

READING

Often proves to you the imperfections of your sight. When it becomes necessary to hold the book nearer or further away from the eyes, depend upon it something is wrong. When letters "run into another," or the eyes ache, when fatigued follows reading, the condition of the eyes should be investigated. This is advisable, not only that your capability for reading may remain good, but also because straining eyes are a direct tax upon the health. We have an equipment which, together with our experience, enables us to determine exactly the state and needs of your eyes. Our methods are scientific and accurate.

Brown Optical Co.
SPECIALISTS.
223 Dundas Street. Phone 1877.

**WE BELIEVE IN
QUALITY**
One Trial Convinces. Satisfaction or No Pay.

**London Tire
Repair Depot**
354 Wellington St. Opposite McClary's.
Phone 2334. Open Evenings.

Waterman Ideal Fountain Pens

We have every style. Any grade of point. They are absolutely guaranteed by the maker and ourselves. We have the largest pen stock in London.

**HAY'S
STATIONERY**
173 Dundas Street. Phone 150

JEWELRY

Suitable for June Wedding Gifts

You may have some trouble selecting the gift for the bridesmaid. See our display of high-class Jewelry and you will have no trouble in making your selection.

Single stone, three-stone and five-stone Pearl Rings, ranging in prices from \$5.00 to \$35.00

Cameo Rings, also cameos set with pearls. Prices from \$3.00 to \$10.00

10k Solid Gold Pendants, set with pearls and colored stones. \$3.00 and up

14k Solid Gold Pendants, set with pearls and one diamond. \$12.00

See our exclusive designs in Pendants and Necklets, mounted in platinum, set with emeralds, gold set with combinations of onyx, cameos, amethysts and peridots.

C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 RICHMOND ST.
PHONE 1084.



You don't get all the dust and bugs and insects that fill the air as you speed along without goggles, but you get most of them. With goggles made especially for you, your eyes are protected from dust, dirt, disease and strain. You'll enjoy the car more if you wear our goggles.

**Carlyle
TREBILCOCK
OPTICIAN**
233 Dundas St. Phone 2351.

D. L. & W. COAL

We sell dependable coal, and give quality and service. A trial will convince you our coal will last longer, and we guarantee weight.

HEAMAN & SON
YORK AND BURWELL STREETS
Phone 312.

Delaware, Lackawanna and Western Coal Company's

Scranton Coal

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY
PHONE 348. 19 YORK STREET.

**THE LONDON LOAN AND
SAVINGS COMPANY
OF CANADA**
DIVIDEND NO. 89

Notice is hereby given that a dividend at the rate of 6 per cent, and bonus at rate of 1 1/2 per cent per annum, is declared on the capital stock of the company for the current three months, ending June 30, 1916, and same is payable on July 3 to shareholders of record on June 24, 1916.

YOU'LL Like It

From first crust to last it will be enjoyed as no other bread you've ever tasted. Its real, wholesome purity will afford body-building qualities—its good flavor will delight you—with any spread it's the bread you'll want at the table. The ideas of the organization are as high as your own—its "stickers" for purity and "crusts" on cleanliness. You're invited to see the way we bake Parnell's Bread.

Why not order a loaf from your grocer NOW?

Parnell
The Breadman
PHONES 929, 1390.

Engagement Rings

Our selection of Engagement Rings is very choice and interesting. Diamond solitaires are always popular and acceptable at any time.

Many new rings in the newest and latest of settings have been recently added to our collection, so that our stock up to the present is as fine a range as the most enthusiastic lover could wish to have.

Our prices are very moderate. Solitaires, \$25, \$35, \$50, up to \$500. Magnificent clusters, sapphires, rubies, emeralds, in diamond combinations, \$40 up.

YOUNG'S
TWO STORES.
London, East London.

Johnston Bros.
XXX Bread
Wrapped Loaf . . 5c

Ask our salesman for it, or grocer selling XXX Bread. It is pure in its making, clean in its handling, delicious in its eating. Johnston Bros. Phone 344.

**SHORTEST LINE—FASTEST TIME
TO AND FROM CAMP BORDEN
BY CANADIAN PACIFIC.**

Commencing Sunday, June 25th, will be inaugurated a fast and frequent train service between Toronto and Camp Borden, via Canadian Pacific as follows:

To the Camp.
Leave Toronto (Union) 8.10 a.m. daily, except Sunday. North Toronto 8.30 a.m. daily, arrive Camp Borden 10.15 a.m. daily.

Leave Toronto (Union) 9.50 a.m. daily, except Sunday, arrive Camp Borden 12.30 p.m.

Leave Toronto (Union) 12.15 p.m. Saturday only, arrive Camp Borden 2.15 p.m.

Leave Toronto (Union) 1.30 p.m. North Toronto 1.40 p.m. Saturday only, arrive Camp Borden 3.30 p.m.

Leave Toronto (Union) 2.30 p.m. Tuesday, Thursday and Saturday, arrive Camp Borden 4.50 p.m.

Leave Toronto (Union) 6.40 a.m. daily, arrive Camp Borden 8.55 p.m.

Leave Toronto (Union) 9.40 p.m. daily, arrive Camp Borden 11.55 p.m.

From the Camp.
Leave Camp Borden 8.40 a.m. daily, arrive Toronto (Union) 8.20 a.m.

Leave Camp Borden 9.50 a.m. Monday, Thursday and Saturday, arrive Toronto (Union) 12.00 noon.

Leave Camp Borden 9.50 a.m. daily, arrive Toronto (Union), 12.30 p.m.

Leave Camp Borden 1.30 p.m. Saturday only, arrive Toronto (Union) 3.25 p.m.

Leave Camp Borden 4.05 p.m. daily except Sunday, arrive Toronto (Union) 7.00 p.m.

Leave Camp Borden 8.00 p.m. daily, arrive North Toronto 9.50 p.m.

Leave Camp Borden 9.05 p.m. Sunday only, arrive Toronto (Union) 11.10 p.m.

Further particulars from Canadian Pacific Ticket Agents or W. B. Howard, D. P. A., Toronto.

CARS IN COLLISION.
Some excitement was caused at the corner of Dundas and Richmond streets last night about 11 o'clock, when Dundas car No. 58 in turning south crashed into a Ridout car coming east. Both cars were going slowly at the time and no one was hurt. The accident, it was stated to The Advertiser, was caused by a misplaced switch.

CHICKENS BURNED.
Children playing with matches were responsible for the unexpected roasting of some chickens at the home of W. E. Bock, 515 Simcoe street, last evening. The youngsters set fire to Mr. Bock's chicken coop, and several of the birds were burned.

MAJOR TODD BACK.
NEW YORK, June 23.—Passengers on the White Star liner Adriatic, which arrived here today from Liverpool, included Major John Todd, a Canadian army officer returning home on leave, and Sir E. R. Bowring, head of the British steamship firm of Bowring & Co.

FINAL TOUCHES.
Added by us to your circulars, form letters, books, etc., will repay the slight charge a hundred-fold.

**Federal
Advertising
Service**
Telephone 5482. After 6 p.m., 3202.

312 Dominion Savings Building.
LONDON, CANADA.

HAMILTON'S LONDON Porter and Amber Ale

The best home-brewed beverage on the market. All dealers.

Kent Brewery
LONDON, ONT.

SHORTHORN CATTLE ARE DUAL-PURPOSED

Western Ontario Stock-Raisers Going More into Well-Known Breed.

Shorthorn cattle, which are regarded by many farmers and stock breeders as the best dual-purpose beasts that can be raised, are growing in popularity, as evidenced by the demand for them in Western Ontario counties.

At a recent sale at Elora prices as high as \$1.125 were realized for a single animal.

The Shorthorn is one of the best of beef cattle in addition to a first-class milker.

The first Shorthorn cattle in Middlesex were raised by the Robson, Geary, Smiths and Shores, pioneers of this vicinity. George Robson, father of Capt. Thos. Robson, bought some of the first about 1850.

The Shorthorn originated in County Durham, England, and although they had been bred pure for several hundred years, it was not until along in the eighteenth century that any record of their lineage was kept. It is supposed they descended from a cross between the native white cattle of England and the Skeby, now known as the West Highland cattle of Scotland, together with some blood of cattle imported from the continent. In their early history they were known as great milkers and at the present day 90 per cent of the dairy cattle in England are pure-bred Shorthorns, and as a beef producer they have all other breeds eclipsed.

Early in the nineteenth century the Shorthorn had become known and was being bred in almost all parts of the British Isles. There had been many small associations of breeders, but it was not until about this time that the first book was originated by George Coates and every animal known to be of pure blood was recorded, which worked a great deal of good as well as some harm, as the breeders restricted themselves to too small a variety of blood, and by in-breeding produced a type of cattle better known for style and carriage of head and neck than for utility value.

From the very origin of the breed, Shorthorns have had two qualities to commend them to the favorable consideration of farmers and stockmen, and it is this dual quality for beef and milk production that has made them so popular. As beef producers they are known over the civilized world, but their milking qualities, though excellent when properly developed, are not so well recognized, so need advertising and further development.

The early history of the breed furnishes many instances that they were great milk producers. One of the earliest breeders to develop milk production in his herd was Jonas Whitaker, and in consequence his cows were known all over England for their excellent dairy qualities, but at the same time he had a good trade in beef bulls with other herds in the kingdom.

Sir Charles Knightley developed a herd known as Paveley's Fillelds that did much to establish the fame of Shorthorn cows as excellent at the pail.

The herd of Thomas Bates was bred for beef from and soon became the fountain head of bulls for both English and American herds, yet the milking qualities of this herd were so carefully cultivated that the cows had a reputation as milk producers that was only second to that of their beef quality.

Going home drop into the "shop round the corner" for a brick of Ice Cream. Peters, London.

**SUBSCRIPTIONS
RECORDED TODAY FOR
OVERSEAS CLUB
TOBACCO FUND**

F. H. Marsden, 14 Arthur street, 25c; H. Clarke, 150 Hamilton road, 10c; C. Miles, 22 Dundas street, 25c; J. Tallack, 30 Weston street, 25c; C. J. Phillips, 169 High street, 10c; H. Roberts, 40 Front street, 10c; J. C. Ross, McClary Manufacturing Company, 25c; D. Mizzie, 86 Forward avenue, 25c; J. D. Leman, 42 Garfield avenue, 25c; S. W. Milken, 330 St. James street, 25c; W. Smith, McClary Manufacturing Company, 15c; J. Morris, 23 Garfield avenue, 50c; W. Hulbert, 96 Colborne street, 25c; W. H. Willis, 233 Simcoe street, 25c; R. Rawlings, 111 Chesley avenue, 25c; A. Williams, 10c; A. Malloch, 784 Colborne street, 25c; W. Mayo, 142 Wellington street, 15c; Thos. Walters, 10 Arthur street, 25c; R. Lawson, 526 Egerton street, 25c; P. D. Dewar, 404 Ridout street, 25c; F. McCaughey, 25c; R. Hagger, 25c; Wm. Denton, 15c; G. Potter, 25c; W. S. Hewitt, 352 York street, 5c; A. Anderson, 638 Elias street, 25c; J. M. Johnston, 315 King street, 50c; D. McDonald, 305 Horton street, 25c; C. Chadwick, McClary Manufacturing Company, 25c. Total, \$6.90.

GRADUATION EXERCISES
Conservatory Pupils To Give Program in St. Peter's Parish Hall.

The graduation exercises of the London Conservatory of Music will be held on Monday evening next in St. Peter's Parish Hall.

An exceptionally clever lot of graduates and post-graduates are to receive their diplomas and take part in a most interesting program.

The scholarship will also be awarded. The L. C. M. scholarship of \$500 having been won by Roy Davidson, and the Heintzman & Co. scholarship by Miss Katherine Lancaster.

Major Murphy of the Western University Board of Governors, will make the presentation and address the graduates.

All friends of the L. C. M. and all interested music-lovers are cordially invited.

Mr. Davidson, the winner of the \$500 prize, will perform two numbers, and the rest of the program will be of a highly interesting and artistic character.

Invitations may be had by applying to the registrar of the London Conservatory.

GRAND REUNION OF CAMPBELL CLAN IN CARADOC TOWNSHIP

Held at Home of Oldest Living Member.

A FINE REPRESENTATION
Out of 426 Descendants of Family, 214 Were at Picnic.

A large gathering of the Campbell clan was held on Wednesday, June 21, at the home of John Brodie, Muncy road, Caradoc. This is the old home of Mrs. Christina Brodie, the oldest living member of the Campbell clan, who was present, hale and hearty, although 86 years of age.

Rain fell in the early morning, but by 9 o'clock Old Sol made his way out and the crowd began to gather, and by noon the spacious grounds were crowded and the great reunion was under way.

In the year 1764 Robert Campbell was born in Scotland, and in 1794 married Jean McFarlane, and their family consisted of ten children, seven of whom have living descendants, many of whom were present, namely: Duncan, who has 40 living descendants, 23 being present; Mary, who has 10 living descendants, 3 being present; Humphrey, who has 22 living descendants, 18 being present; Alexander, who has 18 living descendants, 18 being present; and James, who has 18 living descendants, 18 being present.

Letters of regret at being unable to be present were read from many.

Dinner refreshments had again been served, it was decided that a gathering of the clan would be held regular in future, as it is some seventeen years since the clan met in a gathering of this kind before.

Members of the clan were present from San Pedro, Cal.; Brown City, Mich.; Cadillac, Mich.; Detroit, Mich.; Seattle, Wash.; Ottawa, London, Forest, Dutton, Iowa, Middlemiss, Bosquet, Appin, Glencoe, Warwick, Inwood, Oil City, Shelden, Melbourne, Delaware, Buffalo, Mulrirk, Watford and Muncey.

**PASTOR'S WIFE GIVEN
HANDSOME OAK TABLE**

DORCHESTER, June 23.—Mrs. (Rev.) Kerr, who for the past four years has been teacher of the Excelsior Bible Class and president of the Harrison Mission Circle, was last night taken by surprise when over 50 members of the two organizations met on the parson-

age lawn. Until dusk they participated in the game of basketball, then owing to the coolness of the evening, gathered in the church parlors. Ernest Smith read an address and Eva Finch presented Mrs. Kerr, who leaves next week for Gortie, with a handsome library table, in fumed oak.

Miss Ruby Wilson of Stratford, who has been in charge of the Crumlin school, has been engaged as teacher for the lower grade of the Dorchester public school, her duties to commence in September.

Forty-one candidates were here this

Stove and Egg, \$7.00 a ton.

Nut, \$7.10 a ton.

Large Pea Coal, \$6.00 a ton.

CONNELL COAL COMPANY.
PHONES 770 AND 1098.

Becoming Eyeglasses

We carry many styles of very becoming eyeglass mounts, and are experts in the art of proper fitting. Prices moderate.

John S. Barnard
Optician,
194 DUNDAS STREET.

TAYLOR'S STOMACH AND LIVER CURE

Is guaranteed to cure Indigestion, Dyspepsia, Biliary Disorders, Constipation, Sick Headache, Gas, etc. Price 25c. And your money back if it fails to cure. TAYLOR'S FIVE CUT-RATE DRUG STORES.

FOR YOUR OWN SATISFACTION

Come into "the store that serves you best" some time. Just notice how courteously the clerks will treat you. Notice how well they will fit your feet, and notice that they will not make exaggerated statements in reference to the shoes they sell. That's the policy of this store ever since it started, and that's why we have been so successful in London. We would like to prove this statement to you, but we cannot unless you come in and let us.

J. P. COOK & CO. LIMITED
"The Store that Serves You Best"
TWO STORES - DUNDAS & RICHMOND STS.

**WALL PAPER
BARGAINS**

We Are Still Offering Those Special Values in Odd Lots of Wall Papers

These are one-room quantities, and we are clearing them out at Half Price.

40c PAPERS for 20c
30c PAPERS for 15c
25c PAPERS for 12 1/2c
15c PAPERS for 8c

CAN YOU AFFORD TO MISS THIS OPPORTUNITY?

A. E. JOLLY & CO.
190 DUNDAS STREET.

NEAL'S ALOAFA BREAD

BREAD RIOTS
Never Occur in London or Throughout Western Ontario

Although the demand for Neal's Aloafa Bread (wrapped) increases so rapidly that we are ever adding to the manufacturing capacity of our plant in order that we may have the supply equal to the demand. Be sure your Daily Bread is Wrapped.

NOTE SUMMER SERVICE AT PORT STANLEY.
Our wagon will call at your summer home in Port Stanley if you will phone Findlay & Nicholas' Store, 795 r.3.

NEAL LONDON BREAD CO.
PHONE 2173 2-10 CARLTON AVE.

MIDDLESEX THRESHERS MAY RAISE PRICES

Matter To Be Discussed at Meeting This Afternoon.

The Middlesex Threshermen's Association are meeting this afternoon in the county building to discuss plans for the season's work and to formulate a standard scale of prices.

At the present time it is claimed by threshermen their charges are too low, considering the initial cost of their machinery, the cost of operation and the chances they have to take at times with the crops not being what they expected.

There will no doubt be some argument on the proposed advancement in prices as some of the threshermen believe that if an advance is made the farmers will do as they have done in other counties, form clubs and purchase threshing outfits of their own.

This would necessarily put the man who made a business of threshing alone out of work and this, they claim they must guard against.

Others, who take the opposite view, maintain that unless prices are advanced that they will have to go out of business anyway, because the present scale of prices is not profitable enough to let them make any more than a bare living.

The threshermen as the matter stands, face a two-sided problem, but may compromise on the present situation and not take action of such a nature as would bring about the formation of farmers' threshing clubs.

SILK SUITS
Reduced to Clear--
Prices \$18.75 to \$25

Serge Suits, to clear \$14.75, \$17.75, \$21.50

New Palm Beach Suits at \$7.50 and \$8.50

FUR STORAGE
A specialty, the lowest rates and absolute security.

White Repp Wash Skirts \$1.00, \$1.25, \$1.50

Clearing of Summer Blanket Cloth Coats, regular \$12.50 and \$16.50, now \$9.75 to \$10.50

DRESSES—Just in, New Voile Dresses in the very latest styles \$4.50, \$6.75, \$7.50, \$9.75 up to \$15.00

Latest Summer Elect Thibet Fur Ruffs \$4.75, \$6.75, \$7.50

ROSS' Limited
196 DUNDAS STREET. PHONE 1319.

Spring!

We're ready for the men who are ready for their summer shoes.

High or Low Cut Shoes for solid foot comfort—shoes for the stylish young dresser and shoes built for comfort and unusual durability.

The best of leathers in Gunmetal Calf, Vici, Velour Calf, Patent Coltskin, new Tans, etc.

The new shoes with low, plain toes and flat heels are new this season. They're a fine combination of style and comfort.

Every size and width for perfect fitting and an expert service to do it. The best values, at any price, that your shoe money can buy.

\$4, \$5, \$6, up to \$7

You've heard these shoe prices quoted many times no doubt, for shoe prices are all about alike, but step in and see if you have ever known such shoe values at these prices!

COME IN FOR A LOOK.

Johnston & Murray
THE HOUSE OF GOOD SHOES.
LONDON: 198 DUNDAS STREET.
ST. THOMAS: OPPOSITE POSTOFFICE.

ROWAT'S COFFEE

50c Per Pound
T. A. Rowat & Co.
250 Dundas St.—Phones 3051-3052.

Plagues people who are particular.

Rev. G. Kerr will preach his farewell sermon in the Methodist Church on Sunday.

Save and Achieve
THE man with a Savings Account commands respect. Besides, he can accomplish his ambitions and grasp opportunities in a way unknown to the spendthrift.

It takes only a little prudence, a little self-denial, to place you on the path to your goal.

But you must make the START!
Why not open an account by depositing any amount with the Huron and Erie and obtain their savings rate of

3 1/2 %
per annum!

**The
HURON & ERIE
Mortgage Corporation**
Incorporated 1884.

London (Two Branches) and St. Thomas.
T. G. MEREDITH, K. C., HUME CRONIN,
President. General Manager.

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Reduced to Clear--
Prices \$18.75 to \$25

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