

SCENES ON DUNDAS STREET DURING THE STORM



LONDON SWEEP BY TROPICAL STORM SUNDAY

Hundreds of Thousands of Dollars Will Be Needed To Repair Damage.

WORST IN 38 YEARS

Streets Become Rivers—Hundreds of Cellars Are Flooded.

Not in thirty-eight years has London experienced such a storm as broke over the city shortly after 3 o'clock on Sunday morning and which attained special severity in the magnitude of a tropical typhoon.

In the memory of life-long residents of the city since the flood of July 16, 1883, which, besides causing serious damage to property, took a toll of 14 lives, has there been such a storm.

During the downpour which lasted practically twelve hours the whole city was under a deluge of rain. The streets were flooded and the water was so high that it was easily possible to read newspaper or to tell the time by watch, even the tops of the second story buildings being visible.

Storm Was General.

So far as the storm itself is concerned it appears to have treated all parts of the city equally by reports of fires broken out, electric lighting and power systems out of business, flooded cellars and even the tops of the second story buildings being visible.

The feature of the storm, however, was the serious flood conditions which it created in all parts and especially in the several low-lying portions of the city, water in these portions reaching during the worst part of the storm, depths varying from two to four feet.

In the Western Fair grounds subway at the corner of Dundas and Egerton streets the depth of water reached ten feet.

Cellars Filled.

In the low lying section at Ridout street and Tecumseh avenue the rush of water was such as to fill the cellars of the houses to the ceilings and in some cases the water was so high that it was necessary to evacuate the houses.

So serious was the situation that a call for aid was sent to the city fire department, and the firemen immediately set about protecting the threatened foundations of the houses.

River Rose Rapidly.

Shortly after the midnight cloudburst, which broke about 12 o'clock noon, the river rose with such rapidity that the residents of Front street, South London, became alarmed, and when the water continued to rise throughout the afternoon, until it reached within an inch of the breakwater, they decided to be prepared to evacuate their homes.

Reports from higher up the river advised of Chief Aiken the people made everything ready for moving.

Struck by Lightning.

From a business point of view the most serious damage done by the storm was at the Free Press printing plant, where the lightning totally destroyed the switch board controlling the big presses on which the papers are printed and set fire to a quantity of paper in the press room. The fire was noticed by a policeman who saw smoke issuing from the building and turned in an alarm about 10 a.m. The whole fire department responded and with the use of two lines of hose quickly had the blaze under control, but not before several tons of newspaper had been totally spoiled for use.

The smoke and water also did considerable damage to the power motors, also to one of the big presses. Every effort is being made to have the presses ready for the running off of the morning papers, but owing to the total destruction of the switchboard it is doubtful whether this is possible.

Spire Was Hit.

Two other fire calls were turned into the department during the storm, the most serious being that of the striking by lightning of Dundas Center Methodist Church spire. The destruction of a big part of the dome of Rev. A. Leslie Armitage on

Some Brief Notes of Sunday's Storm in City

Estimated damage over \$100,000.
Damage done to Street Railway property estimated over \$10,000.
River rose over six feet in as many hours.
Two thousand phones put out of commission.
Provided free swimming pools in all sections of city for Sunday bathing.

Total rainfall 3.15 inches.
G. T. R. and C. P. R. much hampered by innumerable washouts.
Traffic to Springfield tied up for two or three days by washouts.
Residents of Front street ordered to vacate their houses as a precautionary measure.

Two churches, newspaper printing office and numerous other places struck by lightning.
During worst part of storm water stood on Dundas street near Richmond street corner as high as the hub of a bicycle.

Washouts are reported on practically all the country roads leading into the city, and as a consequence some have been closed to traffic.

Wortley road, was also due to lightning.

Probably not for days will it be possible to secure a correct figure of the damage done in the business section of the city, where, owing to rush of water at noon, the gutters became clogged and the water backed up on the street until it was nearly a foot deep on the sidewalks and was pouring into the cellars of the stores in torrents.

Some of the businessmen taking warning from previous storms have abandoned the use of the cellars for storing their surplus stocks, and these men escaped without any serious loss, but such as are still using their cellars for warehousing will be heavy losers.

In London West many home gardeners had their hopes blasted when they discovered in their summer supply of vegetables hidden beneath three feet of water, with potato patches resembling Pond Mills.

The creek flowing in South London through the Smallman property and Carfax Crescent to the river, where it empties just below Hunt's dam, overflowed its banks, creating havoc along its course. Grand avenue at the intersection of the creek and the river, was a miniature lake, and "Waverley," an adjoining estate, suffered considerable damage by the flooding.

Its natural course here the swollen creek flowed over the thoroughfare, dropping into the river, and in a manner described by spectators, "like Niagara Falls." Cellars were flooded along the entire course of this stream.

The River Thames resembled a spring freshet. Sunday afternoon the main channel of the river was approximately six feet as a result of the rains Saturday and Sunday. Although the water was high, the river was not dangerous, and the water was not so high as to cause any serious damage.

Those citizens who ventured out to attend to their business, with the exception of a few, were not so fortunate. Compelled to leave their homes, they were met by a deluge of water, and the heavy downpour requiring them to remain at church hours after the services were concluded.

Waterloo street resident was enjoying a bath during the storm, when he noticed that his ceiling was dripping with water. He was so surprised that he called out to his wife, who was in the bath with him, and she replied that she was not sure if the water was coming from the ceiling or from the bath.

Was 12 Feet Deep.

The sunken tennis court, south of the C. P. R. station, was covered with twelve feet of water by the damming of the Carling creek at the point, and the water in the creek was so high that it was necessary to evacuate the houses.

Rooms Were Flooded.

On Edward street, the site of an old millrace, residents were uncomfortably embarrassed by the presence of two feet of water in their dining-rooms, while in the east end, Florence street, residents with houses in some cases high and dry, were marooned by two feet of water in their dining-rooms.

Youths and children of the district turned out in force to the subway under the race track at Queen's Park, for a swim, where it was reported that the water was ten feet deep. Swimming on Sunday was also in vogue on Ottawa avenue, east of Wellington street, which was flooded during the storm. Debris, including sticks, sawdust and portions of trees at York and Clarence streets, along the storm were mute testimony that this portion of the business section did not escape, the debris reaching the centre of the intersecting streets.

Cellars in this district acted as collecting ponds for the rain, as did also those in the surrounding streets. Much damage from this cause being reported.

Service on the London and Port Stanley Railway was uninterrupted except between 11:30 a.m. and 2 p.m. Sunday.

When lightning struck the line rendering it "dead" temporarily, and during periods when hydro was off. However, during Sunday afternoon and evening, 24 trains ran on "slow order," crews in the charge being instructed to do so on the alert for washouts and other damage to the line.

Stopped the Parade.

About 300 Orangemen from eight London lodges, two leaders Orange, when lightning struck the line rendering it "dead" temporarily, and during periods when hydro was off. However, during Sunday afternoon and evening, 24 trains ran on "slow order," crews in the charge being instructed to do so on the alert for washouts and other damage to the line.

On Tecumseh avenue east of Ridout street a section of the sidewalk was washed away by the storm, and the pavement at Elmwood avenue and Ridout street was seriously damaged. Land abutting the east side of the street, bridge in the rear of the residence was washed out by the rising river Sunday evening.

Lost 250 Chickens.

A resident of Langarth street, who is erecting a new home, inspected it Sunday only to discover the lumber and shingles for the same floating down the road. At Briscoe and Edward streets the water reached a depth of four feet, and H. Collins, 112 Edward street, lost 250 chickens, which were drowned during the flood.

All Sunday afternoon until early evening residents of that portion of Front street extending east from Wellington road to the river lined the bank and bravely watched the turbulent waters creep nearer and nearer to their back doors. Those people in real immediate danger from having their houses flooded were the residents of the north side of the street, whose back porches are but a step from the river's edge. As the storm persisted through the day the river gradually increased in volume and spread and commenced to assault the most threatening portions.

Citizens Warned.

Acting upon advice from Woodstock police officers visited the neighborhood and warned those living on the north side to be prepared for a precipitous evacuation. A report from the east prompted the authorities to issue this particular warning to those in the low lying districts liable to be flooded.

That most of the people were quick to realize that the best policy was an attitude of "ready first" is evidenced by the fact that considerable furniture and the pick of the belongings were moved out and housed with more or less haste before the waters were brought in under difficulties. Between 4 and 5:30 p.m. the most noticeable rise was noted, more than two feet. The back streets at the extreme east of the street were already under water, and with it drawing closer every minute there were prospects for a disagreeable night.

Rescued the Horses.

The "Front" street "island" to the southeast of the street was practically covered, but not before the horses grazing in that district were brought in under difficulties. Between 4 and 5:30 p.m. the most noticeable rise was noted, more than two feet. The back streets at the extreme east of the street were already under water, and with it drawing closer every minute there were prospects for a disagreeable night.

Many Wild Rumors.

Although London South apparently had troubles of its own, many residents from across the river visited Front street during the evening. Wild rumors were circulated broadcast through the district that the street was entirely under water, and that already three of the cottages were only accessible with rowboats. Scores and scores of curious mad Front street their objective for the Sunday evening ramble after church.

More people than I have seen on the street in the years I have been here," commented one Front street ratepayer. "It is certainly putting our thoroughfare on the map."

The fire department had a very busy day on Sunday owing to the effects of the storm. At 11:55 the first call came in from London South, where a house on Wortley road near Byron had been struck by lightning, but no serious damage was done. At 12:13 the Free Press was struck and they had another run. They were called to the Dundas Street Centre Church, which was also struck.

They were also asked to give aid to the citizens in the flooded areas on Tecumseh avenue and on Central avenue east of Adelaide street.

At 5:07 a call was received from the White Cafe at 30 Richmond street, where a fire had started in the kitchen.

By almost superhuman efforts the officials and men of the public utilities department concerned with the maintenance of the local hydro service had all the circuits in the city restored by 8 o'clock last night, but despite heroic efforts on the part of the workers dozens of individual homes had to go without electric light last night, and the residents content themselves with such lamps or candles as they could beg, borrow or steal. The work of restoring the individual services will probably take two or three days.

Feeder Were Fused.

At the hydro station, Ridout street, the worst damage done was the fusing of the two 1½-inch solid copper feeders of business and P. S. power service by a bolt of lightning. As a result of this trouble the whole service of the L. and P. S. was tied up until it was possible to make arrangements for a supply of power from the sub-station at St. Thomas, after which the regular service was restored.

Roadways Damaged.

Much damage was done at Springfield Park, large sections of the roadway being washed out by the torrents of water which poured down the hillside. At the ravine, where the new duck pond had been constructed, the water carried away the whole of the newly-erected structure, and made necessary the removal of the bittens, ducks, etc., which were in it, to other quarters pending a reconstruction of the pond.

Must Boil Water.

The rush of water from the hillside also filled the aeration ponds, so that it was necessary to shut off the far the main has held fast, but until the water could be emptied into the river. Owing to this condition, Mr. Buchanan advises that nobody should drink any

Today
Club Bags, Suitcases, Trunks,
Refrigerators and Kitchen
Wares—Basement.

July Clearance Sales

Beginning the second week of the July Sales, the clearing of Traveling Goods, Club Bags, Suitcases and Trunks at one-quarter to one-half off, afford the greatest opportunity in years to equip yourself for your summer vacation or trip. Tomorrow, from the Cotton Section, we have news of unheard-of prices in a great clearing of Cottons, Sheetings and Pillow Cottons. Price opportunities which have not been known for years, and we strongly advise you to take stock of your bedding and underwear supplies, and take advantage of this sale.

JULY SALE OF COTTONS

Not in many seasons have such opportunities in cottons been possible. Prices are so much lower and our stock has been so small since the big clearance of January that we have been able to buy freely for July sales at the lowest prices in years. This special day you will find devoted to offerings of all kinds of cottons at savings of easily 50 per cent in the average. The most striking differences you will notice in high-class English sheetings and lingerie cottons.

TWO BIG COTTON SPECIALS of firm, strong texture, perfect bleach, clean, even weave, for underwear or pillow slips; very unusual values here; yard wide:

No. 1—Cambric, absolutely pure 19c
No. 2—Longcloth, good weight 19c

BRIDAL CLOTH, your favorite lingerie fabric, of lovely soft, fine weave for dainty lingerie, offered here in a special width and price for the cotton sale; 40 inches 39c

EGYPTIAN LONGCLOTH is a cotton similar to madapolam, a little stronger in texture, both light in weight and firm in weave, guaranteed pure, makes lovely whitewear. Don't miss this. Yard wide 25c

ENGLISH MADAPOLLAM, a wonderful buy here. You will be surprised at the value, and you can't beat it for wear and dainty appearance; get in on this early; yard wide. At 39c

SHEETINGS are shown in many qualities, makes and weights, and it is not possible to list all here, but you can see these and others in department. Suffice to say these advertised are selected not because they are the lowest price at which sheetings are made but the lowest at which good quality cottons can be bought:

61 inches, a nice cotton 48c
70 inches, very special value 69c
80 inches, extra quality and width 90c
80 inches, wonderful value, English make \$1.15

Horrockses' Sheetings, all widths, now in stock at new prices much lower than formerly.

PILLOW COTTONS of firm, pure weave, perfect bleach, cottons that launder well, keep their snowy whiteness and please in wear; all widths 49c and 60c yard

HORROCKSES' MADAPOLLAM, another underwear cotton at just about half price; 42 inches 69c

FACTORY COTTON, a special here of sheeting weight, most exceptional value, clean weave, free from specks, full yard wide. On sale at 19c

PILLOW SLIPS, 42-inch only and well made of firm, weighty cotton; we would like you to see this pillow case; you can easily buy at lower prices, but this is a quality we think unexcelled at price offered tomorrow, 49c each

SINGLE-BED SHEETS of good sensible sheeting, well made, clear bleach, a nice sheet for summer home, rooming houses, etc. Tuesday only \$2.39 pair

DOUBLE-BED SHEETS, also made of most superior quality sheeting, good round thread, strong and durable sheets; will be on sale for tomorrow only at \$3.39 pair

NEWEST BELTS and GIRDLES OF LONDON AND PARIS ARE HERE

Belts and Girdles will be worn at the low waistline. Efforts to introduce the normal and high waistlines have failed. The belt or girdle at the hips and the uncorseted effects in the Oriental styles are favored. Naturally, specially-designed styles are necessary for this new mode. Let us show you these new things at the First Section, Centre Aisle, Main Floor, Dundas street entrance.

PATENT LEATHER-FINISH BELTS WITH BEADS IN COMBINATION, \$1.25 EACH

Black patent finish, steel buckle, two-color combinations of wood beads at back of belt; a new and very effective finish of the back waistline of the new suit or dress; bead colors are red and emerald, brown and black, red and black, black and green, tango and black, navy and red. Your choice, each \$1.25

ORIENTAL BEAD GIRDLES, \$2.00 AND \$2.50 EACH.

Something entirely new, made of pretty shaped wood beads, in various styles and colors, beautifully finished and highly polished. Although these girdles are two yards long they are very light in weight on account of the peculiar and rare wood from which these beads are made; all have tassels ends; plain colors in girdles are black, red.

Preserve Your Snapshots

Special Snapshot Album, in heavy black linen cover, loose leaf, which can have more refills added at any time:

Size 9½x7½, with 25 leaves \$1.00
Size 9½x7½, with 50 leaves \$1.25
Black Imitation Leather Loose-Leaf Album, size 7x11 inches. Price... \$1.75
Brown and Green Leather Loose Leaf, size 7x11 inches. Price \$3.00
Black Seal Leather Loose-Leaf Album, size 7x11 inches. At \$4.50
Art Corners in black and grey, 100 in package, for 15c
Stationery, Aisle D.

JULY RECORDS
"HIS MASTER'S VOICE"
Hear Them on a Victor.
Third Floor.

SMALLMAN & INGRAM LIMITED

NEW DANCE AND SONG RECORDS
"HIS MASTER'S VOICE"
Hear Them on a Victor.
Third Floor.

HYDRO HARD HIT BUT RESTORED BY FAST WORK

System Was Temporarily Demoralized by the Big Storm.

STOPPED TRAIN JUST IN TIME

Boy Prevented Express From Crashing Into Washout Near Hale Street.

The presence of mind and speedy action of a boy about 12 years of age probably prevented the wrecking of Grand Trunk passenger train No. 5 last night.

Earlier in the night No. 16 passed over the spot, known by railwaymen as "The Culvert," about half a mile east of Hale street. A moment afterwards the boy happened along and noticed that for about 300 yards the railway bed had fallen in.

Deep ponds of water were lying on both sides of the track. The boy at once ran as fast as he could to Hale street, where he met some sectionmen on the track to whom he reported the situation.

Passenger train No. 5 was all but due, and a great haste was made to flag it. The train was flagged just in time.

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MACDONALD'S CROWN CHEWING TOBACCO

The Tobacco with a heart

15¢
2 FOR 25¢

38th Anniversary of Fatal July Flood

By a remarkable coincidence the memorable July flood which created devastation in London and vicinity 38 years ago, fell on the exact day of the month as Sunday's storm. Under date of July 10, 1883, the Dominion Annual Register, under the section entitled Journal of Remarkable Occurrences, says:

"Very heavy rains in the district above London, cause a sudden and unprecedented rise of the River Thames, and in a short time the suburbs of London West and Kensington are completely under water, and large portions of London are flooded. Immense damage is done."

"Houses, bridges, etc., are carried away in all directions, and so sudden is the rise of the waters that fourteen persons failed to escape. The names of the drowned are: Mrs. Hopkins, Mrs. Hutchinson, Mrs. Constance, three children of R. F. Lacey, three children of George Stratford, 7-year-old daughter of Mr. Orr, infant daughter of Mr. Melin, a child of Mr. Holman.

"The water subsided very quickly, but leaves a terrible accumulation of mud and filth, the removal of which causes great trouble. Almost every house in the flooded district is more or less damaged, and hundreds have all their worldly possessions swept away. Subscriptions are taken up in most of the leading cities, a relief committee formed, and the Ontario Government contributes \$5,000."

Treat your nerves right
When tea or coffee causes annoyance, try
INSTANT POSTUM
Charm without harm in this table drink
"There's a Reason"
Sold everywhere by grocers

Cuticura Soap
IS IDEAL
For the Hands