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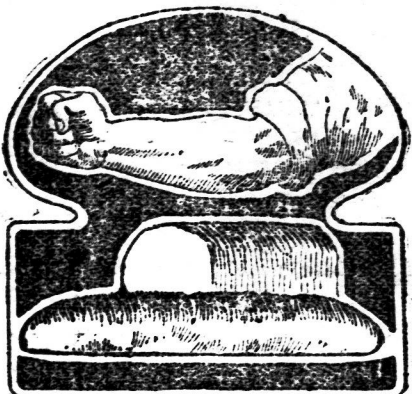
BEST LARGE LUMP GLOSS STARCH

Special low price for this quality, per pound..... 8¢
Richards' Pure Comfort and Bee Hive Soaps, six bars for 25¢
White Castile Soap, the large-size bars 25¢

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THREE POPULAR STORES.
Dundas & Ridout Sts. Phone 385.
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FRANK C. HOOPER.
NEXT THE ADVERTISER.

A Good Place to Buy Shirts



FOR BREAD THAT MAKES
MUSCLE TRY OUR HOME-
MADE LOAF.

MILLER
Phone 2173. TECUMSEH AVE.

QUALITY STORE FRESH MUSHROOMS

HARRY RANAHAN
Phone 1024. 515 Richmond St.



Diamonds

Visitors to the city will be specially interested in our Diamond display. We buy from the cutters, and pay no duty. Our prices and goods will surprise you.

W.G. YOUNG
DIAMOND HALL
STORES.

LONDON AND DISTRICT

Colt Killed by Lightning.

During the electrical storm a couple of days ago a valuable two-year-old colt belonging to Mr. George Riddell, of White Oak, the clerk of Westminster Township, was struck by lightning in a field and killed.

Late Mr. McLennan.

The funeral of John McLennan was held yesterday afternoon from the family residence, lot 4, con. 3, of the Gore of London, to the Gore Cemetery, and was largely attended. The funeral services were conducted by Rev. T. B. Clarke.

Strathroy Wedding.

A quiet and pretty event took place in Strathroy on Saturday evening, July 30, when Mr. Herbert Arthur Osborne, son of Mrs. Charles Osborne, of this city, was wedded to Miss Louise Baker, daughter of Mrs. Chas. Baker, of Strathroy. The ceremony was performed by Rev. Mr. Priest, in the presence of immediate relatives, Mr. and Mrs. Osborne will reside in London.

Late George Johnston.

Mr. George Johnston, of Lonsdale, died on Wednesday last. He had been in poor health since March. Mr. Johnston was born in the little village of Garrison, County Fermanagh, Ireland, on Jan. 31, 1826, so when the end came he had passed far beyond the allotted span of life. In 1847 he came to Canada and resided at Brampton, this Province, until 28 years ago, when he went to Lonsdale, of which village he had ever since been a resident. When living at Brampton, he took much interest in the Orange Order, and was a faithful Christian and member of the Methodist Church. Mrs. Johnston survives her life partner, together with five daughters and three sons, as follows: Mrs. Alex. Windrim, Mrs. Adams, and Mrs. Mrs. William Adams, of London; Mrs. Herbert Mackenzie, Cleveland; William, of Toronto; Thomas, of Bradford, and

"THE DOP DOCTOR"

BY RICHARD DEHAN.
A new author, and he has written a very clever story. It is a South African tale, and reminds one of the literary flavor of De Morgan's books. Our special price, \$1.10.

The Mallagh Bookshop

BEST SARDINES, POTTED MEATS, COOKED HAM.
J. W. EEDY
579 Waterloo St. Phone 1206.

Watches

We carry a full line of Waltham, Elgin, Webb C. Ball, Howard, Hamilton, Illinois, Trenton, Ingersoll, and our own Commercial Standard.
Every watch we sell is guaranteed.

C. H. Ward & Co.
DIAMOND MERCHANTS AND JEWELERS,
374 Richmond Street, Phone 1084

The Delicious Fragrance

from a hot "Purity" Baking Powder biscuit whets the appetite. The taste of such a biscuit—sweet, creamy, delicate and crisp—is a joy to the most fastidious.
"Purity" Baking Powder improves the flavor and adds to the healthfulness of all risen flour-foods. It renders the biscuit, cake and pie more digestible and nutritious.
"Purity" Baking Powder makes hot biscuit wholesome. Food raised with it will not distress persons of delicate or enfeebled digestion, through eaten warm and fresh. Only 20 cents pound.

Cairncross & Lawrence
Chemists and Druggists,
216 DUNDAS ST. LONDON, ONT.

REDUCED

Children's Straw Hats

Children's Linen Hats

BELTZ

PRACTICAL FURRIER.

BURWELL ROAD BABIES FOR IRISH BABY SHOW

Mother Is Proud of the Bairns
and Asks Permission to
Show Them Again.

The Irish Benevolent Society baby show is popular, judging from a communication received yesterday by Ex-Mayor S. Stevely, president of the I. B. S.

For the past two years as pretty a pair of twins as one would care to look at have been shown by Mrs. Fisher, of Burwell Road postoffice. They are over two years of age now, but Mrs. Fisher would like to show them again, and wrote to Mr. Stevely asking for permission.

The letter was sent to Chairman Fowler, of the baby show committee, and in consultation with Fire Chief Aitken and other members of the committee it was decided to allow the lady to enter the children.

A special class for twins over two years old and under four will be made, for which prizes will be given. The letter to President Stevely was as follows:

Perennial Babies.

"Dear Sir,—I am dropping you this note to ask you if you will let me take my babies to your picnic again this year. They are, perhaps, a little old, as they are now past two years of age. They took the prize both years, and I would like to take them to the show again. It is not for me, however. I took the \$5 given by Mr. Beidler two years ago, and added another dollar, and placed it in the bank for the babies. When they grow up they will know where it came from. Hoping for a favorable reply, I am, sincerely yours,
"MRS. GEO. FISHER."

Valuable Prizes.
A number of valuable prizes will be competed for in the baby show. Mr. W. A. Jackson, of the Connell Coal Company, has donated a ton of coal, as has also Mr. W. A. Martin. Among other valuable prizes are those given by Mayor Beattie, George Henry, Jas. Cowan & Co., Purdon Hardware Company, Ald. Tancok, Ald. Pocock, Ald. Morgan, Thomas Gillies, Fire Chief Aitken, George Norton, N. Parke Graydon, and others. Every baby will get something.

THE ADVERTISER AT PORT STANLEY

Mr. W. H. Smith will look after The Advertiser's interests at Port Stanley this season in the same satisfactory manner as last summer. Londoners attending the holidays at Port can secure their favorite paper by writing this office, telephoning 107, or notifying W. H. Smith, Box 198, Port Stanley.

New Sterling Lobsters

Only the choicest parts used in putting up this brand. Every can guaranteed. 25c and 35c can

French Sardines

We import the finest French Sardines packed in the best grade of olive oil.
Small cans 15c to 20c
Large cans (boneless), 40c to 50c

THREE PHONES:
Dundas Street, 3051 and 3052,
South London, 969.

T. A. ROWAT & CO.

INSURANCE CUT 20 CENTS HUNDRED

Mayor Beattie Receives a Letter
From the Underwriters in
Which Concession Is
Made.

COUNCIL NOT SATISFIED

Ald. Richter Looks for a Nigger in the Fence—Matter of New Engine Was Laid Over Till Next Year.

At the council meeting last night a communication was read from Mr. J. A. Robertson, of the Underwriters' Association, notifying the city that the key rate for London had been reduced 20 cents per hundred, and that a further reduction of 20 cents would be granted provided the wells were completed within a year, and a new steam fire engine of 1,000 gallons per minute were purchased. The letter was sent to No. 3 committee, and they will discuss the necessity for a new engine.

The Statement.

The document is as follows:
"Toronto, July 30, 1910.
"J. H. A. Beattie, Esq., Mayor, London, Ont.:

"Dear Sir,—Referring to our recent correspondence and visit paid to your city by our engineer and myself, I now beg to say that the question of the key rate for the congested business centre of the city was brought before our association, and I am pleased to be able to advise that the members have recognized the improvements so far carried out and rates on the mercantile business will, in accordance with the notice which is being sent out to the agents today, be reduced by 20 per cent.

"I was instructed to advise you also that the association is prepared to make a further reduction in the key rate of 20 per cent on business in the congested mercantile district on the completion of the new artesian well system, reservoir and pumping plant, but subject to the purchase of a new steam fire engine of 1,000 gallons per minute capacity. Our members feel strongly the necessity for some method of increasing the water pressure for use at fires, and it is plain from the terms that were made on Thursday that the new artesian well system will have practically no effect on the pressure, so that a powerful steamer is, in our opinion, an absolute necessity, and I trust that this matter may be forcibly presented to your council with the view of having one acquired. I was further instructed to advise you that changing conditions and circumstances do not allow us to make promises and reductions in rate to extend over an indefinite time, and unless, therefore, the artesian well system, etc., is completed and the new steamer acquired within a period of twelve months, the offer of the further reduction of 20 per cent must be considered to be withdrawn.

The period, however, seems to be a liberal one, and I have no doubt the city will easily find itself able to meet our wishes. Yours truly,
(Sgd.) JOHN A. ROBERTSON,
"Secretary."

Over Till Next Year.

Ald. Morgan moved immediately that the communication be received as filed, and that the council of 1911 be asked to place sufficient money in the estimates to purchase it. Ald. Pocock seconded the motion.

"I have no particular objection to the motion," commented Ald. Richter. "It is perfectly harmless. However, I do object to some of the statements made in the letter. They state that the pressure will not be any greater when the wells are completed. That I do not think is true. They do not know that it is true. It would be better to wait until the well scheme is complete, and then we will have positive information on the subject."

Ald. Saunders thought that the price of the engine would be saved the citizens in short order if it were purchased at once.

Ald. Stevenson thought the matter of great importance. The question of insurance was a vital one to the citizens. He was anxious for a further reduction, if possible. He also took the ground that the price of an engine would be saved before the snow flew if bought at once.

"I have no quarrel with Ald. Stevenson in his desire to have the key rate reduced," said Ald. Richter. "That is not the whole desideratum. The key rate is not the whole of insurance. Surcharges of one kind and another which have been added mean much more than the reduction. We have no guarantee that the underwriters will not increase the surcharges."

Ald. Stevenson then moved that the matter be referred to No. 3 committee, and that they find ways and means of purchasing an engine. Ald. Saunders seconded the motion, and it was carried.

\$500 to \$800.
Player Pianos, in 88-note, 65-note and combination. Four different makes; twelve different styles. Williams Piano Company, Limited, 194 Dundas Street, 15-16

Pre-Inventory Clearance of Housefurnishings AT COST AND LESS

ONE WEEK Commencing August 2. Odd Lines Must Be Cleared. A Few of the Snaps.

Carpet Specials

Tapestry Carpets, 68c value, at 46¢
Tapestry Carpets, 78c value, at 59¢
Brussels Carpets, \$1.15 value, at 73¢
Brussels Carpets, \$1.35 value, at 89¢
Axminster Carpets, \$1.50 value, at \$1.15
10 to 47 yards to a pattern.
Special Wool and Tapestry Remnants, 60c to 90c values, at, per yard 39¢

Draperies

Serim Curtain Goods, new and handsome designs and colorings, 30c value, at yard 18¢
White Madras, 30c value, at 17¢
Cream Madras, 30c value, at 17¢
Colonial Madras, beautiful border effects, 35c value, at 24¢
24 only Soiled Window Shades, white, cream and green, at 27¢

Tapestry Curtains

Three pairs only Fine Mercerized Tapestry Curtains, \$4.50 value, at, per pair \$2.69
Two pairs, finished with cord, at, per pair \$2.89
Three pairs, green and red, delf fringe, at, per pair \$3.89
Also Odd Half Pairs, for single doorways, were worth \$5 and \$6 a pair, to clear, each \$1.79

We Sell Crex Grass Rugs. **A. SCREATION & CO** We Sell Vudor Porch Shades.
NEW STORE 154 DUNDAS STREET

PLEASED WITH CUT

Continued From Page One.

town, and as a result there is not the pressure that there should be.

"An engine would obviate the difficulty, and mean a fine reduction. It would furnish us additional protection, and at the same time reduce our rates to a reasonable figure."
"The key rate now is \$1.10 a hundred. The reduction of 20 cents brings it down to 90 cents. If we had the engine we would have a 70-cent key rate—a fair rate. I do not think the surcharges will be interfered with. These depend largely on local conditions, and as these improve the surcharges will be reduced, cut off. The average rate of insurance will be reduced a great deal."

"We need an engine. I have supported this for some time. It appeared to me as better than changing the mains, as the cost would not be so great. We should continue to agitate until we get the insurance rate where it should be."

The Awakening.

"It is funny that the underwriters have just now awakened to the fact that the city has improved conditions greatly during the past year and a half," said another prominent citizen. "We have had a million gallons of water more than the Springbank supply for more than a year. We have been agitating for an engine for over a year, but the underwriters did not hurry themselves to make a reduction. I doubt greatly that the reduction is due to the fact that we have an engine. It is due altogether to the fact that the citizens are complaining, and have been complaining bitterly of the underwriters. This body is very unpopular, as it should be because of the heavy rates on citizens. The non-tariff companies have been doing much business in the city, consequently local agents complained of the difficulty of doing business, and the underwriters decided to make a reduction. The opportunity came the other day, and they seized it. There has been no change in local conditions for over a year, and they know it."

The Pressure.

"They do not know what the wells will do yet. There is a new 18-inch main going down, that will give plenty of water throughout the business district at from 75 to 80 pounds pressure. This will practically restore the old-time pressure. The fire chiefs have told me more than once that they would fight any fire with the old-time pressure and plenty of water. We will have both in a short time."

"We have not been obtaining much benefit in the way of pressure from the million gallons being pumped at Horton street. It is being forced in to the mains already overcrowded. We will have, when finished, three millions of gallons pouring through an underwriter's 18-inch main, furnishing plenty of pressure all through the downtown district."

"In Detroit and the other cities they have their fire engines gauged for 90 pounds pressure, except where there are exceptionally high buildings. Eighty pounds ought to be sufficient for this city as we have no very tall buildings."

"The reduction may be a fair one, but it is not because we have improved conditions. When the Horton street wells are in good running order we will be better able to talk to the underwriters. In the meantime negotiations with mutual companies will have a salutary effect on the underwriters as in the present instance."

Mayor Is Satisfied.

"I am well satisfied with the reduction," declared Mayor Beattie. "Of course, I would like to have seen a greater reduction, but we have to be satisfied with what we have received. It is very evident that the underwriters will not give a further reduction until we have another fire engine, even if the wells are completed."

"The city pays the sum of \$279,000 annually in insurance premiums. The major portion of that comes from the congested district. A reduction of 20 cents means quite a bit when so great a sum is considered. As I said before, we would like to have more, but we could not get it."

"I felt certain from the beginning that we would be given a reduction in view of the improvements made."

Did You Know?

That you can get an A.I. noon day lunch, 12 to 2 p.m., or supper, 5:30 to 7:30 p.m., for TWENTY-FIVE CENTS. It's appetizing. Try it.

LONDON CAFE

201 Dundas St. F. A. Smith, Mar.

Great Reductions In Verandah Chairs

H. WOLF & SONS
We Trust You. 265 Dundas St.

Wants New Engine.

Fire Chief Aitken is in favor of a new engine.
"We need one badly," he stated to The Advertiser today. "We have plenty of use for it, and it will be of great assistance in fighting fires. I would like to see an automobile engine. I have seen several tests of them during the past few years, and they are very efficient. When getting an engine the city should get the best and be up to date. An auto engine would prove cheaper than an engine hauled by horses."

EVANS---DOYLE

A Very Pretty Wedding in East London.

One of the prettiest weddings of the season took place yesterday at the home of Mrs. James Doyle, 192 Rectory street, when her youngest daughter, Miss Ethel B. McIntyre, was married to Mr. Chesley S. Evans, of Detroit, formerly of London. The ceremony was performed by Canon Dyson Hague in the presence of a large number of relatives and friends. The bride looked very handsome in a beautiful gown of cream voile over taffeta silk, and her travelling dress was of navy blue broadcloth. Miss Pearl McIntyre, sister of the bride, attended her, and wore a dress of pale green crepe de chene. Mr. A. J. Evans was groomsmen, and the wedding march was played by Mr. H. Hilton Evans. Mr. and Mrs. Evans left last evening for Detroit, where they will reside.

Special attention paid to wedding orders. Hueston's Liveries.

Chicago Excursion.
Account Triennial Conclave, Knight Templar, the Canadian Pacific will sell return tickets, London to Chicago, at rate of \$12.10, good going Aug. 5, 6, 7 and 8. Return limit, Aug. 16.—By depositing ticket with joint agent at Chicago, and paying 50 cents additional, limit can be extended until Sept. 6. Through fast trains leave London, via C. P. R., at 11:33 a.m., 7:10 p.m. and 11 p.m. Call at C. P. R. city office, corner Dundas and Richmond, 47u.

A SMALL DAY.
Toronto, Ont., Aug. 2.—This was the smallest day of the season at the western cattle market. Only 24 carloads were received in all.

PILES
Dr. Chase's Ointment is a certain and guaranteed cure for hemorrhoids, piles, itching, bleeding and protruding piles. Get testimonials in the press and ask your neighbors about it. You can use it and get your money back if not satisfied. Dr. Chase's Ointment.



Mothers
You who do not watch the eyes of your children are

Guilty of Criminal Negligence

Neglected eyesight in children may lead to partial or total blindness in later life.
Children have no means to judge whether their sight is good or bad; neither have you.

Heed This Warning!

and let us examine your children's eyes. We are experts.

The Brown Optical Co.

Eyesight Specialists.
237 DUNDAS ST. PHONE 1877



Beautiful Braids, Real Hair, Regular \$6 and \$7.50, for Only \$5 Each. All Shades.

Smaller Braids at \$3.50, \$4.00, etc. We have lots of Switches, mixed with gray, at \$1 to \$4 each. Hair Nets, Hair Pads, Hair Tonic, Hair Dye, Hair Oil, Hair Puffs, Hair Combs, Hairpins, etc. We shampoo hair, 50c; we dress hair, 35c; we face massage, 50c; we treat scalp trouble by electricity. Ladies' Wigs and Pompadours our specialty. Manicure Goods and toilet articles. Great reductions in Turban Pins, Toupees and Wigs for bald men. Our grand Toupees are worn by farmers, merchants, doctors, clerks; in fact, by all men in all walks of life. Our Feather-weight Toupees are not to be equaled anywhere. We dye, clean, and repair Toupees or Wigs.

Prof. Micheel
PHONE 236. 221 DUNDAS ST.

MIDSUMMER BARGAINS

Ice Cream Freezers, 2-quart .. 85c
Ice Cream Freezers, 3-quart \$1.25
Just a few Hammocks left, clearing at cost.

Striking prices on Screen Doors, and Windows, Lawn Mowers, Gas Stoves and Hot Plates.

Dangler Oil Stoves, \$4.75 and \$6.50
See our excellent values in Preserving Kettles.

Full line of Threshers' Supplies, Belt Lacing and Fasteners, Teeth for Threshing Machines, Machine Oil Cans and Mitts.

WESTMAN'S HARDWARE,
121 Dundas St. and Market Square

London Conservatory of Music and School of Elocution, Limited.

Classes resumed Sept. 1. Arrangements may be made at any time for the full term. Office open. Write for curriculum. Address: 374 Dundas street; phone 1101. F. L. WILLIAMS, Mus. Bsc., A.R.C.O., principal. LOTTIE L. ARMSTRONG, registrar.

R. K. COWAN

BARRISTER, SOLICITOR, ETC.,
County Bldg., next Court House, London.

NEELY & BLOOD

WOODS' FAIR.
Third Door East of Richmond Street.

Fruit Jar Rubbers, per dozen 5c

Special Soap Values for Thursday

TOILET SOAP—Lily Bouquet, three in box, regular 15c box. Thursday price, box 12c

BLACK BEAUTY TAR SOAP—Regular 5c cake. Thursday price, 3 for 10c

MECHANICS' PINE TAR SOAP—Special, cake 5c

MADAME ROY'S COMPLEXION SOAP, three cakes in box. Thursday special, per box 8c

VIOLET TALCUM POWDER—Regular 25c. Thursday special, box 15c

Three large bars of **PREMIER LAUNDRY SOAP**, regular 10c bar, three bars for 25c

Three boxes **POWDERED AMMONIA**, Thursday price, 3 for 10c

NEELY & BLOOD
169 Dundas Street.