

LONDON, ONTARIO, WEDNESDAY, MAY 31, 1911. —TEN PAGES.

41. Idiot or silly.

WIRING AT LOWEST PRICES

Give us an opportunity to tender on your requirements.

We use the very highest class of material, and employ only skilled workmen.

All our work is done in strict conformity with the Fire Underwriters' regulations.

London Electric Co.
PHONE 958. Limited.

Boys and Girls!

You have been working pretty hard for your own pony and trap and we have an extra prize for you right now.



Every Western Ontario boy and girl who sends in five coupons or more before June 1st, will be given a bonus of 300 votes.

We know that the majority of contestants have more than five coupons of

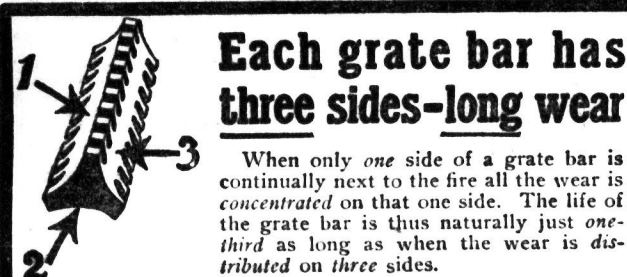
ORANGE MAIZE TOASTED CORN FLAKES

but if you haven't hustled to your grocer's right now and get the required number. Remember five coupons on or before June 1st means

300 EXTRA VOTES

N.B.—You boys and girls who haven't started may start right now with a reasonable chance of winning.

CEREALS LIMITED - KINGSTON, ONTARIO



Each grate bar has three sides—long wear

When only one side of a grate bar is continually next to the fire all the wear is concentrated on that one side. The life of the grate bar is thus naturally just one-third as long as when the wear is distributed on three sides.

That explains why Sunshine grates have three lives. Each of the four grate bars has three sides. Each time the ashes are "rocked down" (no shaking with Sunshine) the side next to the fire can be changed. Thus the life of the grates is greatly prolonged.

When desired, the heavy bull dog teeth on the grates will seize hold of clinkers, grind them up, and drop the particles into the ash-pan.

Buy the Sunshine—the durable, convenient, economical furnace, guaranteed by largest furnace makers in British Empire.



**McClary's
Sunshine
Furnace**

London, Toronto, Montreal, Winnipeg, Vancouver, St. John, N.B., Hamilton, Calgary.
FOR SALE BY J. A. BROWNLEE, 385 TALBOT STREET; J. A. PAGE, 807 DUNDAS STREET.

FIRE IN COBALT.

Cobalt, May 30.—The substation of the Mines Power Company, at Beaver Lake, South Lorrain, was destroyed by fire early yesterday, the plant being a complete loss. Several buildings in the neighborhood were also destroyed.

A large quantity of oil took fire and the flames spread to the bush. The Keeley, Wettlaufer, and other mines in the district had all their forces out checking the progress of the flames.

CHANGES IN THE PASTORATES

First Draft of London Methodist Stationing Committee.

TRANSFERS IN THIS CITY

Sunday School and Epworth League Anniversaries Held Last Night.

Stratford, May 30.—Tonight the Sunday school and Epworth League anniversaries of the London Methodist Conference were marked by an instructive meeting with able addresses by Rev. L. W. Hiles, B.D., of Ottawa, and Rev. A. J. Thomas, B.D., of Bruden.

At the opening ministerial session on Wednesday morning the report of the transfer committee will be presented.

Bishop William Quayle, of Oklahoma, and Rev. Dr. Carman are the chief guests of the conference. Tonight, after two days' sittings, the first draft of the stationing committee was completed. Attention was focused upon the deliberations and a group of pastors awaited the results till a late hour. The committee met in the basement of Trinity Church. The new appointments are as follows:

London District—Askin Street, W. H. Harvey; Colborne Street, D. N. McCamus; Mill Street, John Hart; High Street, W. H. Butt; Bryanton, J. W. Herbert; Thamesford, T. E. Sawyer; Lambeth, R. J. Garbutt.

Stratford District—Trinity, W. E. Milson; St. Mary, P. E. Malott; Listowel, L. D. Barber; Wallace, Wm. Baugh; Monkton, Anson Moorehouse; Staffa, Percy Baens; Fullerton, T. M. Fothergill and F. Manning; Embury, A. Tibbald; Kintore, W. A. Findlay.

Wingham District—Lucknow, Geo. McKimley; Wroxeter, A. V. Walden; Bluevale, J. E. Cook; Ashfield, Selby Jefferson; Salem, J. J. Sinclair.

Goderich District—North Street, Alfred Brown; Seaford, W. J. Ford; Holmesville, W. H. Taylor; Verna, T. J. Snider.

Exeter District—Elmville, E. A. Steadman; Centralia, T. W. Hatchford; Grand Bend, D. D. Thomson; Oranienburg, C. F. Logan.

Stratford District—Petrolia, H. D. Moyer; Watford, A. W. Barker; Mount Brydges, John Holmes; Oil Springs, J. W. Andrew; Point Edward, W. A. Walden; Camlachie, R. E. Collis; Brigidon, Francis Swan; Atkinson, Geo. Jewett; Forest, Amos Thomas; Corunna, C. R. Durant.

Windsor District—Malden, F. E. Clydesdale; Kingsville, D. E. Martin; Cottam, Wm. Sterling; Woodlee, R. C. Currie; Comber, J. W. Fring; Tilbury, A. L. Brown.

Chatham District—Park Street, J. C. T. Morris; Charing Cross, J. E. Knight; Cedar Springs, A. C. Tiffin; Dawn Mills, A. S. Whitehall; Walpole Island, T. C. Sanderson.

Ridgeway District—Bothwell, C. F. Wells.

St. Thomas District—First Church, H. S. Douglas; Grace Church, R. W. Knowles; Central, David Rogers; Cornish, Jas. E. Ford; Avon, C. C. King; Yarmouth Centre, F. T. Kingham; Sheldon, L. C. McRoberts.

All the other pastorates in the various districts are unchanged.

SYNDICS OF CAMBRIDGE UNIVERSITY PRESS

Close a Remarkable Advertising Campaign, Dignified and Educational.

With the order of the Syndics of the Cambridge University Press, that subscription lists for the first impression of the new Eleventh Edition Encyclopaedia Britannica, now open in every part of the world where the English language is spoken, are to be closed after May 31, there comes to an end what is undoubtedly the greatest single advertising campaign since the invention of printing. Though unique in several other respects, the outstanding feature of this campaign has been its size and extent; it is safe to say that every person on earth who reads English newspapers or magazines has been impressed by one or more of these advertisements during the past ten months. Starting simultaneously in the four continents of Europe, America, Africa and Australasia, whole pages of space have been taken in every leading newspaper of importance, and four-page leaflets have been inserted in all the leading weekly and monthly periodicals.

The development of the second unique feature of the campaign, in that it has been limited to straight publicity through the media described, the personal element usually so prominent in the selling of books, has been completely disregarded. No book costs of any sort have been employed, and there has been absolutely no individual canvass. Unique, again, is the nature of the material which has been made, for the authorities have felt it quite unnecessary to strive by their advertisements to create a demand for the Encyclopaedia Britannica, but have striven to concentrate within a period of a few months a demand, already existing, which would immediately spread out over a number of years. For this reason, the advertisements have not been designed to rivet the attention and be read in a minute; on the contrary, the space has been packed with words—brilliantly expounded by eminent writers, which take half an hour to peruse and designed, not to show the advantage of owning an encyclopaedia, but to drive home the pre-eminence of the Encyclopaedia Britannica, and to convince owners of the earlier editions of the necessity of purchasing the new set.

That this bold plan of campaign is to be crowned with a most extraordinary success is proved by the numerous reports from the branch offices, which have induced the Syndics to order the immediate closing of the list. Though the Cambridge Press has at its command facilities for turning out these books such as are probably not to be found elsewhere in the world, it has already taken several weeks behind in its orders. A waiting list has therefore been established, upon which all subscribers will be placed in the order in which they are received; and it is intended, as soon as the final report is received after the list is closed, to produce all the books still required at a single operation, and with the greatest possible dispatch. The Cambridge Press will therefore suspend publication for the time being, to take stock, so to speak, to determine in what proportion the two formats—India and ordinary

paper—shall in future be produced, also the proportions of the different styles of binding; and, finally, the standard schedule of prices at which the Encyclopaedia is to be marketed during the next decade.

Space will not here permit of any description of the books themselves; of the twenty-eight volumes of text, containing 40,000 articles by 1,500 writers; of the work of the editorial staff of 64 during the past eight years, and the cost of over a million dollars before a volume was printed; of the tremendous innovation of publishing the entire work at one time, in place of one volume after another through a period of years, as has always been the case in the past; of the taking over of the Encyclopaedia from private publishers by the University of Cambridge, thus making it in a way a national institution; of the wonders of the new India paper, making each volume as light and easy to read as a popular novel; or of the reasons which have actuated the Syndics to offer the first impression at a remarkably low price. Not only is it impossible to write of these things at length, but it is unnecessary; for, to revert once more to the subject of the great advertising campaign by which the books have been brought before the public, the assertion is made with confidence that not a single person will read these lines without being convinced of the wisdom of the Encyclopaedia Britannica through the medium of the announcements in every large periodical in the land.

LONDONERS TO GO TO HAMILTON CONFERENCE

Transfers of Rev. Mr. Birks and Rev. Mr. Hamilton Recommended.

Galt, May 30.—On Thursday the seventeenth annual session of the Hamilton Conference of the Methodist Church will begin in Ainslie Street Church of this city. Bishop Quayle, of Oklahoma, will be the guest of the conference, and deliver several addresses.

The chief point of interest centres around the presidency, now held by Rev. D. W. Snider, of Elmira, of whose probable re-election two ministers, Rev. J. A. Irwin, of Mount Forest, and Rev. J. W. Cooley, of Port Elgin.

The stationing committee, which held meetings in the council chamber behind closed doors today, will recommend the following to be transferred into the Hamilton Conference: Rev. Thomas Dunlop, from Toronto Conference; Rev. A. K. Birks and Rev. A. D. Hamilton, from London Conference; Rev. D. Scott Hough, from Day of Quinte Conference. The following will be recommended to be transferred out of the Hamilton Conference: Rev. J. W. Magdon, of Oakville, who has been invited by Euclid Street Church, Toronto, to the Toronto Conference; Rev. Dr. E. Louis Barber, of Preston, to the London Conference; Rev. Sanford E. Marshall, of Hamilton, and Rev. J. B. Hunter, of Victoria College, to the Alberta Conference; Rev. George K. Bradshaw, of Woodstock, to the Vancouver Conference.

ANOTHER STEP IN MARRIAGE CASE

Madame Cloutier's Counsel Ask For Early Hearing of Appeal.

Montreal, May 31.—Another step in the now famous Hebert-Cloutier marriage case was taken yesterday morning, when attorneys for Madame Cloutier filed an inscription asking that the appeal from the judgment annulling her marriage with Emile Hebert be heard June 12.

The marriage was annulled by Judge Landry, because of a decree that had been issued by Archbishop Bruchesi against the marriage.

It is likely that the case will be fought through the courts as a test case to ascertain what powers the Roman Catholic Church possesses with regard to marriage in this province.

MR. CARLYLE LOSES

Claim for Salary Barred by Statute of Limitations.

Woodstock, May 31.—William Carlyle, ex-school inspector for Oxford, lost his suit against the county yesterday, Judge Britton dismissing the case on the grounds that a claim for salary dating from 1876 to 1904 was barred by the statute of limitations, and also that "school" in the statute meant "schoolhouse," not each department, as Mr. Carlyle claimed.

As this was the basis of the suit, the decision was all-important. No costs were given. The other three cases on the high court docket were settled out of court.

BAPTIST CONVENTION

Western Association in Annual Gathering at Windsor.

Windsor, May 31.—The seventy-fourth annual meeting of the Western Association of Baptist Churches was opened here yesterday morning in Bruce Avenue Baptist Church with a fair attendance of ministerial and lay delegates from the southwestern peninsula. An address of welcome, delivered by Dr. J. W. Brien, was replied to by Magistrate Houston, of Chatham, moderator of the association.

In his formal address to the delegates delivered in the afternoon the chairman took occasion to outline some of the more important matters which are to come before the convention. The annual sermon was preached by Rev. C. C. Anderson, of Harrow. At the evening session there was a prayer and praise meeting led

For Skin Sufferers

If you, or someone dear to you, have undergone the itching, burning, sleep-destroying torments of eczema or other cruel skin eruption and have suffered from its embarrassing, unsightly disfigurement; if you have tried all manner of treatment, no matter how harsh, to no avail, and have all but given up hope of cure, you can appreciate what it means to thousands of skin-tormented sufferers, from infancy to age, when the first warm bath with Cuticura Soap and gentle application of Cuticura Ointment brings instant relief, permits rest and sleep, and proves the first step in a speedy and successful treatment.

of Roman Catholics by Protestant ministers. Emile Hebert and Marie Emma Cloutier are both Roman Catholics, but their marriage was celebrated by a Protestant minister, Rev. Mr. Timberlake.

It is likely that the case will be fought through the courts as a test case to ascertain what powers the Roman Catholic Church possesses with regard to marriage in this province.

WOMAN'S SAFE STEP TO BETTER LOOKS

is not hard to find. If your eyes are dull—if your skin is sallow, or your complexion muddy; if you have no roses in your cheeks, do not bother with cosmetics. Don't risk harmful drugs. Get good, rich blood in your veins, and then you will have the bright looks and charm of perfect health.

BEECHAN'S PILLS

are wonderful aids to women and women's looks. If your blood is poor—if you are pale, weak and not up to the mark—your stomach and organs of digestion and elimination are the cause. Beechan's Pills correct faults. They will help you to good digestion and active kidneys and regular bowels—to freedom from all troubles—to purer life-making, beauty-creating blood. In all truth and seriousness, you will find that for good health and good looks, Beechan's Pills

Will Show the Right Way

Prepared only by Thomas Beechan, St. Helens, Lancashire, England. Sold everywhere in Canada and U.S.A. In boxes 25 cents.

Smallman & Ingram, Limited WEATHER PROBS. Smallman & Ingram, Limited

Millinery Half-Price Three Days

Thursday, Friday and Saturday

\$3.50 to \$10 Trimmed Hats \$1.75 to \$5

This announcement will come as a pleasant surprise to every woman who has a thought of a new hat, to finish out the season, or one to wear as a second hat, to save your best. But whether you want a first or second hat, you'll find both here commencing at \$1.75 for a \$3.50 hat, and ending with a \$10.00 hat for \$5.00.

EVERYTHING UP TO \$10.00 is to go without reserve. Every colored hat in the showroom, no matter how pretty, how stylish or how recently trimmed, no favoritism will be shown. We will leave that to the customer to pick out their favorites, and if you are thinking of a new \$10.00 hat, come tomorrow—it will cost you only \$5.00. Or if you thought of spending only \$5.00, you may take a \$10.00 hat at this price, or your \$5.00 hat for \$2.50. No matter what price hat you choose up to \$10.00, your dollar counts two, as every colored hat up to that price will be sold at just half.

ABOUT FIFTY HATS altogether for your selection, large, medium and small shapes. Every hat newly trimmed this season in our own workrooms; every shape this season, and when you consider that this sale begins tomorrow, the first day of June, you must realize what an extraordinary opportunity it offers. Practically the whole summer ahead to wear your hat, which costs you only half price. The prices range at \$3.50, \$4.00, \$4.50, \$5.00, \$6.00, \$7.00, \$8.00, \$8.50, \$9.00 and \$10.00 each. To be sold tomorrow at **\$1.75, \$2.00, \$2.25, \$2.50, \$3.00, \$3.50, \$4.00, \$4.25 and \$5.00 each.**

COME EARLY—We commence this sale tomorrow to give everyone an opportunity to pick before Saturday, the busy market day, when many might have difficulty to spare the time in the morning to get here early enough for first choice. Tomorrow you can come early and take your time and get just the hat you want. All colored hats up to \$10 at Half-Price, Thursday, Friday and Saturday.

ANOTHER SHIPMENT OF MORNING DRESSES \$1.50 AND \$2.00

The demand for these Ready-to-Wear House Dresses, since our first display early in the season, has been more than we have been able to meet. Repeat orders have not come fast enough to keep the sizes sorted in the different ranges. These Dresses have become so popular that the sale of same has more than doubled our expectation, and many who purchased one as a trial have been waiting for the arrival of this lot, who declare that never again will they bother with the making of house dresses, when such satisfactory garments can be had ready to wear at such reasonable prices. The following numbers are now in stock in all sizes. Mail orders filled while they last. State size, style, number and price.

STYLE 328—Neat One-Piece Dress, fastened from the shoulder down side, trimmed with fancy self-colored bands around collar, belt and sleeves, and from shoulder to bottom of skirt, high neck, long sleeves. Colors, navy, cadet and black with white polka dot. Sizes 34 to 46, as shown in illustration. Price **\$2.00**

STYLE 331—Same style as above, with low square neck and ¾ sleeves, sizes 34 to 46. **\$2.00**

STYLE 3021—White and blue striped percale, high neck with turn-down collar and long sleeves. Also same style in cadet blue with white dot and black and white check style, as shown in illustration; sizes 34 to 46. Price **\$1.50**

STYLE 305—Cut in low square neck, buttoned down front, ¾ sleeves; colors, black and white check, cadet blue with white dot, and white with black check; sizes 34 to 46. Price **\$1.50**

STYLE 3173—Another pretty style in blue and white check, sailor effect with collar, cuffs and belt of plain blue, also in blue and white striped, trimmed with blue, and black and white check trimmed with black; sizes 34 to 46. Price **\$2.00**

Ladies' Ready-to-Wear Garments—Second Floor.

Hairdressing and Manicure Parlors, Second Floor.

SMALLMAN & INGRAM LIMITED

See Our Men's \$5.00 Panamas.

MEETINGS.

MEETING OF WOMEN'S CLUB Association, at 510 Wellington on Thursday, June 1, at 3 p.m.

SOCIETY OF WOMEN, at 510 Wellington on Thursday, June 1, at 3 p.m.

ST. JOHN'S ROYAL ARCH Chapter, at 510 Wellington on Thursday, June 1, at 3 p.m.

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Condensed Advertisements.

No Advertisement Accepted Less Than
Fifteen Words.

Advertisements—Ten cents per line each
insertion, of two cents per word if set
in columns—Where no admission is charged,
one cent per word each insertion.
Articles for Sale, To Let, Help Wanted,
Guns, Wanted, Board and Lodgings,
Guns, Wanted, To Let, and all
other condensed advertisements—First
insertion, one cent a word; each subse-
quent insertion, one-half cent a word.
No advertisement less than fifteen words.

AMUSEMENTS. LECTURES.

BASEBALL

CHAMPIONSHIP GAME.

Tecumseh Park

London vs. Brantford

FRIDAY, JUNE 2 3:30 p.m.

SATURDAY, JUNE 3 3:30 p.m.

ADMISSION 25c. CHILDREN, 15c.

Grandstand 15c. Reserved Seats, 25c.

6u

Springbank Theatre

THE STODDART STOCK COMPANY

Tonight—"A Country Girl"

BAND CONCERT

VICTORIA PARK,

FRIDAY, JUNE 2nd

Collection in Aid of Boy Scouts, 2

BIG ATHLETIC MEET

Manufacturers and Y. M. C. A.

Athletic Clubs.

QUEEN'S PARK, JUNE 3, AT 2:30.

GEORGE GOLDING, the world's champion

walker. Noted athletes from home

and abroad. SEVENTH REGIMENT

BAND. Many special features. Prices:

Grand stand, 25c; Ladies, 15c; 6u

Patronage. CONCERT. ARMORIES.

King's birthday, evening. Seventh Regi-

ment band. Special attractions. Ad-

mission, 15c. 6u

F. B. CLARKE

It is one of our rules that subscribers

must not be published without their

permission.

Ships

To or from the Old Country. Lowest

current

Montreal

Low rates via the Richelleu and Ontario

Navigation Company, running all

the route Quebec and

F. B. CLARKE

416 RICHMOND STREET.

NEXT BANK OF COMMERCE CORNER

MUSIC FURNISHED FOR PARTIES.

balls, banquets, etc. Phone 3021.

Italian Harpers. 123 Queen's avenue.

DULUTH

\$5. round trip Port Huron to Duluth

and return, including meals and berth

on boat and in Duluth. Calls 800, Houghton,

etc. For further particulars apply to

F. B. CLARKE, 416 Richmond

street, next Bank of Commerce corner.

LONDON, ONT., to LON-

DON, ENG., and Return

\$77.50

LOWEST RATES BY ALL LINES.

E. DE LA HOOKE

General Steamship and Tourist Agent,

FEMALE HELP WANTED.

EXPERIENCED OPERATORS FOR

shirts and neckties. Apply Robinson

Corset and Costume Company, Dundas

street.

GIRL WANTED FOR GENERAL

housework. Apply 238 St. George street.

GIRLS WANTED FOR BISCUIT AND

candy departments. Apply Timcke,

McCormick Manufacturing Company,

Limited.

WASH WOMAN WANTED. APPLY AT

Parish Laundry.

WANTED—DINING-ROOM GIRL. AP-

PLY AT City Hotel.

YOUNG LADY, 30 TO 35, AS ASSIST-

ant bookkeeper; must be quick and ac-

curate at figures and good penman. Ap-

ply, stating salary expected, to 35

Advertiser.

WANTED—DINING-ROOM GIRL. AP-

PLY AT City Hotel.

WANTED—HOUSEMAID, ALSO PAN-

TRY GIRL. Apply Tecumseh House. In

Ad.

UPSTAIRS GIRL WANTED. APPLY

at the Morkin House.

GIRLS WANTED. APPLY FOISTET

City Laundry.

CHOCOLATE DIPPER WANTED. D.

S. Perrin & Co., Limited.

OPERATORS ON ORDERED CORSETS

—Apply to Lady Corset, 123 Queen

set Company, 238 Albert street,

Ottawa.

WOMEN WANTED TO TAKE ORDERS

in special time, no experience necessary;

our lines especially used by mothers and

girls. Apply Dept. A, British-Canadian

Industrial Company, 238 Albert street,

Ottawa.

MALE HELP WANTED.

LABORERS WANTED—APPLY COLD

Storage, Broad street.

MEN TO SELL THE NEW WILLIAMS

Sewing Machines. Apply J. Fred

Nixon, 247 Dundas street.

MAN TO ASSIST IN ICE CREAM

department. Apply at Peters', 519

Richmond street.

GOOD BARBER IMPROVER WANTED

at once; steady job; also boy to shine

shoes. Apply F. Nichols, 641 Dundas

street.

PAINTERS WANTED. LEWIS BROS.,

9 Mill street.

YOUNG MAN WANTED FOR THE

marking department. Apply Parish

Laundry.

TEN MEN WANTED. APPLY W. H.

Burnes, Ada street, Chelsea Green.

BREAD BAKERS WANTED IMMEDI-

ATELY. Johnson Bros., 232 Ottawa

avenue.

TEN MEN WANTED AT ONCE—NONE

but hustlers need apply. Room 38,

ARTICLES FOR SALE.

ONE SINGLE CARRIAGE, IN GOOD

condition. Apply 527 Dundas street, be-

tween 8 and 9 p.m.

FOR SALE—YEARLING HEIFER AND

light wagon. Apply corner East street

and Hamilton road, London Township,

or Box 22, Ealing.

PING PONGS, 30 FOR 25c, SIX DIFF-

ERENT settings; Postcards, 6 for 50c.

Also amateur drawings. Two doors

north Star Theatre.

PRIVATE SALE OF HOUSEHOLD

furniture, antique walnut sideboard,

dining-room and parlor tables, chairs,

etc. 32 Bruce street.

FOR SALE—AUTO RUNABOUT,

single cylinder, good top, 312. Address

Box 29, Advertiser.

FIRST-CLASS PORCH FOR SALE—Can

be seen at 415 Colborne street.

SURPLUS PLANTS FOR PLANTING

late—Shrubs, vines, trees and spruce

evergreens. (London Nursery), Charles

Baker. Phone 222.

TO BOOST YOUR GROWING TOMA-

toes and lawn grass, just try London

Fertilizer, containing ammonia, bone

phosphate and potash. The London Fer-

tilizer Company, East street. Phone 346.

ring 2.

A HANDSOME ROSEWOOD PIANO,

1-13 octaves, overstrung bass, and as

good as new for practicing; only \$100;

payable \$3 per month; guaranteed five

years. Heintzman & Co., 242 Dundas

street, London.

NONE SUPERIOR TO US FOR UPHOL-

STERING. Phone Charles M. Quick for

estimates.

Rubber Hose

10c per foot and up. Ice Cream Freezers,

etc.

J. A. BROWNLEE'S

Phone 52. 25-7 TALBOT ST.

FOR SALE—FOUR-CYLINDER RUN-

ABOUT, speedy, durable, 3000. Address

Automobile, Box 57, London.

DELIVERY WAGONS BUILT TO OR-

DER. See our second-hand wagons.

Abbott's Carriage Factory.

Good Dry Mixed Wood

12 or 16 inch. \$175 PER LOAD.

GREEN & CO.

405 York Street. Telephone 1391.

FEATHER PILLOWS, MATTRESSES,

cushions renovated. Hunt & Sons,

Richmond street.

REMOVAL NOTICE—THE JOSEPH F.

Crummey Leather Upholstering Com-

pany, now at 821 Richmond street.

Wholesale Stationery in all the

latest styles. See our samples. The

Advertiser Job Department.

ORDER YOUR

ACCOUNT BOOKS

BOARDING, ROOMS, ETC.

FURNISHED ROOMS, WITH BOARD,

for ladies and gentlemen, modern

conveniences. 66 Fullarton street.

WELL-FURNISHED ROOMS TO LET,

with full or partial board. Apply 139

Albert.

HOUSES, ROOMS, TO LET.

OFFICE HEATED, \$6 PER MONTH;

centrally located, elevator; immediate

possession. Box 40, Advertiser.

TO LET—EIGHT-ROOMED FURNISH-

ED cottage, on Lake Erie, Kingsville;

possession June 25. Apply Mrs. Thiley,

554 King street.

STORE, 74 YORK STREET. APPLY W.

G. R. Bartram, 39 Dundas street.

PORT STANLEY—NEW COTTAGE,

furnished, five bedrooms; facing lake;

possession June 5. Apply 180 Horton

street.

WELL-FURNISHED HOUSE, FOR SIX

months or longer; three bedrooms, den,

two parlors, dining-room and kitchen;

bath, gas, electric, and other conven-

iences. Phone 247 for appointment.

K. Pool, 108 John street.

TO LET—STORE, NO. 4 MASONIC

</

Nothing is more appropriate for a Wedding Gift than a PICTURE, ENGRAVING, ETCHING, or a fine reproduction of the great masters.

O.B. GRAVES
LIMITED.

A Package of Puffed Wheat FREE

At our stores, in return for the coupon in the Ladies' Home Journal and other magazines. Bring them in.

Pineapples For Preserving

Now at their best. Get our prices by the dozen.

John Diprose

Dundas and Ridout streets, Dundas and Wellington streets, Richmond and Hyman Streets.

London Conservatory of Music and School of Elocution, Limited

74 DUNDAS STREET

Piano, Organ, Voice, Violin, Flute, Music Method, Private School of Kindergarten, Elocution, Theory of Music in all its branches, etc. Ask for curriculum. F. LINDFORTH WILLIAMS, Mus. Bac. A.R.C.O., principal; LOTTIE L. ARMSTRONG, secretary.

You seldom get such chances as we are offering now. Visit our store and prove to yourself.

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Complete Home Furnishers.
265 Dundas St. Near Wellington.

American Field Fence

Job lot of Hog and Field Fencing still on hand; must be cleared out.

A full line of the Celebrated Frost Fence. It is strong and durable—every rod guaranteed. Coiled, Barbed and Black O. & A. Wire.

BARN DOOR ROLLERS, "BIG 4"—They won't blow off the track.

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Call and get our prices.

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121 DUNDAS STREET.

A BEAUTIFUL HEAD OF HAIR



Is the desire of every lady. Thousands of ladies are today enjoying a full head of hair only through Professor Michael's treatments.

Professor Michael imports human hair of the finest quality direct from Germany, which he manufactures into switches, puffs, etc.

Braids from 50c to \$60; puffs 15c up, pompadours, \$1 up; transformations, \$6 up; wigs, \$12 up. Hair dyed or bleached any shade you want.

Toupees and Wigs

We always carry in stock an assortment of Men's Toupees and wigs. The prices range from \$12.50 to \$75 each.

PROF. MICHEEL

Phone 2336. 221 Dundas St. 4 Doors East of Clarence.

Six private parlors equipped with modern appliances.

R. K. COWAN
BARRISTER, SOLICITOR, ETC.,
County Bldg., next Court House, London.

DR. JARVIS
DENTIST
Corner Dundas and Clarence Streets.

TRAFFORD'S
The Best Place for UPHOLSTERING Try Them

128 Dundas St., 11 Market Square, Phone 884

Coal Prices Reduced

TON.	1/2-TON.	1/4-TON.
PEA COAL.	\$5.75.	\$3.00.
CHESTNUT.	\$7.00.	\$3.65.
CHESTNUT AND STOVE.	\$6.90.	\$3.60.
FURNACE.	\$6.75.	\$3.50.

Heaman & Son. Phone 312

QUALITY STORE

Now is the time to buy Pineapples. From \$1.50 to \$2.25 per dozen.

PHONES 1024, 3323.
HARRY RANAHAN
515 RICHMOND STREET.

A Big Find.

Londoners who are interested in the Bruce Peninsula mines say that a great find of zinc has been made there, the ore being the richest ever seen in Canada.

Boys' Landing.

Arrangements have been completed by which the Territorial Band of the Salvation Army in Toronto, made up entirely of boys, will visit this city on Sunday, June 18, in command of Commissioner Rees, and will give a concert at No. 2 Citadel in South London in connection with a big gathering to be held there. Addresses will be given by army officers from all over the district.

Coronation Service.

A meeting of the joint committees from the churches, the city council, the eighth Regiment, and the choir-masters and bandmasters of the city will be held in the Y. M. C. A. tomorrow at 5 o'clock to complete the final arrangements for the big Coronation Day service. Choir-masters and bandmasters are particularly requested to be present.

Enjoyable Picnic.

Amity Bible Class of Ashin Street Methodist Sunday school held an enjoyable picnic at Springbank yesterday. In the course of the afternoon Mr. I. Taylor, their teacher, who is severing his connection with the class, was awarded with a six-volume set of Emerson. His place as teacher will be taken by Miss Brenton.

Detroit Excursion June 3.

On Saturday, June 3, the Canadian Pacific will sell return tickets to Detroit at rate of \$1.85 for adults, and 50c for children. Tickets good only going on 11:35 a.m. train. Good returning on any regular train up to and including Monday, June 5. On sale at C. P. R. city office, corner Dundas and Richmond.

Piano Snap.

THREE pianos returned from being rented; will make liberal discount to purchasers. Williams' Piano Company, Limited, 121 Dundas street.

Contest Closes Thursday.

The contest for the six swings to be given away by the Richards Pure Soap Company of Woodstock closes on Thursday, June 1. Those who do not win swings will receive premiums from their Richards wrappers. Act now; time is limited. Watch for the list of winners on Saturday.

HOTEL GUTTED

The Exchange House at Kingsville a Prey to the Flames.

Kingsville, May 30.—At 5 o'clock this morning fire broke out in the Exchange Hotel, for the last year a ten-story hotel. The fire started in the basement, near the furnace, which, however, has not been in use for some time.

The fire was apparently extinguished by the prompt arrival of the fire brigade, but at 11 o'clock the town was once more startled by the fire whistle and the firemen once more called to the same building.

This time the building was completely gutted, though the men worked hard and confined it to the one place.

WELL-TO-DO PATRONAGE

Rather Than the Millionaire, the Feature at the Hotel St. Regis.

Said a prominent visitor to New York recently, who stopped for an extended period at the Hotel St. Regis and this was a notable feature from personal observation: "I believe that the multitude of patrons whom the St. Regis has had are among the well-to-do people of the country rather than from the millionaires."

This speaker has struck the keynote of St. Regis service. The great "middle class" are its constant and satisfied patrons. These the St. Regis never fails to attract. Situated on Fifth Avenue at Fifty-fifth Street, its location is ideal for visitors to New York who desire to combine business and pleasure. Far enough removed from the commercial districts to avoid the clutter and roar of business traffic, it is still within five minutes' ride of the retail shopping and theatrical centres. Its every claim is to retain "homeliness" in its atmosphere, and to make every patron so satisfied that he will be sure to come again. The St. Regis' restaurant has no superior in all the world in quality of food, skill in preparation and perfection of service, while the charges are no higher than those of other first-class hotels. Transient guests coming to New York and stopping at the Hotel St. Regis will find accommodations of the very highest grade in every particular, and at standard rates. Single rooms are \$3 and \$4 a day; the same with private bath for \$5 a day (or \$6 for two people); while for a parlor, bedroom and private bath the rates are \$12 a day and up.

The Brown Optical Co.
PHYSICAL EYE SPECIALISTS.
237 DUNDAS ST. LONDON

CHOICE CREAMERY BUTTER
Per Pound 24c
J. W. EEDY
876 WATERLOO ST. PHONE 1204

NECKLETS

Something new in Necklets. Beautiful, Real Coral Necklets, ranging in prices from

\$1.00 to \$7.50
C. H. WARD & CO.
DIAMOND MERCHANTS AND JEWELERS.
374 Richmond St. Phone 1084.

Violet Perfumes

Unparalleled productions. The finest and most concentrated of extracts ever imported.

Coty's Violet Perfumes.
Hudnut's Violet Toilet Water and Perfumes.
Genuine Imported 'Colognes.

Dainty French Violet Soaps.

Caincross & Lawrence
Chemists and Druggists,
216 Dundas Street, London, Ont.

FUR STORAGE

Let us take care of your furs this summer. We have facilities for doing so. All furs cleaned by electricity; insured against loss by fire and moth.

Kept stored in a cold storage built for furs only.

Beltz & Co.
PRACTICAL FURRIERS.

GROCCERS WILL BE OPEN SATURDAY

The Retail Men Held a Meeting Last Night Regarding the King's Birthday.

TOO MANY HOLIDAYS

Coming on Saturday. Closing Places of Business Would Mean Hardship For Many People.

The grocers will keep open on Saturday, June 3, the King's Birthday. At a largely-attended meeting of the Retail Association held last night, the question was brought up. After a lengthy discussion, it was decided to keep the stores open on that date. As a result there will be a market on Saturday, and the farmers and produce men will have no trouble whatever in disposing of their goods.

The large number of holidays this year, coupled with the fact that the King's Birthday falls on a Saturday, caused the grocers to take this stand. "There are too many holidays," said Mr. E. J. Ryan. "We have just passed Victoria Day, and in a little more than a week comes the King's Birthday, with Dominion Day only a short way off. We have to close on Saturday, and the farmers and produce men will have no trouble whatever in disposing of their goods."

The decision was practically unanimous. The number of members present was the largest in many years.

Arrangements were made for the entertainment of the Port Huron grocers, who will spend Aug. 23 in London.

A committee composed of Messrs. Norman McLeod, P. H. Ranshan, Geo. R. Drake, Thomas Shaw, James McKee, Jas. J. Ryan, H. H. Bingham, R. J. Wood, M. Young, R. A. Ross, W. Paul, and W. E. Watson, was named to look after the details.

It is proposed to have the visitors keep their special train in London until 10 p.m., not 8 o'clock, as originally intended, and have a street parade and other forms of entertainment for them. The committee will take this matter up with the Port Huron committee.

It was decided to run an excursion to Toronto on June 19. The members felt as if they wanted to have a trip out of the city, and when the matter was gone into, they thought that a trip to Toronto would be the best. The fare will be \$2.95.

On June 7, the grocers will run an excursion to Port Stanley, followed by a moonlight trip to the Forest City Refreshments will be served, and a programme will be provided. The first Wednesday half-holiday will be held this afternoon, and on the months of June, July and August, the grocers will run picnics to Springbank.

Cheap Rates June 3.

For the King's Birthday, June 3, the Canadian Pacific will sell return tickets, between all stations in Canada, east of Port Arthur, at rate of single fare. Tickets good going June 2 and 3. Return limit up to and including June 6. Call for the full information at C. P. R. city office, corner Dundas and Richmond. Phone 125.

Complete Music Roll Library Free.

Our Player Music Library is entirely free exchange for all time, to subscribers of New Scale Williams' Pianos. "The most perfect player piano" is the public opinion. 947

Touring cars for hire. Hueston's Garage. Phone 423.

Cuban Pineapples
Are at Their Best Now

We have just received another lot of high-colored, luscious Cubans, in the larger sizes. 20c to 25c each, \$1.75 to \$2.50 dozen.

Choicest Red Strawberry Rhubarb
For preserving, with pineapples—5c per bunch.

T.A. ROWAT & CO.
3 PHONES—Dundas St. 3051 and 3052, South London, 969.

CHEAP RATES SECURED ON ALL THE RAILWAYS

Success of the Old Boys' Reunion Is Now Assured.

At the meeting of the railway committee of the Old Boys' Association, held last night, it was reported that cheap rates had been secured on all railways leading to London.

In other years it was somewhat difficult to secure low rates; in fact, there were no reduced fares from the west, particularly, but this has all changed, and all the companies will give low rates to the home-comers.

Ald. Bennett, chairman of the committee, reported that the fare from Winnipeg had been fixed at \$26.20, good for one month. The rate from California was \$35.55, and single fare would be the rule from all points west of Winnipeg. The same rate applied in Eastern Canada, all the Old Boys having the privilege of securing the cheap rates.

"I think that is very satisfactory," said Chairman Bennett. "We have the low rates on all railways, and that is certain to make the reunion a success. They can all come at a reasonable expense and that fact will insure a large attendance."

Mr. B. S. Murray, of the Canadian Express, who has just returned from a trip to the west, stated that there was much enthusiasm there over the reunion, and he was confident that one thousand westerners would return to London, owing to the tariff.

Mr. Murray spent some time with the Winnipeg Old Boys, and assisted them in obtaining the reduced rates.

"We have received all the information we can as to rates," said Ald. Bennett. "We have obtained what we want, and that will settle that feature of the business. We will continue to look after the interests of the Old Boys and will assist them in securing proper accommodation and the best routing possible."

A vote of thanks, which was moved by Col. Abbott and carried unanimously, was extended to Mr. B. S. Murray, for the excellent services he has rendered the Old Boys in the matter of securing low rates for the reunion.

ALD. WILSON WANTS STRAPS IN CARS

Manager King Does Not See the Necessity for Them.

Ald. Wilson wants the London street railway to put on straps for passengers, and he has been looking into the matter, and finding that few if any of them have the straps.

"If we could have a great convenience if we had the straps," he said. "I think the company should install them at once."

The management of the London street railway declared that they have found no demand for them as yet.

We would not mind doing such an amount of business that we would be compelled to put in straps, said Manager C. H. King. "So far we have

found absolutely no demand for straps. Had until there is, I do not know that it would be wise to put them in. As a matter of fact they are not necessary in the old cars. The passengers can keep their feet easily enough, and the necessity that makes straps imperative in other cities is lacking here. Some of the new cars have them at the rear where the long seats are, but they are not demanded."

LIQUOR TRAFFIC LIKE OLD STUMP

Rev. H. H. Bingham's Address Last Night on "Banish the Bar."

A PLEA FOR THE BOYS

Pastor of the Talbot Street Baptist Church Says Each Year Five Thousand Canadian Men Fill Drunkards' Graves

"The liquor traffic is like a stump in the garden of our Canadian civilization, around which the weeds of immorality grow," said Rev. H. H. Bingham at the open session of the W. C. T. U. convention in Dundas Centre church last night. "Every year in Canada 5,000 men fill drunkards' graves. The liquor traffic is the only industry of the finished product is worth less than the raw material. It transforms men into drunkards and the votes of church members are the power by which the gin-mill is run."

"In the United States the Baptists and Methodists alone could put the nation out of business if they would," Rev. Mr. Bingham spoke on the subject, "Banish the Bar." "I think it is a deep blot upon us," he said, "that the hotels of our province cannot be run without bars in connection with them. The bar has no business in the hotel. I would like to see the hotel divorced from the bar."

Some Strong Words.

The speaker quoted George R. Stewart as saying that the highway robber is a better citizen than the saloon-keeper.

"Every saloon is worse than a mad dog," said Mr. Bingham. "Some time ago there was a case of hydrophobia in the province, and because two or three people were bitten by dogs, including the child of the provincial secretary, all the dogs in the province had to be muzzled. The saloon ought to be muzzled, too."

"Banish the bar," continued the speaker, "and save the boys; save the homes of our country. Practically nothing from the profits of the liquor traffic and suffer from the ruin which is wrought by it, and banish crime of which so much is due to the drink problem."

"It is folly to say that abolishing the bar would put men in certain lines of work out of business. The saloon is not at all delicate about the men it puts out of business."

"It is a poor argument to say that banishing the bar would result in the growth of 'blind tigers.' If the police of our cities cannot put down 'blind tigers,' what protection can they afford against thieves and safe-crackers?"

Personal Liberty.

"As to the personal liberty argument against prohibition, the personal liberty of the saloon ends where it begins to be an injury to the boys and selections were also rendered by the London Male Quartette, who delighted the audience with their talented numbers."

Victoria's Coronation.

Mr. H. Saunders, of Waverly Lodge, Ridout street south, has an interesting old periodical in his possession in the form of an evening edition of "The Globe and Traveller" of June 23, 1838, containing a complete account of the coronation of Queen Victoria. With the exception of a few advertisements, the coronation procession and proceedings takes up the entire four large pages of the paper.

Wall Paper Sale For the Month of June

To clear at from 25 per cent to 50 per cent below regular price.

We have a quantity of one and two room lots to clear at bargain prices. These are not old stock, but new and up-to-date designs and colorings suitable for drawing-room, diningroom, hall, bedroom, etc.

SEE OUR WINDOW.

A. E. JOLLY & CO.

190 DUNDAS STREET

Colored Room Mouldings to Clear at 1-2 cent foot.

GREAT NECESSITY IS FOR GOOD CITIZENS

Rev. Mr. Inkster's Address at Young Canadian Club Banquet.

In closing his address, in reply to the toast "Our Country," at the banquet of the Young Canadian Club of the King Street Presbyterian Church, Rev. J. Gibson Inkster, of the First Presbyterian Church, made the following allusion to local conditions:

"In young Canada the great necessity is for good citizens, men pure and well informed. It has been rumored that there were impurities among our children. We have been trying to investigate those charges. The investigation has been checked just now, but it is not dead, for according to the resolution that was passed at the last meeting of the executive of the Ministerial Association we will go forward with the work in the fall."

Mr. Inkster spoke particularly in his address of the growth of the west and its needs and opportunities. The banquet was held under the auspices of the Young Canadian Club of the church, and was a great success. More than 100 persons were present. Mr. R. R. Gray, of the Collegiate Institute, who is president of the club, was chairman, and during the evening speeches were made by Mr. Frank Lawson, who spoke of "Old and New Men," Mr. W. J. Hill on "Young Men," Rev. Mr. McIntosh on church work, and Principal Snellgrove, of the Lorne avenue school, on church work. During the evening Mr. Victor Mooney, who represented the club of the New St. James' Presbyterian

Church, and Mr. Stanley Reid, of Knox Church, South London, spoke briefly, and congratulated the King Street Church Club. Musical numbers rendered by Messrs. Gordon Scott and William Reid, were much appreciated.

In the course of their addresses on church work, Rev. Mr. McIntosh and Principal Snellgrove laid particular stress upon the fine opportunity there is for good work among the residents of East London. Both expressed the hope that the committee, which is looking after the matter of building a new church would be able to make good progress, and commented upon the exceptionally fine site that has already been secured for the edifice.

SIR WILFRID ACCEPTS

Will Attend Port Huron Gathering at Same Time as Taft.

Port Huron, Mich., May 31.—The Young Men's Business Association of Port Huron has received the acceptance of Sir Wilfrid Laurier, Premier of Canada, to visit Port Huron in September, the same day that President Taft will be here. In view of the general interest in the pending reciprocity treaty, the announcement that President Taft and Premier Laurier are to be here on the same day has received extraordinary attention.

TRAMPLED BY HORSE.

Chatham, May 31.—A serious accident occurred in Thameville when David Sherman took his colt to J. J. Reardon's blacksmith shop to be shod. When the colt was shod and Mr. Sherman was bringing it out of the shop it slipped and fell. Mr. Sherman also fell, the colt getting up first and trampling on the man. He was rendered unconscious. It is thought that he is injured internally, and may not recover.

One Cook

May make a cake "fit for the queen," while another only succeeds in making a "pretty good cake" from the same materials.

It's a matter of skill.

People appreciate this, who have once tasted

Post Toasties

A delicious food made of white corn—flaked and toasted—to a delicate, crisp brown—to the "queen's taste."

Post Toasties are served direct from the package with cream or milk, and sugar if desired—

A breakfast favorite!

"The Memory Lingers"

Canadian Postum Cereal Co., Ltd., Windsor, Ontario.

Post Toasties

A Compound of Indian Corn, Sugar and Salt. Postum Cereal Co., Ltd., Windsor, Ontario.

LAST
47th YEAR, NO.
7,000 HAPPY
FINE WEAR
Crowded Cars of
Youngsters Enliven
Streets of London
BIG PROGRAMME
FOR LITTLE
A Great Crowd of Pu
Parents Taken Down
Without a Mishap
This is the greatest day
for the school children. The
plein is being held at Spring
about 7,000 of the happiest
are having the time of the
park.
Early this morning, the
dressed in their best, were
springing to enjoy the d
London Street Railway Com
all their available cars out
the crowds, and the child
sent to the park at a good h
out any mishap whatever. T
were in charge, and they
ter the youngsters in a pr
nial.
Nothing that would minis
comfort of the children was
When they arrived, the pupi
were sent to their o
grounds, where they proc
by themselves to the limit.
A Great Day.
All morning the shouting
bag of the joyous children
head. As the teachers
took occasion to make it pl
persons that this was their
ding greetings, singing so
cheering, the streets were
riot of noise, and no pers
hearing could forget the fa
was school picnic day.
Inspector Edwards, Dr. W
J. F. Mughal, Mr. W. W. Ge
W. T. Strong and other tru
the scene early, looking
little ones. They made sev
to the park to see that ev
in good running order.
They reported that every
most satisfactory, nothing ha
passed to mar the day. Onc
grounds, the children
their games. There was an
programme of races and oth
and, as is usually the case
own, they entered into eve
with the utmost zest.
A Ball Game.
One of the features of the
was the game of baseball
Cameron cop, between Wor
and Talbot street schools.
This was an event of the u
importance, and the boys pl
game in a manner that wou
to many a professional team
Of course, it would not b
unless there was plenty of c
parents of the children had
bountifully for the day, and
were not so happily situat
cooked. The board made
ments to take down every c
for not be or she had the
5 cents, and as a result al
younger able to go was at
It is also unnecessary to
there were some appetites
tion.
Under ordinary circumst
youngsters have considerable
for food, but on picnic day
ply bountiful. The teachers
mothers of the youngsters
vertime to see that all had
wanted. This was some task
A Classy Event.
There was a baseball gam
the public school teachers and
of education members and
staff. These ordinarily aust
men donned all manner of gar
show the youngsters that the
youngsters enjoy their time
game, although it did not in
youngsters to a very great e
This simply demonstrates
efforts of the old-timers did
unbounded enthusiasm in
the boys.
However, it was a treat
The weather was ideal. It
but bright and everything
brilliant.
The seventh Regiment Ba
Bandmaster Slater, render
programme of music during
noon.
The attendance was larg
A very large number of the p
show in the afternoon to
youngsters enjoy their time
estimated that fully 10,000
at the park.
Every one passed off very
said Inspector Edwards, "A
excellent turnout, and the w
dishes are ideal. The ch
nearly enjoying themselves."