs. "Get Rich Quick Wallingford."

Holiday Music. Program by Augmented Orchestra.
 GRAND FINALE—BRILLIANT NIGHT FIREWORKS ON L. AND P. S. BEACH.
 Fast Hourly and Special L. and P. S. Electric Trains. Take the whole family and have the time of your life.

LONDON AND PORT STANLEY RAILWAY



Out of the many
 Attractions at
 Port Tomorrow
 Pick the Best.

Dancing at the CASINO
 Both Afternoon and Evening

MAKES IDEAL PICNIC RESORT

Port Stanley Increases Yearly in Popularity As Pleasure Mecca.

Annually Lures Great Excursion Crowds From Cleveland and London.

As summer heat grows more intense Port Stanley is being invaded by a steady stream of vacationists. Almost all the cottagers have occupied their summer homes at the resort. The few cottages still vacant will be occupied by July 1, for on that date each year the immigration of summer residents is generally completed.

Of course, that does not mean that Port Stanley will not be visited by thousands of Londoners during the next few months. On the contrary, the biggest crowds leave London, St. Thomas and other Western Ontario points during July and August. They are the one-day or week-end visitors, who find Port Stanley the best place to spend all their spare time. In London it would be hard to find

a man, woman or child, no matter of what age, who has not spent at least one day at the popular summer resort. Indeed, whole families go there to hold an outing because of the cheap passenger rates and the excellent service on London's municipal electric road to the lake.

Ideal Picnic Place. Big manufacturing plants and other businesses find Port Stanley an ideal place to hold their annual picnics. Many large semi-public picnics are also staged at the Port in July and August.

The fame of Port Stanley has spread to the United States, for on several occasions industries from Cleveland and towns in the vicinity have held their outings on the Canadian side, coming across Lake Erie to spend an afternoon.

Port Stanley is almost a suburb of London, so fast do the electric trains take one there. It is London's playground, and Londoners are well

aware of it. Accommodation at the London and Port Stanley Railway bathhouse is sufficient to care for several thousand bathers. The beach is an excellent one, being as long and as well supervised as any in Canada. The floor of the lake in front of the bathhouse slopes gradually, so that there is little or no danger even to children who have not learned to swim.

Dancing is one of the chief recreations at Port Stanley. A modern casino is one of the amusement places of which the villagers boast. Overlooking the lake, in fact, built right on the beach, is a dancing pavilion, the equal of any to be found at summer watering places in Canada.

Leading into Port Stanley are many good roads, which at this time of the year are in first-class condition. The road from London through St. Thomas is no exception to the rule.

FOR SALE EVERYWHERE.

Silverwood's

CARBONATED ICE CREAM

SMOOTHER THAN VELVET.

THE ORIGINAL AND ONLY

Mackie's Orangeade

MADE FROM RIPE, JUICY HIGH-GRADE ORANGES

5c a Glass

Steam Cooked Weiners Appetizingly Served.
 ON THE PROMENADE. PORT STANLEY BEACH

VISIT THIS POPULAR SPOT! THE PROMENADE

Games, Slides, Merry-Go-Rounds. Entertainment for young and old. Also fine places to eat and drink.
ERIE AMUSEMENT CO.

YOU CAN NOW HAVE

The London Advertiser

delivered to your cottage daily. Resident agent at Port Stanley insures satisfaction to all subscribers.

Lending Library

Our lending library has been completely renewed this week. Books may be had by depositing seventy-five cents (which will be refunded) and paying two cents per day rental.

'HIS MASTER'S VOICE'

Victrolas and Records

JUDD, FRASER &
 COCHRANE
 The Corner Drug Store.
 PORT STANLEY.



Your Grocery Order

Is carefully and promptly attended to here. Our stock is complete and fresh. You will always find it a pleasure to shop here.

A. J. NICHOLAS,
 GROCER.
 PORT STANLEY.

A Complete Hardware

We handle everything you would expect to find in a good up-to-the-minute hardware store, and in best quality, too. Door and Window Screens, Paints, Oils, Glass, Oil Stoves, Ovens: in fact, anything for your summer cottage.

J. H. Burke
 General Hardware.
 PORT STANLEY.

Reduced Prices
 Girls' and Ladies' Models, \$45 and \$50
 Boys' and Gents' Models, \$45 to \$50

Be Healthy As Well As Happy On the Holiday

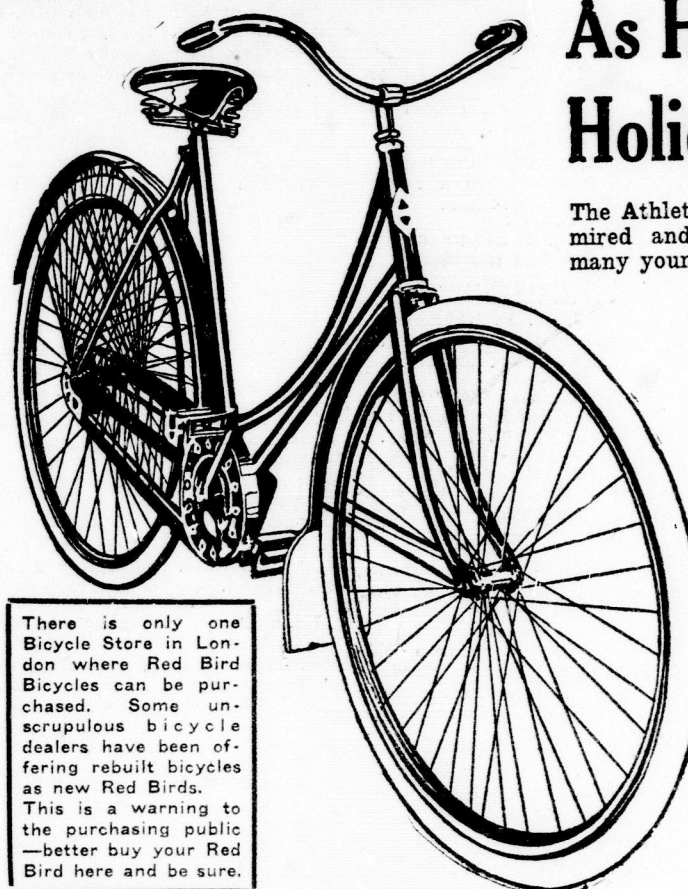
The Athletic figure today is the most admired and desired—and for this reason many young ladies are naturally turning to

RED BIRD BICYCLES

They furnish a healthy, pleasant form of recreation that is daily gaining in popularity. You will be surprised each day if you watch for Red Bird Bicycles at the greatly increased number of them now used, and particularly at the number of young lady clerks and stenographers who ride.

There will be large numbers of Red Bird Bicycles used for pleasure on the holiday, July 1.

SEE G. A. WENIGE
 The Man That Makes Walking Expensive.



There is only one Bicycle Store in London where Red Bird Bicycles can be purchased. Some unscrupulous bicycle dealers have been offering rebuilt bicycles as new Red Birds. This is a warning to the purchasing public—better buy your Red Bird here and be sure.

BICYCLE & MOTOR SALES

425 Wellington. Phone 3182.

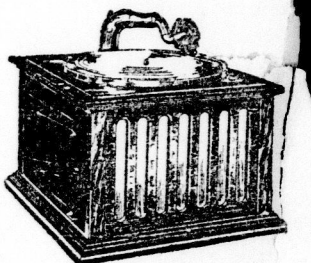


Take One of These To Your Camp or Cottage

---And Double Your Summer's Fun

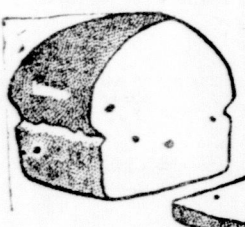
A large, well-made Cabinet with 2-spring motor and universal tone arm; size: 16x18 1-2x 10 1-2. Regular \$60 ...

\$35



GERHARD HEINTZMAN, Limited

222 Dundas Street, London.



If you take Neal's Good White Bread at home, you'll want it delivered at Port Stanley.

If you've never had it before, order a trial loaf—then you'll be sure to take Neal's all summer.

Our wagons deliver at Port.

NEAL'S Good White Bread

"The Best Loaves Are Wrapped."

Meadow-Gold Brand

ICE CREAM

YOUR CHILDREN'S HEALTH

Will benefit by eating lots of ice cream—if it is Meadow-Gold. But be sure that it is served in the most sanitary way. Don't experiment: for a clean, cool, refreshing "between meal," or dessert, order Meadow-Gold Ice Cream and be assured of purity and quality.

THE ONTARIO
 CREAMERY, LTD.
 129 KING ST., LONDON, ONT.



AILEEN RIGGIN, OLYMPIC FANCY DIVING CHAMPION, IN A SWAN DIVE.

You want all the enjoyment going when holidaying. We have a really wonderful assortment of Sport and Vacation Togs, for men and women, and can fit you out with the correct styles and best materials, the very things you will need to get the most pleasure.

Smart styles in Knitted Norfolk Jackets for girls, in scarlet, paddy and the lovat shades \$2.50
 The Nubie—New sport shirt, correct cut with collar and drawers attached \$4.00
 Men's and Women's Very Fine Imported Cardigans and light weight Coat Sweaters for all kinds of sport occasions, ranging in price from \$5.00 to \$15.00, and up to \$25.00
 Sport Jerseys, slip on, no sleeves, in white, blue, natural and lovat \$2.50 to \$9.50
 Belts, Van Huesen Soft Collars, Summer Underwear, Silk Shirts, Silk Underwear, Silk Socks—everything a man needs for the hot weather.
 Women's All-Wool Bathing Suits, in a large variety of color combinations, sizes 34 to 46. \$4.50 to \$6.00
 Jaegers Pure Cashmere, very fine quality, in smart color combinations \$6.50 and \$7.50
 White Flannel and Serge Trousers \$7.50, \$9.00, \$12.00

Don't go without, your whole vacation depends on having the Correct Togs for the occasion.

W. F. BOUGHNER

RICHMOND STREET, LONDON.