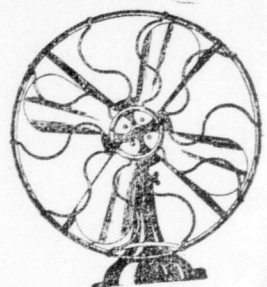


TWELVE

Any room in the house can be made cool and comfortable on the hottest day for less than one cent, by simply starting a

"HYDRO" ELECTRIC FAN



GET ONE TODAY! \$9.50 AND UP PHONE 3180.

The HYDRO Shop

It is time now to preserve your RASPBERRIES We have them fresh every day.

We have our NEW HONEY Guaranteed Pure Clover. 5-pound pails, 75c; 10-pound pails, \$1.40; 1 quart comb honey, 60c per jar; 1 pint comb honey, 30c per jar; comb, 35c.

We will have our usual supply Fresh Fruits and Vegetables in for Saturday.

WILLIS & CO. 565 RICHMOND STREET. Phone 3279.



Wegner's 9th ANNUAL 60-DAY SALE There's always one place in London where you can get extra good values—and that's at Wegner's.

Straw Hats Wegner is the original and only one dollar hat man in London.

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

Taylor's Throat and Lung Balm. Is guaranteed to cure the worst coughs, colds, or bronchial irritations.

DIAMOND RINGS, \$5.00 TO \$500.00. C. H. WARD & CO. Diamond Merchants and Jewelers. 386 Richmond Street. Phone 1084.

INVISIBLE BIFOCALS. NEW. Brown Optical Co. 223 Dundas Street. Phone 1877.

COAL! 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 visitors to Algonquin Park, the Grand Trunk Railway System are running a through sleeping car from Toronto to Algonquin Park, leaving Toronto 8:30 p.m. Fridays, arriving Algonquin Park 10:30 a.m. Madawaska 11:45 a.m. Saturdays. Returning, through sleeping car leaves Madawaska 4:25 p.m., Algonquin Park 5:50 p.m. Wednesdays, arriving Toronto 1:30 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 reservation and further information, phone or call at City Ticket Office, R. E. Ruse, corner Dundas and Richmond streets, London.

Quality Store Buy your groceries at this store. Good service and prompt delivery. Headquarters for Picnic Supplies. HOT WEATHER DRINKS. FRESH FRUITS. FRESH VEGETABLES. PHONES: 1024 and 3323.

Harry Ranahan 515 RICHMOND STREET.

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 of its kind showing in Canada this year, presented two performances here yesterday.

The circus with its display of tamed Arabian horses and riders, its menagerie, the sideshows and the clowns, attracted large crowds both from the city and surrounding country for each performance.

The sideshows situated directly in front of the main entrance, did a good business. Among the featured shows were the tattooed man, Viola the snake-chamber handling several large specimens of sea-constructors.

The menageries adjoining the main tent, was visited by many in the afternoon and evening, prior to the opening of the main show.

The lion came in for a good deal of attention, the humi-backed animal checked his cud and grazed indifferently at the people, and the elephants were always ready to accept peanuts.

Inside the "big top" or main tent, the real performance was staged, and went through both afternoon and evening without a hitch. The show advertised to present nothing that is in any way objectionable or that would offend the taste of the most fastidious, and this claim is strictly adhered to, and the various acts are of every respect.

The outstanding feature of the show is the fancy riding of Mrs. Eldridge, who puts a handsome bay she rides through many difficult and intricate movements, including imitation dance effects and cakewalks.

The circus opens with the grand entry of all the performers and animals, the pure white Arabian thoroughbred horses attracting special attention.

The first act consisted of trapeze performers presenting difficult stunts of various kinds, the work by the three companies being performed simultaneously in the three rings.

Manager Al Roote announced that one of their best acts was unfortunately 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 miniature lion of less than one second by one of the acrobats resulted in a severe fall.

The ball-balancing act by two of the women performers and the revolving trapeze were received with applause at both performances. The work of the contortionists was of a high order, several features entirely new being introduced.

Suspended in the air, supported only by the firm grip of their teeth, an entire troupe of three young women whirling from revolving trapezes, drew especial attention.

The tight wire acts were good in every respect, the difficult work of a little Japanese woman eliciting rounds of applause.

The Hippodrome. The Roman Hippodrome races, introducing clown and cowboy racing contests, closed the main performance.

Immediately following the big show came the after performance, this time being slightly different from the ordinary in that it featured all wild west acts.

The actors in this show are all artists in their line, the lassoing feats of one cowboy, in which he encircled four horses on the run with his rope, was especially good.

Picking handkerchiefs up from the ground with their horses on the dead run was another stunt of the cowboy riders.

The after show closed with the riding of a bucking broncho after several ineffectual attempts to mount the animal. The tents were partly down and the paraphernalia nearly packed before the crowd from the last show had gone.

The circus play, Stratford today, leaving early this morning for that city.

London to Detroit and Return—\$2.75. The Canadian Pacific Railway will run an excursion to Detroit and return leaving London on the 4:45 a.m. train Saturday, July 29th, and good returning direct to and including Monday, July 31st, 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. 310.

Be pleasant every day until 10 o'clock. The rest of the day will take care of itself.—Selected.

NOW, LOOK HERE! The extreme heat has quickened your ICE CREAM APETITE and NOTHING WILL SATISFY it like

Peters Ice Cream and Drinks We serve all kinds of them. All COLD, and having that peculiar quality that touches the SPOT. For instance, just you try a GINGER PUFF.

Peters Shop 'Round 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 Appointment.

The action of the utilities commission yesterday afternoon in engaging Frank G. Jewell as consulting auditor at a salary of \$500 per annum will bring the whole question of city auditing to a focus, according to the information received at the city hall, the employment of three auditors, instead of one, will not increase the cost to the commission of more than \$50 a year.

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 commission, for which the commission is paying \$1,300. It can be seen then that the commission put it up to the council to name Mr. Jewell.

From several indications, Andrew Dale and Arch. Screech are to be appointed auditors for the city, with Mr. Jewell as consulting auditor. This will get over the difficulty.

Mr. Jewell, under the arrangement with the council, will get \$500 as a retaining fee, and \$5 an hour for what- ever work he does on the city books. This will increase the expense of the city considerably, as the auditing under this arrangement will cost at least \$1,500 a year more than formerly.

A plea for economy on the part of some of the aldermen was responsible for precipitating the present auditing middle, which will be solved by anything but a more economical move.

SAVED DAYLIGHT, 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.

During its comparatively short regime in London, daylight saving might have saved, on wasted daylight according to the dispensation of the individual, but it didn't mean any saving on electric light for those who are on the hydro electric service.

Unsold bonds of the London and Port Stanley Railway form a big portion of the city vaults, the claim is made at the city hall that the city finances are not affected by this large total.

Some criticism has been levelled at the city because it failed to take advantage of a high bond market that existed some ten months ago.

WESTERN MINERS STRIKE. LETHBRIDGE, Alta., July 27.—Miners in the two local mines did not go to work today. They say the trouble is a dispute over an under-foreman, but the real cause is said to be general dissatisfaction over the operators' refusal to grant a 10 per cent increase as a war bonus.

Don't Envy the Other Fellow that classy pair of shoes he is wearing. Come to this store and let us show you just what real stylish shoes are. Let us put a pair of Finishing on your feet just to show you what shoe class really is.

U.P. COOKING The Store that Serves You Best Two Stores - Dundas & Richmond Sts.

Straws Tell which way the wind blows, and our prices tell which way the crowd goes.

WEGNER'S Giant Clothing House PHONE 1844. 120 DUNDAS ST. DANISH LANGUAGE SPOKEN HERE.

TELEPHONE WIRES FUSED IN CABLES BY LIGHTNING

Investigations by the repair gang of the Bell Telephone Company, working on the 1,000 and more telephones that were put out of commission during the storm of last Tuesday, show that no less than six of the heavy cables of the company were struck by lightning.

Blame It On Floor Space. Those who have become acquainted with the fact that hydro shows no depreciation and London Electric does, blame the difference on the fixed charges of the hydro known as "floor space."

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EVERY ARTICLE THAT IS HANDLED IN A FIRST-CLASS GROCERY CAN BE SECURED HERE IN THE BEST QUALITY.

Citizens are invited to try out our service when they return from holiday trips.

We have maintained our growing patronage by superior quality, better service, proper keeping and courteous prompt delivery and courteous salesmanship to both telephone and personal orders.

T. A. Rowat & Co. London's Leading Grocery. 250 Dundas. Phones 3061-3062.

LONDON'S FINANCES CONSIDERED NOW AS BEING SATISFACTORY

Taxes Taking Care of Immediate Needs.

\$540,000 BONDS UNSOLD

City Treasurer Says Market For Their Sale Will Be Better in Fall.

Although city debentures representing some \$540,000 are still lying unsold in the city vaults, the claim is made at the city hall that the city finances are not affected by this large total.

Some criticism has been levelled at the city because it failed to take advantage of a high bond market that existed some ten months ago.

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WASH GOODS Nothing nicer than thin sheer voiles and muslins for the torrid days; all wide widths; at per yard 25c, 45c, 50c

VOILES AND MUSLINS Nothing nicer than thin sheer voiles and muslins for the torrid days; all wide widths; at per yard 25c, 45c, 50c

AWNING STRIPES For sport skirts at 39c and 45c per yard

PALM BEACH AND LINEN SUITINGS, very scarce goods, 36 inches wide, at per yard 35c 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, 12c value, at each 5c

LACES, narrow Valenciennes edges for children's wear, a dozen yards for 25c

WHITE GLOVES Women's 2-Dome White Lisle Gloves at 35c per pair

CORSETS New model, with four hose supporters; a good strong corset, made by Crompton. Per pair 75c

CHAPMAN'S Clearance of Waists and Middies

Midsummer finds tables laden with waist and middy bargains which must go.

\$1.00 WAISTS, soiled, at 69c

\$1.00 WAISTS at 89c

\$1.25 WAISTS at \$1.00

50c MIDDIES at 39c

\$1.50 WAISTS at \$1.50

\$1.75 WAISTS at \$1.75

\$2.00 WAISTS at \$1.75

\$1.00 MIDDIES at 75c

Cool Summer Dresses \$3.50

Striped Muslin Dresses, cool and dainty looking; blue and pink stripes, price \$3.50

COIN SPOT PONGEE SILK DRESSES, were \$7.50 at \$5.00

SEED VOILE DRESSES, marked down to \$2.47

WHITE WASH SKIRTS, new line just in \$1.00

LINENS TABLED, pure silver bleached loom dice table linen, will give excellent wear. Special July sale prices:

45-Inch 50c yard

54-Inch 75c yard

60-Inch 75c yard

TOWELS, extra heavy, 25x36, at each Size 18x35 inches, at each 15c

HEMSTITCHED HUCK TOWELS, snow white and soft. Size 21x33, 25c

SHEETING, 2-yard wide, 48x48, quality plain bleached cotton, at per yard 25c

Chapman's Clearance of Waists and Middies

Midsummer finds tables laden with waist and middy bargains which must go.

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\$1.00 WAISTS at 89c

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TRAFFORD'S MIDSUMMER BEDDING SALE

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.

BRASS BEDS 50 Brass Beds just arrived, showing the newest styles and the latest trimmings.

BARGAIN NO. 1.—With extra heavy posts and 2-inch pillars, with extra heavy trimming making a massive bed \$29.95

BARGAIN NO. 2.—With extra heavy straight post effect, with five 2-inch pillars and heavy mounts, making a splendid appearance \$27.95

BARGAIN NO. 3.—Extra heavy design, with straight posts and four 2-inch pillars, with heavy mounts. This is extra value at \$23.75

BARGAIN NO. 4.—Has 2-inch continuous posts, with six 5/8-inch fillers. \$16.95

BARGAIN NO. 5.—Has straight post effect with 5/8-inch fillers. \$14.95

BARGAIN NO. 6.—Has straight post effect, with 1/2-inch fillers. \$10.49

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 \$8.95

Other Beds priced at \$2.75, \$3.50, \$4.50, \$5.75, \$6.00, \$7.50 and \$8.75

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 \$5.49

As illustrated, with bronze trimmings \$9.50

As Illustrated, \$9.50.

Special Prices on All Layer Felt Mattresses

SPECIAL NO. 1.—All layer felt, made of the purest of white cotton, with French roll edge. This mattress will more than compare with any \$15.00 mattress. \$13.50

SPECIAL NO. 2.—All layer felt, in all sizes \$7.50

SPECIAL NO. 3.—All layer felt, with roll edge, made of fine selected cotton, regular \$10.50, for \$8.95

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.

Felt and Fibre Mattresses, from \$3.25, \$3.75 and \$5.75

SPRINGS 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

THE TRAFFORD FURNITURE CO. 120 DUNDAS STREET. 11 MARKET SQUARE.

Why Suffer From Heat in the City When You Can Cool Off on the Great Lakes?

Take the Canadian Pacific Steamship Express from Toronto any Tuesday, Thursday or Saturday at 2:30 p.m. for Port McNicoll, where direct connection is made with either the "Assiniboia" or "Keewatin" for Sault Ste. Marie, Port Arthur and Port William. An ideal vacation trip at small cost. Particulars from any Canadian Pacific Ticket Agent, or W. A. Howard, District Passenger Agent, Toronto.

The Selkirk tunnel will be through in the fall, according to the C. P. R. officials. This is another of the notable projects to which the company has put its hand—a tunnel six miles through a mountain whose peaks pierce the clouds—a tunnel which presented engineering difficulties almost unique. This work will give the public an alternative route through the mountains; it will save six miles of snow sheds; it will eliminate danger, and it will minister to the comfort and convenience of the public. The cost will be \$12,000,000 or more. That is about the only big work the C. P. R. has been engaged in lately, but it is interesting to recall that in the years before the war the company used to spend between \$25,000,000 and \$35,000,000 per annum in the development of the West. It is a high official of the C. P. R. remarked, the C. P. R. took a dollar out of the West, it put that dollar back again in some form or other. It would hardly be believed, but the C. P. R., since its inception, has spent over \$200,000,000 in the development of the West.

PARKER—FILLIS. PRINCETON, July 27.—The marriage was solemnized yesterday, July 26, in St. Paul's Church, Princeton, at 1 p.m., by Rev. F. B. Holland, D.D., of Corp. Bertie Reginald Parker, 125th Battalion C.E.F., to Alice Mary Phillis of Paris. The bride was becomingly gowned in white dress and hat. The young couple was unattended. Corp. Parker is a young Englishman, well-known here and was before enlisting, churchwarden of Falkland Church. The bride's relatives reside in Hamilton.