

Famous Old Equine of London Streets Dies In 30th Year

"Golden Rod," Old-Time \$1,000 Favorite, No Longer Will Be Seen.

Golden Rod, a familiar equine figure on the streets of London, is dead. As his name suggested, he was a big golden beauty. Reared near Ingersoll, he was purchased by William Eastwood for \$65 when a young horse. Mr. Eastwood owned him until he was 8 years old, and sold him to John Pringle, manager of the Bank of Toronto. He pulled Mr. Pringle's carriage for 22 years, and his owner was offered \$1,000 for him at one time.

The fine old gelding passed away without much pain, turning his head back to express a sure-enough farewell to his owner just before the end came. Golden Rod lived to the rare age of 30 for horses; his days were blessed with good care, and he repaid his owners with proud, honest service, as tractable with a child as with a trained horseman. If there is anything in the transmigration theory, his soul will be worth passing on.

YOUR DOCTOR

or any druggist will recommend iron capsules. Tonal-Iron Capsules, the new French gelatin preparation, are just what you need for that anemia, sleeplessness, nervousness, heart palpitation, system weakness, backache, ringing of the ears, and any of a dozen ailments caused by lack of good, rich blood. They have cured others and will certainly help you. Nearly three weeks' treatment in each package. Easy to take and guaranteed to help. At all drug stores or by mail from us for \$1.00 a box. Tonal-Iron Company, Box 184, London.

IMPROVED DAY TRAIN SERVICE.
TORONTO, LONDON, DETROIT, CANADIAN PACIFIC RAILWAY.
Train No. 622, re-established daily except Sunday, leaves London, 4:30 p.m., arrives Toronto 9 p.m., making intermediate stops connection from St. Mary's.
Train No. 629, re-established daily, except Sunday, leaves Toronto 7:45 a.m., arrives London 11:35 a.m., making intermediate stops connection for St. Mary's.
Train No. 21, daily leaves Toronto 8:40 a.m., arrives London 12:05 p.m., leaves 12:10, arrives (M. C. R.) 3:05 p.m., Eastern, arrives Detroit (M. C. R.) 2:30 p.m. Central. Connection for St. Thomas, Ingersoll, Port Burwell.
Train No. 22, daily leaves Detroit (M. C. R.) 1:45 p.m., leaves Windsor (M. C. R.) 3:05 p.m., Eastern, arrives London 8:05 a.m., leaves 8:15 a.m., arrives Toronto, 9:35 p.m. Connection from St. Thomas, Ingersoll and Port Burwell.
For full particulars and additional service, see current folder. July 23

DIAMONDS

Diamond Rings from \$5 to \$350. Including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

WHY NOT?

BUY GUARANTEED GOODS.
Canadian Beauty Irons \$5.00
Canadian Beauty Toaster \$5.00
Electric Fans \$7.50 to \$40.00
Flashlights 90c to \$2.50
Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man
BROCKMAN
846 DUNDAS STREET. PHONE 5124.

Artificial Limbs

Martin-Halsted Co.
REPAIRS SOLICITED.
104 Adams Ave. W.,
Detroit, Mich.

Our **RETRADING** is **QUALITY** Work, Not the Average.

London Tire Repair Depot
154 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's.

IT COSTS A LOT TO LIVE
But don't let the matter of expense keep you from saving your eyes cared for. Sight is more important to you than clothing, food, or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company, Specialists, 223 Dundas Street, Phone 1877.

IT WILL BE TOO LATE.
Some day when that battery gives out on the road, it will be too late to avoid a lot of trouble. Why not send it to us today and let our experts put it in shape for you?
BENSON-WILCOX ELECTRIC CO.
Phone 2571. 264 Dundas Street.

Carlyle REBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS
Two Doors East of Majestic Theatre.

Save Money on Shoes
Modern Shoe Repair
Phone 2310.

A Few Government Bonds FOR SALE
To Pay 6 1/2%
Apply quickly.
London Loan and Savings Co.
London, Ont.

You Will Benefit Greatly---

By visiting our Optical Department.

Low Prices On All Toric and Shell Eyeglasses.

Prompt and efficient repairs of all kinds. Save the pieces.

W. G. YOUNG

Jewelers and Opticians
170 and 674 DUNDAS ST.

The Unbeatable Combination for Hungry Boys—
PURE STRAWBERRY JAM AND DELICIOUS AND WHOLESOME

Johnston Bros.
XXX BREAD

Sold at progressive grocers.
JOHNSTON BROS.
PHONE 944.
Food Board License No. 5-263.

VOICE OF THE PEOPLE

STRYCHNINE FOR BUGS.
To the Editor of The Advertiser:
Some years ago myself and a friend experimented on an elm tree on Wellington street opposite Mr. Beck's stables. At the time we were covered with a pest similar to the one now so prevalent, and we bored a half-inch hole in the tree about four feet from the ground and put strychnine in and plugged it up with a piece of wood. In a few days these bugs were on the sidewalk. We came to the conclusion that the sap going up carried the strychnine with it and killed the bugs. I have watched this tree ever since, and have never seen any more on it. I would like someone else to try the experiment and see how it works. **JAMES LUTMAN.**
857 Wellington street, city.

HAVE ONLY SOCIAL PRIVILEGES.

To the Editor of The Advertiser:
Reading in your issue of the 24th inst., I notice that the president of the G. W. V. has not yet finished his "mud slinging," but I am pleased to state that the so-called "insurgents," (perhaps a fitting name for returned men, who are simply asking for their rights, are in receipt of letter dated July 23, from the Dominion secretary, Comrade R. M. Stewart, which inserted below, as we will leave it to the public to decide who is right or wrong, and as we maintain that London delegates are appointed illegally, we maintain that as our two delegates were appointed by returned men, we claim the right to be the real delegates and the others the "insurgents."

The letter follows, which may be seen by any returning soldier by seeing Comrade U. E. Capewell:
Comrade U. E. Capewell, Esq.,
127 Maitland Street,
London, Ont.

Dear Sir and Comrade:
Referring to your wire of the 22nd, I would state the following:
I am an associate member of the association has no privileges other than social privileges, that is to say, he has no vote, and he may not be elected to office or appointed on any committee. He is also denied the privilege of debate.

So, if associate members have been permitted to vote in any branch of this association, the branch permitting such action is acting illegally. However, if you have any complaints to make regarding your branch, I know of no reason why you should not address a letter to the convention, setting forth the facts of your grievance.

No one but duly elected and properly accredited delegates will be permitted to introduce resolutions to the convention. Yours fraternally,
R. M. STEWART.
Dominion Secretary-Treasurer.

Thanking you for insertion of the above, I remain yours truly,
SERGEANT CRESSWELL.

WATER CURE ACCEPTED AS PUNISHMENT ENOUGH

Magistrate Therefore Dismisses Charges Against Lads.

Half a dozen youths, a pall of water and an irate woman occupied the attention of the court during the juvenile session on Wednesday. The lads, charged with disorderly conduct, were dismissed.

The woman who laid the complaint has been considerably bothered by the boys, she says. The lads, in defence, asserted that they were soaked to the skin by the complainant when she threw a pall of water over them. Deputy Magistrate Bartlett considered the case not worthy of any conviction and acted accordingly.

WHEAT RIPENING FAST AT LAMBETH

LAMBETH, July 24.—Miss Irene Copeland, who took seriously ill while in London on Monday, is not yet able to be brought home and an operation may be necessary.
The Traction Company is remodeling and painting its cars. A better service is being maintained and the rates from Lambeth to Port Stanley have been made the same as from London. This is good news to the villagers. Rain is very much needed in this locality. Wheat is ripening fast and though killed out in many places, a few fields are showing up well. Oats will be very heavy.
Messrs. Soper and Spence have now over 2,000 birds hatched this season—all White Leghorns. They have completed the new laying pen, which is 25x150 feet. It is the intention of these hustlers to have 2,500 laying hens. The feeding of these is a very big item, but good returns are expected.

NEWSPAPER,
magazine, farm paper, trade paper, billboard, street car and direct advertising.

Federal Advertising Agency
T. H. YULL,
Dominion Savings Building,
LONDON, CANADA.

Special Sale of Summer Hats

BELTZ & CO.
PHONE 517.

CONSIDERATION OF EXTENDED LIMITS FOR EXPRESS GIVEN

Companies' Representatives Promise to Consider Requests.

Negotiations with the express companies to have them extend their de-



At the Majestic Today, Friday and Saturday.

The story deals with the fortunes of a primitive skipper of a sealing schooner on the Alaskan coast whose soul is purified through love for a brave girl whom he rescues from a scoundrel.

Many of the scenes transpire on a storm-tossed ocean, and Mr. Hart is seen to splendid advantage therein, as well as in the subsequent scenes in snowy Alaska, where the story finds its denouement in a highly romantic scene. Viewed from all standpoints, this is positively one of the finest picture subjects with which Mr. Hart's name has been associated.

Other features include a comedy film and a News Weekly screen review. In vaudeville Bert Ferte and Hilda Barr make a complete change in their program of songs.

ROSS' LIMITED

Summer Clearing of Ladies' Hot Weather Apparel

Summer Palm Beach Suits, in pink, copen, taupe, etc. Regular \$15.00 Suits, reduced from \$15.00 to \$11.50
Regular \$16.00 Suits, reduced from \$16.00 to \$11.50
Regular \$16.50 Suits, reduced from \$16.50 to \$12.00
Misses' Indian Head Suits, reg. \$7, clearing at \$3.98
Khaki Kool Tan Suits, regular \$15, clearing at \$6.50
Fancy Shantung Silk Suits, reg. \$18.50, clearing \$14.50
Taffeta Silk Suits, copen, etc., regular \$29.00, clearing at \$18.00
Satin Suits, brown, green and reindeer, regular \$45.00, clearing at \$35.00
Silk Plaid Skirts, regular \$18.00, clearing at \$15.00
Special values in Silk Dresses, clearing at \$12, \$15, \$18
Clearing all Voile Dresses at about cost.

Special Values In White Wash Shirts

In Repp \$1.00 to \$2.50
In Pique \$1.50, \$2.50, \$3.00
In Bedford Cord \$3.00, \$3.50, \$3.75
In Gabardine \$6.00, \$6.25, \$6.50
In Tricotine \$5.00

Voile Blouses

Fine Embroidered, Plain Tucked and Lace Trimmed.
Clearing regular \$5.00, for \$3.75
Clearing regular \$4.50, for \$3.25
Clearing regular \$4.00, for \$3.00
Clearing regular \$3.50, for \$2.50
Clearing regular \$3.00, for \$2.00
Clearing line of \$1.35 to \$1.50, for 98c
Clearing Voile, pink stripe, regular \$1.00, for 78c
Clearing, three-quarter length sleeves, regular \$1.00, for 69c
Fine Swiss Embroidered Voile Blouses, round necks, square and Tuxedo collars, \$3.25, \$3.98, \$4.50, \$6.00
Crepe de Chine Blouses, plain and tucked, white, maize and flesh \$5.00, \$7.50, \$8.25

Neckwear

Collars, embroidered on Irish linen, lace edges \$1.50, \$1.75
Sets, embroidered on Irish linen, lace edges, \$2.25, \$3.50
Organdy Sets, lace edges 76c to \$2.00
Silk Fibre Sweaters, in rose, purple, green, black and white, at \$22.00 and \$24.00
Wool Sweaters, rose, green, blue, etc., at \$10.50, \$11.00
Kayser Silk Gloves 75c, \$1.00, \$1.50, \$2.00
Silk and Lisle Hosiery, latest patterns and colors, striped and plain 75c, \$1.00, \$1.25, \$1.50, \$2.00
Silk and Lisle Hosiery latest patterns and colors, striped and plain 75c, \$1.00, \$1.25, \$1.50, \$2.00
NOW IS THE TIME TO GET FURS REMODELED AT SUMMER PRICES.
Bring them or have us call for them. It will save dollars if the work is entered now.

196 Dundas Street Phone 1319

WHEN YOU PAY FOR THE BEST, WHY NOT HAVE IT? When you order a loaf of bread from your grocer, why not say:

Parnell's VICTORY Bread
When you do you are sure of getting the best bread it is possible to bake. Try a trial loaf today.

PARNELL THE BREADMAN
PHONES—229, 1390. Food Board License No. 5-055.

Rowat's Coffee

The best procurable. Please particular people.
55c PER POUND
250 Dundas St. Phone 2051-2052.
Canada Food Board License No. 8-3422.

livery area to include Hunt's Mill and the Art Woodwork Company on Nightingale avenue, and the paved streets of South London continue.

C. Ham of the Express Traffic Association, Montreal, with E. Allen and Superintendent Burr, representing the two express companies, recently went over the ground, as did local managers, McGarrell of the Dominion and Overland of the Canadian, with Secretary Philip of the board of trade, and Controller Moore. Following this a conference was held, and the officials of the express companies promised to consider the requests made on behalf of the shippers affected.

TAYLOR'S CUSTOMERS

never ask his prices. They know that the quality of his drug store merchandise is the highest and the price the lowest in all Canada. If YOU are not a regular customer of one of Taylor's stores, you have yet to realize supreme satisfaction in your drug store buying. Taylor's square deal business methods alone make it possible. You should take advantage of the following bargains for Thursday, Friday and Saturday.

PRICES THE SAME AT ALL SIX STORES.

Mentholatum	14c & 28c	50c Dr. Chase's Nerve Food	32c	90c Jad Salts	72c	\$3.75 Horlick's Hospital	\$2.99
35c Freezone	24c	\$1.00 Nuxated Iron	57c	50c Fruit-atives	28c	25c Hydrogen Peroxide	2 for 25c

DON'T

envy a clear healthy complexion—have one yourself. Taylor's Stomach and Liver Cure stirs up the sluggish liver and forces it to rid the system of its impurities, relieving the skin of this unwelcome duty and leaving it clear and bright, removing all pimples and blotches. Stomach and Liver Cure is made entirely from roots and herbs, does not contain one particle of calomel or other mineral poison. It is a laxative, but, unlike pills, it will not weaken the system; it acts as a powerful system tonic. Sold at 25c a bottle on our no-cure-no-pay guarantee. Larger sizes 50c and \$1.00.

\$1.00 Burdock Blood Bitters.....69c
\$1.50 Syrup of Hypophosphites.....79c
50c Williams' Pink Pills.....29c
60c Dr. Chase's Ointment.....38c
50c Household Ointment.....28c
50c Pebecco Tooth Paste.....29c
35c Listerated Tooth Paste.....24c
50c Pepsodent Tooth Paste.....43c

Developing and Printing

Any size roll film developed and printed for 25c
Expert Work. One-Day Service.
Films and supplies for any make of camera.

Lux	10c	25c Snap Hand Cleaner	15c	Tonal-Iron Capsules	\$1.00	10c Toilet Paper	4 for 25c
Abbey's Salts	24c & 48c	50c Gin Pills	35c, 3 for \$1	Fairy Soap	6c	25c Electric Oil	14c

TAYLOR DRUG CO.

6 Red Stores London's Greatest Cut-Rate Druggists 6 Red Stores

NYAL'S Family Medicines
Main Store—399 Talbot Street, Opposite Market
South Branch—Corner Horton and Wellington Streets
East Branch—652 Dundas Street
North Branch—Corner Richmond St. and Central Ave.
Hamilton Road—Corner Hamilton Road and Anderson Ave.
London South Branch—Corner Wortley Road and Craig St.

WHITE OAK GATHERING.
WHITE OAK, July 24.—A very pleasant evening was spent recently at the home of Mr. and Mrs. Eli Smaile, when about ninety White Oak friends gathered to present their son, Pte. Fred C. Smaile, with a handsome gold wrist watch.
During the evening Pte. and Mrs. Smaile had their little daughter, Eula Audrey, baptized by the Rev. Mr. Headley of Westminster circuit, after which lunch was served, and the friends extended their best wishes to Pte. Smaile before he returned to Carlisle Heights camp.
FARMERS' CLUB SHIPS HOGS.
DORCHESTER, July 24.—The Farmers' Club shipped a carload of fine hogs to Toronto last Tuesday, and are going to ship every second week in the future.

TO DRAW UP G.N.W. SCALE.
TORONTO, July 24.—Representatives of the general executive of the Commercial Photographers' Union will meet General Manager Perry of the G.N.W. Telegraph Company this morning, when the new schedule of wages will be submitted to the company.

PARIS CHILD DROWNED.
TORONTO, July 24.—Walking from a flight of steps placed on the promenade at the eastern gap for the convenience of sailors, three-year-old Marion Cole of Paris, Ont., was drowned shortly after 5 o'clock tonight. The child was with a number of children of her own age, when she slipped into the water. The child was a visitor at the home of Frank Wilby of Wards Island.

Special For Friday and Saturday

LADIES! Our pump season has been the largest in the history of this store, and in taking stock of our lines we find they are broken in sizes, so to get ready for our new fall pumps we are clearing out these broken lots at a great sacrifice. See our window.

18 PAIRS OF HIGH WHITE NU-BUCK 8-inch top, with Louis heels, regular \$10.00, \$5.48	60 PAIRS OF BLACK, BLUE, GREY KIDS Values to \$7.00 \$2.98
LADIES' OXFORDS in vici kid and patent leather, high and low heels. Special Friday and Saturday \$4.95	SPECIAL FOR KIDDIES Vici Kid Button or Lace, turned sole, sizes 2 to 7 1/2. Special for Friday and Saturday \$1.48

Johnston & Murray
BOOTS - SHOES - TRUNKS
LONDON - ST. THOMAS
Special in solid leather, sewed-in frame, double handle, 18 inches, Club Bag **\$9.85**