Fruit-a-tives

OR "FRUIT LIVER TABLETS"

A pleasant liver laxative made from fruit with tonics added. Nature's remedy for **constipation, headaches, biliousness, kidney and skin diseases.**

"I have had Liver Trouble for ten years, and tried different remedies but think Fruit-a-tives are the best. I cannot praise them too highly." At Druggists—50c. a box. Mrs. JOHN CLINE, Aylmer, Ont.

Manufactured by FRUIT-A-TIVES Limited, Ottawa.

China Souvenirs, 10c, 15c, and 25c each.

WOODS' FAIR

We carry an elegant line of Gilt Glass, 15c.

BIG CHINA DISPLAY.

Bring your friends to see London's big variety store this week. We do not ask them to buy, but will be pleased to show them around, and will especially request that they will pay a visit to our immense China Department down in the basement. Everybody welcome.

SOUVENIRS. SOUVENIRS.

We are prepared for a big business in Souvenirs, and have got together one of the finest collections ever brought to the city. Everything new and nobby. Souvenirs on leather, wood, celluloid, china, glass, cardboard and shell, at, each, 5c, 10c, 15c or 25c

CANDY.

Our Candies are fresh and pure and we carry over sixty varieties, at, per pound, 10c and 15c

CALL AND GET A NICE BOX.

Get a King Edward Mug and take home, 10c.

Woods' Fair

Japanese Salts and Peppers, 5c and two for 15c.

ENGLAND FEARS BUTTER FAMINE; HERE'S THE CHANCE FOR CANADA

Only Relief in Sight Is in Increased Exports From Dominion.

London, Aug. 8.—The Canadian Associated Press understands that there is a great scarcity of butter, and that owing to the labor troubles at Riga, Russia, where large quantities await shipment, the stringency may become increasingly serious. The abnormal shortage has been reflected in a rapid advance of values to a point never reached during the hot season for over 20 years, and a further advance under the circumstances is fully expected.

There is no indication of an increase in receipts at present from foreign countries, and the only relief in sight is on a possible expansion of the imports from Canada, which is rapidly coming to the front as a butter producer. Her exports to Great Britain are steady growing. The Creamery Journal of London, commenting upon the increasing importance of Canada in this respect says:

"From the 1st May to June 25, she sent us 64,000 boxes, against 52,000 in the same period last year, and 38,000 the year before. This is rapid progress, and very welcome to our consumers as a setoff against the decline in the supplies from foreign countries, which last week amounted to 15,235 cwts, compared with the same week in 1904.

"Prices are higher in London than at Manchester or Bristol, and it is thought that London will have to depend more than usual on Canada. All that is now coming from the Dominion is in good demand, and goes straight into consumption. The market for cheese has been very steady, and his presented no very striking feature. Canadian is in good demand. The account of the cheese imports during last week is interesting, and significant as showing the overwhelming preponderance of Canada as regards present supplies. Out of 56,035 cwts she sent no less than 47,450, the trifling quantity of 606 cwts coming from New Zealand, and all foreign countries put together making up the remainder to 7,979 cwts.

A comparison of present quotations with those prevailing a year ago show that the existing stringency has caused an advance of 20s per cwt. Canadian creamery being now quoted at 106s to 110s, against 88s per cwt a year ago.

Toronto dealers, discussing the above, say that Canada is now doing its utmost to satisfy the British demand for our butter and exports for the season of navigation are the largest on record. In all 235,757 packages have been sent forward to the English market since May 1, against 147,191 packages in the corresponding period a years ago.

"Can't you send still greater supplies?" one dealer was asked.

"Not just now," was the reply. "Prices have been so high abroad that dealers have sent forward every available package to the old country. Production has been unusually heavy, but the export demand absolutely prevents any accumulation of stock here, and supplies in storage in Canada are the smallest for many years.

"We cannot supply the demand, and the result is that prices are two cents to three cents per pound higher here than a year ago. There are some signs of a slight increase in production, however, at country points, owing to the favorable weather conditions, and the splendid condition of the pastures, a combination that has resulted recently in an increased flow of milk."

A CAMP NECESSITY.

Clark's Pork and Beans are a necessity in every camp. Satisfying, tasty, and wholesome. 5c and 10c per tin. Plain or with Chili or tomato sauce.

STEAMERS ARRIVED.

Aug. 8.—At New York—Minnehaha, from London; Carpathia, from Liverpool.

At Cherbourg—Kron Prinz Wilhelm, from New York.

At Dover—Zeeland, from New York.

At Liverpool—Campania, from New York; Tunisian, from Montreal.

At Genoa—Citta di Torino, from New York.

At Havre—La Gascogne, from New York.

At Boston—Republic, from Liverpool.

At Montreal—Sardinia, from London; Furnessia, from Moville.

At Rimouski—Bavarian, from Liverpool.

Done on Time

The Oxford Chancellor Range never balks, sulks or disappoints you. Roasting and baking are pleasures when done with such a perfect oven.

Easily managed, quickly responsive, very economical and most durable, the

OXFORD CHANCELLOR RANGE

is unquestionably the best steel plate range.

It is so because it is made so. It is built of heavy patent rolled steel plates, and is lined throughout with asbestos.

It has the most perfect arrangement of draft dampers and flues.

Two air spaces, totalling 7¼ inches, protect the floor. It has handsome ornamentation and many other special and exclusive features, but its strongest recommendation is its perfect roasting and baking.

If your dealer cannot show it, write us direct and we will send you full particulars and the name of the nearest dealer who can.

Those who prefer a Cast Iron Range will find our Imperial Oxford the handsomest and most perfect in every way. 952

THE GURNEY FOUNDRY CO., Limited

Toronto Montreal Winnipeg Calgary Vancouver

The Early Days of Fire Fighting In London Town

"Dick" McBride, a Veteran, Tells of Happenings In the Old Times.

Nothing illustrates the difference between London of today and London of fifty years ago better than the history of the city's fire-fighting department. This statement can be readily appreciated by anyone who is old enough to remember, or who takes the trouble to glance over, the multifarious changes which have taken place in the fire brigade, until now it is a totally different institution from what it was half a century ago.

Not in the vast improvements in the fire-fighting appliances, which have been brought about by the course of the years, is the most striking difference to be found, but rather in the gradual changes in the organization of the brigade itself. A semi-century ago the brigade was nothing more than a civic body like the school board and similar institutions. It was simply a large number of public-spirited citizens who held themselves in readiness to throw their business affairs to one side at any moment, haul out the primitive engines which were then in use, and combat flames which had suddenly broken out in the premises of one of their fellow-townsmen.

With the growth of the city's population and the progress of modern ideas the fire brigade assumed a nature similar to that of the police force or any other body of civic servants. While the fire brigade, therefore, has gained in effectiveness, it is no longer a striking expression of a fine public spirit, as it was in olden days. It is no wonder, then, that the veteran firemen cherish the remembrance of a time gone by, and that no body comes more into prominence when the Old Boys are home again.

The Primitive Stage.

The primitive stage of the fire brigade was of course when nothing but pumps and buckets were available to fight the flames. Back in the thirties and forties, when London was a baby, the ancestors of the present generation had "bucket work" down to a science. The best citizens that the village possessed were always ready to strip off their coats whenever an alarm was given and form up in two lines between the scene of the fire and the nearest pump. Up one line the full buckets would pass rapidly, discharge their contents on the flames and be passed back to the pump along the second line of willing workers. Certain citizens could always be counted upon to fill certain positions near the burning building or the pumps, and thus a kind of brigade came into existence.

In the fifties and sixties, however, which era is well remembered by many living citizens, fire-fighting conditions had gone ahead very far. Now there were huge water tanks sunk at all the principal corners of the city streets and in public places such as the market and the old court house square. Engines worked by hand and manned by citizens of all classes, who gave their services without recompense, were held in readiness at two fire stations to pump the water from the tanks onto the flames. The headquarters for the firemen were where the central station now stands on King street, which location has been used by the firefighters since the municipality's earliest days. The second depot was where the police station now stands on Carling street.

Five Fire Engines.

In the sixties five fire engines were used, and the names by which they were known were as follows: "Fire King," "Phoenix," "Defiance," "Rescue" and "Rising Sun." Each engine was manned by a company of from 40 to 60 men, and there was also a hook and ladder brigade. At first each company handled its own hose, but about the year 1856 an enterprising company of public-spirited young men formed a hose company to look after the reels exclusively, so that by the time that the volunteer brigade was superseded in 1873, it numbered about 400 men.

The fire bell hung over the market house and was in charge of the market caretaker, who was quickly notified whenever a fire was perceived. As soon as the clanging tones of his bell resounded upon the air, the clerk, the storekeeper, the merchant and all others who belonged to the brigade dropped their pens, their books or their scissors, or roused hastily from their beds if it happened to be night time, and manned the engines, first slipping on the red jackets which the fire-fighters then wore. The hose company mentioned above wore blue coats to distinguish them from the others.

Mr. Richard McBride, a veteran fireman and also a stalwart survivor of the volunteer militia of the days of the Fenian Raid, was interviewed by The Advertiser with regard to the early history of the fire brigade. As is well known, his father, Mr. Samuel McBride, of Ridout street, is probably the oldest survivor of the volunteer fire brigade days, and the two were associated in the saving of many a fine piece of property from destruction by the flames.

"Paddy" Wallace a Terror.

"I well remember," said Mr. Richard McBride reminiscently, "what a terror Paddy Wallace, one of the earliest of our policemen, was to the idle bystander when a big fire was on."

Usually the whole population of the town made its way to the fire. And such were the "idealistic" conditions of the day that if more help were needed the police were empowered to force any number of the bystanders to help the regular firemen.

Mr. Samuel McBride was captain of No. 2 company of the old brigade, in charge of the "Phoenix," the best of the engines possessed by the town at that time. This engine is still in existence, being in the possession of a firm in Lawrence, Mass., whither it drifted when superseded by more up-to-date appliances. The Veteran Firemen's Association has long been anxious to recover possession of the old Phoenix for exhibition purposes, but the present owners have put practically a prohibitive price on the ancient machine.

"The members of our company were very proud of the old Phoenix," said Mr. McBride, "and they used to keep the machine polished as clean as a whistle. When in action, 30 men took their places at the handles on either side of the Phoenix, and it was considered the best machine in America in its day. The engines at Buffalo, Detroit, Cleveland and other nearby places could not touch it."

Over the engine rooms on Clarence and King streets comfortable quarters for the firemen to use as a sort of club room were provided. Meetings were held every month, and at the beginning of each year the chief for the ensuing twelve months was elected by the whole brigade.

The year 1873 marked an epoch in the history of the brigade. The public cline and the people began clamoring for a paid department. Sixteen men, one of whom was Mr. McBride, were therefore chosen to form a permanent force and received regular salaries. Up till that time the only financial support of the large brigade consisted in a small annual grant by the city council and donations by private citizens. Mr. Thomas Wastie, now a resident of California, was the first chief of the permanent force.

Shortly after 1873, 25 fire alarm boxes were put up in various parts of the city. The brigade by this time also possessed one engine worked by steam.

A Memorial Run.

"The first run we had after the change in 1873," said Mr. McBride in reply to a question by The Advertiser, "was a very memorable one. We lost two of our men. The fire was at Hyman's tannery, then situated at the G. T. R. crossing on Talbot street. I remember that I was the first of our company to reach my engine, and I commenced to take out a hose reel by myself. It was pretty stiff work tugging that reel alone.

"Presently, Sam Grigg and another man drove up in a rig, with a rope.

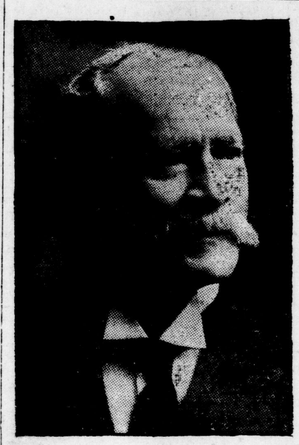

Photo by Frank Cooper.
"DICK" McBRIDE.

They hitched the reel on behind and started off at a great rate. I kept running with the reel, and they nearly dragged the legs off me.

"After the brigade had started work at the fire, the big boiler used in the works blew up and killed two firemen, Sullivan and Ryan by name. They were accorded a public funeral."

Mr. McBride remembered a hot fire which took place in a warehouse opposite where Robinson & Little's premises now stand. There was a little restaurant built against the side of the burning building, kept by people named Richardson. There was a high wind, and the building was soon gutted. Suddenly Mr. McBride noticed the wall beginning to sag and saw that when it fell it would injure two ladies who were in the restaurant. He rushed in and pulled them into a place of safety. On his way out, the wall fell, and Mr. McBride's left knee is still stiff from injuries he received by falling bricks.

"The boys kept walking me up and down for a long time," said Mr. McBride, "so that I would not lose the use of my knee.

"Where The Advertiser building now stands there used to be a block of frame structures known to the firemen as the 'Salamander' block, on account of its inflammable nature, and it was continually watched.

Fire Bugs Were Abroad.

"There were a great many fire-bugs abroad in the seventies," continued Mr. McBride, "and some weeks not a day passed without a fire. I used to keep my belt and hose wrench with me all the time. One 24th of May, I remember, the volunteers were going to Niagara, and it had been arranged that the fire bell would be rung at 4 o'clock in the morning, to summon them to parade. Just before 4 o'clock a fire occurred, and when the bell rang we thought it was for us. Many of the soldiers were firemen, and so we had to turn in and fight that fire before leaving the city. My, but the boys were tired after going through their movements in Niagara that day. Several of them had to drop out of ranks."

It was in the seventies that the fire brigade was first provided with horses to pull the engines and hose. The animals were kept in stables to the rear of the stations, and curious crowds would gather to see them come out.

"I remember Will Burrell coming in one day with a couple of ladies. They were standing just in front of the stable, and Burrell remarked jokingly, "How could we possibly get out of the way if there was a fire now?"

"Why you could just slip out through that door at the side there," I replied. And strange to say, no sooner were the words out of my mouth than the fire bell rang. The fire was where Col. Leys' cap factory on Clarence street now stands.

"One 1st of July, I remember, we were having our photographs taken in the Arcade. You don't remember where the old Arcade was? It ran between Dundas street and the market square, just about where the New York Store now is. We had just been placed in a nice position and were looking our best when the fire bell rang. I'll never forget how the boys made tracks for the fire hall."

The paid firemen after 1873 did not at first have to be on deck the whole time as they do now. They were allowed to work at their various occupations downtown during the day. All kinds of work were dropped, like hot shot, when the fire bell rang.

A Busy Day.

"I remember one day when there were thirteen fires inside of the 24 hours," continued Mr. McBride. "It was on the 24th of May. Three alarms were rung in before breakfast."

In those days, of course, the brigade did not have much distance to cover in going to fires, so limited was the city's extent. For a long time there were only 25 alarm boxes. Carling's brewery was number 25. Half the time the fire alarm was given by word of mouth, and the glare from a fire of any size could be seen from the station.

When finally the waterworks system was put in, the fire brigade considered that they had just about reached the acme of perfection.

One feature of the early fire brigade must not be overlooked. Before the regular brigade was instituted, the important consideration was to get the men together. To supplement the work of the fire bell, the branch station on Carling street had a bugler. His name was Frank Church, and he had seen active service in the British army. When a fire started, the notes of his trumpet could be heard by everyone of the 400 volunteer firemen in the town.

How strange it seems to the younger generation to think of scores of citizens, roused by a bugle, turning out with hand engines to save the property of a less fortunate fellow-citizen. Now, citizens look on with interest while trained men with the best apparatus do the work. And, perhaps, citizens today feel less sympathy with the man who is suffering by the fire than in former days.

"Those were good days," said Mr. McBride.

CARTER'S LITTLE LIVER PILLS.

CURE

Sick Headache and relieve all the troubles incident to a bilious state of the system, such as Dizziness, Nausea, Drowsiness, Distress after eating, Pain in the Side, &c. While their remarkable success has been shown in curing

SICK

Headache yet Carter's Little Liver Pills are equally valuable in Constipation, curing and preventing this annoying complaint, while they also correct all disorders of the stomach, stimulate the liver and regulate the bowels. Even if they only cured

HEAD

Ache they would be almost priceless to those who suffer from this distressing complaint; but fortunately their goodness does not end here, and those who once try them will find these little pills valuable in so many ways that they will not be willing to do without them. But after all sick head

ACHE

Is the bane of so many lives that here is where we make our great boast. Our pills cure while others do not.

Carter's Little Liver Pills are very small and very easy to take. One or two pills make a dose. They are strictly vegetable and do not gripe or purge, but by their gentle action please all who use them. In vials at 25 cents; five for $1. Sold by druggists everywhere, or sent by mail.

CARTER MEDICINE CO. New York.

Piles To prove to you that Dr. Chase's Ointment is a certain and absolute cure for each and every form of itching, bleeding and protruding piles, the manufacturers have guaranteed it. See testimonials in the daily press and ask your neighbors what they think of it. You can use it and get your money back if not cured. 60c a box, at all dealers or EDMANSON, BATES & Co., Toronto.

Dr. Chase's Ointment

There are 44 members of the United States Senate 60 years of age and over; some of them have passed 70 and two are octogenarians.

More than 100,000 people are employed in the various cotton mills and

THE WEATHER TODAY—Fine and warm.

Special Fall Showing of Fine Underskirts

Some Extra Special Values—New Shades—New Styles That Warrant an Early Selection Necessary.

We have here collected the finest array of New Fall Underskirts ever housed together. We have always aimed to make this department an important feature of our store, and this season we are sure we have more than succeeded. The qualities of these Underskirts were never so good at the price; the colors and styles are Dame Fashion's choice for fall wear, and the workmanship is unexcelled. Whether your purse is limited or unlimited there is a skirt here to suit you and fit you. We want citizens to see them. We want visitors to see them.

Moreen Underskirts at Only $2.25 to $5.50

Moreen Underskirts in black only, deep tucked flounce, good width; a very serviceable skirt, and a special value at $2.25

Another line in nile green, brown and black, having plaited flounce with narrow frill tucked. Very low price at $3.25

At the same price we are also showing a navy and white and gray and white, with deep flounce tucked, fitted band, specially well made. At only $3.25

Silk-finished Moreen Underskirts, beautifully marked in white, champagne, pale blue, black and navy; a skirt which is hard to distinguish from silk, having flounce and frills, tucked velvet binding, extra width. This is an extra good quality and special value, at, each..... $5.00

New Silk Underskirts at Popular Prices.

Fine Taffeta Silk Underskirts, in black, navy, gray and nile green, in a good width, having a deep flounce with tucked frill. This skirt will have a ready sale, being a very special value at, each $4.50

A Black Soft Taffeta Silk Underskirt with flounce and frills stitched, a very rich Skirt, extra well made. At only, each $6.00

Fine Heavy Silk Underskirts, in black and navy, two deep flounces, tucked and dust ruffle, a very wide full skirt that has a popular demand with us. For only, each $7.50

Beautiful Taffeta Silk Underskirts, in pale blue, trimmed with lace insertion and three narrow frills, a very wide skirt, these were bought at a very special price and are turned over to you as an extra special inducement, At $7.50

Other styles at ..... $6 50, $8 50, $9.00 and $10.50

Guaranteed Silk Underskirts in beautiful shadow effects. For ..... $11.50 and $12.50

All Visitors Invited

To inspect the New Fall Goods at London's Great Dress Goods Center. A few specials we are offering during Semi-Centennial week to visitors will convince that we are specialists to the dress goods trade.

LIGHT TWEEDS, 50c—Here is a great special for those that come and visit this department. This is positively a 75c tweed value at 50c

LIGHT TWEEDS, 65c—Here is another great bargain in Tweeds, invisible pattern, lovely colorings; 90c value for 65c

LIGHT TWEED, 75c—Still another good bargain in tweed, invisible check, latest colorings; $1.00 value for 75c

Remember, these are not old reduced good, but new materials just in.

SMALLMAN & INGRAM,

149, 151 and 153 Dundas Street.

DON'T FORGET TO ORDER

HOLBROOK'S SAUCE

England's Most Famous Worcestershire.

A "Dye" Soap!

MAYPOLE is a cake of soap that dyes to any desired color or shade. Famous the world over for brilliant, fast, clean, economical, easy, safe dyeing at home. As superior to the old fashioned "powder" dyes as gold is to brass.

Maypole Soap

Made in England, but sold everywhere 10c. for Colors—15c. for Black.

Why furnaces crack in Summer.

In the old fashioned hotwater heaters with wide, flat surfaces, the soot finds a splendid resting place. A scraper and brush jams soot into the interstices between the water sections. There it cakes and hardens, absorbs moisture, then it expands, and you have a cracked waterpost. If you have a "Bison" hotwater heater you won't have any furnace troubles. There are no flat soot collecting surfaces in the "Bison"—no crevices where soot can lodge; there will be no cracked waterposts, no delays, no mess, no plumbers' bills.

The H. R. IVES Co., Limited, Montreal.

CANADA FLAKES

Toasted Wheat, Ready to Eat

The Northern Life Assurance Co

Closed the half year showing over 25 per cent more insurance issued than the same period last year.

Its policies just meet the wants of the people and are easily sold.

A few good producing agents can secure liberal contracts in desirable territory.

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JOHN MILNE,

LEE HING LAUNDRY

Telephone 1,344. 467 Richmond Street.

Shirt collars ironed straight, so as not to hurt the neck. Stand-up collars ironed without being broken in the wing. Ties done to look like new. Give me a call. If you are not satisfied, no pay. Washing returned in 24 hours. All hand work. Best in the city. Parcels called for and returned.

Old Boys

VISIT THE OLD RELIABLE HARDWARE STORE.

Since the last reunion we have moved into a larger and more commodious store, five doors east of where you used to come for over thirty years.

Our stock is complete with General Hardware, Table and Pocket Cutlery, Mechanics' Tools.

A. Westman

121 Dundas St. Market Square.

CURES in 1 to 5 days. Guaranteed not to stricture. Prevents Contagion. THE EVANS CHEMICAL CO. CINCINNATI, O. U. S. A.

MEN AND WOMEN.

Use Big G for unnatural discharges, inflammations, irritations or ulcerations of mucous membranes. Painless, and not astringent or poisonous.

Sold by Druggists, or sent in plain wrapper, by express, prepaid, for $1.00, or 3 bottles $2.75. Circular sent on request.

COWAN'S CAKE ICINGS.

Prepared Ready for Use.

Chocolate, Pink, White, Lemon, Orange, Almond and Maple.

A Child can Ice a Cake in 3 Minutes.

The Cowan Co., Limited, Toronto.