

Rowat's Teas
From the Better Gardens.
70c, 80c, 90c, \$1.00, \$1.10 and \$2.00. Phone 3051, 3052

T.A. Rowat & Co.
250 Dundas St. W. Phone 3051, 3052

C.H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
388 Richmond St. Phone 1084.

Picnic Plates, Crepe Napkins, Lily Cups, 8 oz. 10c dozen

Red Star News Co.,
10 MARKET LANE.

WHEN YOU Buy a Wray's Diamond
You know you have the best. 1-3 off present prices. THE STORE WITH THE STOCK.

Our fitters are experts. We have Trusses to fit all needs. **ANDERSON & NELLES**, 268 Dundas St. W.

WEGNER'S
Wholesale and Retail Dealer in Overalls, Sweaters, Coats, Gloves, Mittens and Raincoats. **LONDON'S LARGEST HIGH-CLASS WORKMEN'S OUTFITTERS.** Exclusive Manufacturers' Agent for the Best Canadian Line of Overalls. **Wegner, the Heart of London** 371 Talbot St. Phone 18493. OPEN EVENINGS.

Carlyle TREBILCOCK OPTICIAN
233 Dundas St. Phone 2351. Two Doors East of Majestic.

Quality Vulcanizing Only.
ART WILKES
London Tire Repair Depot. 854 WASHINGTON STREET, Opposite McClarys.

Special Offer \$9.98 Talking Parrots

We are now receiving a daily large shipment of hand-painted parrots. These birds are finger-tongued and trained to talk. They are offered at a special price of \$9.98. We are offering them at the remarkably low figure of \$9.98.

SAM MEYER & CO.
24 W. Washington St., Dept. 39, Chicago, Ill. 99m

Let's Swap

"I'm tired of keeping roomers; I've cash enough to stop." Sighed Mrs. Hannah Olson: "I guess my house'll swap And get a pretty cottage, Some rolling hill a-top."



GORDON L. FERGUSON
FUNERAL SERVICE.
Private Funeral Arrangements.
350 William Street.
Personal attendance: lady assistant, Phone 6563, Day and Night.

J. FERGUSON'S SONS
176-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse Equipment.
Day or Night Service.
PHONES: Office 543. Residence 2056W.

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Residence on premises. Phone 459.

The London Loan Company of Canada
MORTGAGES AND REAL ESTATE AGREEMENTS PURCHASED

FURS
STORED, REPAIRED AND REMODELLED.
BELTZ & CO.
PHONE 817.

Better Health
is sure to be yours if you will eat regularly

Parnell's Whole Wheat Bread
It's good to taste and is a real tonic.

Try a loaf today.

PICNIC AT PORT FRIDAY.
The children's choir and altar boys of St. Martin's Church, South London, numbering about 50, are holding their annual picnic at Port Stanley today, leaving on the 9:20 train. Those in charge of the outing are Sydney Woods, choir leader, and Miss Gleason, organist, and the children are promised a merry time. Each year the parishioners donate a goodly sum towards defraying the expenses of the trip, and the kiddies are under no expense whatsoever.

ASK FOR ARBITRATION.
Montreal, July 12.—Papers were sworn out today by representatives of the employees of the Montreal Light, Heat and Power Consolidated, calling upon the government to appoint a board of arbitration to settle the present differences between men and employers of this corporation.

RED PIMPLES ON FACE 3 YEARS

Itched and Burned. Lost Sleep. Cuticura Heals.

"My face was affected with pimples for about three years. They were hard and red, and festered and scaled over. The pimples itched and burned causing me to scratch and irritate them, and I lost many a night's sleep on account of the irritation. I read an advertisement for Cuticura Soap and Ointment and sent for a free sample which helped me so I purchased more, and after using four cakes of Soap with the Ointment, I was healed." (Signed) Miss Martha Theusch, R. 2, Box 45, Vining, Minn.

Give Cuticura Soap, Ointment and Talcum the care of your skin.

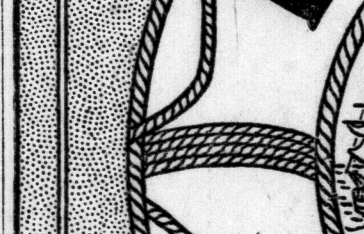
Sample Free by Mail. Address: "Talcum, Minn. 554 St. Paul St., W. Montreal." Where Soap, Ointment and Talcum are sold. Cuticura Soap shaves without mud.

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ODDS FAVOR FIRPO AS GREAT CROWDS GATHER FOR FIGHT

Giant From Argentina the Favorite, Though Sentiment Is With Willard.

RUSH FOR TICKETS

Expect Largest Assembly of Fans in History Will See Interesting Battle.

By HENRY L. FARRELL, Special to The Advertiser.

Jersey City, N. J., July 12.—Four of the biggest fights on the American continent will fall through the night air here, driving for a shot at the million-dollar heavyweight championship, when Jess Willard, the giant of Nor. America, and Luis Firpo, the mammoth of South America, pull their bulk through the ropes in Boyle's Thirty Acres tonight. Before a crowd that probably will run close to 100,000, the former heavyweight champion and the cave-man from Argentina will battle twelve rounds to decide the next opponent for the disgraced world's champion, Jack Dempsey. Expecting the biggest and perhaps the greatest heavyweight fight of years, thousands swarmed into Jersey City today, and the Hudson in New York to take a late dash through the tubes for the scene of the battle.

Rush for Tickets.

The quest for tickets was much greater and more earnest than on the previous occasion here when Dempsey and Carpenter were getting ready for the first battle of the Representatives of Rickard were here picking spots for the circus wagons from which would pass a dollar and two dollar seats. Rickard announced that 35,000 of the choice seats had been sold and that 25,000 cheaper seats in the reserve sections were available. He predicted that all the reserved seats would be sold hours before the gates of the big arena are opened.

Frank Hague, mayor of Jersey City, announced that all arrangements have been completed to handle what may turn out to be the biggest crowd that ever saw a boxing match. Police on Job.

More than a thousand police and firemen will be stationed in and immediately outside the arena. Hundreds of plain-clothes men from New York, Newark and Philadelphia have been added to the Jersey City force to work through the crowds and watch for pocket diggers.

Willard and Firpo were both resting themselves in their training camps. Because neither of the principals has to make weight the boxing commissioners suspended the rule for forcing them to weigh in this afternoon and will allow them to step on the scales just before they go in the ring.

Willard probably will weigh around 240 pounds and Firpo is expected to be about 214 pounds.

Firpo still rules as a favorite in the betting, although some sentiment has been switching over to the former champion, odds of 8 to 5 being offered this morning on the South American. Willard's supporters are counting on his greater size and his longer experience to win from his younger and less experienced rival. Firpo's followers rely on the South American's superior punching ability, his youth, and his fighting spirit to overcome whatever handicaps the

lack of experience may impose on him.

Firpo Is Favored.
Considering everything, size, experience, gameness, and fighting spirit, Firpo looks the winner. He can hit harder, he is more of a fighter at heart, and he is likely to carry just the kind of a fight to Willard that the former champion does not like.

The card will start at 8:15 (eastern daylight time), with a six-round number between Charley Nashert and George West. This bout will be followed by eight rounds between Floyd Johnson and Jack McAuliffe. After the main bout, which will go on about 10 o'clock, Young Bob Fitzsimmons and Tom Roper will box eight rounds.

Harry Lewis of Newark, will referee the main bout and the preliminaries will be in charge of Joe Jeannette, Eddie Dugan and John Healey.

The gate is expected to reach \$600,000.

MAKE GENERAL BOOST IN RATES AT MARKET

Finance Committee Moves To Get More Money From Rentals.

Members of the finance committee are out to reap further financial returns through the medium of the market and buildings thereon, and recommendations for a general boost in rates have gone to the council.

"The market represents an investment of \$6,500, from which we receive annually but \$6,000," pointed out the mayor, urging the increased and Ald. Geo. Burdick, who conducted a recent survey concurs.

Rent for the outside locations was raised from \$15 to \$50 a year on corner sites and from \$12.50 to \$35 in other locations. Upstairs stalls in the Covent Garden house were elevated from \$20 to \$25 per month, while basement stalls, now renting at \$7 a month, were raised to \$10.

Similar action affecting the butchers' pavilion was deferred until the rights of Smallman and Ingram are ascertained definitely. Ald. Drake protesting that an increase in this instance would be unjustified. Upon his motion it was also recommended that no "hucksters" be allowed to park their conveyances on the market square overnight to monopolize choice locations.

Complaint was registered that the occupancy of space in front of the market house, near the entrance, was objectionable, and an effort will be made to get other locations for the tenants.

Ladies! Great Bargains In Summer Apparel

Hudson's Great July Clearance Sale Commences Saturday Morning.

A wonderful opportunity for women and misses to buy new Summer Dresses for vacation wear will be presented in the great July Clearance Sale commencing Saturday at Hudson's Fashion Shoppe. This is one of the season's most outstanding value events, and ladies have grown accustomed to look forward to Hudson's bargains and await their buying to take advantage of the wonderful values offered. This year the selection of styles and the values will be even greater than ever before.

All the finest new Summer Wash Dresses are offered at reduced prices there is a special offering of Silk Frocks and Sport Suits that every woman and miss will want to wear on her holidays.

Watch for the large advertisement which will appear in this paper tomorrow and be on hand early Saturday morning to get your share of these great bargains.—Adv.

July Clearance
A Sale Day For Each Dept.

Corsets, Laces and Flannels

China, Draperies and Curtains

China, Draperies and Curtains
In July Sale Third To Half Off Friday

This sale opens the way to wonderful opportunities for home lovers—a mid-summer stock reducing and clearing which may just meet your wants for the coming season or for the homecoming of the old boys—it may open the way for that new set of china or new curtains that you perhaps felt that you did not want to invest in just now—but you cannot but decide it a wise investment when the price is one-third to one-half less.

July Clearance In the Drapery Department
See Dundas Street Window

Clearing lines in Curtains, Cretonnes, Bungalow Nets, Casement Cloths and Poplins at about half price. These will be on sale Friday and Saturday if quantities last. Our advice is to be on hand early. This sale comes at an opportune time for you to prepare for the London old boys.

ATTRACTIVE CHINTZ, SALE PRICE, 50c YARD

About half price. 12 pieces, in mostly light grounds, suitable for bedroom hangings, box coverings, etc. To clear Friday. Sale price 50c yard

FINE QUALITY CRETONNES, ABOUT HALF PRICE. SALE PRICE 88c YARD

10 pieces to clear, in heavy quality, mostly dark grounds, suitable for side curtains or upholstery purposes; all to clear Friday. Sale price 88c yard

SCRIM, VOILE, MARQUETTE AND NET CURTAINS, HALF PRICE.

See window.

65 pairs to clear, in mostly sample pairs, although a few two-pair lots in Scrim Marquette Voile; also fine Net Curtains in Nottingham and Arabian Lace. All to go at half price on Friday. To be sold at \$1.00, \$1.25, \$1.37, \$1.50, \$1.62, \$1.75, 2.00 to \$7.50 pair

BUNGALOW NETS, HALF PRICE AND LESS. SALE PRICE, 98c YARD

14 pieces Bungalow Nets, includes some of our best qualities; no lengths over 10 yards. If you desire a fine curtain at a low price, be on hand early for this sale Friday 98c yard

SHORT LENGTHS OF CASEMENT CLOTHS, POPLINS AND REPPS, HALF PRICE AND LESS, 98c YARD

25 lengths from 2 to 7½ yards, to clear at a fraction of their regular price; nearly all colors represented. On sale Friday at 98c yard

Furniture Upholstering Tapestry HALF PRICE

5 pieces only Tapestry. Now is your opportunity to secure a real bargain for that furniture, in green and red, crimson blue and gray, rose and green, mulberry and blue; also tan and green. All at exactly half price Friday. Sale prices \$2.25, \$2.75, \$3.00, \$4.25, \$5.00 yard

July Clearance In the China Section
Just in time to brighten the cabinet with a new set of china for the homecoming and autumn—and the opportunity must appeal to one when prices are reduced one-quarter, one-third to half. It is really more than one would expect, a saving in so many dollars combined with upstanding quality.

JOHNSTON BROS. CLEAR EDGE LINE SPRIG DINNERWARE, ONE-THIRD TO ONE-HALF OFF

10 dozen Cups and Saucers 15c
15 dozen Odd Cups 10c
10 dozen Dinner Plates 10c
10 only pair Sugar and Creams 39c
5 only Gravy Boats and Stands 49c set
Teapot 49c

8 PORTABLE LAMPS, ONE-QUARTER OFF, \$6.50

1 only China Dinner Set, 90 pieces. Very special \$33.50
10 only Pyrex Casseroles in nickel frames. Special at \$2.49

97-PIECE DINNER SETS, \$24.95
4 only 97-Piece Sets in Meakins ware. One-quarter off regular price \$24.95

JOHNSTON BROS. DINNERWARE, ONE-QUARTER OFF

10 complete sets of Johnston Bros. Dinnerware in 97-piece sets, in two pretty patterns, specially priced for Friday sale. One-quarter off \$24.95

GIBSON BROS. TEAPOTS, ONE-QUARTER OFF

48 only Gibson Bros. English Teapots at special prices. One-quarter off regular 64c, 98c, \$1.31, \$1.50, \$1.69, \$1.88

MEAKINS WHITE AND GOLD AT ABOUT ONE-THIRD OFF

15 dozen Cups and Saucers 15c
15 doz. Bread and Butter Plates, 2 for 25c
Salad Bowls 25c
Cake Plates 25c

ODD WHITE CUPS, 8c, 2 FOR 15c

50 dozen heavy White Odd Cups, suitable for church, lodge and club socials. Get your supply while they last, 8c, 2 for 15c

MYOTTS BROS. DINNERWARE, ONE-THIRD OFF, \$19.95

6 only 97-Piece Sets in a very neat pattern \$19.95

"HIS MASTER'S VOICE."
JULY RECORDS.
Now In.
Third Floor.

SMALLMAN & INGRAM LIMITED

AUGUST "DESIGNER" NOW IN. Subscribers Please Call For Your Copy at Pattern Counter.

READY FOR ROUND FOUR IN WATT-WILSON BOUT

Ald. Wilson Counters on Ald. Watt in the Third Period.

The Watt-Wilson combat—a sort of a hot weather feature—is still claiming its fair share of attention in the municipal arena.

Ald. William A. Wilson stated today that he would not be a mite disturbed if called upon to engage with Ald. Watt in the many art of boxing.

"He wouldn't be much to handle," was the scornful comment today from the veteran ex-chairman of the board of works, as he referred to Ald. Watt's snappy retort yesterday to his criticism of the preceding day.

The battle to date has gone three rounds:

1. Ald. Wilson explained for the general information of all and sundry that Ald. Watt would show to greater advantage by singing in the choir than by attendance at meetings of the Port Stanley Commission.

WEDDINGS

SALI-DOWNS.
A quiet wedding took place Tuesday morning at 8 o'clock at St. Mary's Church, when May Bell, youngest daughter of Mr. and Mrs. James Downs, 527 Gray street, was married to Harry Sali, also of London. Rev. Father Chisholm performed the ceremony.

The bride, who was given in marriage by her father, wore a pretty gown of gray crepe, with gray shoes and a gray velvet hat, and her corsage was of Ophelia roses. Miss Evelyn Downs acted as bridesmaid, and wore a pleated frock of brown flat crepe with shoes and a velvet hat to match, and her corsage was of mauve sweet peas. Mr. James Cushing acted as best man. Following a wedding breakfast at the home of the bride's parents, Mr. and Mrs. Sali left on a honeymoon to Toronto and Buffalo, the bride traveling in a suit of navy point twill with a fitch choker. Upon their return they will reside in London.

SHEPHERD-CLAYTON.
A pretty wedding took place Thursday afternoon at 3 o'clock, Rev. L. Field officiating, when Anna Clayton, youngest daughter of Mr. and Mrs. S. J. Clayton, was married to William Shepherd, eldest son of Mr. and Mrs. William Shepherd, both of this city. The bride wore a becoming gown of black canton crepe with touches of green, and a black hat. Upon their return from a short honeymoon they will reside in London.

JOHNS-NEAL.
Special to The Advertiser.
St. Thomas, July 11.—A pretty wedding was held at 7:30 this evening in the Grace Methodist Parsonage, when Beatrice, eldest daughter of Mr. and Mrs. Charles E. Neal, 16 Arthur avenue, became the bride of Charles H. Johns, son of Mr. and Mrs. C. Johns, William street, city. The ceremony was performed by Rev. A. E. Moorehouse. The bride looked

lovely in a gown of blue silk crepe with corsage bouquet. She was attended by Miss Marguerite Johns of St. Thomas, who carried many beautiful roses. Mr. Roy Mann was best man.

After the ceremony a wedding luncheon was served at the home of the bride. The happy couple left for a trip to western points, intending to spend some time in Windsor and Detroit. On their return they will reside at 33 Stanley street.

THAYER-WINDER.
Special to The Advertiser.
Aylmer, July 10.—A quiet wedding took place on Tuesday, July 10, when Ethel Pauline, youngest daughter of Mr. and Mrs. John N. Winder, was united in marriage to Leonard A. Thayer, son of Mr. and Mrs. James L. Thayer of Aylmer. Rev. C. Miles performed the ceremony. The young couple left on a motor trip to Pittsburg, and on their return will reside in Aylmer.

QUEBEC AND ITS RESORTS.
The opportunities offered by the Province of Quebec for a vacation are set forth in a beautifully illustrated and well-written folder entitled "Resorts in Quebec," published by the Canadian Pacific Railway and distributed by its agents.

Montreal can be reached overnight from Toronto and one has a choice of three night trains and two day trains. From Montreal, it is but a few hours' ride to many resorts, including the Laurentian Mountains with their many beauty spots, or to the old world City of Quebec with its traditions dating back to 1535.

PUTS HEALTH AND VIM INTO WOMEN

So Says Mrs. MacPherson of Lydia E. Pinkham's Vegetable Compound

Brantford, Ont.—"I was always tired and the least exertion would put me out for a day or two. I had a pressing pain on the top of my head, pain in the nape of my neck, and when I stooped over I could not get up without help, because of pain in my back. I did not sleep well and was nervous at the least noise. I keep house, but I was such a wreck that I could not sweep the floor nor wash the dishes without lying down afterwards. A friend living near me told me what Lydia E. Pinkham's Vegetable Compound had done for her so I began to take it. With the first bottle I felt brighter and got so I could wash dishes and sweep without having to lie down. Later I became regular again in my monthly terms. I have taken ten bottles all told and am now all better. I can truly say that your wonderful medicine cannot be beaten for putting health and vim into a woman."

Mrs. JAMES H. MACPHERSON, 309 Greenview St., Brantford, Ont.

If you are suffering from a displacement, irregularities, backache, or any other form of female weakness write to the Lydia E. Pinkham Medicine Co., Cobourg, Ontario, for Lydia E. Pinkham's Private Text-Book upon "Ailments Peculiar to Women." e

Connecticut had the first municipal rose garden in the country. J12:19