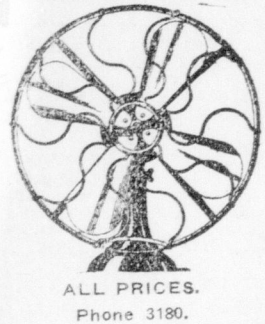


## "HYDRO" ELECTRIC FAN

In the house. Get one today!

ALL PRICES.  
Phone 3180.

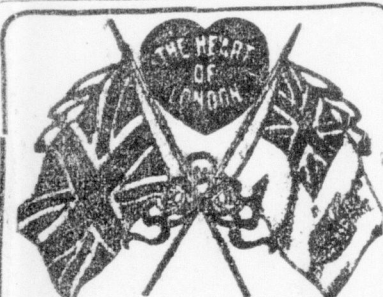
The Hydro Shop

## CORN on the COB

HOME-GROWN.  
We receive it fresh every day.EXTRA CHOICE  
Home-Grown TomatoesEXTRA CHOICE  
NEW CLOVER HONEYHave You Tried Our  
"Star Brand" Butter?It's the finest in the land.  
Leave us your Saturday order.

WILLIS &amp; CO.

565 Richmond Street. Phone 3279

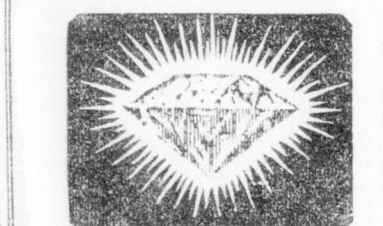
The hot weather came with  
great intensity and Straw  
Hats went with a rush. Those  
remaining will go in lots at  
wonderful prices.Lot No. 1—Up to \$2.00 value,  
at ..... \$1.00Lot No. 2—Up to \$2.00 value,  
at ..... 49cLot No. 3—Up to \$2.00 value,  
at ..... 19cThe hot weather will return,  
as will also the necessity for  
cool heads, and these hats at  
such ridiculously low prices  
will clear in a few days.Fancy Shirts and short lines of Summer  
Underwear will go at correspond-  
ingly low prices. You must  
come if you would economize in  
buying your necessities. We give  
the convincing value.

WEGNER'S

The Heart of London.

371 TALBOT STREET.  
Open Evenings.

Danish Language Spoken Here.

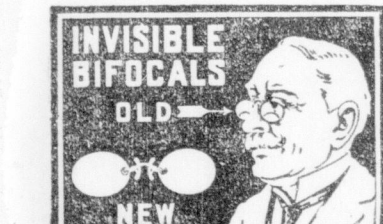


DIAMOND RINGS, \$5.00 TO \$500.00.

C. H. WARD &amp; CO.

Diamond Merchants and Jewelers.

386 Richmond Street. Phone 1084.

INVISIBLE BIFOCALS  
OLD  
NEW

Brown Optical Co.

SPECIALISTS.

223 Dundas Street. Phone 1877.

USE

CONNELL'S

COAL!

Phones 770 and 1096.

Taylor's Throat and Lung Balm.

Is guaranteed to cure the worst cough,  
cold, or bronchial irritations. Price,  
25 cents, and your money back if it  
fails to cure.TAYLOR'S SIX CUT-RATE DRUG  
STORES.

PRAISES CITY HOSPITAL

Treatment Excellent and Cost Moderate  
says Dr. Helen MacMurchy.Dr. Helen MacMurchy, inspector of  
hospitals, etc., has presented her report  
on Victoria Hospital, in which  
she says a tribute to the way in which  
the institution is managed. There are  
few suggestions made for improve-  
ments, conditions being very satisfac-  
tory."There is no city or town in Ontario  
where the sick of all classes of the  
community receive more excellent hos-  
pital nursing, housing and nourish-  
ment at a more moderate cost than  
in this hospital," she declares in her  
report.

## QUALITY STORE

California Ripe Olives

15c and 25c Per Tin

Harry Ranahan

615 Richmond St. Phone 1024. 3323.

PROTECTION CARDS FOR  
ALL AD CLUB MEMBERSFake Advertising Promoters Will Be  
Given Short Shift.The protection committee of the Lon-  
don Advertising Club at a recent meet-  
ing, decided to furnish every member  
of the club with a good standing with a  
card, to be hung in store, factory or  
office, reading as follows:"All advertising projects submit-  
ted to us must first have the approval  
of the London Advertising Club, Box 223,  
Postoffice."This protective card is intended to  
check the activities of those who peri-  
odically promote various advertising  
schemes of little or no merit. When a  
canvasser for such a proposition calls  
upon a merchant or other advertiser, he  
or she is referred to the card hanging  
in a prominent place.The idea is used in most American  
cities where there is a good live  
advertising club. It is valuable to the  
advertiser in that it protects him from  
fraudulent or worthless devices, spares  
him the trouble of investigating such  
propositions offered to him, and saves  
him valuable time and money.It benefits the legitimate seller of  
advertising, and the canvasser who  
offers a bona fide value-for-money ad-  
vertising proposition. Such will be  
gladly given the approval and support  
of the club.The cards are supplied free to mem-  
bers by the London Advertising Club,  
and may be obtained from the secre-  
tary, T. H. Yull, Federal Advertising  
Service, 212 Dominion Savings Build-  
ing.WILL TEST NEW LAW  
ON LIQUOR SHIPMENTSCitizens to Find Out If Grog Can Be  
Shipped Direct.When the provincial temperance act  
goes into effect on September 15, a  
test case will be made by several  
citizens as to the possibility of liquor  
being delivered in Ontario from local  
manufacturers without having to re-  
sort to the necessity of shipping the  
goods to Quebec and back.They maintain that a bonded ware-  
house being in effect Dominion Gov-  
ernment territory and solely under the  
jurisdiction of the federal authorities,  
is outside the province. Nor could the  
official in charge of such a warehouse  
be prosecuted by the provincial authori-  
ties for any actions in keeping with  
the federal regulations governing his  
duties. Therefore, it is claimed, ship-  
ments could be made from brewery or  
distillery into bonded warehouse, and  
a liquor dealer in Quebec, on receipt  
of an order for liquor in Ontario, could  
have that order filled direct from a  
bonded warehouse in Ontario.The clause on which this will be based  
is that providing for the sale of liquor  
to a person outside the province and  
vice versa.The result of the experiment will be  
closely watched by interested parties.

KNOCKED DOWN BY AUTO

Assistant Superintendent Dick Griffiths  
of Street Railway Slightly Hurt.Another auto accident occurred last  
night at the corner of Dundas and  
Richmond streets. Richard Griffiths,  
assistant superintendent of the London  
Street Railway, was knocked down by  
a car turning from Dundas street west  
on to Richmond street south. He suf-  
fered several slight abrasions on the  
left elbow and hip.The driver of the car, who gave his  
name to an advertiser reporter as E.  
B. Fetterley, claims that he was pro-  
ceeding east on Dundas street and  
was running at a speed of about 15  
miles an hour when he saw the signal  
at Richmond street. When this was  
given he turned to the south on  
Richmond. He states that two little  
girls were directly in the way of his  
car and he had to turn out on the car  
track to avoid hitting them. Mr.  
Griffiths was standing on the car track  
when hit and made several attempts to  
get out of the road. There was only  
the driver in the car.Dick Griffiths stated that he thought  
the car must have been going at least  
fifteen miles an hour.

SAW THE ALLIGATOR

South London People Think Two Were  
In the Thames.Citizens residing on Riverbank avenue  
telephoned The Advertiser last evening  
that an alligator was swimming about  
in the water at the foot of the street.  
It swam around for some time and  
then made its way across to a marsh.  
The citizens telephoned to Spring-  
bank, thinking the alligator might be  
the one which escaped from the zoo  
recently. They were told, however, that  
the alligator which escaped was captured  
in the afternoon. The one seen around  
Riverbank avenue is about two feet  
long.SPECIAL EXCURSION, DETROIT  
AND RETURN, \$2.75 VIA CAN-  
ADIAN PACIFIC RAILWAY.The Canadian Pacific Railway will  
run an excursion to Detroit and re-  
turn, good going on special train at  
5:50 a.m. Saturday, Aug. 12, and good  
returning up to and including Aug. 14,  
at rate of \$2.75 including war tax.  
Tickets and full information at City  
Ticket Office, corner Richmond and  
Dundas streets. H. J. McCallum, City  
Passenger Agent.Dispatch is the soul of business.—The  
Earl of Chesterfield.

Oh, Yes

Before getting on the car—  
homeward bound—step into  
our Cake Department.

Saturday Sails

Lemon Madeira Cherry Loaf

Fig Bar Cherry Bar

Raisin Bar Wine Loaf

Tutti-Frutti Venetia

Dundee Cake Lady Cake

and many other kinds.

Remember the place,

PETERS

Shop 'round the corner

## WILL ASK OWNERS TO SUBMIT PRICE ON MACGREGOR WELLS

Utilities Board Considers  
Ways of Increasing Supply.

MAY REQUIRE A VOTE

Present Amount Asked for the  
Property Is Considered  
High.The utilities commission, at the meet-  
ing yesterday afternoon, decided to ask  
the owners of the MacGregor wells to  
submit a proposition for the purchase  
of the property outright, including the  
land and all water to be found thereon.  
If they agree, the commission will con-  
tinue further investigations for water.  
If not, other sources of supply will be  
looked for.Cal S. Parker, on behalf of the  
owners, submitted an offer, in which  
he stated that the company would ac-  
cept \$30,000 for the wells and property,  
with a guaranteed flow of one million  
gallons of pure water, and a pro-  
posed increase in price for all water over  
and above that amount. This proposition  
did not exactly meet the demands of  
the commissioners, who decided to ask  
the lowest price for the land and all  
water therein contained.

Not So Strenuous.

The commission's meeting was not so  
strenuous as on the previous occasion,  
although the matter was gone into  
thoroughly. It was pointed out that an  
offer of \$25,000 a year for one million  
gallons of water delivered into the  
mains was once made to the owners of  
the MacGregor property, and the price  
asked was much more favorable."In the absence of a report from the  
health officer as to the purity of the  
water, what can we do?" asked Chair-  
man Pocock."We had better delay until Driller  
Harvey comes. He will be here next  
week.""It is incredible that the water is  
impure," said Commissioner Dennis.  
"We will not accept until we are con-  
vinced that it is right."

"Must Concentrate."

"We want a scheme that will allow  
us to concentrate our pumping plants.""We should consider the Kitchissippi  
scheme," said Commissioner Buchanan.  
"We do not want several plants scat-  
tered everywhere throughout the city.""The MacGregor well water will come  
out to the north street station by gravity  
and be pumped to the city," declared Commissioner  
Dennis."It can be economically pumped, there  
is that advantage," said Mr. Buchanan.  
"We should consider the Kitchissippi  
scheme," said Commissioner Buchanan.  
"We do not want several plants scat-  
tered everywhere throughout the city.""The whole scheme there would cost us  
probably \$150,000 now, but we could  
soon have a much more excellent water,  
and in large quantities."

Water Shortage.

"That's all right, too," said Mr.  
Mitchell. "We want water, and we  
want lots of it. We have a capacity  
of sixteen million gallons in pumping  
machinery, and not one-third the  
amount of water.""We have got to have it," said Dr. Hill.  
"We have got to have it very soon.""I believe Dr. Hill could give a re-  
port now, but it would be unfavorable,"  
said Mr. Pocock."Well, if it is impure, we do not need  
to buy it," answered Mr. Mitchell.  
Commissioner Dennis then introduced  
a motion to have Mr. Parker submit a  
motion to buy the property at once.  
"I would like to know how much the  
Beck wells cost, land, pumps, holes and  
everything," said Commissioner Min-  
chell. "We should know how much  
the water cost a million gallons, so we  
can make a comparison as to whether  
or not we are likely to pay too much  
for the MacGregor."

Have No Figures.

"I do not think we can get at that,"  
answered Mr. Pocock. Mr. Buchanan  
had no information available on this  
subject either, so it was allowed to  
drop, although Mr. Mitchell said he  
would get the information.Chairman Pocock counselled delay,  
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