

QUALITY STORE

Hot Weather Drinks
SOMETHING NEW.
Loganberry Juice, per bottle, 20c, 30c
Grape Juice, per bottle, 20c, 30c
Lime Juice, per bottle, 20c, 30c
Lime Juice, Olympia, per bottle, 30c
Raspberry Vinegar, per bottle, 30c
Ale, Porter, Lager.
PHONES: 1024 and 3323.
HARRY RANAHAN
515 RICHMOND STREET.

Opportune Duty

These are times when economy is an incumbent duty on every head of a household, and when an opportunity presents itself for saving money on any of the necessities of life it should be availed of.
We have a few odd sizes of shoes for men, women and children. Oxford, Pumps and Sandals—which we are selling at \$1.49 up. It will pay you to come in and look over what you may have at abnormally low prices. It is one of Cook's opportunities for his patrons. Come early. Be fitted. Save money.

COOK'S SELECT SHOE STORE

MURRAY ANTHRACITE COAL
Egg, Stove and Chestnut, \$9.00 per ton.
Pea Coal, \$8 per ton. Mixed Wood and Edgings, per load, \$2.50.
ANDERSON
Phone 1391.
495 York St.
22V

TAYLOR'S STOMACH AND LIVER CURE
Is guaranteed to cure all stomach and liver complaints.
TAYLOR'S 6 OUT-RATE DRUG STORES

C. H. Ward & Co.
Diamond Merchants and Jewelers.
Phone 1084. 386 Richmond St.

Picnic Supplies
PAPER PLATES, PAPER CUPS, PAPER TABLE CLOTHS, WAX PAPER.

Hay's Stationery
Phones 150 or 53.
173 DUNDAS STREET E.

Ingersoll Picnic Hams 27c lb.
Hamburg Steak 18c lb.
WILSON'S
PHONES 1119-1120.

SPEED COP TRIES TO GIVE DRIVERS REASONABLE DEAL

P. C. Tomlin Has Stop Watch Tested and Certified.

GIVES 20-MILE LIMIT
No One "Pinched" Who Only Goes Five Miles Beyond Law's Limit.

Notwithstanding the fact that motor cars have been fined in the police court during the last month than in any other month of the year, the numbers continue to grow, and another batch of speeders will be asked to explain Tuesday morning next why they traveled over fifteen miles an hour in the city.

On account of certain persons disputing the accuracy of a stop watch used by Patrolman Tomlin, the latter has had the instrument tested and it has been passed by a local jeweler to be as correct as it is possible to adjust it.

Magistrate Graydon, although an enthusiastic motorist himself, is bound to put a stop to the dangerous practice of speeding upon the city streets, and if necessary will increase the usual fine of \$5 and costs to a much higher figure.

Patrolman Tomlin, who has been assigned to the duty of catching speeders, has according to evidence introduced various times in court, discharged his duty in a fair and impartial way. He has displayed no desire to prosecute any motorist and has on scores of occasions given a benefit of a doubt to the speeder. No one has been yet summoned to court where the timing showed that he had traveled less than 20 miles an hour, whereas the motor vehicle makes it an offence to exceed 15 within the city limits.

LOBO WOMEN BUSY FOR RED CROSS

LONDON, July 23.—Lobo Women's Institute held its monthly Red Cross meeting on Wednesday at the home of Mrs. P. Crawford with a large attendance. Quite a large amount of Red Cross work, socks, etc., was received, also \$5 from Mrs. J. S. Campbell in lieu of work. Mrs. D. P. Campbell handed in \$47 amount realized by the sale of the Ivan Ladies' Aid quilt, sold at the Poplar Hill picnic and donated by the ladies for Red Cross work. The next meeting will be held at the home of Mrs. Malcolm Grey.

OXFORD PARK LAD WHO WAS DROWNED IN THE NORTH BRANCH



WILLIE FIELD.

LIGHTNING KILLS FOUR BOYS UNDER BRIDGE NEAR LAMBETH; WIPES OUT SWIMMING PARTY

Westminster Lads Sought Shelter From Storm, and When Bolt Struck Died Painlessly—Found Lying Together Unclothed After Going For Swim in Hot Afternoon.

The Dead:

LEONARD JONES, AGED 16.

GEORGE JONES, AGED 13.

GLEN SCOYNE, AGED 16.

AUBREY MARR LOVELY, AGED 17.

In the most terrific storm of a stormy season, four lads, ranging in age from 13 to 17, were killed south of Lambeth yesterday afternoon, by one stroke of lightning. Death was instantaneous.

The young lads, suffering from heat that was most oppressive, left their homes in the vicinity of Scottsville, and Lambeth, to go to their favorite swimming hole, on Wesley Baker's farm, lot 63, on the Talbot road. The two Jones boys rode their bicycle, and later were joined by Scoyne and Lovely.

Three of them doffed their clothes and departed themselves in the water, leaving George Jones, the younger of the two, on the bank under the bridge.

Rushed Under Bridge.
The storm broke in terrific fury, and the three swimmers decided to come to the shore and take refuge under the bridge.

A terrific crash of lightning came just as they had reached the bank, and four corpses lay on the edge of the water. A couple of hours later, Wesley Baker, who owned the farm, went to look for his coveys. He saw the boys lying stark and dead on the bank of Dingman's Creek, and he immediately telephoned Dr. George A. Routledge.

When the doctor arrived to make an investigation, he found the four boys dead under the bridge. He immediately took charge of the remains, and had them removed to their homes. It was a terrible sight, and one that, after a practice of considerable duration, could scarcely speak of.

The lightning had struck the cement abutment, tearing a big chunk out of it. The hole was used as a shelter by the boys, and it was under this hole that they were killed. It was a terrible sight, and one that, after a practice of considerable duration, could scarcely speak of.

The older Jones boy had been in swimming, leaving his younger brother under the bridge. The two boys were very much terrified by the storm, and had walked to meet his brother. The latter had got out on the bank, when the bolt struck, and he was killed. The boys' clothes were fully dressed. The boys' clothes were fully dressed. The boys' clothes were fully dressed.

Two Others Escaped.
Two other boys were at the creek at the same time, but had gone back to get a swim, but went to a pool to bathe. The older Jones boy had been in swimming, leaving his younger brother under the bridge. The two boys were very much terrified by the storm, and had walked to meet his brother. The latter had got out on the bank, when the bolt struck, and he was killed. The boys' clothes were fully dressed. The boys' clothes were fully dressed. The boys' clothes were fully dressed.

Wesley Baker, who found the bodies, stated that he had some back to go to work. He saw the boys lying stark and dead on the bank of Dingman's Creek, and he immediately telephoned Dr. George A. Routledge.

The storm was most severe. The lightning was terrific, and the rain came down in a veritable deluge.

The bodies were badly discolored by reason of the shock, said Dr. Routledge. They were blue and red, and in some places burned. There was scarcely a trace of life left in them.

The funeral of Leonard Jones, son of Fred Scoyne, the storekeeper at Scottsville, was held yesterday afternoon at 2 o'clock. The body was buried in the cemetery at Lambeth.

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Rowat's Tea

200 PENNIES SAVED BY CHILDREN FOR DISTRESSED BELGIUM

Two hundred coppers have been received by Mrs. H. A. Boomer, president of the Local Council of Women, from the kindergarten children of the Teacum Avenue School, as a donation to the Belgian relief fund.

Miss Brenton, supervisor in the Teacum Avenue Kindergarten, testified to the great pleasure manifested by the children in saving their pennies and watching them grow to two dollars. The sum of \$5 for Belgian relief has also been received from Miss Edith Whitaker.

A friend in the Memorial Church has forwarded \$5 for the sailors' relief fund of the Local Council of Women, which, by the way, was started for the district a year ago in Sarnia by Mrs. Boomer while she was holding there.

Further received donations for the Lady Beatty sailors' fund have been \$5 from Miss Anna Gray of Sarnia and \$10 from the Lobo Women's Institute.

Seven Questions Asked and Answered On the Ajax Agreement

QUESTION 1.

If the Ajax Company erects a plant here which costs less than \$450,000 for site, buildings and machinery, does the city give its indorsement for the full amount of \$450,000?

ANSWER

No. The city, under clause two of the agreement, gives indorsement for only such an amount as the company expends on site, plant and manufacturing accessories.

QUESTION 2.

Are bonds guaranteed for the purchase of crude rubber?

ANSWER

No.

QUESTION 3.

How is the amount of the company's expenditure arrived at? Can the city go behind the company's vouched statement?

ANSWER

The last paragraph of clause one provides that the city has the right at all times to inspect and peruse all vouchers, agreements and documents showing the expenditure of moneys by the company on site, buildings, machinery, plant and manufacturing accessories.

QUESTION 4.

Does the passing of the bylaw have the effect of immediately guaranteeing the company's bonds?

ANSWER

No. The city's indorsement is not given until the company has its plant in operation, has paid for the same in full, has given

a first mortgage on the plant for the full amount to be indorsed for, and has deposited with a trust company, approved by the city (and which shall act as trustee for all parties) trust securities approved by the Ontario Government in sufficient amount to pay the full amount of the bonds at their respective maturities. The agreement provides (clause eight) that the city indorses only for an actual plant in operation—not for one in prospect.

QUESTION 5.

How many men will the company employ, and what will it pay them?

ANSWER

The company (clause three) shall employ not less than 250 employees (of whom 60 per cent shall be adult males) residing in the city of London, and shall pay them at least \$250,000 in wages yearly for a period of twenty years. This is exclusive of directors' salaries and fees.

QUESTION 6.

Does the city pay the expenses of submitting the bylaw to the ratepayers?

ANSWER

No. The company pays the cost (clause six).

QUESTION 7.

Does the guaranteeing of the company's bonds affect the city's borrowing power?

ANSWER

No. This question having been raised by a ratepayer, City Treasurer Bell consulted a leading Toronto bond house, and their legal department answered by letter that it did not.

VOTE FOR THE AJAX BYLAW MONDAY NEXT AND HELP LONDON GROW

VICTIMS TO BE BURIED TUESDAY

No Inquest To Be Held Into Deaths of Four Boys Near Lambeth.

BODIES BADLY BURNED

Whole District Shocked by Tragedy, Regarded as the Worst of Its Kind.

There will be no inquest on the four boys killed by lightning yesterday afternoon south of Lambeth, Dr. George A. Routledge, the coroner, made the announcement Sunday afternoon, and decided that an inquest was not necessary.

The bodies were badly discolored by reason of the shock, said Dr. Routledge. They were blue and red, and in some places burned. There was scarcely a trace of life left in them.

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FARMERS SMILE AS THE MERCURY GOES STEADILY UPWARD

Hundred in the Shade Registered at St. Thomas.

LITTLE HAY CUT.

LDERTON, July 22.—Farmers throughout the district have been busy for the past two weeks by the continued rains and very little hay has been cut. The weather is now clearing, and the farmers are beginning to cut their hay.

CROPS LOOK WELL.

Crops of all kinds look well. In fact the straw on the barley and oat fields is so long and heavy that some fields are already lodged, but with a few weeks of dry weather one of the largest crops in many years would no doubt be reaped.

Roots and corn on the drier land are also looking well, but late, and much hoeing yet remains to be done. Potatoes also promise a big crop, but the beetles have been very numerous and busy. Since warmer weather, yet in some growers are using bordeaux spray with the poison in order to check the rot blight.

Nearly all of the barns are completed ready for the crop, but owing to delay by the weather the large barn on the farm of Jas. Boland is not yet raised. If possible the frame will be raised on Tuesday, as a large gang are at work on it.

Cattle buyers have been taking a look at some of the big steers that are being finished on the pasture farms, but no extensive sales have been made as yet. It is expected that prices will rule quite high for export cattle this season as they are not so plentiful as usual.

PARTY OF 14 REPORTED HERE TO JOIN ARMY

A party of fourteen men are said to have arrived in the city today from Chicago to enlist in the Canadian overseas forces. They were reported to have arrived via G. T. R. at 4:25 this morning, but they had not reported at the recruiting office at the Armouries or at Carling Heights Camp this afternoon.

It is thought possible that the men were on their way to report at Toronto, and stopped here a short time to change trains.

LACK OF RESOLUTION CAUSES MANY MEN TO BECOME FAILURES

Rev. E. D. Silcox, editor of "The Congregationalist," Toronto, preached in the First Congregational Church Sunday morning and evening.

In the evening he gave an address on "The Unjust Steward," showing that the man acted wisely in forming his resolution to give an account of his stewardship, though he was unjust in this position of trust.

"We have many examples today," said Rev. Mr. Silcox, "of men whose lives are a failure because of lack of resolution. They drift through life aimlessly, forming no purpose in life, for getting that some day they will have to give an account of their 'thistle-down' life. There are thousands lost to our churches today, who are failures, simply because they have neglected their many opportunities and privileges for making some definite results in life."

The Rev. Mr. Silcox was preaching in Bond Street Congregational Church, Toronto, Sunday.

YOUNG LONDONERS WED IN WINNIPEG

WINNIPEG, July 21.—A pretty wedding was solemnized at the home of Mr. and Mrs. Arthur Ellis, Belmont street, when Miss Mildred McCulloch of London, Ont., was united in marriage to Stanley Houston, manager of the Bank of Toronto at Brandon, Sask. The bride was becomingly attired in a gown of blue silk, and wore a corsage of sweetheart roses. Both bride and groom were unattended. The bride was given away by Mrs. Murray Green, recently of St. Stephen, N. B. Rev. Mr. Caldwell of Grace Church officiated. The bride couple left for their future home after the ceremony.

Traction Company

Cars leave London as follows, Sunday type daily, except Sunday:
To Port Stanley—6:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 a.m., 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 p.m. Cars at 9:30, 10:30 and 11:30 p.m. run to St. Thomas only. Extra accommodation cars to St. Thomas only at 1:30 and 8:15 p.m. Fares to St. Thomas and Port Stanley and return daily 25c; children half-fare.

LONDON AND PORT STANLEY RAILWAY

Timetable Effective June 1, 1917:
To Port Stanley—6:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 a.m., 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 p.m. Cars at 9:30, 10:30 and 11:30 p.m. run to St. Thomas only. Extra accommodation cars to St. Thomas only at 1:30 and 8:15 p.m. Fares to St. Thomas and Port Stanley and return daily 25c; children half-fare.

CUNARD LINE

PASSENGER SERVICE BETWEEN MONTREAL AND LONDON Calling Falmouth to Land Passengers. AND MONTREAL AND BRISTOL For particulars of sailings and rates apply to local agents, or to The Robert Redford Company, Limited, General Agents, 50 King Street East, Toronto, July 31st.

VOICE OF THE PEOPLE

A FREAK FORD.
To the Editor of The Advertiser:
We know a car, 1907 model "Fin Lizzie," and it goes once in a while. The trouble is that when it starts it will not stop. The owner carries a heavy drag with him, and throws this car around a post or a tree. Then the car stops. This is the funniest buzz-wagon we know. Who knows any other freak?
FRED MARSTON.
Chatham, July 20.

HOW TO LIVE LONG: WHAT'S YOUR THEORY?
To the Editor of The Advertiser:
I am more than 32 years of age, and asked me to get around just as well as I did when I was 75. In fact, when the hay ripens this summer I expect to get out of bed and tell my son a little, as two of his

boys are working to crush this villainous Prussian.
On Friday day a young man told me that I had done to keep so well-looking. I told him that I had just taken care of myself and stayed in at night. The young men of today get out too much at night and stay up till late. My theory is that every boy who takes out his sleeping hours is taken out of your life. Perhaps some other really old men and women among your readers can give us some more information. JAMES FULLGART.

LONDON GIRL APPOINTED.
EMBRO, July 22.—At the trustees' meeting in the public school last night, Miss Emily Dicks of London was appointed teacher for the primary room at \$550 per annum.

She had conducted mission study classes each forenoon, which were very much enjoyed. The new executive body, meeting Friday afternoon and adopted as their motto "Best Ever" for next year, and plans are already under way to make the school of 1918 measure up to this motto.

The Highlands of Ontario

The most glorious spot on the American continent for your vacation. Cast aside the cares of business and roam in Nature's garden. Thousands of square miles of woods, lakes and streams are yours to enjoy. The new executive body, meeting Friday afternoon and adopted as their motto "Best Ever" for next year, and plans are already under way to make the school of 1918 measure up to this motto.

Reached easily on through trains via the Grand Trunk System. For full details see or write City Ticket Office, 100 Dundas Street, or Station Ticket Office.

THERE'S A MILD PIGNANCY TO PETERS Creamy Salad Dressing

that you'll find adds greatly to your salads. You can use it constantly and not tire of it. No Oil, no preservative, Pure and Wholesome.....15c packet

PETERS - Dundas Street

223 Dundas St. Phone 1877 LONDON ONTARIO

BROWN OPTICAL CO.

EYE SPECIALISTS AND OPTICIANS

223 Dundas St. Phone 1877 LONDON ONTARIO