

In Our Optical Department—
You can always get the newest and best in **OPTICAL GOODS** At very moderate prices.
John S. Barnard
Optician, 104 Dundas Street, W.

TAYLOR'S THROAT AND LUNG BALM
Gives instant relief in asthma and bronchitis. Every 25¢ bottle is guaranteed to cure any cough, cold or bronchial irritation. Taylor's Five Cut-Rate Drug Stores.



Wall Chime Clocks
These are soft-toned Chime Clocks to attach on walls. High standard clocks at reasonable prices.
\$9.00 and up.

Mantel Clocks
The Newest Designs, \$5.00 and Up.
W. J. Wray & Co.
JEWELERS, 224 DUNDAS STREET.

We mine our own Coal and sell direct to you at lowest summer price.
Egg and Store for furnace, Chestnut for baseburner, Large Pea Coal for range and heater.

Eyes Examined
No Drugs Used
Training, experience and scientific equipment enable us to guarantee absolute accuracy.

The Optician
398 RICHMOND STREET.

KNOWLEDGE in our examinations.
MERIT in our methods.
QUALITY in our glasses.
THE REASON for our success.

Brown Optical Co.
223 DUNDAS STREET.
Phone 1877. Evenings by Appointment.

WEGNER CLOTHING CO.
Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

London's Largest High-Class Workingmen's Outfitters.
Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.
371 TALBOT ST., OPP. MARKET.
Open Evenings, Phone 1849.

For Genuine Bargains
You Must Attend the Anniversary Sale at The London Ready-To-Wear

We are putting on special bargains each day, and you will do wise to come and look over our large assortment of ready-to-wear. Every article in stock is at bargain prices, and we are adding new goods daily at the same great values.

SPECIALS FOR TODAY.
WASH DRESSES—Many different styles to choose from, in checks, stripes, dots and plain colors; values to \$2.00. On sale at 85¢.

Another lot of TRIMMED HATS, just passed into our showroom. All colors and styles, ribbon and flower trimmings. Values to \$4.00. On sale at \$1.49.

SUITS—A choice collection of this season's best styles at \$5.99, \$6.99, and upwards.

MIDWAYS—All sizes and colors, fast washers, 49¢, 59¢, 89¢, \$1.29, \$1.49.

WHITE WAISTS.
Many patterns in the newest styles. Values to \$1.75. On sale at 89¢ and 98¢.

London Ready-To-Wear
256 DUNDAS STREET.

B. A. MITCHELL'S DRUG STORE
114 DUNDAS STREET.
—Try Our—
BAKING POWDER
35¢ PER POUND.

Fruit-growers will find John Shuman, representative of E. D. Smith, nursery stock, etc., at Darch & Hunter Seed Company, Market entrance, Thursdays and Saturdays. ywt

USE Manufactured Ice

It is the pure ice for cooling or drinking. TRY IT THIS SEASON.

Artificial Ice Supply Co.
PHONE 141.

The London Loan and Savings Company of Canada
DIVIDEND NO. 85

Notice is hereby given that a dividend at the rate of 6 per cent per annum, and bonus at rate of 14 per cent per annum, has been declared on the capital stock of the company for the current three months ending 30th June, 1910, and same is payable on the 2nd July, 1910, to shareholders of record on the 15th June, 1910. ywt

A Well-Known Medical Man

Laughs at the idea of denying children food between meals. He says that this natural craving should be satisfied at all times. We say, let the children piece meal on generous slices of wholesome

Snowdrift Bread

Wrapped in air-tight, dust-proof packages by hydro.

Parnell The Breadman

Phones 929-1390.



Just Because
You do not see what you want for that WEDDING GIFT in your window, please don't think we haven't it. COME INSIDE and see the gorgeous display of

STERLING SILVERWARE SHEFFIELD PLATED WARE CUT GLASS CLOCKS CHINA

That we have arranged in our show-cases especially for this GIFT-GIVING TIME.

Young's
Special agents for John Round & Sons, Birmingham, England, Famous Silversmiths.

We carry all the lines of Haviland China formerly carried by Sifton & Co.

LONDON. 2 STORES. EAST LONDON

The Standard of Purity

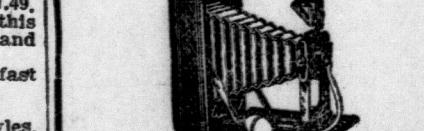
Advanced methods of bread-making, combined with the best No. 1 hard western wheat flour, produce the tastiest loaf in London. Our customers know they can always depend on the quality of our bread.

Its wholesomeness and flavor is commented on by those who test it for the first time.

You can get it today by phoning the bakery, or at your grocer's.

Johnston Bros. XXX Bread

DEATH OF DONALD HAY. STRATHROY, June 18.—The death of Donald Hay occurred today at his residence, Metcalfe street.



At STRONG'S

Kodaks, Brownies and Premo Cameras.

Free

An enlargement of his best picture to each soldier having films developed and printed here.

5c

All rolls, 6 or 12 exposure, developed for 5c.

The above offers hold good to June 26.

Mail your films if living out of town.

Take a KODAK on Your Vacation

STRONG'S Drug Store
184 Dundas St., London, Ont.

CUT RATES IN DRUGS AND PATENT MEDICINES.

Quality Is Economy

Perfect Pictures Cost No More

But you must be sure to bring or mail your films to

CAIRNCROSS' DRUGS AND PHOTO SUPPLIES.
No charge for Postage.
216 Dundas Street. Phone 880.

Hamilton's Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

3 MORE TEACHERS FOR CITY SCHOOLS ARE DECIDED UPON

Inspector Is Instructed To Make Appointments at Once.

CONTRACTS ARE RATIFIED

Work On Riverview and Princess Avenue Structures To Be Rushed.

The board of education last night ratified the letting of the contracts for Riverview and Princess avenue schools and the letting of the contracts for the case of the former, the chairman, Dr. R. W. Shaw, warned the trustees that their action probably was not legal without the authority of the city council, since the price was beyond the estimate submitted to that body, by several thousand dollars.

The swimming pool, which is a feature of the plans of Princess avenue school, proved a bone of contention.

Trustee Dr. Teasdale thought it was a rather unnecessary extravagance. However, as Chairman A. E. Silverwood of No. 2 committee pointed out that the building would only allow a rebate of \$500 for the elimination of this pool, and that the total cost of the building was nearly \$700 below the estimate, even with this included, the majority of the members were in favor of allowing it to go in.

On the recommendation of the architects, it was decided to use Canadian-made hard bricks for facing the whole of the Princess avenue building. Instead of American red pressed brick, for the first seven feet above the foundation, and cheaper bricks for the upper part of the walls. Several samples of the Canadian bricks were submitted, and the architects declared that they were every bit as good as those that had been proposed to import from the United States. The latter were to have cost \$24 per 1,000, and those for the upper walls \$19 per 1,000, whereas the average price of Canadian bricks was \$16.50. The architects declared that the total extra cost of using these for the whole building would be less than \$100, and the difference in price between these and the red bricks would about offset the difference between them and those at \$10.

Won't Change Bricks.
A proposal to substitute Carbox dark buff bricks for the white facing bricks originally provided for at Riverview school was contained in a clause of No. 2 committee's report, but Trustee Silverwood declared that although as chairman of the committee he must move the adoption of the clause, he could not support it, because both the architects and the contractor had reported unfavorably on the proposed change, which also would involve an additional \$500. It was decided to keep to the white brick proposal.

Trustee A. M. Hunt was of the opinion that if white bricks were good enough for Riverview school, the inference was that they would be equally satisfactory for Princess avenue, and, conversely, that if a better-class brick were preferable for Princess avenue, school, the same was true of Riverview.

To this Mr. Silverwood replied that, while in the one case the contract price was below the estimate, in the other it was considerably above, and in the latter case, therefore, every effort had been made by his committee to keep the price as low as possible. For this reason white brick had been specified. He took occasion also to answer criticism which he said had been levelled at the committee, because of its action in calling for tenders for Riverview school. The reason this was done, he said, was because the lowest tender submitted, which was some \$1,500 below the next lowest, was covered subsequently not to have provided for the heating plant. The next lowest price was so far in advance of the estimate that the committee did not feel justified in recommending its acceptance.

Engage More Teachers.
Some discussion arose over the recommendation of No. 1 committee that three male teachers be engaged, at an initial salary of \$700 a year each. Some of the trustees were of the opinion that this matter should be laid over until the inspector, who was absent, could appear and explain in which school he intended to assign the newcomers. Trustee Rowe, the chairman of the committee, explained, however, that the inspector wanted immediate authority to engage three teachers, lest the opportunity to do so should pass. The recommendation was adopted.

Cheap Rates to Chicago.
On account of the Associated Advertising Clubs of the World meeting in Chicago, Ill., next week, the Grand Trunk Railway will sell round-trip tickets at \$15.10, good going Friday, Saturday and Sunday, June 18, 19 and 20, and good for return not later than Monday, June 28. Full particulars and reservations at "Clock" corner. R. E. Ruse, C. P. and T. A.

NOTICE.
Here Marquette change of time effective Monday, June 21:
Trains leave London 6:15 a.m. and 4:30 p.m., for points west to Walkerville. Trains arrive from west, 12:25 p.m., 9:25 p.m. Wednesday and Saturday. Port Stanley service, 1:00 p.m., 5:00 p.m. Returning leave Port Stanley, 2:30 p.m., 6:05 p.m.

W. E. Wolfenden, general passenger agent, H. M. Hayes, depot agent.

SAYS LONDON CAN PAY FOR ITS OWN PHONE SYSTEM IN SPACE OF FIFTEEN YEARS

If People Knew Possibilities They Would Not Hesitate a Moment, Says Commissioner of Bruce Phone System.

At the afternoon session of the Western Ontario Telephone Association, held at the Waterloo municipal telephone system and a co-operative farmers' concern, told of the fight the systems districts had and were still having in getting into the cities and towns, for the Bell Telephone Company had done all in its power to frustrate their endeavors in this matter. The independent lines, however, had put up such a good fight against their big antagonist that of late the Bell had been glad to make certain agreements with these other companies, and the result was proving mutually advantageous.

Benefits of Telephone.
That the farmer is only beginning to realize the possibilities of the telephone, was the contention of Mr. Groh. Since the service had been started in the rural communities, and since so many of the farmers had had the instruments installed in their houses, they were finding it much easier in the transaction of their business. They could sell and buy grain and other farm products over the telephone, and were saving a deal of time and money through the telephone. The telephone must be even more simplified and made more cheaply, was his view, and until they were, as many as should be would not take up their place in the home.

A. McLaughlin, commissioner of the Bruce Municipal Telephone System, in an address on "Why Independent Companies and Municipal Systems Are Becoming So Popular With the People," said that there was plenty of room for opposition in Ontario in the telephone business. Just as much room, he said, there was in any other competitive business.

That London and other cities in Ontario should own their municipal telephone systems was his contention, and he stated that this city could pay for its system in fifteen years. If the people of the cities only knew it, he said, they would not waste a minute in having the system inaugurated, for in delaying it they were losing money. If only some system could be started where the long-distance service of the Bell wires, then all their troubles would be at an end, concluded the speaker. Once the cities got their own independent lines,

CAR AND BUGGIE COLLIDE; DRIVER HURLED TO ROAD

William Brennan in Victoria Hospital As Result of Accident.

When Oxford car No. 68, downtown bound, collided with a buggy at Richmond and Kent streets, late yesterday afternoon, William Brennan, residing at 76 Dundas street, was hurled to the pavement, receiving injuries which necessitated his removal to Victoria Hospital in the police motor ambulance.

At the hospital last night, it was stated that his injuries were not serious. He sustained a badly bruised hip, but no bones were broken. Brennan was attempting to drive across the tracks on Richmond street, when his vehicle struck the car. The accident occurred, and did little damage to the buggy.

DELPHIS LEMAY FOUND DETAINED IN TORONTO

Man Who Wandered From St. Mary's—99 Families Aided in Perth.

[Special to The Advertiser.]
STRAITFORD, June 18.—Robert McIntosh has received word that his hired man, Delphis Lemay, who had wandered away a couple of weeks ago, had been located in Toronto. He had been detained by the police there and placed in a hospital. His brother from Montreal was notified and he took him in charge.

W. J. Henry was arraigned in the police court today on the charge of attempting to commit suicide. He was granted a remand on the request of his solicitor.

EMPLOYEES HOLD MEETING.
Factory Employees of Ye Olde Firm of Heintzman & Co., Limited, Make Their Position Plain.

[Toronto Mail and Empire, June 12.]
The employees of Ye Olde Firm of Heintzman & Co., Limited, in the factory at West Toronto, recently held a meeting to express their appreciation of the stand taken by the firm during the recent hard times, and to make their own feelings clear regarding the great war.

The chairman expressed the appreciation of the employees for the way the firm had kept practically all employees engaged, as it meant a great deal to them and their families during the hard winter.

The chairman went on to state that the members of the firm were all Canadians in birth and sentiment, and that 95 per cent of the employees were British or Canadian born. Also that eight employees and three relatives of members of the firm had gone to the front. The latest casualty was a report one of these men killed and another seriously wounded. The wish of the employees was to emphasize the fact that the firm and its employees were true Britishers, and that the only thing German about them was the name. All foremen present at the meeting, in order that no ulterior motives could be imputed to them.

BLYTH SCHOOL CLOSED BECAUSE OF DIPHTHERIA

Provincial Health Officer Pays Second Visit to Place.

BLYTH, June 18.—Quite an outbreak of diphtheria is amongst the children of Blyth and vicinity at present, and it has been found necessary to close the public school. A number of the scholars were soon to try examinations, and being out of school at this time will likely retard them. Dr. McKelvey of Toronto, provincial health officer, paid an official visit here on Thursday, and as he was here only a short time ago, it seems as though it was his purpose to have the town thoroughly cleaned.

GREY HAIR
Dr. Tremaine's Natural Hair Restorative, used as directed, is guaranteed to restore gray hair to natural color, or money refunded. Positively not a dye, and non-injurious. On sale at Anderson & Neill's drug store, 288 Dundas street, London. Price, \$1.00 (postpaid). Write Tremaine Supply Company, Dept. T, Toronto.

Rowat's COFFEE
50¢ Per Pound.
T. A. ROWAT & CO.
250 Dundas St.—Phone 3051-3052.

ST. GEORGE'S SOCIETY HONORS ITS PRESIDENT

Members Present: Sergt.-Major T. Holmes With Handsome Ring.

The members of St. George's Society met last night in St. George's hall, to say farewell to the president, Sergt.-Major T. Holmes. The secretary, R. Cadwallader, called upon Inspector Joseph Sanders of the Children's Aid Society, to present Sergt.-Major Holmes with a handsome gold ring, suitably engraved. In making the presentation, Mr. Sanders declared that as much as the members regretted Sergt.-Major Holmes' leaving, all were proud to think the president of the society, who should be the leading Englishman in London, was going to set an example for all citizens. Mr. Holmes, although having completed 21 years of service, and having been in receipt of a pension for over five years, had answered the call of the Empire, and was going to fight for Canada. He trusted he would return safely to the president's chair of the society.

Ex-Ald. John Nutkins, W. Gwalchmai, R. A. Emery, J. Wilkins, S. Roberts, A. Benbow also joined in wishing the president good luck. Replying, Sergt.-Major Holmes declared he hoped he would be worthy of the position conferred on him. It was his aim to live and work for the honor and glory of Englishmen.

Card of Thanks.
Chester Sampson and family of Hyde Park wish to thank all who were so kind to them in their recent bereavement.

HAS YOUR CHILD PERFECT FEET?
Unskilled salespeople cannot be expected to fit properly. Naturally they do lots of damage, particularly to small, tender feet. Our salesmen are all trained experts in the art of fitting shoes, and we guarantee to fit your child's feet perfectly with the best and cheapest shoes in London.

J.P. COOK CO.
The Store that Serves You Best
167 DUNDAS ST. W. 3RD FLOOR

DRINK

Grand Mogul

TEA

It's Pure Tea

Fill Your Bin With Our Coal THE BEST COAL MINED.

Heaman & Son
YORK AND BURWELL STS.
Phone 312.

COOL. H. C. BROEHR MOURNED IN SIMCOE

SIMCOE, June 18.—Simcoe people are particularly sorry to hear of the death of Col. H. Campbell Broehr. His mother was Miss Kate Campbell, the eldest daughter of the late Duncan Campbell. When a boy Col. Broehr was a frequent visitor to Simcoe.

PUZZLE

Here are nine squares. Can you put a figure (no two alike) in each, so as to make a total of 15 by adding them up and down across-wise. As an advertisement we will give a building lot 30x36 feet free at "Lakeview" on the shore of the largest lake north of Montreal, to anyone solving this puzzle. Send your solution, with 5 cents in postage for copy of prospectus, to The Shawmut Land Company, 506 Read Building, Montreal, Que.

NOTICE.
A. P. STEVENS, Watchmaker (late of S. K. Milroy & Co.), will now be found with The Optician, 398 Richmond street.

C. H. Trebilcock
OPTICIAN.
116 Dundas Street. Phone 2797. (Formerly With Tait Optical Co.)

LONDON'S RUBBER MAN
REPAIRS.
AUTO and MOTORCYCLE TIRES
Hot Water Bottles, Raincoats, Resolving Rubber Boots, and Shoes, and Special Work.

Auto Tire Repair and Vulcanizing Works
188 KING STREET. PHONE 5124.

NOTICE
Eggett & Co.
Plumbers, Hotwater and Steam Heating.
NEW ADDRESS:
336 Ridout St.

1864 1915

An Anchor to Windward

Sailors have prevented many a disaster by having an anchor to windward.

Your surplus cash, as represented by a Huron and Erie Savings Passbook or Debenture will prevent you drifting on the rocks of dependence and want.

Your protection is our Paid-up Capital and Reserve Fund of over

Five Million Dollars

Huron & Erie

Mortgage Corporation

Main Branch 442 Richmond Street, London
Market Branch 4-5 Market Square, London
St. Thomas Branch 346 Talbot Street, St. Thomas
T. G. MEREDITH, K. C., President.
HUME CRONIN, General Manager.

Safety—A Good Income—and Freedom from Care.

ROSS', Limited

Coolness and Comfort Combined

Can be had at a very moderate cost by securing one of the up-to-date Summer Dresses in our showrooms.
Prices \$2.75 to \$16.50
SPECIAL PALM BEACH SUITS, ONLY \$6.75.

Middy Blouses
This season we are making a specialty of these garments \$1.00 and \$1.50

Balance of Spring Suits At and Under Cost

DOLLARS CAN BE SAVED IN BRINGING IN FUR GARMENTS REQUIRING TO BE REMODELED. PLACE YOUR ORDERS NOW AT SUMMER PRICES.

Fur Storage
Our facilities for expert care of your Fur Garments will save you all trouble and give you full insurance at 3 per cent. of the value you place on them.

PHONE 1319.

Parties on Short Notice--

No need of fussing and baking when the little daughter wants to have a party. The wise mother orders some little cakes, makes some good lemonade, and daughter helps her serve.

Smoother Than "VELVET"

Ice Cream
At all stores or direct from us.



Silverwoods, Limited

BATHURST STREET. PHONES 4560, 4561

DIAMOND RINGS, \$5 to \$600.
385 RICHMOND STREET. PHONE 1084.

A Bargain Every Day

When Your Choice Is

Neal's Big Loaf

Quality That Has No Equal

The True Economy Loaf

Phone 2173 For Prompt Service

Neal London Bread Co., Limited

2 to 10 Carlton Ave. London

We Use Fleischmann's Yeast