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We carry a full line of Ensign, Anaco and Carbine cameras, films, etc. Films are developed and printed by an expert in eight hours.

Your Child's Eyes need every care. They should be examined and, if necessary, fitted with a pair of GOOD GLASSES. We can do this for you at a very moderate cost.

John S. Barnard
Optician,
194 DUNDAS STREET.

Wegner Clothing Co.

Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTERS

Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.
371 TALBOT ST., OPP. MARKET.
Open Evenings—Phone 1849.

The best ad. is a satisfied customer. One ton will convince you.

Our Coal is the Best

Heaman & Son
York and Burwell Streets, Phone 312



JUST RECEIVED, A LARGE SHIPMENT OF FLOWER BEADS

In ten different colors. See them before buying.
19-inch strings \$1.50
22-inch strings 2.00
45-inch strings 3.00
The store with the stock and one price the year round.

W. J. Wray & Co.
234 DUNDAS ST., LONDON, ONT.

YOU NEED NOT BE SICK.

OXYGEN
Nature's Greatest Curative Agent
Administered by the
Will Expel Disease



Inquire into the science of Oxygen. Use one in your own home, and you will experience a wholesome change in your view regarding the treatment of the sick.
No Drugs. No Battery. First Cost: The Only Cost: Lasts a Lifetime.
FOREST CITY OXYGENATOR CO.
Room 8, Royal Bank, Phone 1544.

NOTICE

EGGETT & CO.
(Formerly of Dominion Savings Bldg.)
Experts in Plumbing and Heating
Engineers Are Now Located at

392 Clarence St.
PHONE 210.

Long Blue Flame CANNEL COAL
FOR THE GRATE, IT IS SUPERIOR QUALITY, AND

Burns Well Heats Well Lasts Well

Webster-Harvey, Ltd.
PHONE 1383.

Your Needs in Wall-Paper Can Well Be

supplied from our large and complete stock, which contains the finest selection of papers shown anywhere.

In the moderate-priced goods we can show you an extensive line of clearly printed and beautifully colored papers, specially priced at 10c, 12c, 15c, 20c and 25c per roll.

We show them and they sell themselves. Come and see them at

COLERICK BROS.
212 DUNDAS ST.

The London Loan & Savings Co.

ALLOW
4% On Deposits
5% On Debentures

Safety Deposit Boxes to Rent at Lowest Rates.

Cor. Dundas and Clarence Sts.

COAL

JOHN MAXI & SONS
Corner York and Burwell.

HAMILTON'S Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

Parnell's Breads---

The best ingredients that money can buy. The most skillful bakers, the cleanest bakery in the country, and intelligent delivery, make them the wisest buy for you.

PARNELL The Breadman
Phones 929-1290.

DIAMOND HALL Earrings

Just at present there is a great demand for BLACK EARRINGS. While we have these in stock, we are introducing the

W. G. YOUNG
2-DIAMOND HALL STORES—2
"Where You Get the Latest."

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TWO FIREMEN HURT IN BLAZE ON TALBOT ST.

Captain Taylor Thrown From Ladder, Pipeman Cut by Glass.

DAMAGE PROBABLY \$8,000

Simpson Trunk Company's Stock Is Partially Ruined.

STARTED ON FIRST FLOOR

Blaze Was Sweeping Second Story When Brigades Arrived.

Two firemen were injured and several others had narrow escapes from falling glass in a fire that broke out on the ground floor of the four-story building occupied by the Simpson Trunk Company and Trunk Company, 447 Talbot street, at 5:35 o'clock yesterday afternoon. The blaze worked its way unobscured into the second story before an alarm was sent in. It was extinguished at 6:52 o'clock. The damage is estimated at between seven and eight thousand dollars on the stock and \$500 on the building.

THE INJURED.
Captain Frank Taylor, No. 4 Company, thrown from ladder; severely bruised, cut, and probably shoulder dislocated.

Pipeman Allen Weber, driver, Central Station; badly cut on face and hands by falling glass.

Considerable Headway.
The blaze had gained considerable headway when the apparatus from the Central station, which was the first to arrive, pulled up at the spot. Smoke was belching out under the roof in the manner that caused Assistant Fire Chief Scott to suspect that the fire was raging in the upper story.

To nip the blaze, ladders were raised to the fourth story and firemen quickly sawing up the swaying ironwork.

Within a few minutes a deluge of water was being poured into the building from Talbot street, as well as through windows on the north and south sides.

In this manner the fire was checked from mounting the stairway to the third floor and confined to the lower part of the building. The stairway up which the blaze was working, was finally located, and a detail of men under Captain Taylor mounted a ladder commanding a window near the stairs.

It was while directing the stream of water into the blaze with telling effect that Captain Taylor was thrown to the ground.

A stream of water, poured in from the opposite side of the building, "got away" from the men who were directing it. The stream shot across the second floor, room through smoke and fire and struck Captain Taylor full on the breast. He was hurled to the ground, nearly taking the other two men on the ladder with him. He was removed to his home.

Cut by Falling Glass.
Fireman Weber was working on a ladder in front of the building, and when a big window pane, cracking from the intense heat inside, fell over him. He was unable to remain at his post.

When Assistant Chief Scott located the origin of the blaze and the position of the stairway from the first to the second floor, the stream of water directed at this point soon began to have a telling effect. The fire was under control within a half-hour after the brigades responded to the alarm.

The fire is said to have started in a pile of trunks on the first floor.

When the fire was at its height, the six o'clock rush was on the streets, and a detail of police experienced great difficulty in keeping back the crowd. Traffic on Talbot street, between Dundas and Carling streets, was tied up for almost an hour.

Heavy Christmas Stock.
Manager H. E. Simpson is out of the city, and the damage could not be accurately stated by employees. The Christmas stock was practically ready for shipment, so that the loss will be heavier than at any other season of the year. The entire stock is saturated with water, and it is stated that some expensive machinery is damaged.

The fire was discovered by A. E. Hall, who conducts a livery and boarding stable next door. Seeing the smoke issuing from the windows, he ran into his office and phoned the fire hall. The brigades were on the spot in less than three minutes.

BABY CRIED CONSTANTLY

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VERY KEEN COMPETITION

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Paraded on Market.
At 1:30 the children paraded on the market square, and headed by the band of the Seventh Regiment, and with the principals and teachers bringing up the rear, marched in procession to the park. There no time was lost in getting down to the serious business of the day, and the races were run off with a dispatch which reflected great credit on the executive officers, starters and judges.

The contestants, besides striving for individual success, were entered as representatives of their respective schools.

The Results.
The results in the various competitions follow:

50 yards, girls, under 10—1, Norma Cunningham, Lorne Avenue; 2, Doris Walker, Chesley Avenue; 3, Flora Hall, Ealing; 4, Thelma Ferguson, Aberdeen; 5, Irene Esdale, Alexandra.

50 yards, girls, under 11—1, Dorothy Henry, Lorne Avenue; 2, Nettie Wilson, Rectory; 3, Olive Hodgins, St. George's; 4, Marjorie Moore, Wortley Road; 5, Rena Currie, Simcoe.

75 yards, girls, under 12—1, Quessie Harris, Simcoe; 2, Gertrude Loring, Lorne Avenue; 3, Christy Wanders, Rectory; 4, Bertie Forsythe, Princess; 5, Lillian Kingsborough, Pottersburg.

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100 yards, girls, under 14—1, Vera Johnson, Princess; 2, Geraldine Hedden, Wortley Road; 3, Greta Bayley, Lorne Avenue; 4, Florence Weeks, Pottersburg; 5, Naomi Walker, St. George's.

100 yards, girls, 15 and over—1, Myrtle Harper, St. George's; 2, Lou Wood, Victoria; 3, Madeline Grasson, Aberdeen; 4, Helen Ball, Lorne Avenue; 5, Mildred Glass, Simcoe.

Tripping—1, Bertie Forsythe, Princess Avenue; 2, Lila Smallman, Simcoe; 3, Helen Mitchell, Rectory; 4, Hilda Millie, Lorne Avenue; 5, Madeline Grasson, Aberdeen.

50 yards, boys, under 10—1, Harry Cassidy, Chesley Avenue; 2, Walter Simson, Princess; 3, Cecil Walters, Victoria; 4, John Taylor, Lorne Avenue; 5, Jim Milne, Empress.

50 yards, boys, under 11—1, Nelson Perry, Simcoe; 2, Roy Baker, Alexandra; 3, Norman Hueston, St. George's; 4, Will Hodgins, Empress Avenue; 5, Stewart Manuel, Victoria.

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