

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.
350 SPOTTON, ROBT. KING,
President, Principal, ywt

Stop! Think! Look! Are You a Judge of Jewelry?

IF NOT, it will pay you to buy from a store that has but one price twelve months in the year.

W. J. Wray & Co.

LONDON'S LARGEST JEWELER.
384 Richmond Street. yv

LYPSIL, for the Lips AT ALL DRUGGISTS VINOLIA COMPANY, LIMITED

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. yw

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

The Brown Optical Co.

OPTOMETRISTS AND OPTICIANS.
237 DUNDAS STREET. PHONE 1877.

R. K. COWAN

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

OUR Wall Paper SALE

Continues for the balance of this week, and many bargains are being offered from our general stock, together with many Room Lots only, which are selling at one-quarter to one-half their regular price.

Bring the sizes of your rooms and get a bargain.

Colerick Bros.

212 DUNDAS STREET. yf

Roland D. Jarvis

DENTIST
Corner Dundas and Clarence Streets.

THE LONDON LOAN and SAVINGS COMPANY OF CANADA

DIVIDEND NO 73.

Notice is hereby given that a dividend at the rate of 6 per cent per annum for the current quarter year has been declared upon the paid up capital stock of the company, and will be payable on the 2nd day of July, 1912, to shareholders of record on the 15th day of June, 1912.

M. J. KENT, Manager.

Homeseekers' and Settlers' Special

Trains to Western Canada.

Via Chicago and St. Paul, April 15, 22 and 30, and every second Tuesday thereafter until Sept. 17, inclusive. Tickets will also be on sale on certain dates via Sarnia and Northern Navigation Company. Special train will leave Toronto 10:30 p.m. on above dates for Edmonton and points in Manitoba and Saskatchewan, stopping at all points on Grand Trunk Pacific Railway west of Winnipeg. Through coaches and Pullman tourist sleepers will be carried, fully equipped with bedding and porter in charge. Berths may be secured in sleepers at a low rate. This is an exceptional opportunity for those wishing to take advantage of the remarkably low one-way settlers' rates or round-trip homeseekers' excursions through the American cities. No charge of care. Secure tickets and berth reservations from any Grand Trunk agent, or write A. E. Duff, district passenger agent, Union Station, Toronto. 7617

Taxi Cabs and Carriages for every occasion. Hueston Liveries.

Spring Millinery.
At bargain prices this week. Ma-Jame Attorneys, 619 Richmond Street. Open evenings. ywt

TRAFFORD'S

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

129 Dundas, 11 Market Square ywt

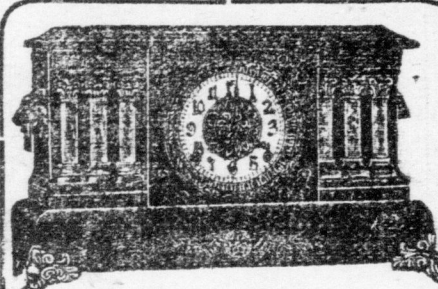
Hamilton's London

Porter and Amber Ale

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

Kent Brewery

LONDON, ONT.



LONDON'S LEADING JEWELRY STORES

Close 1 o'clock Noon Wednesday.

TO ENCOURAGE early shopping we will offer and advertise Specials for Wednesday mornings. These will be of special value.

Positively Specials for Wednesday mornings only.

These specials being regular stock, they will sell at our regular prices after Wednesday. Be sure and shop early.

Eight-day Mantel Clock, six pillars, Cathedral Gong at hour and bell at half-hour. Regular \$7.00. Wednesday morning, \$5.00.

Brass Jardiniers, regular \$2.50. Wednesday, \$1.75.

Casseroles, silver-plated, beautiful designs, \$4.25.

One dozen Knives and Forks, best guaranteed quality, regular \$5.00. Wednesday morning, \$4.00.

Eight-inch Cut Glass Berry Bowl, \$5.00. Special for Wednesday, \$3.50.

Cut Glass Cream and Sugar, beautiful buzz pattern, regular \$4.00. For Wednesday, \$3.00.

Diamond Hall Stores

W. G. YOUNG.

214 and 674 Dundas Street.

Bread

There is no "bread problem" for housewives who order JOHNSTON BROS.' XXX Bread. It's always good, always perfectly mixed and baked. Take no other from your grocer.

Ask for Jumb-O Loaf for making sandwiches
Johnston Bros Phone 944.

LONDON AND DISTRICT

Interesting Recital.

The recital by advanced students of Mr. Parnell Morris in the Y. M. C. A. auditorium Thursday next, assisted by Miss Carrie MacDonald, elocutionist, of Hamilton, promises to be of much interest.

Death of Mrs. Flora Mack.

Mrs. Flora Mack died at her home in Uxby, Mich., Friday, June 14, 1912. She was the mother of Norman E. Mack, Democratic leader, of Buffalo, N. Y., and aunt of Mrs. Thos. Cochran, 52 Irwin Street, this city.

EPWORTH LEAGUE

HELD A PICNIC

First Methodists Spent Afternoon and Evening at Springbank.

The Epworth League of the First Methodist Church held its annual picnic at Springbank yesterday afternoon and evening. A number went down in the afternoon to prepare for the reception of the others, who arrived on the cars leaving the city at 6 o'clock and half-past 6. The picnicers, to the number of over one hundred, sat down to supper at 7 o'clock, and afterwards ran a series of free-for-all races, the winners of which were not announced.

The party returned to the city about 10 o'clock. The success of the picnic was due to the untiring efforts of Miss Hall, the convener of the committee in charge.

BROWNIES

For the Boys and Girls

These inexpensive cameras give wonderful results, and are easily operated.

J. H. BACK & CO.

210 Dundas Street.

Developing and Finishing that's sure to please. ywt

SEVERAL FINE BIG**LOTS FOR SALE**

EASY PAYMENTS.

See plan and get prices and terms at our coal office, 401 Clarence street.

John Mann & Sons

Insist On Getting Parnell's Bread

From your grocer, or stop our delivery wagon. We have OBLIGING SALESMEN.

Phones 929-1390
Bakeries Open for Inspection

A Cream of Flowers

ELCAYA (El-ki-ya), a tree of India, noted for its perfume. The fresh buds and leaves of the Elocaya Tree have a most fragrant and agreeable odor, at once refreshing and invigorating. A paste made from the fresh leaves possesses the characteristic odor of the tree, and is used for beautifying the skin and developing retarded tissues.

CREME ELCAYA possesses these qualities in a much more marked degree, far surpassing in its beneficial and beautifying effects all other preparations. Its creamy consistency and fragrant odor have led its admirers to declare it a veritable

"CREAM OF FLOWERS."

Cairncross & Lawrence

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

Purity Baking Powder

MEANS:

Finer Food.

Saving of Money.

Health of the Family.

And then it

Never Fails.

Never Disappoints.

Only 20 Cents Per-Pound.

Cairncross & Lawrence

Chemists and Druggists,
216 Dundas St. London, Ont.

WORK BEING RUSHED

ON ABATTOIR PLANT

Building Will Cost \$75,000—Company Capitalized at \$150,000.

At the meeting of the shareholders of the Dominion Abattoir, Limited, held on Monday afternoon in the office of the company's solicitor, Mr. R. K. Cowan, the following officers were elected: President and managing director, Mr. Elmar Rehnitz; directors, Hon. C. S. Hyman, Mr. J. C. Duffield and Mr. Ed. Sheat; secretary-treasurer, Mr. Thomas Olson. Work on the \$75,000 plant to be constructed in Pottersburg has been commenced, and it will be ready for occupancy by the middle of October.

It will be one of the most up-to-date and modern abattoirs in Canada or the United States, and will be a welcome addition to the industries of this city. Seventy-five men will be employed at the beginning, and this number will be increased later.

The company is capitalized at \$150,000.

STORE CHANGES HANDS

Mr. R. H. Dignan Buys No. 211 Dundas Street.

Mr. R. H. Dignan, of this city, has purchased the store, property known as 211 Dundas Street, now occupied by the Parker Dye Works, from Ernest Fitzgerald. The price is private. There is a frontage of 22 feet by a depth of 114 feet. The assessment was \$9,000.

If You're Thirsty

You're not contented, and should use some of these thirst-quenchers. You'll find them cool on real hot days.

LIME JUICE AND LIME JUICE CORDIAL, 25c to 75c a bottle.

RASPBERRY VINEGAR, 20c and 35c a bottle.

GINGER ALE, 45c to \$1 a dozen.

GRAPE JUICE, 15c and 25c a bottle.

T. A. ROWAT & CO.

Two Stores 260 DUNDAS STREET
Worley Road and Gage Street
Three Phones South London, 967
Dundas St., 3351-3352

SERG. COCKBURN NOT FORGOTTEN

Tablet to His Memory Unveiled in the Armories on Monday Night.

WORK OF THE D. OF E.

Impressive Ceremony Conducted in Presence of Prominent Ladies, Civilians and Soldiers.

A tablet erected to honor the memory of Sergt. John Cockburn, of "K" Company, R. C. R., and drum-major of the Seventh Regiment Fusiliers, was unveiled at the armories on Monday evening by the officers of the Seventh Regiment Fusiliers Chapter, Imperial Order, Daughters of the Empire, the ceremony being performed in the presence of the members of the regiment which had previously paraded, the ladies of the chapter, and a number of their guests.

Mrs. (Lieut.-Col.) Campbell, as regent, presented the memorial to Lieut. Col. J. W. Little, honorary colonel of the Seventh, who in a short address, in which he congratulated the ladies on their zeal, accepted the gift.

The tablet, which is located on the north wall of the drill shed, near the main arch, bears the following inscription:



THE LATE SERGT. COCKBURN.

scription: "In memory of the late Sergeant J. Cockburn, and drum-major of the Seventh Regiment Fusiliers, 'K' Company, R. C. R., who lost his life while rendering assistance to firemen at the Westman fire, Aug. 18, 1908. Erected by the Seventh Regiment Chapter, of the Daughters of the Empire."

The ceremony. The Seventh turned out at full strength, and after the usual route march, which elicited applause from spectators about the streets, returned to the armories where the men formed in witness to the unveiling. The band, which appeared at its best, discontinued the playing of popular airs, and gravely rendered, "The Dead March." Chaplain Dean Davis also took occasion to congratulate the ladies of the chapter.

The address was read by Mrs. (Lieut.-Col.) Campbell as follows: "Lieut.-Col. J. W. Little, it seems most fitting that you, on behalf of the Seventh Regiment Fusiliers, should receive the tablet erected by the Seventh Regiment Fusiliers Chapter, Imperial Order, Daughters of the Empire, to the late drum-major, Sergt. John Cockburn."

In the past you ably commanded this regiment, and as drum-major Sergt. John Cockburn served most loyally his King and country under you. Consequently the ladies of the regiment chapter are confident that you will deem it most patriotic to thus honor him who met such a tragic death in his endeavor to save property.

"To honor the memory of a loyal soldier of the Seventh Regiment Fusiliers we now unveil this tablet and present it to the Seventh Regiment Fusiliers of London, Ontario."

"On behalf of the Seventh Regiment Fusiliers Chapter, Imperial Order Daughters of the Empire, I present to you this tablet."

"Mrs. Eva York Campbell, regent, 'Mrs. E. A. Campbell, secretary."

The actual unveiling was performed by Mrs. W. A. McCrimmon.

Died a Hero. Lieut.-Col. Little in his reply expressed his appreciation of the honor conferred upon him in allowing him to represent the regiment to which the tablet was presented. He said:

"Mrs. Campbell and ladies of the Seventh Regiment Fusiliers Chapter, I, O. D. E., you have done me a great honor in asking me to accept in behalf of the Seventh Regiment this beautiful tablet erected to the memory of the late Drum-Major Cockburn."

"You are quite right in saying that when I commanded the regiment, Drum-Major Cockburn served most loyally. He was always zealous and energetic and with his large heart, which corresponded with his immense frame, he was ready and anxious at all times to do anything he could to help a comrade or benefit the regiment."

"He gave his life to assist others and is entitled to as much honor as if he died on the field of battle. It is most creditable to the ladies of your chapter that you have recognized this and have gone to the trouble of erecting this tablet in his memory."

I have much pleasure in accepting on behalf of the officers, N. C. O.'s and men of Seventh Regiment this tablet, which I am sure they will value very highly and guard as carefully as the colors of the regiment."

The guests. The guests of the Daughters of the Empire at the unveiling included Dr. J. S. Niven, who contributed generously to the memorial fund.

The Seventh Regiment Chapter has now a membership of about forty-five, the officers being: Mrs. (Lieut.-Col.) Campbell regent, Mrs. W. A. McCrimmon, first vice-president; Mrs. Philip Pocock, second vice-president; Mrs. Campbell, secretary; Mrs. W. D. I. Wright, treasurer; Mrs. Insey, correspondence secretary, and Mrs. Newton, standard-bearer.

Since its organization the chapter has worked quietly, visiting the sick and giving assistance to those in need. The ladies are also supporting the infant son of a soldier who was killed in a railway accident a year ago.

CIRCUS HAS BABY ELEPHANT

Smallest Creature of Its Kind in Menagerie of Ringling Bros' Show.

The Ringlings have a remarkable interesting family of giraffes. This curious animal is becoming more of a rarity each year and it will not be long before they become extinct.

The giraffe has no vocal organs and can utter no sound. It can go longer than a camel without food and water. In fact, it prefers at times to go for days without water, getting its moisture from the damp mosses on the trunks of jungle trees. Giraffes are found in the forest belt that hugs the equator in Africa. Hunters have driven them so far into the impenetrable jungle that only occasionally is one found. There is great danger of killing them in trying to capture them, and of those that are shipped the majority die on the sea voyage. So it may be seen why this strange animal is missing from most of the city zoos.

Another attractive exhibit in the animal department is an elephant which on April 3 celebrated its 215th birthday. Washington was still president of the United States when this animal started in the show business in London. It was then 100 years old. There are thirty-nine more elephants to look at. Among them are the big Indian specimens, the umbrella-eared African beasts and various other varieties.

It is worse than useless to take any medicine internally for muscular or chronic rheumatism. All that is needed is a free application of Chamberlain's Liniment. For sale by all dealers.

Geo. E. Logan

Funeral Director and Embalmer

618 RICHMOND ST., LONDON.

Residence on Premises. Phone 1948. Personal Attention. yv

**THE PRICE OF HOMAGE**

ONCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. The primary object of this was to lift the pall of smoke that hovers over that wonderful steel-producing city, and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. It was Sheffield's expression of respect.

BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to tradition, custom, superstition, they have allowed Summer to become their "dull" season. You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you now lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 411, Lansden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

The Purdom Hardware Co. LIMITED.**Suggestions For June Wedding Gifts**

Coffee Percolators \$2.50 to \$16.00
Teapots \$1.00 to \$5.00
Casseroles \$4.50 to \$9.00
Jardinieres \$1.25 to \$15.00
Crumb Trays 75c to \$5.00
Carving Sets \$1.50 to \$12.00
Cold Meat Forks \$1.25 to \$2
Sugar Shells 75c to \$1.25
Fruit Spoons \$1.40 to \$2.25
Vacuum Cleaners \$25.00 to \$135.00
Samovars \$5.00 to \$7.00
Teaspoons, dozen 85c to \$4.50



Tea Knives, dozen \$2.00 to \$6.00
Table Knives, dozen \$2.00 to \$6.00
Refrigerators \$7.75 to \$28
Food Choppers \$1.20 to \$2.00
Spirit Stoves and Kettles \$2.50 to \$16.00
Trays 35c to \$11.00
Electric Irons \$5.00, \$6.00, \$7.50
Electric Toasters \$5.00
Carpet Sweepers \$2.50 to \$5
Bread Mixers, each \$2.00 and \$2.50

SPECIAL THIS WEEK.

CUT GLASS TUMBLERS, for each 25c

THE PURDOM HARDWARE CO., LTD.

124 Dundas, 123 Carling St.

Phones 2800-2801.

Smith, Son & Clarke Undertakers

115 DUNDAS ST. PHONE 686.
629 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

Ferguson & Sons

Funeral Directors

180 KING STREET.

PHONES 543, 273, 2686.

OPEN DAY AND NIGHT.

J. T. O'NEIL

Undertaker and Embalmer, nineteen years' experience, has all the latest equipment. Open day and night. 781 DUNDAS STREET. ywt

Phone 3734.

Geo. E. Logan

Funeral Director and Embalmer

618 RICHMOND ST., LONDON.

Residence on Premises. Phone 1948. Personal Attention. yv

GRIFFITH & WILLIS

FUNERAL DIRECTORS.

104 Dundas Street, London.

Residence on Premises. Phone 469.

Private ambulance service. Delaware Branch, W. Acres, Mgr.