

Summer Decorating

Let us furnish estimates and we will go ahead with the work, taking full responsibility. Satisfaction guaranteed.

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CHOICEST CUT FLOWERS
AND PLANTS.
Phone 2187. 249 Dundas St. W.

Do your glasses slip during the warm weather?
We specialize in Optical Work.
Brown Optical Co.
237 DUNDAS STREET.
PHONE 1877.



On and After Wednesday, July 2,

OUR OLD STAND—
384 RICHMOND ST.

Will be open for business with a new and complete stock of Jewelry and Novelties. Mr. G. McCabe in charge.

WRAY'S ONE PRICE STORES.
384 Richmond St. and 234 Dundas St.

LONDON CONSERVATORY OF MUSIC
AND SCHOOL OF ELOCUTION,
LIMITED.

In affiliation with the Western University, Edinburgh, staff of teachers. Thorough course of study. Up-to-date methods. Terms reasonable. Exams twice a year. Write for prospectus and circulars. F. Linforth Willoughby, Mus. Bac., principal; Lottie L. Armstrong, registrar.

Annoying Dandruff

Will Make Canada a Bald-Headed Nation If Not Checked.

M. Pasteur, the great French physician of Paris, once said: "I believe we shall some day rid the world of all diseases caused by germs."

Dandruff is caused by germs, a fact accepted by all physicians. Dandruff is the root of all hair evils. If it were not for the little destructive germs working with a persistence worthy of a better cause, there would be no baldness.

Parisian Sage will kill the dandruff germs and remove dandruff in two weeks or money back. It is the only itching scalp, falling hair and make the hair grow thick and abundant.

It puts life and lustre into the hair and prevents it from turning gray.

It is the hair dressing of excellence, daintily perfumed and free from grease and stickiness. It is the favorite with women of taste and culture who know the social value of fascinating hair.

Comes in large 50-cent bottle at all druggists and leading druggists and toilet goods counters everywhere. "The Girl with the Auburn Hair" is on every package.

Made in Canada by the R. T. Booth Co., Limited, Fort Erie, Ontario.

DRESDEN.

Dresden, July 7.—Miss Gertrude Heyland, of Walkerville, is visiting her parents here.

Mr. and Mrs. W. A. Johnson and Mrs. Fennell are visiting Mr. and Mrs. Frank Wells.

Mr. Wm. McVean was a Detroit visitor recently.

Miss Eva Babcock returned to Windsor yesterday after a week's visit at her home here.

Miss Haseline Walker visited with relatives in Florence, Ontario.

Miss Olive Oldham was in Detroit recently.

Mr. Charlie Johnson, of Chatham, was here recently.

Miss Bernice Snary, formerly of Jarvis' drug store, has accepted a position on the staff of the R. A. Kins store.

Mr. Alex. McVean, who has been very ill, is convalescing.

Miss Nellie Walker, of Detroit, is spending her holidays with her parents here.

Mrs. E. B. Madden was in Chatham today.

Miss Mary E. Bold, of Wallaceburg, is a guest of Mrs. Wm. Bear.

Mr. Leslie Humphrey, of Toronto, is visiting his parents here.

MAPLETON.
Mapleton, July 7.—Misses Jessie and Olive Williams, of London, spent the week-end with their parents, Mr. and Mrs. George Williams.

Miss Eliza Moore, of the Aylmer Collegiate Institute, is spending her vacation with her parents, Mr. and Mrs. Jas. Moore.

Mr. and Mrs. Warren Brown have arrived home from their wedding trip.

QUALITY STORE

We offer the best value in Tea in London.
25c, 30c, 40c, 50c, 60c, 70c,
\$1 per pound.
Your money refunded if not satisfactory.

Phones, 1024, 3323.

Harry Ranahan
515 RICHMOND STREET.

LONDON AND DISTRICT

The Advertiser office is open every night, except Sundays and holidays, until 9:00 p.m. In telephoning after 6 p.m. call No. 3670 only. Business T. T. department, for copy, business change of address, etc., and other numbers according to list at top of Page Four. If you do not receive an answer to 3671, 3672, or 3673, call 3670, and you can always get an answer before 9 p.m.

Board Elections.—Election of society representatives to the quarterly board of the Ashin Street Methodist Church will take place at the conclusion of the mid-week prayer service Wednesday night.

W. C. T. U. Picnic.—The annual picnic of the W. C. T. U. of this city will be held on Tuesday afternoon at Springbank Park. It is expected that an unusually large representation of the members will participate in the annual outing of the union.

Sunday Band Concert.—A well-attended band concert was put on in Victoria Park on Sunday evening by the Seventh Regiment Band under the direction of Bandmaster Slater. The weather was rather cool, but a large crowd gathered and appreciated the excellent program.

CHERRIES AND BERRIES WILL BE PLENTIFUL

Strawberry Crop Is About Done in District Around Ingersoll.

Housewives Are All Anxiously Waiting Big Supplies to Start Their Canning.

[Special to The Advertiser.]

Ingersoll, July 7.—The development of small fruit is being watched with considerable interest by the thrifty housewife. From what can be learned the strawberry season is nearing the close. A few raspberries are finding their way onto the market, but the offerings thus far have been limited.

Cherries and berries are said to give promise of a good crop, news that is welcome in view of the shortness of the strawberry season. There were many who failed to get the desired supply of strawberries because of the limited period in which they were offered and the resultant high prices.

Attention is now being given to other varieties of small fruits. Reports from neighboring districts are to the effect that the wild berries give promise of being a big crop if weather conditions continue favorable, and it is expected there will be a big exodus from towns and villages when the season is at its height.

A Brick Market.

There was a brisk market on Saturday, the wet weather of Friday being a contributing factor of much importance. Produce was plentiful and pricing was free. Little change was noted in prices. Thirty cents a pound was the ruling figure for butter, and eggs remained firm at 22 cents per dozen. A few boxes of raspberries are offered and it is expected that the season will soon be in full swing.

March to Church.

Members of Lodge Imperial, S. O. E., and the Orangemen, united in a church parade to St. Paul's Presbyterian Church on Sunday evening. The sermon was preached by Rev. Alfred Bright, whose subject was "The Struggle for Civil and Religious Freedom Under Oliver Cromwell."

Rev. and Mrs. C. M. Thompson, of Fenton, Mich., and Mr. and Mrs. R. A. Plumb, and baby, of Detroit, are guests of Mr. and Mrs. Loyd Thompson and other relatives here.

King and Queen To Tour Lancashire

[Canadian Press.]

New York, July 7.—A London cable says:

The King and Queen left London today for a great tour of industrial Lancashire. They will be guests for a week at Lord Derby, at Kewstley Hall, near Prescott.

Probably no monarch has ever engaged in so industrious and remarkable a pilgrimage. From 10 a.m. until 6 p.m. every day their majesties will be travelling by motor car among the people. The roads to be covered, excluding state visits to Liverpool and Manchester, will be 250 miles in length. It is estimated that 3,000,000 people will see the King and Queen.

Limited Cars to Port.

Limited cars are now running daily between London and Port Stanley, same as last year by London and Lake Erie Railway. Also on Wednesday and Saturday afternoons, 1:50 p.m. 61n

MAIL CLERK ARRESTED.

[Canadian Press.]

Medicine Hat, July 7.—J. J. Pope, chief railway mail clerk at Medicine Hat, has been arrested, charged with stealing \$1,366 from the registered mail and will appear in police court today.

A Vacation Necessity

Have The London Advertiser sent to your summer address. Notify the Circulation Department, giving your old as well as your new address, and you will receive your paper promptly.

CIRCULATION DEPT.

ONE LITTLE PILL AT BEDTIME

CASCARA CONSTIPATION CAPSULES

FOR ALL LIVER TROUBLES 25 CENTS

From **Cairncross & Lawrence**
Chemists and Druggists,
216 DUNDAS ST., LONDON, ONT.
640-2W

Headquarters

LADIES' and CHILDREN'S Outing Hats

BELTZ & CO.

PRACTICAL FURRIERS.

FIRST ANNUAL OUTING OF THE BRITISH SOCIAL UNION PROVES A GRAND SUCCESS

Special Train Carries Bumper Crowd to Lakeside on Saturday—Long Program of Sports Keenly Contested—Baby Show and Tug-of-War Features of the Picnic.

Delightful, though at times threatening weather, a charming country resort, hidden picturesquely away amid sports and amusements, and comfortable railway accommodations, all coming, united to make the first annual picnic of the British Social Union at Lakeside Saturday afternoon about as delightful an afternoon's outing as one could imagine.

Three Hundred There.

A special train of four coaches carried three hundred excursionists over the C. P. R., by way of Ingersoll Junction, leaving London at 1 o'clock, and arriving back in the city at 9:30. The cross-country ramble from the village station to the picnic grounds was one of the unique features of the outing.

The grass, it is true, was long and damp in places, and some of the liquid-eyed cows browsing in the pastures through which the picnicers had to pass, had long and ominous-looking horns. Dr. H. A. Stevenson, who made one of the party, led in a short-cut across lots and incidentally qualified for a prominent position in the Rooseveltian gallery of nature fakirs by pointing out a big field of milk-weeds, in which some mild-mannered Londoners milked.

Good Music Galore.

Some of the excursionists rode to the grounds in the band wagon, an ordinary farm wagon and hayrack, which came down to carry the bass drums and paraphernalia of the First Hussars' Band which, under Mr. Roselle Pocock's direction, provided an abundance of good music for the afternoon and evening.

The Western Ontario Boys' Camp and the Ingersoll Boy Scouts turned out en masse, and with a lusty yell informed the newcomers that they had at length reached the picnic grounds.

Boy Scouts' Exhibit.

During the afternoon the Ingersoll Boy Scouts gave exhibitions of signalling and drill work that many of the picnicers watched with interest and appreciation.

Boating, foot races, football and other sports provided an enjoyable afternoon's recreation and entertainment. In the pavilion there were dancing and the First Hussars' Band gave a really excellent program at the band concert in the evening.

Mr. William Heaman, the genial president of the British Social Union, was a busy man, and to him and his associates, Lieut.-Col. Hobbs, the honorary president, the other officers, the members of the executive, the special committees and the judges, starters, and other officials of the afternoon, great credit is due for the unqualified success of the outing.

Baby Show a Feature.

As might be expected the baby show was one of the best features of the program. And how the bright-looking, rosy-cheeked, blue-eyed, and chubby-limbed little Brits cooed and smiled at the admiring judges, Dr. H. A. Stevenson and Mrs. H. Robertson. The tiny tots' race in which every contestant won a prize—what do you suppose—a big box of candy, was probably the most popular event in the list of competitions. Only a few yards were marked off for the race but the little fairies in blue rompers and smiles, lace, lingerie and nodding curls, entered into the contest with the greatest enthusiasm and beat the dandelions with their tiny feet to a lively pace.

There were no accident or mishaps to mar the day, beyond the shock and fright which one lady received when a football was kicked into a crowd around the judges' stand. She had a baby in her arms at the time, and the ball struck her in the face and also hit the baby. Neither were seriously hurt, however.

The Tug-of-War.

The tug-of-war was lustily contested as belted Britons proud of their membership in a race that gave the world Nelson and Wellington. Mr. Mark Quinney captained the winning team. Everybody laughed at the sack race and the egg and spoon race drew a large number of competitors from the fair sex. One certainly could not accuse them of nerves so cleverly did they balance the china nest fruit on the porridge spoons. Each lady succeeded in reaching the goal line without mishap in a very close race.

The Race Winners.

The prize-winners in the program of races and sports were:

Boys under 12 years, 50 yards—James Holmes, Albert Ling, Willie Ball.

Girls' 50-yard race—Jessie Robins, Daisy Nutkins, Gertrude Nutkins.

Egg and spoon race, ladies only—Mrs. Webb, Mrs. Fuller, Daisy Nutkins.

100 yards, members only—G. H. Stubbs, A. Dornier, A. Robins.

Boat and coat race—A. Robins, W. Griffiths.

Sack race—T. Barratt, R. Arthur, S. Root.

Three-legged race—L. Brill and J. Lightfoot, F. Morton and M. Quinney.

Ladies' race—Olive Watts, Jessie Robins, Daisy Nutkins.

220 yards dash (open)—J. Lightfoot, L. Brill, T. Dornier.

Ment's race (over 45 years)—W. Garraht, John Nutkins, William Heaman.

Half-mile walking race—A. Fuller, A. Castell, E. Ball.

Baby show (under 12 months)—Mrs. Read, Mrs. Ball, Mrs. Moore.

Wheelbarrow race—F. H. Morton and Mark Quinney, R. H. Castell and E. Ball.

Tug-of-war—F. H. Morton's team—F. H. Morton (captain), M. Quinney, T. Ellis, R. Fuller, F. Moore, G. Irons, T. Sleeman, S. Root, T. Barrett, G. Ashenden.

Married ladies' race—Mrs. W. Griffiths, Mrs. Fuller, Mrs. Daymont.

Married men's race—George Irons, T. Roberts, G. Overton.

The officers and executive of the British Social Union: President, W. Heaman; vice-presidents, John Nutkins, John Botten; treasurers, Mark Quinney, J. S. Moore; secretaries, B. C. Ball, J. P. Miller, W. Garraht; honorary president, Lieut.-Col. T. S. Hobbs; executive committee—H. Jenkins, S. Sleeman, F. Reid, W. Moore, H. Lee, F. W. Robins, Joseph E. Ling, A. Jackson, J. Williams, W. Cotton, C. Carter, E. Penhall, R. Burgess, Fred Moore, G. Overton, J. Lamey, H. Wall, G. Keats, H. W. Morton, T. Botten.

The judges for the sports were: T. J. Holmes, A. F. Moore, A. Talbot, A. D. Davis, Joseph E. Ling, E. Penhall, Mark Quinney.

Starters—Lieut.-Col. T. S. Hobbs, R. Robertson, Lieut.-Col. Abbott, T. Botten.

Announcer—A. D. Davis.

FOR PURITY! FOR QUALITY! FOR GOODNESS! DRINK

ROWAT'S SPECIAL TEA
40c, 50c, 60c and \$1 per lb.

T. A. ROWAT & CO.

250 Dundas street, Phone 3051-3052,
Wortley Road and Craig St. Phone 969.

Newcomers Headed For Middlesex

There are fourteen families aboard the steamship Canada, which arrived in Montreal today, who are bound for Middlesex County.

The men are all farm laborers, and some recommended as capable men. The party will arrive on Wednesday, and Mr. John Riggs, Dominion immigration agent, said on Saturday that the demand for farm labor would have been lightened if the farmers would have lowered their fares and other incidental expenses. He claims that the better way is for the farmers to see the man and arrange with him personally.

ROUND TRIP \$11.00 ATLANTIC CITY.

From Suspension Bridge via Lehigh Valley R. R. Friday, July 11. Tickets good 15 days including. Particulars 63 Yonge street, Toronto. 63-1

AMERICAN CITIES TRYING TO SOLVE POWER FAILURES

Syracuse, Rochester and Other New York State Points Are Greatly Handicapped.

Arranging To Put In Auxiliary Plants To Cope With the Frequent Breaks.

In view of the recent inconveniences and losses to Londoners by the numerous breakdowns of hydro, the following, sent by a staff reporter to the Toronto Star from Syracuse, will prove of interest:

Syracuse, N.Y., July 6.—If the average minute of the average citizen's time were worth one-tenth of a cent—and it should be worth more—then all the minutes that "Torontoans" have lost by the mere fact that "the power's off" would add up in a year to a considerable sum of money. Hundreds of thousands of dollars have been lost, not appreciably, but lost, nevertheless, because the street cars have refused to answer the controllers, because the machinery in great factories failed at critical moments, because when men turned switches the lights neglected to respond, and the number of lost minutes is greater today than it was ten years ago when the Falls of Niagara did not have to work for a living and pay dividends to widows and magnates.

Man may boast of having harnessed the great F.P.'s. No doubt it was a feat. But he has not yet made certain that he can without interruption transmit the energy thus collected to the places where it is needed. The Niagara Falls may turn out hundreds of thousands of horsepower. The development companies may enlarge their plants and improve their equipment, but without some guarantee against the constantly recurring interruptions to the transmission of electricity, such as Toronto, through the Toronto Electric Light Company, and more recently through the hydro-electric system, has suffered, a great part of the benefit from the conquered waterfall is lost.

New York Cities Suffer.

Not only Toronto, but other cities in Ontario, and still others in New York State, who draw their power from Niagara, are facing this fact. This intensely busy city of Syracuse, together with Utica, Rochester, Lockport and other industrial centres along the south of Lake Ontario, is suffering from the same trouble.

So far as anyone can see, must continue to suffer from the danger of a break in the long transmission line. How to overcome the difficulty is a question being asked all along the line of the Niagara, Lockport and Ontario transmission system through Northern New York.

Problem To Be Solved.

Rumors have it in this vicinity that the problem is about to be solved. All the cities concerned are expectant. The plan by which it is proposed to guarantee Syracuse and the other New York State cities against interruptions in the service involves a second power development plant, a second transmission line, and a patent machine by which, in case of accident to one line, the other line will be able to carry the load.

A somewhat similar proposal was made some time ago in Toronto with respect to the two transmitting services there, but it was dismissed by the engineering authorities, or at all events neglected.

Must Deliver the Goods.

The Niagara, Lockport and Ontario Power Company, which buys and transmits energy from the Ontario Power Company at Niagara Falls, and which has no competition in its territory, has found that no power service corporation can long engage the adverse criticisms of a dissatisfied public without danger to itself, and is therefore using what means it can to guarantee its patrons against power failures.

Twice today while my correspondence was on its way to the power station at Solway the street car was stalled for want of power. Each time the power was off for about five minutes. This meant that not only every street car, but every electric motor and every electric light in Syracuse dependent on Niagara for its energy was out of service.

Breaks Are Frequent.

"Do you have these breakdowns often?" asked the newspaperman of the car crew, who had resignedly come inside the car to rest while they waited.

"Fairly often," replied the motorman, with an eye on the blank incandescent. "There must be a storm somewhere between here and Niagara."

The power came on again. As the motorman fitted the handle to his controller he observed: "We're lucky; that was only a short break. I've seen me three and four hours at a stretch without a bit of juice in my controller."

Like Toronto, But More So.

It sounded like Toronto, only more so. The car had not gone five blocks before the second break occurred. In the old days Syracuse had a steam generating plant. The great generators were spun by the fingers of recidivists. For a long time they had quietly bought up seven miles of river front and were laying plans for big power development. The engineers and construction men are now at work on the plant and transmission line, but not as a competitive proposition. The Niagara Company now controls the

when the Niagara, Lockport and Ontario concern entered the field, compelling the Syracuse Lighting Company and the Railway Company to contract for Niagara power, the Salmon River project was forgotten.

Dream Revived.

But Niagara power in Syracuse and these other American cities displayed weakness. Sleet storms in winter caused short circuits. Thunderstorms in summer created havoc. One cold morning three winter ago all the workmen in the city and all the businessmen had to walk to work, and walk home to lunch if they went home at all.

The public indignation that followed was music to the ears of certain shrewd gentlemen who had foreseen such things, and who were now preparing to exploit Smith's old Salmon River scheme. They had quietly bought up seven miles of river front and were laying plans for big power development. The engineers and construction men are now at work on the plant and transmission line, but not as a competitive proposition. The Niagara Company now controls the

of exploiting the local financiers, and project.

Doctors' Opinions About POSTUM

Are best expressed in their own words

Writing under date of May 13, 1913, one physician says:

"From past experience I have become a strong friend of Postum. I am now advising my patients to take Postum, and find that most of those who give Postum a trial become users of it."

"It is however sometimes very hard or impossible to get folks to purchase something when they 'don't know anything about it' and 'don't want to throw away money on a chance of liking it.'"

"Now it occurs to me these people are not to be criticized for such feelings, but at the same time I am sure many of them would become friends of Postum if they could but have a sample of it placed in their hands."

"If you think this is a good suggestion, and will send me samples from time to time, I will see that they are placed among my patients where they will do the most good, for I believe it is to their interest to drink Postum rather than tea or coffee. Postum is used in our home, but we buy it of our grocer, and we expect to keep right on doing so."

Thousands of tea and coffee drinkers are victims of headache, nervousness, biliousness, heart trouble and indigestion, without knowing the cause.

More and more, physicians are naming tea and coffee as a common cause of these ills. Not every physician, however, finds time to send a sample following his prescription of

INSTANT POSTUM

If your physician recommends that you "stop tea and coffee," or your own distress suggests a change, send your name and address with 2c stamp (for postage), to Canadian Postum Cereal Company, Limited, Windsor, Ont., and a 5-cup tin of the new food-drink—INSTANT POSTUM—will be mailed immediately. Nothing is so convincing as the happy results of personal experience.

"There's a Reason" for POSTUM

WHEN YOU'RE THIRSTY TRY "SALADA"

Iced Tea with a slice of lemon in it. It will refresh you wonderfully and besides it's invigorating and absolutely pure.

Allow the tea to steep for five minutes and then pour off into another vessel to cool gradually. Never use artificial means of cooling until ready to serve; then add sugar, ice and lemon.

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