

CLOSEDOUR STORE WILL BE CLOSED FRIDAY TO MARK
DOWN PRICES.

This Advertisement Is Issued for the Benefit of the
People of London and Surrounding Country Who
Wish To Practice Economy and Yet Wear the Best.

WANTEDEXTRA SALESMEN AT ONCE. APPLY AT STORE.
171 DUNDAS STREET.

Casselman Bros'. Philosophy

If you would crown your life with
prosperity, with honor and glory,
start something.

A wife who knows not how to
shop, is a load around the man's
neck, who provides the money.

Keep your face turned to the
sunshine, and the shadows will
always fall behind.

An acre of performance is worth
a whole world of promises.

Don't tell all you know, but
know all you tell.

It is better to take things as
they come, than to miss them as
they go.

CASSELMAN BROS., LONDON

BIG SHOE EVENT

London's Biggest Attraction for the Next 15 Days. Every Pair of Shoes in the Big Stock of Shoes shown
reduced from 25 to 40 per cent on Regular Prices.

WE GO OVER THE TOP

For 15 DAYS ONLY

London's Biggest Attraction for the Next 15 Days. Every Pair of Shoes in the Big Stock of Shoes shown
reduced from 25 to 40 per cent on Regular Prices.

REGULAR PRICES SHOT TO PIECES

LOOK THEM OVER

'Shoes On-Prices Off'

Is the Slogan at the Casselman Bros. Shoe Store the
next fifteen days.

Men's Shoes

MEN'S OXFORDS.
Lot 1—29 pairs only, patent leather
and tan calf, Goodyear welt Oxfords
of odd styles, small sizes, **\$1.98**
only, at

MEN'S OXFORDS.
Lot 2—In tan, patent and gunmetal,
Goodyear welted; 80 pairs only.
Regular \$4.50, Slater make **\$3.39**
at

MEN'S OXFORDS.
Lot 3—Gunmetal and Patent Good-
year Welt Oxfords, on new style
English lasts, with or without
fibre soles, a real bet at **\$3.89**

MEN'S \$7.00 VALUES, \$5.89
In Mahogany Calf, tan or black
Russia, any style last, of well-known
makers, all sizes. On sale **\$5.89**
at

DR. REED'S CUSHION SOLE
Black vici, light soles, 4 different
lasts. Regular \$10.00, on
sale at **\$8.89**

OTHER MAKES at \$5.89, and up.

MEN'S WORK SHOES.
Solid heavy soles, in calf.
Very comfortable **\$3.89**



MEN'S GUNMETAL CALF
Blucher, welt soles, on a nice
ground toe. All sizes in the **\$3.89**
lot, at

MEN'S MILITARY
dress weight Goodyear welt soles,
light or dark shade, all sizes, good
style, at **\$5.89 and up**

MEN'S \$6.00 VALUES, \$4.89
English walking last, also medium
round toes, all Goodyear welt soles,
in mahogany or black calf
on sale at **\$4.89**

MEN'S OXFORDS
Mahogany, Russia, Gunmetal, Calf;
Goodyear welted, English and regu-
lar lasts. The correct thing for good
dressers. To be cleared at big, lib-
eral discount.

Ladies' Shoes

LADIES' WELT SHOES.
Vici kid and patent. Button or
lace boots, small sizes **\$1.39**

LADIES' \$5.00 VALUES, \$3.39
In patent, vici kid and black
Russia calf, button or lace, all good
style, up to the minute **\$3.39**
lasts

LADIES' \$6.00 VALUES, \$4.39
Champagne kid, and black vici kid,
high-cut lace, Louis heel, **\$4.39**
new patterns, all sizes at

LADIES' \$8.00 VALUES, \$5.89.
Gunmetal, dark tan, grey and fawn,
Nubuck lace, high cuts, Louis or
walking heels, on sale at **\$5.89**

LADIES' SHOES
Black vici kid, with or without cloth
top, also Tan Russia lace
high cut. Louis heels, at **\$5.39**

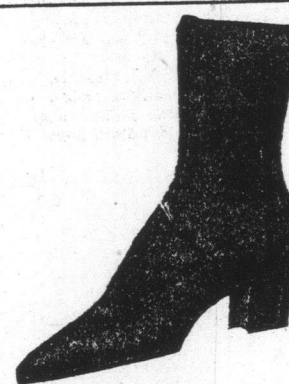
\$3.00 VALUES, 98c.
Ladies' Vici Kid and Patent Colt,
button and lace. Sizes
2½, 3, 3½ and 4, at **98c**

LADIES' HIGH SHOES.
In calf, vici kid; also grey and tan
lace, Louis or big heels, **\$4.89**
at

LADIES' \$8.00 All White Kid, Covered
Louis heel, 8½-inch
high cut, light sole, at **\$5.89**

IVORY KID LACE,
also pearl grey, Louis heels, 8½
inch, high cut. All sizes **\$6.89**
at

LADIES' SHOES
Lot 1—300 pairs only, in Patent Colt
Calf and Vici Kid; Cuban and Military
heels, pointed and medium toes;
lace or button styles. Regular \$4.00
and \$4.50. On sale at **\$2.89**



\$4.00 VALUES, \$1.98.
Lot 2—90 pairs only, Ladies' Patent
and Vici Kid, button or lace; pointed
or medium toes. Small
sizes only **\$1.98**

Ladies' Pumps

Chas. K. Fox Turn Soles, in patent
and dull kid; also 6-strap
Roman Sandal, all sizes, at **\$2.39**

LOT NO. 1, \$1.39
Ladies' Pumps and Oxfords, Louis or
Military heels; pointed or rounding
toes, patent, calf or kid leathers;
\$2.50, \$3.00 and \$3.50. On
sale at **\$1.39**

LOT NO. 2, 98c
90 pairs only, Ladies' Pumps and Ox-
fords, odd styles. Sizes 2½,
3 and 3½ **98c**

LOT NO. 3, \$1.98
In this lot we have put some "pep,"
values from \$4.00, up to \$5.00. While
there is not every size in each line,
there are all sizes, and in ample assort-
ment of styles; white, black or tan
Pumps and Oxfords to suit
the most critical buyer **\$1.98**

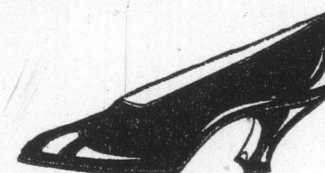
LOT NO. 4, \$2.89
Ladies' Oxfords, Pumps and Strapped
Slippers, values \$4.00, \$4.50 and \$5.00.
Patent Colt, Vici Kid or Suede, all
sizes. This line includes a splendid
assortment of Canvas Pumps **\$2.89**
and Oxfords. On sale at

\$45,000 STOCK OF THE BEST FOOTWEAR

Money and expense can buy, goes on
sale Saturday morning at 9 o'clock.
Not one pair held back.

Owing to the rising market, there
is not a pair of shoes in our stock
that is not worth more at wholesale
price today, than what we are selling
them at today. So you see, that an
offer at the reductions we are giving
during this Big Sale, is nothing short
of phenomenal. But we clear stock
at this season of the year, and have
made all prices on what the goods
cost at the time they were bought,
not on what they are worth today,
and we have reduced prices to make
a complete clearance of all our pres-
ent stock, in order to start the fall
season with bright new goods.

BUY NOW Don't Buy By and By.



\$3.00 WHITE CANVAS, \$2.39
Ladies' High Cut Lace, Pumps or
Oxfords, with Louis or military heels,
pointed or round toes. They cannot be
beaten at our regular prices. **\$2.39**
They are on sale at

LADIES' PEARL GREY KID
and Black Vici Kid, turn or welt
Pumps of Charles K. Fox and ultra
make, Louis or military heels; **\$4.39**
all sizes. On sale at

LADIES' \$7.00 VALUES, \$5.39
Dark Brown, Battleship Grey, Pearl
Grey and Ivory Kid Oxfords; Louis
heels. All latest styles and **\$5.39**
sizes

**A VERY SPECIAL DISCOUNT ON
ALL MISSES', BOYS', YOUTHS' and
CHILDREN'S SHOES NOT LISTED.**
**MISSES' PUMPS AND STRAP
SLIPPERS, SIZES 11 TO 2**
Regular \$2.75. On sale at **\$1.98**
Regular \$3.00. On sale at **\$2.39**
Regular \$3.50. On sale at **\$2.89**

THE ABOVE ARE ONLY A FEW OF THE HUNDREDS OF REMARKABLE BARGAINS OFFERED

Casselman Bros.

171 Dundas Street . . . London

**Absolute Satisfaction
With Every Pair
Or Your Money Back**

TORONTO CHOSEN AS MEETING PLACE BY GRAND LODGE MASONS

Felicitations Sent to King
George—Election Results
Announced.

WINDSOR, July 18.—After two days
in session the 800 delegates to the 63rd
annual communication of the Grand
Lodge of Ontario finished their
business this afternoon with the election
of officers and the selection of a meet-
ing place for 1919. St. Thomas and To-
ronto vied with each other for the
honor of entertaining the brethren, the
delegates from both cities urging their
claims so strongly that the last ballot
was needed to decide, Toronto winning
out by the almost of margins.
The convention opened by an over-
whelming vote the proposal that here-
after Hamilton, London, Toronto and
Ottawa be the meeting-places for the
Grand Lodge alternately. Judge McWatt,
Sarnia, who fathered the motion, ex-
plained his object was to keep the
gatherings in cities where suitable hotel
accommodation could be had, but there
was a storm of protest at this point,
delegates declaring their hosts in Wind-
sor had furnished more entertainment
than the brethren had encountered in
many years.
Shortly before final adjournment was
made a suggestion from Col. Ponton of
Belleville, that a cablegram of felicit-
ation be sent to His Majesty King George
was adopted unanimously. The election
of officers centred largely on the board
of general purposes, where there were
nearly thirty candidates for the five
vacancies.
The following is the result of today's

nominations, with the names of those
elected:
Grand Senior Warden—F. M. All-
worth, Windsor (elected).
Grand Junior Warden—W. H. Abbott,
London (elected); A. J. Brown, Com-
ber; A. B. Clark, Hamilton; W. Madill,
Toronto.
Grand Chaplain—J. W. J. Andrews,
St. Thomas (elected); L. W. B. Brough-
all, St. Catharines; W. T. Cluff, Strat-
ford; Dr. Knowles, Inwood; G. H. Pur-
chase, Caledon East; C. Haddington,
Almonte.
Grand Treasurer—E. T. Malone, To-
ronto (elected).
Grand Secretary—R. L. Gunn, Hamil-
ton (elected).
Grand Registrar—W. C. Burch, St.
Catharines; B. Cairns, Toronto (elect-
ed); J. D. Dewar, Lobo; A. Lynch,
Windsor; J. M. Malcolm, Toronto; E.
Y. Spurr, Port Perry.
The following were elected to board
of general purposes—J. F. Reid, Wind-
sor; T. Rowe, London; A. J. Young,
North Bay; W. M. Loran, Hamilton.
Others nominated were—A. Shaw,
Kingston; B. S. Heldon, Kitchener; J.
E. Way, Sault Ste. Marie; J. McPete,
Stratford; G. H. Smith, Toronto; W. J.
Barrie, Sarnia; J. C. Bartram, Ottawa;
J. B. Begg, Lindsay; L. R. Bond, Mount
Bridges; P. T. Coupland, St. Marys; J.
H. Cowan, Galt; G. Dekinshaus, Kit-
chener; G. W. Fluker, Smith Falls; C.
W. Haentchel, Haliburton; J. Pear-
son, Toronto; F. Porterfield, Mitchell;
J. Ross, Watford; J. A. Rowland, To-
ronto; J. S. Shurle, Picton; J. Tanner,
Toronto; W. H. Tubb, Orlia; N. W.
Wilson, Ottawa; C. H. Ziegler, London.

**ALFONSO'S INTERVENTION
SAVES 8 BELGIANS**
Madrid, July 18.—Intervention by King
Alfonso has brought reprieves to eight
Belgians condemned to death by a Ger-
man court at Brussels. This announce-
ment is made by the foreign office.

BRANTFORD CHIEF NEW PRESIDENT OF CHIEF CONSTABLES

Next Session of the Associa-
tion To Be Held at
Calgary.

[Special to The Advertiser.]
HAMILTON, July 18.—Resolutions
changing the membership rules and the
election of officers featured the closing
session of the fourteenth annual con-
vention of the chief constables of the
Dominion here this afternoon. Copies
of the resolution which was passed on
Wednesday opposing police unions, and
who may have relinquished their posi-
tions as police officers, should be eligi-
ble for life memberships.
The following officers were elected:
President, Chief Slemin, of Brantford;
first vice-president, Chief Bruton, Re-
gina; second vice-president, Chief
Whitely, Hamilton; secretary-treasurer,
Chief Inspector McLellan, Toronto;
editor of the Association's Bulletin,
Wm. Banks, Sen., Toronto.
The executive committee is com-
posed of the above officers and the pro-
vincial representatives: Chief Ridout,
Moncton, N. B.; Chief J. A. McCormack,
Sydney, N. S.; Chief W. J. McIntyre,
Portage la Prairie, Man.; Chief Alfred
Cuddy, Calgary, Alta.; Chief W. F.
Johnston, Moosejaw, Sask.; Chief D.
Thomas, Peterboro, Ont.; Chief G. D.

Baker, Outremont, Quebec: Chief Davis. Vancouver, B. C. Next year's conven- tion will be held in Calgary.

DISTRICT CASUALTIES

KILLED IN ACTION
ST. CATHARINES.
Lieut. H. D. Woodruff.

DIED
WATERFORD.
J. Jenkins.

ILL
COLLINGWOOD.
G. D. Goggin.

GASSED
LONDON.
C. V. Donaldson.

WOUNDED
WOODSTOCK.
Pte. Ray A. Bremner.

**EXAM RESULTS AT
McDONALD INSTITUTE**
GUELPH, July 18.—The following
are the results of the June examina-
tion at McDonald Institute:
1.—Domestic Science Teacher Cer-
tificates, (1918-1919)—Misses M. A. E.
Beatty, J. I. K. Garrow, A. M. Jack-
son, M. Kerr, O. G. Lawson, M. E.
McBride, H. Soule, A. Staples, E.
Wade, E. Wark, E. M. Young.
2.—Housekeeping Certificates, (1918-
1919)—Misses E. M. Aitken, A. H.
Hott, V. C. Fleming, E. Hodgins, J. M.
McLaren, H. C. Robertson, Mrs. J. M.
Stone, Miss E. E. Zavitz.
3.—Professional Housekeeper Cer-
tificates, (1914-1916)—Miss J. E. Hall,
Miss J. McLachlan, Miss A. W.

INTENT TO MURDER IS SERIOUS CHARGE FACED BY LONDONER

Pte. Frederick Jackson, De-
serter, Assaulted Officers
at Bay City.

BAY CITY, July 18.—Pte. Frederick
Jackson, a deserter from the Canadian
Garrison Regiment at London, and who
was arrested here two weeks ago for
the Dominion authorities, was ar-
rained today charged with assaulting
two stie officers with intent to mur-
der. He waived examination to the
circuit court, and was remanded for
trial. A \$10,000 bond is asked for
Jackson's release. He attempted to
shoot two officers of a posse that
arrested him, and later attempted to
kill himself, but all attempts failed.

LONDONER HEADS IT

Publishing Company Which Buys Sas-
katoon Phoenix Under His
Direction.
SASKATOON, July 18.—The Saska-
toon Phoenix has been bought by the
Northern Publishing Company, Limited,
a new company represented by Charles
O. Smith, formerly of the Post Arthur
Chronicle and The London Advertiser.
The new owners have already taken
over the Phoenix. Mr. Smith will be
managing editor.

EXAMINATION RESULTS

THAMESFORD, July 18.—The results
of the junior high school entrance ex-
aminations, held in Thamesford, are
as follows. The last eight are from
Thamesford public school: Russell Al-
derson, Leona Bent (honors), Marion
Calder, Newton Crawford, Grace Dun-
ster, Margaret S. Watson, Vera Woods,
Lillian Frel (honors), Willie Forbes,
Murray Hogg, Merle Hogg, Edna Hos-
kings, Clifton Robbins, Ada Lake, and
Drury Allen.

BOTHWELL, July 18.—The entrance
examination results here were as

follows: Evelyn Boone, Ruth Ditzel,
Pearl Ellis, Ethel Goff, Ivan Johnston,
Alex Kennedy, Ted Moore, Dorothy
Marous, Karl McLean, Marion Misher,
Ora Mobey, Beatrice Reynolds, Grace
Timmy.

NORTH DORCHESTER.
Report for S. S. 6 and 10, West and
North Dorchester:
Junior IV. to Senior IV.—Viola Tom-
lin.
III to Junior IV.—Lloyd Moore, Chas.
Saxby, Lawrence Knott, George Mc-
Dermott.
Junior III. to Senior III.—Nellie Bar-
rows, Zella Cochran, Clifford Garside.
Recommended—Norman Colley.
Senior II. to Junior III.—Eva Gracy.
Junior II.—Norman Knott.
Class I.—Laura Stevenson.
Primer A.—Mary Hodgins, Marjorie
Smith, Eryne Stevenson, Walter Jack-
son, Madeline Knott, Fred Saxby.
Junior B.—Johnnie Knott, Gordon
Stevenson.
Names in honor of merit:
Teacher, L. Brown.
U. S. S. NO. 1, CARADOC AND LOBO.
Entrance—Cecil Pincombe, Garnett
Gerry, Gordon Gerry.

MERGER IN FOUR WEEKS

Calgary Paper Predicts Actual Consoli-
dation of Big Banks Soon.
CALGARY, July 18.—The Canadian
says today:
"It is learned here that the actual
consolidation of the Bank of Montreal
and the Bank of British North America
will take place within the next four or
six weeks."

STRAITFORD.—Fire yesterday after-
noon did about \$125 damage to the driv-
ing shed of the Queen City branch of
the Imperial Oil Company. It is be-
lieved that boys who were playing
about were responsible for the blaze.

ENO'S FRUIT SALT

for sick Stomach and torpid Liver