

**Business Men**

are satisfied with young men and young women whom we recommend. WHY? Because none but thoroughly competent pupils are recommended.



College reopens Sept. 6.  
J. W. WESTERVELT,  
Y. M. C. A. Principal.

**Traveling Suits**

**Tailor-Made.**  
Made to fit your figure, and only yours—made with all the pleasing touches you so much desire, and made for a much lower price than you might expect.

**O. LABELLE,**

ODDFELLOWS' BLOCK CORNER,  
154 DUNDAS STREET.

**ARE YOU WAITING**

**For Something Good?**  
WELL, HERE YOU ARE!  
A six-strip Split Bamboo Bass Rod, full nickel-plated mountings, solid metal reel, cork grip, and a tip, but up to a grooved wood foot, with a cloth cover, for \$1.25. Reels from 10 up to 47. 25-yard Braided Lanes, 15c. Dip-Sea Trolling Spoons, 15c. Dip-Sea Trolling Lures, 5c.

**Brock's Gun Store,**

152 Dundas Street, London, Ont.  
**SEPIA POSTCARDS**  
TWO DOZEN, 25 CENTS.  
W. A. MCKENZIE,  
Photo Supplies, opposite City Hall, upstairs.  
Phone 316.

**Try "Lowe Inlet" Always**

**CANNE, SALMON Reliable**  
**R. K. COWAN,**  
BARRISTER, SOLICITOR, ETC.,  
County Bldgs., next Court House, London

**Use "Maple Leaf" The**

**BEST CANNED SALMON Packed**  
**600 Pupils**  
and over attended the Conservatory last year. Reports sent to parents if desired. You need not know a note of music to study with any teacher. Diplomas and Certificates granted.  
W. C. BARRON, Principal.

**Ice Cream Freezers,**

REFRIGERATORS, ETC.  
Furnace work and jobbing a specialty. Agents for Jewel gas ranges, H. J. BOYD,  
Phone 488, 26 Dundas St.

**BOOTS**

AND **SHOES**  
Good value, courteous treatment and upright dealing.

**Wm. Paxman,**

347 Clarence Street.  
**HAWKINS' DAISY FLOUR**  
has been made for many years. Insist on having it from your grocer. Don't take any other because it's not nearly as good.

**D. A. STEWART,**

Successor to JOHN T. STEPHENSON,  
**FUNERAL DIRECTOR**  
... AND EMBALMER.  
Charges moderate. Open day and night. Residence on premises.  
104 DUNDAS ST. PHONE 429.  
George E. Logan, Assistant Manager.  
Fifteen Years' Experience.

**W. J. SMITH & SONS**

Undertakers and Embalmers.  
113 Dundas St. Phone 586. Open day and night. Residence on premises.

**Farm Laborers' Excursion.**

The Canadian Pacific Railway has announced a farm laborers' excursion for Manitoba, to leave London on Aug. 15. Tickets good fifteen days for return, giving privilege of trip on Hudson River steamers in either or both directions between Albany and New York, without extra charge. Write L. Drago, 69½ Yonge street, Toronto, 70b.

**The Last of the Season to New York**

The last excursion of the season will be run by the West Shore Railroad on Aug. 15. Tickets good fifteen days for return, giving privilege of trip on Hudson River steamers in either or both directions between Albany and New York, without extra charge. Write L. Drago, 69½ Yonge street, Toronto, 70b.

**DO NOT DELAY.**

When, through delayed digestive organs, poison finds its way into the blood, the prime consideration is to get the poison out as rapidly as possible. Parmelee's Vegetable Pills will do this in a most valuable and effective manner to assuage the intruder with. They never fail. They go at once to the seat of the trouble and work a permanent cure.

**A mine of glass sand has been found**

near London. It is said to be equal in quality to the sand which has been imported from Turkey for the purpose of making glass.

**How Far Have**

**You Walked?**  
A simple little instrument called "pedometer," the size of an ordinary watch, carried in the vest pocket, or attached to a belt, it carefully and methodically ticks off and registers every mile or fraction of a mile walked. Each one guaranteed.

**Price \$1.25.**

**GURD'S SIGN OF THE BIG GUN.**  
185 DUNDAS STREET.

**REMOVAL NOTICE.**

**Thomas Wilson**  
Merchant Tailor,  
Removed to 212 Dundas St.  
North Side, Opposite Old Premises.

**Latest Novels**

Received as published. Paper copyright novels, 25c to 50c.  
**JOHN MILLS**  
BOOKSTORE,  
395 Richmond St.  
Phone 1663.

**Everyone**

Knows the value of Roger Bros.' 1847 Silverware. Let no one forget that our display of these goods is a worthy one.

**THOS. GILLEAN,**

402 Richmond Street.  
PURE, CLEAN,  
WHOLESALE BREAD.

**Johnston Bros.**

**XXX Bread.**  
Cultivate the habit of eating Johnston Bros.' XXX Bread—it is a good one, and will repay you in health and strength. At grocers or delivered. Phone 518.

**LONDON AND DISTRICT**

—Mr. Isaac Cowen, organizer of the International Association of Engineers of America, is in London on business. The annual picnic of the Metrores, Byron and Arva Methodist Sunday Schools was held at Port Stanley yesterday.

—Lieut. W. Waters, of the Thirtieth Regiment (Willington Rifles), Guelph, is taking a short course of instruction at Wolsey Barracks.

—Mr. T. F. Kingsmill has returned from the European markets, where he spent some weeks on a purchasing tour for his well-known drygoods house.

—Rev. Dr. McCrae, Westminster, has gone to Brussels to spend a few days with his father. He will return the end of the week and will occupy his own pulpit on Sunday.

—In the report of the Beck picnic at Springbank it was stated that the girls' baseball match was won by Mr. Fritz Beck's team, whereas the boys' won 19 to 29 in favor of the mayor's team.

—Miss Myrtle Parks, of this city, won the prize on Monday for the best-looking lady at the final day of the annual camp of Knights Sherwood Forest, held at Hamilton Beach.

**RAIN STOPPED FUN.**  
The Komoka Methodist and the Lobo Presbyterian Churches had a large picnic at Springbank yesterday for their picnic, but unfortunately it rained and they were unable to go on with their sports.

**AN EXTENSIVE GOWN.**  
The Chicago Tribune devotes some space to an article on "Chicago Women Who Spend \$100,000 a Year on Dress." In the course of which it says: "For instance, there was sent home to Mrs. Harold Richardson (wife of Mr. Harold Richardson, formerly of this city) the other day a simple little gown of which the bill was \$15,000. That this expenditure was not for the gorgeousness and ornateness of a 'creation' for a state occasion but simply for the original design and beautiful handwork of a Chicago modiste who continues herself to these great and entirely hand-made gowns is a tribute to that exquisite taste which makes Mrs. Richardson's troussau even yet the talk of all Paris 'artists' and the boast of the house where it was done, particularly to Chicago travelers, as being the finest outfit which they ever had the delight of creating. By this costly and simple frock, which, after all, is only a small item in this charming dressmaker's gowns for the year, it will readily be seen how high the amount spent for other things necessary to such an outfit would easily go."

**MISCHIEVOUS BOY'S WORK**  
Got Springbank Car Started on Trip Minus Its Conductor.

Manager Carr, of the London Street Railway Company, is no merely an office manager. He knows how to run a car, and is a capable motorman. This fact he proved last night, when a Springbank car conductor ran out of tickets at the corner of Dundas and Richmond street, and went across to the office to get a fresh supply. In his absence, a small boy reached up and pulled the bell cord twice—the signal to go ahead. The motorman thought that the conductor had returned and threw over the controller and started on the trip to the park. At the corner of York street, some passengers got on the car, and again the small boy gave the signal to go ahead.

Manager Carr was among the passengers, and at the time he noticed that no one was collecting fares. After a hasty survey he left his seat, and ordering the motorman to collect the fares, he acted as motorman and ran the big trolley safely to Springbank. Who the mischievous boy was, has not as yet been found out.

**USE**

**PARNELL'S BREAD.**  
Phone 929.

A new message each day—watch for it.

**GOOD HEALTH.**  
Powerful ventilating fans mean good health for workers and for those who wear the work they do. The highest sanitary conditions for the care of your linen are a feature of the FORREST PROCESS.

0.08, or postage will bring one of our white wagons.

**FOREST CITY LAUNDRY,**  
"The Careful Laundry,"  
72-74 King Street.

**HAMILTON'S**

**Are not excelled.**  
They have been made for years and have become superior to all others.

**Try from your Dealer.**  
**ALE AND PORTER**  
**Kent Brewery**  
LONDON, ONT.

**AN EYE ACHES**  
may make you miserable, but you can make it go away by using our eye-curing ointment.

**WARD, THE JEWELER,**  
374 Richmond Street.

**THE CANADIAN**

**SAVINGS & LOAN COMPANY**  
encourages among all classes of people the habit of saving money, and affords them a safe place where they can deposit their earnings.

**INTEREST**  
is allowed on all deposits, and is payable half-yearly.  
M. H. ROWLAND,  
Office: Manager,  
420 422 Richmond Street.

**Letters to the Editor.**

**MR. POOCK ON THE WATERWORKS SYSTEM.**  
To the Editor of The Advertiser:  
Having taken an interest in the waterworks since it was first started, I have been going on for some time regarding our fire-fighting equipments, and would like to express my opinion on the waterworks system.

It is in a good position to judge what would be for the best interests of our city. Four years ago I pointed out the necessity of an extra 18-inch main from the waterworks to the city, and to build a second reservoir on the plot of land of about 100,000 sq. ft. The waterworks system, which was bought 25 years ago for that purpose.

For the last ten years there has been an alarming decrease in the pressure from our hydrants. In most cases the citizens were led to believe that the cause was an "accident," and I wish to correct that impression, as there is an abundance of water there, and a hundred thousands of gallons escape to the river per day from the ponds.

The real cause is, our system is a gravitation system, getting its water from the reservoir 220 feet above the level of the springs, and the new hydraulic pumps have a pumping capacity of 5,000,000 imperial gallons of water to the reservoir every 24 hours.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

The pressure now at Springbank is 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch, and the city waterworks office, at the city waterworks office, is now at 100 pounds to the inch.

**SEPARATE PHONE SYSTEM FOR**

**FIRE DEPARTMENT APPROVED OF**  
No. 3 Committee Thinks Chief's Idea Is a Good One.

**Firemen Jack Crawford Dismissed From Department.**  
Additional Insurance May Be Placed on the Firemen—Frank Robertson's Case.

Very important and businesslike was the meeting of No. 3 committee of the city council held last night. Fire brigade matters largely engaged the attention of the committee.

The report presented by Fire Chief Clark brought up the cases of ex-Fireman Crawford and Fireman Robertson, as well as the matter of installing a private telephone system for the fire brigades.

Crawford's case was first dealt with. The chief's report showed that the fireman had been suspended, pending the action of the committee, for insubordination, he having refused to exercise one of the horses. Asked for an explanation Chief Clark said that after a full investigation that Crawford was prepared to perform any duties assigned him, and consequently he did not care to oppose what the men wanted. It was decided to divide the money.

Ald. Garratt said there was but one thing to do, and that was to support the chief, and Ald. Greenlee and Gerry took the same view. Then a motion was made to this effect, with the addition that Mr. Crawford's services be finally dispensed with.

The case of Fireman Frank E. Robertson was also discussed, but it was finally allowed to stand over. It was evident, however, that the aldermen have much sympathy for the fireman, who is disabled while still under 30 years of age. The chief remarked that from all he could learn, Robertson had been a courageous and a gentleman in all respects.

**A Private Phone System**  
The chief also recommended that the committee install a private telephone system for the use of the fire department alone. He explained that all this meant was the stringing of a wire from each of the outlying stations to the central fire station, and connecting it with the Bell telephone exchange. This was done, no one could speak to the stations from the outside. Every time the phone rang it would mean a fire. Now, but phone rings incessantly, and is more or less of a nuisance.

The committee agreed with the chief that the scheme was a good one, and well worth the outlay, and a resolution was carried recommending to the council that the suggestion be acted upon. The committee hopes to be able to secure funds for the work out of the money to be received from the Bell Company for the exclusive "phone franchise."

The chief reported that he had received \$25 to date from citizens who were pleased with the work of the brigade, and he asked the committee to say what should be done with the money. The men, he explained, were in favor of dividing the money among themselves, and he was of the same opinion. It was too small to form a nucleus for a benefit fund. If divided, it would mean that each man would receive \$4.16.

Ald. Greenlee thought that it would be better to take the money and use it to pay the premium on increased insurance for the men, but he did not care to oppose what the men wanted. It was decided to divide the money. Such an outfit would easily go.

**Increasing Insurance**  
The city intends to see what can be done toward increasing the insurance on the men. Partially or total disability the firemen at present receive practically nothing unless they lose an arm, a leg or an eye. The chairman reported that he had made inquiries and had found that for 25 cents a month extra a policy for \$1,000 for total disability can be secured. The matter was laid over for the purpose of sounding the men to see if they are willing to pay this extra \$3 a year for insurance.

A petition for a fire alarm box on Forward avenue was left in the hands of the chief clerk of the city. A request for a box at the C. P. R. freight sheds was also similarly dealt with.

**TO CROSS THE L. LONDONERS WERE**  
**AND P. S. R. TRACKS ELECTED OFFICERS**

**Plans for the Work Now Being Prepared by the Street Railway Company.**  
The Grand Lodge of the Independent Oddfellows for Ontario, at the meeting in Toronto yesterday afternoon, elected Mr. R. K. Cowan, past grand master, of this city, as representative to the Sovereign Grand Lodge. Dr. C. T. Campbell, of London, was again chosen a representative to the Oddfellows Home Board. The officers are: Grand Master—E. B. Butterworth, Ottawa.

Deputy Grand Master—J. R. Blewitt, Listowel.  
Grand Warden—W. S. Johnston, Toronto.  
Grand Secretary—J. B. King, Toronto.  
Grand Treasurer—W. J. McCormack, Toronto.

Grand Representative—R. K. Cowan, London.  
Representative to Home Board—C. T. Campbell, P. G. S.; W. H. Hoyle, P. G. M.; Henry White, P. G. M.

**INSURANCE RATES**  
**AGAIN SHOVED UP**  
Western Fair Policies Cost the City \$192.50 More Per Year Than Formerly.

Incredible as it may seem, the new rates on policies issued by the Western Fair Insurance Co. in London, Ontario, have been shovled up by the city. The city has not as yet been covered by insurance by even a builder's risk. If it had, the city would have been out of pocket possibly \$10,000. Yesterday afternoon a meeting of the board of directors of the city was held, at which it was decided to insure the home for whatever amount the city engineers had raised their rates 25 cents on the \$100 each year. The members of the committee expressed the opinion that the city was being shovled up, but there was only one thing to do, and that was to accept the tenders.

The buildings covered by \$7,000 insurance against fire, and this is divided among about a dozen companies, all of whose rates are the same.

The increase means that the city is now paying \$192.50 more each year than formerly.

The C. D. Johnston stock purchased by W. B. Lawson at 40 cents on the dollar comprises much that is thoroughly up-to-date in boots, shoes, trunks and suit cases, but it is all being sold at less than wholesale prices, thus giving the public the advantage of the low purchase price.

**CUCUMBERS AND MELONS** are "for-bidden fruit" to many persons so constituted that the least indulgence is followed by attacks of cholera, dysentery, griping, etc. These persons are not aware that they can indulge to their heart's content if they have on hand a bottle of Dr. J. D. Kellogg's Dysentery Cordia medicine, which affords immediate relief and is a cure for all summer complaints.

**Solid Gold Watches**  
We have a fine variety of Solid Gold Watches for gentlemen, in the new time model. Watches that are not only a pleasure to wear, but are also a valuable investment. You can't get a better watch for the money. Fitted with Willmot's Precision, Waltham or Elgin.

**WILLMOT,**  
217½ Dundas St.

After 40 years' service as sexton of Grace Church, on Brooklyn Heights, William McKnight has resigned. The church was voted him a pension for life.

**OAK HALL. OAK HALL.**

**House-Cleaning Snaps for Saturday.**

**WE** take stock next week, and in preparing for that event we find small lots of stuff here and there where the sizes have become broken. These lots must go on SATURDAY. Snaps in every department.

**Boys' 3-Piece Suits.**  
A splendid chance to get the boys rigged out for school.

One \$4.50 lot will go for.....\$3.75.  
One \$5.00 lot will go for.....\$3.95.  
One \$6.00 lot will go for.....\$4.95.

A few suits in 32, 33 and 34 sizes only, sold from \$3.50 to \$6. CHOICE SATURDAY.. \$1.95

**Rain Coats, Rubber Coats.**  
Ten per cent discount on all Men's and Boys' Rain Coats and Rubber Coats on Saturday.

**Bike Trousers, 50c.**  
A small lot of Bicycle Trousers, sold from \$1.50 to \$4.50, some with cuffs, some with buckles at knee. CHOICE SATURDAY..... 50c

**OAK HALL,**  
Wm. Gibbon, Manager,  
154 Dundas St.

**DEADLY LIGHTNING**  
Kills Two and Hits Trolleys and Church Steeple.

New York, Aug. 10.—During a heavy thunderstorm in the city and vicinity today William Hagen, 27 years old, was killed by lightning while driving a truck in Brooklyn. The force of the stroke knocked him from his seat and his death is thought to have been instantaneous.

An unidentified boy is also supposed to have been killed by lightning in Brownsville. Several buildings were struck, among them St. John's Evangelical Lutheran Church in Hoboken, N. J.

In Brooklyn lightning struck the trolley pole of a Rockaway avenue surface car and set fire to the car in which there were twenty-five or thirty passengers. All the passengers were stunned for a moment, but were not injured. The car was stopped in time to leave the car before anyone was seriously burned.

The rainfall was at times unusually heavy and continued tonight.

**MAY BREAK WITH TURKEY**  
Sultan's Ambassador Likely to Have Passports Handed Him.

Washington, Aug. 10.—Chelien Bey, the Turkish minister, may be handed his passports in a few days—a pleasant invitation for him to leave the country and all diplomatic relations with Turkey may be broken off by the recall of the American minister at Constantinople. This action is almost certain to be taken should the American fail to comply with the American demands.

The breaking of diplomatic relations usually precedes the use of military force to compel terms, although not necessarily. At the cabinet meeting today the propriety of making public the American demands with an explanation of the methods which will be adopted to enforce them was considered, but upon the advice of Secretary Hay they will be withheld for the time being.

In the absence of an official statement of the plans which have been adopted it is impossible to state authoritatively whether the American fleet under Admiral Jewell, which is due to reach Smyrna within the next twenty-four or thirty hours, will be ordered to make an armed demonstration. In diplomatic circles it is thought that the severing of official relations will precede a demonstration by the fleet.

The seriousness of the situation is fully appreciated by the administration, but semi-official declarations today from Berlin, Paris and other European capitals approving the course which the United States has taken, will, it is