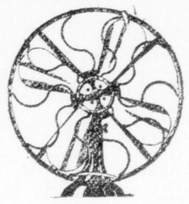
Any room in the house can be made cool and comfortable by simply starting a

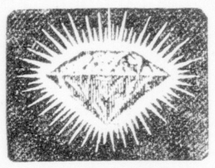
"HYDRO"
Electric Fan



Get One NOW and Be Cool All Summer.

PHONE 3180.

The HYDRO Shop



DIAMOND RINGS, $5.00 TO $500.00.

C. H. WARD & CO.

Diamond Merchants and Jewelers.
386 Richmond Street. Phone 1084.

USE CONNELL'S COAL!

Phones 770 and 1096.

Your Child's Eyes---Do They Need Help?

Though we sympathize with the child who is compelled to resort to glasses, yet, if the eyes need them, it is wrong to deprive them of this comfort. If your child evinces a desire to avoid study, complains of headaches or drowsiness, it may be due to imperfect refraction of the eyes. At all events, don't be in doubt about this, but have us make a careful examination.

Brown Optical Co.
SPECIALISTS.
223 Dundas Street. Phone 1877.

BIBLES and TESTAMENTS

for overseas men. We have the largest assortment in the city.

Hay's Stationery
173 DUNDAS STREET
PHONE 150. ywt

D., L. and W. Anthracite
The Coal That Satisfies.
Best prepared. Highest efficiency. Lasts longer. No Clinkers. Greatest comfort. Most economical.
HEAMAN & SON
Phone 312. York and Burwell. w

ABOUT YOUR EYES
CONSULT US.
Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS.
See Tuesday and Saturday Ad. w

TIRE TROUBLE!

A man is well pleased when he is well served.

We give that kind of service which pleases and satisfies. We know how.

London's Rubber Man
186 KING—REAR. PHONE 5124. ywt

Delaware, Lackawanna and Western Coal Company's

Scranton Coal

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY
PHONE 348. 19 YORK STREET. ywt

THE LONDON LOAN and SAVINGS COMPANY OF CANADA

4% Allowed on Deposits
5% to 5½% Allowed on Debentures.

M. J. KENT, Manager.
OFFICE, 220 DUNDAS ST. ywt

GERMAN BOAT CAPTURED.

STOCKHOLM, Aug. 23, via London.—4:04 p.m.—The capture of the German steamer Desterro of 2,543 tons gross, with a cargo of iron ore, off Hernosand, Sweden, on the Gulf of Bothnia, is officially announced. She was taken into Raumo, Finland.

HAMILTON'S LONDON Porter and Amber Ale

The best home-brewed beverage on the market. All dealers.

Kent Brewery
LONDON, ONT. ywt

A DOLLAR WELL SPENT

15 Tickets for One Dollar

That represents the best and biggest dollar's worth of bread you ever saw. Every seven-cent loaf weighs one-and-half pounds, and every loaf is just simply delicious all the way through.

Parnell's Home-Made Bread

The climax of good bread-making. Telephone your order and the driver will call promptly.

TELEPHONE CALL 929.

Best Work at Low Prices Keeps Us Busy
CALL 2334.
London Tire Repair Depot
354 Wellington St. Opposite McClary's. ywt

Johnston Bros.
XXX BREAD

Not everyone is a judge of jewelry, but everybody eats bread, and everybody is a judge of bread.

We ask no more than that you try Johnston Bros.' XXX Bread. Thousands daily pronounce it best. You also will pronounce it best. Prices,

5c and 7c

LOBO YOUNG MEN ON WAY TO WEST

Have Gone to Help Friends in Harvest —Fruit Men Ambitious.

[Special to The Advertiser.]

Ilderton, Aug. 23.—About a dozen Lobo boys left on the harvest excursion on Saturday, and two more on Tuesday. Nearly all have engagements with friends in the west to help harvest the big crop.

The meeting of the executive of the County F. G. A. held in London on Saturday was well attended. The fruitmen willcompete for the county special fruit prize open to all counties in the province, and it is also expected the competition will be keen for the association special prize open to all F. G. A.'s in the county. Mr. Finn of the department of agriculture will assist in the selections for the county.

Farmers are about through harvesting, but owing to the dry weather, little land has been plowed in preparation for fall. If the showery weather continues, the farmers hope to be able yet to get some acreage sown even if it may be later than is usual. Some good crops of millet are being cut for fodder, which was sown in some cases where the corn crop failed.

A Window of Opportunities

ON RICHMOND STREET.
For Men and Women To Save on Shoes.

Patent Leather Oxfords, were $5.00, now $3.49
Calf Oxfords, low, pointed toes, were $5.00, now $3.49
Russet Oxfords, latest toes, were $5.00, now $3.49

Opportunities for Ladies.

Patent Leathers, cloth tops, pointed toes $1.98

These are a selected few of the Real Bargains now being offered in a great sale

THE J. P. COOK CO. LIMITED
"The Store that Serves You Best"
TWO STORES - DUNDAS & RICHMOND STS.

"We Naturally Feel Well Satisfied," says a Federal client.

"Naturally!"

Federal Advertising Service

Telephone 5482. After 6 p.m., 3292.
312 Dominion Savings Building.
LONDON, CANADA.

SERIOUS CHARGE IS LAID AGAINST ALDERMAN PALMER

Must Stand Trial in Police Court Next Tuesday.

MANY WITNESSES CALLED

Rumored That a Whole Series of Actions May Develop.

After a conference with Crown Attorney McKillop yesterday afternoon at 3 o'clock, Ald. William A. Wilson swore out a summons against Ald. Adam Palmer, charging him with assault with intent to do grievous bodily harm. The case will be heard on Tuesday morning by Police Magistrate Judd. Ald. Palmer has engaged counsel, and will defend the case. Just what line of defence has not been decided upon.

This is the sequel of the row in the city council on Monday evening, August 14. It will be remembered that after a wordy battle Ald. Palmer threw a glass, which hit Ald. Wilson on the head, inflicting a nasty cut.

For some days, there has been talk of a charge, but nothing happened until this afternoon, when Crown Attorney McKillop was consulted. Then the summons was sworn out. J. M. McEvoy has been acting on behalf of Ald. Wilson.

There will be an array of witnesses at the trial. All the aldermen present at the meeting will be asked to give testimony, and the reporters will be summoned.

It is rumored that there will be a series of actions. Ald. Palmer will probably proceed against William Wilson, son of Ald. Wilson, who is charged with abusing his sister, Miss Eva Palmer, at the home of Ben Noble.

The end is not yet, in any event, and the court proceedings will be followed with great interest.

The penalty for the offence charged is a fine and a maximum of three years' imprisonment. If Ald. Palmer is convicted of assault, without intent to do bodily injury, he will not lose his seat in the council. If the graver offence is proved, he will probably have to vacate his seat on the council.

PORT STANLEY PERSONALS

PORT STANLEY, Aug. 23.—Vernon Taylor has accepted a position at Buffalo and left for there on Monday.

Mrs. Arthur Ellison and daughter Hazel arrived by steamer State of Ohio Tuesday morning from Lansing, and are guests with Mrs. Nancy Oliver.

Melford Oliver, who will leave soon for overseas, visited his mother here, and left for Toronto to join his company.

The Misses Marjorie and Edna Brown returned to their home in Port Burwell after a two weeks' visit with their aunt, Mrs. Harley Taylor.

Mrs. George Wilson has returned from a pleasant visit with friends at Porter's Hill.

George Loney of Delhi, accompanied by his sister, Miss Francis, of the village, are holidaying in Detroit.

Miss Hattie Storray and Mrs. Wm. King of Aylmer were visitors with Mrs. George Goodhue on Wednesday.

Mrs. Alice Weir of Detroit is visiting friends here.

The two children of Mrs. Clark, Windsor, are visiting their grandmother, Mrs. J. Jennings.

Miss Marion Salter of London is the guest of Mrs. H. Dunn.

Miss Millie Bryant, after a week's vacation spent at the home of T. Morgan, returned last evening to her home in London.

Miss Mamie Derrick of London was a recent guest with Mrs. George Dennis.

Miss Myrtle Sherry and Mrs. Fitzgerald spent Tuesday in London.

Miss Mary Fitzgerald and nephew, Desmond, are visiting Rev. Father Labelle at Corunna.

Miss Dora Dredge spent the past week the guest of Mrs. Muir, Orchard Beach.

Q.-M.-S. Hogg of the 142nd returned to Camp Borden after a four days' visit with his family here.

Pat Kelly arrived on the steamer State of Ohio and is visiting J. Collins.

A picnic from Inwood and along the line on Tuesday brought a fair crowd to the lake, returning at 7 p.m.

Owing to the autos being used for other purposes on Tuesday the papers and magazines were not all collected for the I. O. D. E., but will be collected later. People are asked to please save such articles.

The Misses Maud, Hazel and Josephine Smith of Mount Elgin and Mr. and Mrs. Cluney of Paris and son, motored to Port and were guests of Mrs. C. Cromwell.

LEGAL QUERIES

Three boys, under age, were caught stealing a few apples from one of our generous farmers. Two of the boys' wheels were lying on the road and taken possession of by the farmer, who claimed he would hold them, and have the boys summoned or accept $10, which the boys paid. Could he lawfully have held bicycles not on his property, and was not the sum demanded unlawful? MINOR.

Ans.—You had no right to steal the apples. He had no right to hold the wheels, no matter where they were, nor demand money for the apples. He laid himself open to be charged with two separate offences. His proper course was to have proceeded against you as provided by law.

MIGHT AVERT CATASTROPHE.

SARNIA, Aug. 23.—A suggestion made by prominent citizen this morning occupying an important official position in the city's affairs should receive some consideration, he thought, from the council.

The custom of autos coming up from the ferry, climbing the short, steep hill to Front street, is to turn to the right abruptly in front of the Grand Trunk ticket office. Owing to the necessity of putting on speed to climb the hill, many a narrow escape has been witnessed at this point.

"I think the council should pass a bylaw compelling autoists to go straight through to Christiana street before turning; that is, take Cromwell street, which is almost in line with the ferry, to Christiana, and then turn and thereby eliminate the danger that exists at present.

"Some time someone will get killed or badly hurt at that corner, and then the council may, perhaps, accept my suggestion, but why not do something before any fatality does occur," he continued.

LONDON ROTARIANS HAD GALA DAY AT JOHN WHITE'S FARM

Women and Children Were Taken Along Also.

TUG-OF-WAR A DRAW

Baseball Game and Other Sports Kept the Crowd Keenly Interested.

Mrs. Rotarian, Miss Rotarian and Master Rotarian, together with their Rotary husbands and fathers, enjoyed themselves yesterday. In fact the whole Rotary family of London was in the happiest of moods, and for five full hours they communed with nature and in one of nature's rarest beauty sports, "Edgewood," the farm of Mr. John White, northeast of the city. It was one of the best "big family" picnics ever held.

Rotary wives and mothers know something of the ideals and activities of their "lesser halves," but it was not until yesterday that they were fully initiated into the order, and the ceremony took place in a setting which fitted the occasion. Certain it was that Old Sol—the greatest of all known Rotarians—was aware of the event, and after putting everyone on the tiptoe of anticipation for the morning, he chased away those clouds of gloom and worry just as the Rotarians do when things are "going good" at a Monday noontime luncheon.

Ideal Weather.

With the co-operation of the well-known weather man, he provided skies of azure, a breeze cooled by rains happily distant and was in all ways so bountiful that the trout in Mr. White's sparkling pools and streams flickered their vari-colored selves in glee and scampered along with the "kiddies."

Those Rotary "kiddies" had the day of their lives. The Silverwood trucks made many trips, and there was never a time when a fellow could not turn around and with a couple of good jumps hop onto an ice cream cone. There was a boat on one of the ponds, there were wonder sights in the mirrored pools, and just a few fairies for the smallest ones in the shady dells. There were prizes for many, and a chance to show up the "old man." The "kiddies" were the rightful possessors of all they surveyed.

Regular Cut-Ups.

But for "kiddishness" it is doubtful if they took all the honors. When one sees the dignified inspector of London's schools kicking a cardboard box around, or trying to jump a hedge, giving opinions of things in general that were most certainly not sound opinions; when the city auditor and a few foremost businessmen are to be seen at leapfrog, while their wives looked on; when a man like James Gray is only outmatched in his scampering by his 12-year-old son; when the head of a foremost advertising service is unable to crawl "home" without starting a "production" campaign with his chin; when men whose chests have long since slipped beneath their belts hang like grim death to a rope in order to drag others of their kind through the sod of their host's lawn, there can be no doubt that the Rotary movement has something of the philosophy that makes us all boys again—guess it's the sunshine philosophy.

Ladies' One Regret.

The ladies had but one regret—in the rolling-pin contest there was not a casualty, although several husbands vowed that the escape was by the narrowest of margins. Also the bomb-throwing episode, from which city aldermen were barred, was placed in the hands of the males, and the second great opportunity was missed. It was a wise sports committee which saved the situation. But it was plainly apparent in the nail-driving contest as to who took charge of the amateur carpentry in certain homes. The stock of nails ran out because so many excelled with the hammer, and in this event—a "safety first" after-thought of the judges—all received prizes who had driven home the spikes in such a manner as to indicate skill.

The Tug-of-War.

The tug-of-war and baseball games were the heavy attractions for the masculine Rotarians. Twenty stalwarts, whose aggregate weight ran into several tons, stretched themselves prone, with Messrs. Hayman and C. R. May as "anchors," and much of Dundas and Richmond streets' best-known business fronts in between. So grim was the expression of both sides and so futile the effort of one to move the other, that the judges gave a neutral decision, although Hayman's husky hangers-on maintained that May's Mighty Mudders had made an assignment.

May, who was choked from the waist up, and almost required a pulmotor, had more rope around his waist, but the other side said he had got it "hinching up" their way. But whatever justice may be, one may expect that at the next Rotary luncheon the long tablecloth will suddenly be transformed into a rope, and twenty men will be found clinging to it, their feet twisted around table-legs and the chief chef called in to give a decision. (Whisper—There were supposed to be ten terrific tuggers to a side, but one man counted at least fourteen on one end of the rope.)

A Thrilling Movie.

The ball game should have been filmed. It brought that dean of newspapermen, Frank Adams, into opposition with that sterling jeweler, John Nash. They did the hurling, and after witnessing the exhibition one may remark that Adams is a good business manager and Nash a leader of his profession. It was not a contest; it was simply a tangle of human forms. Electric fixture men crashed into piano manufacturers, and brought down coal sales managers and shoemen. Clothes and furs and dentists were inextricably mixed. Dowler did his balloon ascensions as advertised, and Beal performed many successful operations on the anatomy of his fellows. The score? Capts. Partridge and Langford are both preparing affidavits.

All Participated.

Almost everyone present was in some event or other if not as a participant, then in an advisory capacity. If there was any timidity about entering into the spirit of the day, the trout were the only ones to make it known. A box luncheon prepared by Rotarian Fawkes, in the most tempting style, was served, while music came from Langford's Sonora, operated by MacKewn. Rotary wheels were distributed by Rotarian Partridge, Rotary shells by Rotarian Yeates, Rotarian Advertisers by the various Advertiser Rotarians, and there was an abundance of Silverwood ice cream and McDermid O-Pee-Chee dainties, not to forget a plenitude of Pastoras from Rotarian Macdonald. It would be difficult to single out those who worked hardest, but certainly C. R. May, chairman of the general picnic committee deserves much praise, as well as such able aides as Ernie Yeates, Bill Martin, Ray Lawson, A. E. Silverwood, Frank Jewell, J. C. Beemer (who looked after a large fleet of cars, and had ample accommodation for all), Frank Ashplant, Bert Macdonald, Bill Stewart, C. B. Edwards, Dr. Beal, Dr. Thompson, James Gray and many others.

After three cheers had been given for Mr. White, and his son, Rotarian Frank White, who so kindly invited the club to their beautiful summer home, the prizes were distributed by Messrs. Yeates and Gray, and the happy company made their way home, regretting that they had "come to the end of a perfect day."

The Sports.

The summary of the sporting events is as follows:

Bomb-throwing contest—1 Ralph McPhillips, 2 Wendall Holmes, 3 William Stewart.

Nail-driving contest, all winners—Mrs. Jolly, Mrs. Martin, Mrs. Brockman, Mrs. Morgan, Mrs. Glen, Mrs. Watson, Mrs. Manning.

Backward jump—1 Frank Harley, 2 Fred Beltz, 3 A. J. Morgan.

Leapfrog race—1 McConnell, Holmes and Nash, 2 Dr. Beal, Manning and Partridge, 3 Dr. Kennedy, Dowler and Stewart.

Rolling-pin contest—1 Mrs. Jewell, 2 Mrs. Partridge, 3 Mrs. MacKewn.

Hopping race—1 Ralph McPhillips, 2 E. R. Glen, 3 Wendall Holmes.

Candle race—1 Mrs. Partridge, 2 Mrs. Morgan, 3 Mrs. Watson.

Needle and thread race—1 Mrs. Bowker, 2 Mrs. McConnell, 3 Mrs. Kennedy.

Fifty-yard dash—1 Wendall Holmes, 2 John Nash, 3 Fred Beltz.

Egg and Spoon Race—First heat—1 Ruth McConnell, 2 Winnifred Fawkes, 3 Marguerite McConnell; Second heat—1 Marion Manning, 2 Ruth Martin, 3 Helen Nash.

Potato Race—1 Douglas May, 2 Fred MacKewn, 3 Harley Jolly.

50 Yards, Girls—1 Kathleen Beltz, 2 Beryl Jewell, 3 Winnifred Fawkes.

50 Yards, Boys—1 William McKewn, 2 Gordon McDermid, 3 Leslie Gray.

Three-Legged Race—1 Wallace and Cecil Jolly, 2 Leslie Gray and Gordon McDermid, 3 Douglas May and Radcliffe Loghrin.

Tug-of-War — Wilcox (captain), Stewart, Hayman, Maguire, Harley, Manning, Jewell, Nash, McCormick, Dowler and Stevens; Silverwood (captain), Gammage, Ashplant, May, Macdonald, Brown, Bowker, Beal, Beemer, Macintosh.

Ball Game—Partridge (captain), Wilcox, Little, Nash, Holmes, Stevens, Silverwood, Martin and Ashplant; Langford (captain), Manning, Dr. Beal, Dowler, Beltz, Kennedy, Adams, Brown, Thompson and Harley.

OIL FACTORY ON FIRE

Blaze Strated in Engine Room at Keenleyside Building, East London.

Fire which is believed to have originated in the boiler-room gutted the interior of the factory of the Keenleyside Oil Company, 1111 Florence street, shortly before midnight. The factory is a small one and the flames were breaking through the roof before noticed. When the firemen arrived they found the fire raging through all kinds of oils and fats which are about the place. The odors from these and ammonia fumes were anything but pleasant to the fire-fighters, but with a couple of powerful streams they soon had the blaze under control. The loss will run up to several hundred dollars.

ROWAT'S COFFEE 50c Per Pound
Pleases people who are particular.
T. A. Rowat & Co
250 Dundas St.—Phones 3051-3052.

MARCONI CLUB'S ANNUAL PICNIC A GREAT SUCCESS

More Than 300 Merrymakers At Wonderland.

FINE SPORTS PROGRAM

Prof. Venuta's Band Delighted Crowd With Its Musical Selections.

One of the most successful outings of the year was that of the Marconi Club held at Wonderland on Wednesday afternoon. Over three hundred attended. The band of the club, under the leadership of Prof. Pasquale Venuta, arrived at the park early in the morning accompanied by many of the picnickers. Other members of the club arrived at different times in the afternoon and a large number came down in the evening.

Decorated booths were erected, and soft drinks and ice cream found a ready sale among the merrymakers. A program of races was run off in the afternoon followed by a concert by the band. In the evening a dance was held on a large floor specially constructed.

The prizewinners in the afternoon's races were:

Boys 6 to 7 years—Harold Benenati, Bert Niosi.

Girls 6 to 7 years—Mary Famularo, Rosanna Benenati.

Boys 10 to 15 years—F. J. Crisci, T. Bright.

Girls 10 to 15 years—Neddy Furanna, Mary Famularo.

Boot and shoe race—Bert Merlla, Bert Fenech.

Young ladies' race—Miss Penza, Miss Catalano.

Young men's race—D. Catalano, P. Massal.

Married women's race—Mrs. Cortese, Mrs. De Luca.

Married men's race—D. Cortese, B. Mullins.

The committee in charge of the picnic was D. Cusolito, P. Cusolito, V. Cusolito, F. Furanna, S. Peirone, J. D. Cusolito, J. Furanna and S. Sansone.

MAY DEMAND RENT FOR INSPECTOR'S OFFICE

Change of County School Official's Quarters Raises Objection.

Objection has been raised to School Inspector P. J. Thompson of East Middlesex being assigned an office in the court house. This building is maintained jointly by the city and county the greater share being paid by the city. As Inspector Thompson's work is entirely in the county and has nothing to do with the city, it is stated that the office should not be given the county free of rent. The inspector's quarters were moved on orders of the jail committee of the county, when the recent changes were put into effect at the county buildings.

ROSS' LIMITED

FURS

10 PER CENT REDUCTION ON ALL REMODELING ORDERS.

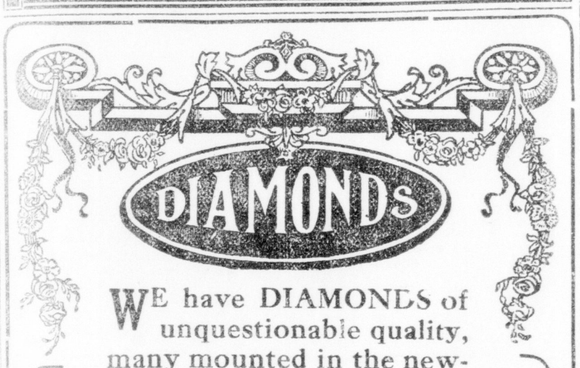
10 PER CENT REDUCTION ON ALL NEW GARMENTS ORDERED DURING AUGUST.

THIS WEEK---CLEARING

Silk Suits Stripe Suits
Palm Beach Suits Voile Dresses
Silk Dresses Voile Waists
Silk Waists
Spring and Summer Coats

PLACE ORDERS NOW AND SAVE MONEY.

Phone 1319. 196 Dundas Street.



WE have DIAMONDS of unquestionable quality, many mounted in the newest and latest setting, constitute a special feature of our large stock of fine jewelry.

Our prices are very moderate. Solitaires $25, $35, $50 up to $500. Magnificent clusters Sapphires, Rubies, Emeralds in Diamond combinations, $40 up.

We have a choice selection of unset stones which we can easily make up into solitaires or combinations of Rubies, Emeralds or Sapphires.

YOUNG'S

LONDON. EAST LONDON.

Taylor's Wonderful Bargains!

are made possible only by his heavy cash buying for SIX busy stores. He buys in enormous quantities direct from the manufacturer. He pays spot cash and takes advantage of every discount. This enables him to SELL all drug store goods to you at a lower price than smaller dealers can BUY them. You cannot afford to miss any of the following bargains for Thursday, Friday and Saturday.

DEAL WITH BRITISH SUBJECTS.
PRICES THE SAME AT ALL SIX STORES.

35c Williams' Holder Top Shaving Stick 19c
50c Ingram's Milkweed Cream 26c
50c Fruit-a-tives 27c
50c Cassell's Tablets 32c
35c Wild Strawberry ...22c
50c Dr. Chase's Nerve Food 27c
60c Dr. Chase's Ointment 37c
50c Sweet Nitre Kidney Pills 19c
50c Cream of Sage and Sulphur 29c
50c Sageine for the hair 39c
15c Palmolive Soap 3 for 25c
50c Emulsified Cocoanut Oil 28c
27c Beecham's Pills 17c
50c Dodd's Kidney Pills. 29c
50c Gins Pills, 35c; 3 for $1
$1.00 D. D. D. 67c
50c Peroxide Vanishing Cream 24c
25c Thomas' Eclectric Oil 14c
25c Carter's Pills ..2 for 25c
35c Listerated Tooth Paste 24c
25c Cadbury's Carbolic Tooth Paste 19c
35c Pond's Vanishing Cream 21c
35c Syrup of Figs 19c
25c Fluid Magnesia.....16c
$1.50 Syrup of Hypophosphites 79c
50c Household Ointment 28c
25c Linen Writing Pads, 9c
10c Lux ..... 2 for 15c
25c Mecca Ointment ... 13c
35c Carbolic Ointment ..16c
25c Abbey's Effervescent Salts 16c
60c Abbey's Effervescent Salts 39c
50c Lithia Tablets, 5 grains 29c
35c Castoria.....22c
25c Mennen's Talcum ..11c
5c Fly Pads .....2 for 5c
25c Ingram's Talcum ..16c
25c Lilas de France Talcum 14c
75c Mary Garden Talcum 48c
$1 Pinkham's Compound. 67c
60c lb. Absorbent Cotton 32c
40c Limestone Phosphate 24c
$1.00 Sargol 76c
$1 Nuxated Iron.....57c
25c Baby's Own Tablets, 15c
25c Ideal Orchid Talcum 19c
75c Bisurated Magnesia 48c
50c Fruit Saline 33c
25c Danderine 15c
15c cakes Big Bath Soap ..... 2 for 19c
$1 Best Beef, Iron and Wine 49c
50c Peerless Hair Restorer, for grey, faded hair 27c
$1 Dr. Morin's Kidney Tonic 49c
10c Cigars, all .....5 for 25c
5c Panetelas .....10 for 25c

All Taylor's Stores Are Painted RED. There is one near you.

TAYLOR DRUG CO.

Main Store, 399 Talbot Street., opp. Market. Phone 7194
East Branch, 652 Dundas Street. Phone 663.
North Branch, Cor. Richmond and Central Ave. Phone 4151.
South Branch, Cor. Horton and Wellington Sts. Phone 379.
Hamilton Rd. Branch, Cor. Hamilton Rd. and Anderson Ave. Phone 405.
London S. Branch, Cor. Craig and Wortley Rd. Phone 1920.

LONDONERS ARE SENDING MONEY FOR SAILORS

Many Subscriptions For Fund Asked By Lady Beattie.

Mrs. H. A. Boomer, who is in charge of the fund being collected for British sailors, will forward £50 to England this week to Lady Beatty, wife of Admiral Sir David Beatty, who is raising the subscriptions. Mrs. Boomer received a cheque yesterday for $100 from Mrs. T. H. Smallman, who wrote approvingly of the fund, stating that people are apt to forget the sailors, who are doing their part in the great war just as splendidly as the soldiers. Donations have also been received from "A Friend," $12; "K. G.," $5. Mrs. Boomer had previously received $194. With what is left after forwarding the £50 she will proceed to collect another similar amount.

Have you made a purchase at our Tea and Coffee Department yet? 25c and 50c packages. Peters Two Shops.

WHEN GOING TO TORONTO TRY THE "QUEEN CITY SPECIAL."

The departure time of the Canadian Pacific "Queen City Special" from London, viz., 9:00 a.m. daily, is most convenient. Arrival time at Woodstock 9:30 a.m., Galt, 10:20 a.m., and Toronto, 12:15 noon. Excellent equipment, including parlor car. Full particulars from H. J. McCallum, City Passenger Agent, London. 37n-ywt

School Starts in 10 Days---So

Listen, Mothers!

We have secured extra values in School Shoes for the fall season. Soon the weather will be getting wet and your boy or girl will have to go out just the same. See that their feet are properly protected in good, strong and serviceable Shoes.

We Have Them

BOYS' STRONG SHOES, in colt.....$2.25 to $4.00 pair
YOUTHS' STRONG SHOES, in colt.....$1.50 to $2.50 pair
GUNMETAL CALF, button or lace.....$1.75 to $4.00 pair
GIRLS' STRONG SCHOOL SHOES....$1.50 to $2.50 pair

WE PAY SPECIAL ATTENTION TO FITTING CHILDREN'S FEET.

Johnston & Murray
THE POPULAR SHOE STORE.
LONDON. ST. THOMAS.