made cool and comfortable on the hottest day for less than one cent, by simply starting a

"HYDRO" ELECTRIC FAN



\$9.50 AND UP

The HYDRO Shop

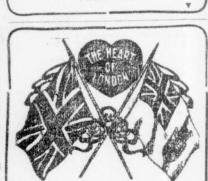
It is time now to preserve your RASPBERRIES

NEW HONEY Guaranteed Pure Clover.

We will have our usual supply Fresh Fruits and Vegetables

in for Saturday.

WILLIS & CO. 565 RICHMOND STREET.



Wegner's 9th ANNUAL 60-DAY SALE

st now we offer extra specia values in broken lots, which include Men's Suits, Pants, Overalls, Work

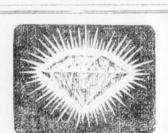
Straw Hats

Wegner is the original and only

Wegner Clothing Company

The Heart of London. 371 TALBOT STREET. Open Evenings. Danish Language Spoken Here.

Taylor's Throat and Lung Balm. guaranteed to cure the worst coughs, lds, or branchial irritations. Price, cents, and your money back if it TAYLOR'S SIX CUT-RATE DRUG



C. H. WARD & CO. 386 Richmond Street. Phone 1084.



Brown Optical Co.

Furnace, Stove, Egg \$7.00 ton Baseburner Nut \$7.10 ton

THE CONNELL ANTHRACITE

MINING COMPANY. Phones 770 and 1096.

THROUGH SLEEPING CARS TO ALGONQUIN PARK FOR FISHERMEN.

To accommodate fishermen and other Trunk Railway System are running a through sleeping car from Toronto to Algonquin Park, leaving Toronto 8:3 p.m. Fridays, arriving Algonquin Park 10:23 a.m.. Madawaska 11:45 a.m. Saturdays. Returning, through sleeping car leaves Madawaska 4:25 p.m., Algonquin Park 5:55 p.m. Wednesdays, arriving Torank 3:30 p.m. Wednesdays, arriving To-ronto 7:30 a.m. Thursdays. The High-land Inn is now open to receive guests, and low round-trip tourist fares are in effect. For tickets, sleeping car reser-vation and further information, phone or call at City Ticket Office, R. E. Ruse, corner Dundas and Richmond streets London. 74tf-yxz

Quality Store

HOT WEATHER DRINKS. FRESH FRUITS.

Harry Ranahan

BIG CROWD FROM CITY AND COUNTY ATTENDED CIRCUS

Great Variety of Attractions Delighted All Who Saw It.

GOOD CLEAN EXHIBITION

Special Trains Left in Early Morning for Stratford.

Copp & Lent's circus, the only show mission, for which the commission is paying \$1,300. It can be seen then that

ie, the sideshows and the clowns, at- Jewell as consulting auditor. This will City Treasurer Says Market

The circus opens with the grand entry ure white Arabian thoroughbred horses regime in London,

of a bucking broncho after several in-effectual attempts to mount the animal. when there was no such thing as day-The tents were partly down and the light saving.

London to Detroit and Return—\$2.75, up to and including Monday, July 31st, of the hydro known as "floor space. at the rate of \$2.75, including war tax.

The hydro justifies this charge by call

o'clock. The rest of the day will take care of itself.—Selected.

For the range and heater we recommend our Large Pea at \$6 per ton. It has the value of Chestnut in these stoves. Why pay one cent more?

The extreme heat has quickened your ICE CREAM AP- storm of last Tuesday, show that PETITE and NOTHING will SATISFY it like

Peters Ice Cream and Drinks

the SPOT. For instance, just you try a GINGER PUFF. limbs, that the repair gangs have been kept at work almost incessantly since the storm occurred. The number of

Peters Shop 'Round services, temporarily disconnected by the effects of the storm, was the larges the Corner

"ECONOMY" IN CITY **AUDITING MEANS AN INCREASE OF \$1,500**

Fight Precipitated in Council Adds to Cost of Work.

UP TO THE COUNCIL NOW

Action of Utilities Commission Leaves That Body No Option In Appiontment.

The action of the utilities comm sterday afternoon in engaging Fran Jewell as consulting auditor at a lary of \$500 per annum will bring the ole question of city auditing to a us. According to information reeived at the city hall, the employmen three auditors, instead of one, wil ot increase the cost to the commiss The action of the commissioners puts tup to the city council to engage Mr

well. The commission can appoin ts own auditors, but the city auditomust go over the books of the water orks in any event.

The council will hardly agree to a duplication of expense in connection with the auditing. If some other person than Mr. Jewell is appointed city auditor, he will have to be paid for

auditing some of the books of the com-pointed auditors for the city, with M

> with the council, will get \$500 as a refor precipitating the present auditing

BUT NOTHING ON ANY HYDRO BILLS

Effects of Changed Time Unrecognized by Department.

FLOOR SPACE KEPT UP

July Receipts Will, Therefore, Be Equal to That of Any Previous Month.

rformers and animals, the During its comparatively might have saved, or wasted, daylight formers presenting difficult stunts of saving on electric light for those who various kinds, the work by the three are on the hydro electric service. It companies being performed simultan-eously in the three rings.

was expected that with an extra hour of daylight each evening there would stanley Railway form a big portion of daylight each evening there would best acts was unfortunately the individual homes of London. The

he acrobats resulted in a severe fall.

The ball-balancing act by two of the daylight-saving in London it was so women performers, and the revolving small that it is an unrecognizable quantrapeze were received with applause at tity by the electric department.

LETHSRIDGE, Alta., July 27. –
Miners in the two local mines did no go to work today. They say the troub oth performances. The work of the ontortionists was of a high order, sevral features entirely new being introduced. "We can't notice a bit of difference on the bills that are now being sent out," declares Mr. Ellwood. "We can't notice a bit of difference on the bills that are now being sent out," declares Mr. Ellwood. "We can't notice a bit of difference on the bills that are now being sent out," declares Mr. Ellwood. "We can't notice a bit of difference on the bills that are now being sent out," declares Mr. Ellwood. eral features entirely new being intro- out," declares Mr. Ellwood. "From all general dissatisfaction over the ope duced.

Suspended in the air, supported only by the firm grip of their teenth, an act introducing three young women whirling from revolving trapezes, drew especial for the support of the

saving at the same time. The tight wire acts were good in every respect, the difficult work of a every respect, the difficult work of a certain revenue coming in whether little Japanese woman eliciting rounds light is used or not. It is estimated by Mr. Ellwood that this fixed charge The Roman hippodrome races, intro-ucing clown and cowboy racing conactual lighting bills it could be easily

came the after performance, this time being slightly different from the ordinary in that it featured all wild west The actors in this show are all artists Just why there should be such a difowboy, in which he encircled four at the London Electric office the state-orses on the run with his rope, was Picking handkerchiefs up from the ground with their horses on the dead caused by the daylight-saving scheme was most appreciable. The books of the round with their horses on the dead un was another stunt of the cowboy iders. The after show closed with the riding was in vogue, in comparison with the

crowd from the last show had gone.

The circus plays Stratford today, leaving early this morning for that city. but on top of that the London Electric

The Canadian Pacific Railway will run an excursion to Detroit and return with the fact that hydro shows no deleaving London on the 4:43 a.m. train preciation and London Electric does, Saturday, July 29th, and good returning blame the difference on the fixed charges at the rate of \$2.75, including war tax.

Tickets and full information at the City Ticket Office, corner Dundas and Richmond streets. H. J. McCallum, City Passenger Agent.

21u

The hydro justifies this charge by can ing it "service" charge, but the day light-saving episode of London's his tory has brought an interesting fact t light, concerning light.

TELEPHONE WIRES FUSED IN CABLES BY LIGHTNING

Investigations by the repair gangs of the Bell Telephone Company, working the 1,000 and more telephones that were put out of commission during the less than six of the heavy cables of the company were struck by lightning. The wires carried in these cables were fused by the electricity of the shock, and as a result were totally destroyed. some cases there were 200 pairs of wires in cables, while in others only 100. An announcement made by the con We serve all kinds of them, pany today states that it is expected to have the last of the trouble rectified All COLD, and having that peculiar quality that touches and by the fouling of wires by falling

ever recorded here, and even the mos strenuous efforts of the "trouble" de

partment have been unavailing to

rect all damage up to date.

FIRST-CLASS GRO-CERY CAN BE SECURED HERE IN THE BEST QUALITY. Citizens are invited to try out our service when they return from holi-

VERY ARTICLE THAT

IS HANDLED IN A

patronage by superior quality, better service, proper keeping of stock, prompt delivery and courteous salesmanship to both telephone and personal orders.

We invite trial orders.

T. A. Rowat & Co London's Leading Grocery. 250 Dundas. Phones 3051-3052.

LONDON'S FINANCES **CONSIDERED NOW AS** BEING SATISFACTORY

Taxes Taking Care of Immediate Needs.

For Their Sale Will Be Better in Fall.

forced to be omitted owing to an accident to one of the Zindas in Toronto on Friday last.

This act introduced a very hazardous "casting" feature in which a miscalculation of less than one second by one of the acrobats resulted in a severe fall.

The individual homes of London. The meter readings of the hydro department fail to show any justification for such belief, however,

According to Oliver Ellwood, secretary of the utilities commission, if there was any reduction in the light bills during device the hydro department of the hydro department for such belief, however,

According to Oliver Ellwood, secretary of the utilities commission, if there was any reduction in the light bills during the hydro department fail to show any justification for such belief, however,

According to Oliver Ellwood, secretary of the utilities commission, if there was any reduction in the light bills during the hydro department of the hydro department fail to show any justification for such belief, however,

According to Oliver Ellwood, secretary of the utilities commission, if there was any reduction in the light bills during the hydro department of the hydro

Under the floor space fixed charge of Don't Envy the Other Fellow



Straws

WEDNER which way the wind blows, and our Collars prices tell shirts way the GLOTHING crowd

STRAW HATS. Straw hat in the store, worth up to

MEN'S SUITS. 150 Suits, good patterns. Special at Other specials ... \$12.69 and \$17.69 MEN'S PANTS. 600 pairs, worth up to \$2.75.

WEGNER'S Giant Clothing House PHONE 1844

120 DUNDAS ST. DANISH LANGUAGE SPOKEN HERE.

Chapman's

Midsummer finds tables laden with waist and

VOILES AND MUSLINS

WASH GOODS

Nothing nicer than thin sheer \$1.25 voiles and muslins for the tor- 50c MI rid days; all wide widths; at per yard 25c, 45c, 50c

AWNING STRIPES For sport skirts at PALM BEACH AND LINEN SUIT-INGS, very scarce goods, 36 inches wide, at, per yard35c and 50c

THE LAST DAY OF JULY SALE

> Bargain Tables and Sales continued. HANDKERCHIEFS, good size for men and boys, fine quality of white lawn, 10c value, at, each5c LACES, narrow Valenciennes edges or children's wear, a dozen yards

WHITE GLOVES Women's 2-Dome White Lisle CORSETS

New model, with four hose support

PALM BEACH, white, and champagne, fine lisle hose for midsur mer wear. Per pair39c BLACK SILK LISLE HOSE, very fine, seamless make, wide garter top. Special3 pairs for \$1

Fine 1-1 Rib Silk Lisle Stockings black only. Sizes 71/2 to 10. Per

Clearance of Waists and Middies

middy bargains which must go.

WAISTS.	soiled, at	69c	\$1.50	WAISTS	at		 						\$1.2
WAISTS	at		\$1.75	WAISTS	at.		 						\$1.5
WAISTS	at	\$1.00	\$2.00	WAISTS	at		 						\$1.7
IDDIES a	it	39c	\$1.00	MIDDIES	s at		 						75
						_	 BANKS OF THE REAL PROPERTY.	-	-	-	-	angel (masses)	

Cool Summer Dresses \$3.50

Striped Muslin Dresses, cool and dainty looking; blue and pink stripes, price COIN SPOT PONGEE SILK SEED VOILE DRESSES, WHITE WASH SKIRTS, new DRESSES, were \$7.50 at ...

marked down to \$2.47

inches wide, \$2.00 value at

SILK SWEATER COATS HOT WEATHER HOSIERY AT \$12 AND \$14. Handsome Silk Sweater Coats, SILK ANKLE HOSE, very sheer or a medium weight. Black only. Special, per pair 59c naize, copen, alice, rose, green and black, with knitted sash and tassel to match. DRESS GOODS Eight pieces Wash Poplins for sur

mer suits, in deep sky, shell pink wide. Regular 50c. Saturday, p MERCERIZED HOSE, seamless and TAFFETA SILKS with maco sole. Special, per pair 25c Everyone knows the popularity Taffeta Silks. Beautiful soft quality, in black, navy, copen, alice

TABLING, pure silver bleached nuck. Size 18x35 inches, at, eac HEMSTITCHED HUCK TOWELS ings, absolutely pure, at, per yar

line just in \$1.00

TRAFFORD'S MIDSUMMER BEDDING

Our Bedding Sales have always been the means of people saving hundreds of dollars, but this sale is of double importance owing to the steady increase in the cost of raw materials. By extensive buying and planning months ahead enables us to offer prices which are less than the manufacturers' prices of today. Think of the saving opportunity this means to you.

50 Brass Beds just arrived, showing the newest styles and the latest trimmings. The different designs and prices are too numerous to mention, but you are cordially invited to inspect our window display and our special display on our sales floor.

BARGAIN NO 1 .- With extra heavy posts and 2-inch pillars, with extra heavy trimming, making a massive \$29.95 BARGAIN NO. 2.-With extra heavy straight post effect, with five 2-inch pillars and heavy mounts, making a \$27.95

BARGAIN NO. 3.—Extra heavy design,

with straight posts and four 2-inch pillars,



BARGAIN NO. 4 .- Has 2-inch continuous posts, with six 5/8-inch fillers.

BARGAIN NO. 6 .- Has straight post effect. with 1/2-inch fillers.

with 5/s-inch fillers.



IRON BEDS EXTRA SPECIAL—Extra heavy design, with 2-inch continuous posts, with five 5/8-inch fillers, made of steel. which means extra strength and lighter weight; can be

had in any size, and in the bronze or white enamel. Special while they last Other Beds priced at \$2.75, \$3.50, \$4.50, \$5.75, \$6.00, \$7.50 and \$8.75



As Illustrated, \$5.50.

compare with any \$15.00 mattress.

CRIBS

Insure baby's perfect rest during these hot nights by putting him in a crib to sleep alone. Our stock of Cribs is extra large and our prices extra low, during our Bedding Sale. Extra special, as illustrated, with sliding sides

As illustrated, with bronze trimmings



Many other designs to choose from.

Special Prices on All Layer Felt Mattresses SPECIAL NO. 2.—All layer felt, in all sizes SPECIAL NO. 1 .- All layer felt, made of the purest of white cotton, with French roll edge. This mattress will more than

SPECIAL NO. 3.—All layer felt, with roll edge, made of fine selected cotton, regular \$10.50, for

NOTE-The war has caused the price of all cotton felt to advance by leaps and bounds, and the 1916 cotton crop is already bought up by different powder manufacturing concerns. By stocking hundreds of mattresses at the beginning of 1916 enables us to offer mattresses at less than the present wholesale prices. Only a limited number to be SOLD AT THESE PRICES.

Special—All Steel Woven Wire Springs, with heavy roll edge \$3.75 Spiral Springs, all sizes, guaranteed 20 years, at \$4.75 and \$6.00 EXTRA SPECIAL Double Woven Wire Springs, with wood frame, with heavy supports. While they last \$3.00

Why Suffer From Heat in the City | The Selkirk tunnel will be through | be \$12,000,000 or more. That is about in the fall, according to the C. P. R. the only big work the C. P. R. has been PRINCETON, July 27.—The officials. This is another of the notable engaged in lately, but it is interesting to was solemnized

22-zxv Aug15 venience of the public. The cost will the development of the West.

reside in Hamilton,

THE TRAFFORD FURNITURE CO.

Great Lakes?

Take the Canadian Pacific Steamship types from Toronto any Tuesday, hursday or Saturday at 2:30 p.m. for made with either the "Assiniboia" or Made with either the "Assiniboia" or Made with either the "Assiniboia" or Keewatin" for Sault Ste. Marie, Port tribur and Fort William. An ideal acation trip at small cost. Particulars om any Canadian Pacific Ticket Agent, W. B. Howard, District Passenger was to spend between the company has put its hard—a tunnel six miles through the company used to spend between the company used to spend the company used to spend between the company used to spend between the company used to spend between the company used to spend the company used to spend between the company used to spend between the company used to spend between the company used to spend the company used to spend the company used to spend the company u