

TEN.

## PICTURE FRAMING

Let us frame a picture for you.

**O. B. GRAVES, Limited**  
203 DUNDAS STREET.



Prices are the same for the month of July as those of June. Buy your jewelry from the One-Price Jewelry Store. Our prices do not need discounting.

**W. J. Wray & Co.**  
234 Dundas Street, London.

**Palace Livery**  
ROSS & BOSS,  
Carriages for funerals and all other occasions. Automobile service.  
619 DUNDAS STREET. PHONE 838.

## USE CONNELL'S COAL

Best results can be obtained by using Connell's coal in the large furnace, and in the small size, and in the stove, and in the hot water furnace. Connell's coal, delivered, \$6.50. Chestnut size, \$6.75 per ton. Coal, suitable for the range, \$5.50 per ton.

OFFICES:  
Dundas and Richmond Sts. Phone 770.  
Colborne Street and C.P.R. Phone 1096.



## EYEGLASS THOUGHTS

The giving of satisfactory optical service requires something more than mere "selling ability." Our service embraces—  
Absolute accuracy in making examinations.  
The making of glasses that will positively correct your defects of vision.  
Courteous, considerate treatment at all times.  
Fair prices and a guarantee of complete satisfaction.

**Brown Optical Co.**  
237 DUNDAS STREET. PHONE 1877

**Wegner Clothing Co.**  
Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

**LONDON'S LARGEST WORKINGMEN'S OUTFITTERS**  
Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.

371 TALBOT ST., OPP. MARKET.  
Open Evenings.—Phone 1649.

**NOTICE**

**EGGETT & CO.**  
(Formerly of Dominion Savings Bldg.)  
Experts in Plumbing and Heating  
Engineers are Now Located at

**392 Clarence St.**  
PHONE 210.

**London Conservatory of Music and School of Elocution, Ltd**

"GODOWSKY SYSTEM"  
Ask for year book and curriculum.

Phone 1101.  
L. L. ARMSTRONG, Registrar.  
F. LINTHORTH WILLIGBOOSE, Mus. Sec., Principal.

**THE ULTIMATE IN CHOCOLATE DELICACY.**

**NELSON'S CHOCOLATES**  
"The Chocolate that are Different."

**Standard Drug, Limited**

Prices are always low. Don't bite at bait—you may be caught. We are the original and only thoroughly modern cut-rate druggists.

**HARVEST HELP EXCURSIONS**  
\$12.00 TO WINNIPEG  
AUG. 11 AND 18.

The Grand Trunk Railway System will run Harvest Help excursions via Chicago and Duluth on August 11 and 18, from all stations in Ontario, Kingston, Renfrew and west at low rates of \$12 to Winnipeg, plus half cent per mile from Winnipeg to destination. First excursion on August 11 applies to all points in Manitoba. Second excursion on August 18 to certain points in Saskatchewan, Alberta and all points in Manitoba. RETURNING—Half cent per mile to Winnipeg, plus \$18.00 from Winnipeg to destination in Eastern Canada. The route via Chicago is an attractive one, many large cities and towns being passed en route, which breaks the monotony of the journey. The Grand Trunk Pacific Railway is the shortest and quickest section of Western Canada.

Full particulars at all Grand Trunk Ticket Offices or write C. E. Horning, District Passenger Agent, Union Station, Toronto, Ontario.

**TO THE PACIFIC COAST.**  
Via Chicago and North Western Ry. Special low rate round trip tickets on sale from all points in Canada to Los Angeles, San Francisco, Portland, Seattle, Vancouver, Victoria, Edmonton, Calgary, Banff, Yellowknife Park, etc., during August and September. Excellent train service. For rates illustrated folders and full particulars, address B. H. Bennett, General Agent, 46 Yonge St., Toronto Ont., Aug. 12, 1914.

## C. H. WARD & CO.

Diamond Merchants and Jewelers

NEW ADDRESS  
**386 RICHMOND**  
Phone 1084

## QUALITY STORE

**Pony Outfit Given Away**

Absolutely free. This is your last chance, as the contest ends on Saturday, Aug. 15. Buy your groceries at this store, and get your coupons.

**HARRY RANAHAN**  
PHONES: 1024 and 3323

**Ladies' Early Fall Hats**

**BELTZ & CO.**

Practical Furriers

**SUGAR PRICES JUMP;**

**SOAP FAMINE LIKELY**

Starch, Flour and Oatmeal

Also Advance—War Prices

Already Felt Here.

War prices are already being felt in London. Yesterday sugar was advanced in price 50 cents per hundred pounds.

Five granulated sugar now is \$5.15 a hundredweight, if you can obtain it in London. Several of the wholesalers are turning down orders with the explanation that there is no prospect of being able to fill them. One large wholesale house tried to order two carloads yesterday, but their orders were refused.

Advances on all grades of sugar range from 50 cents to 60 cents a hundredweight.

Local wholesalers strongly disclaim any responsibility for the advance in price. They are obliged to make on sales to their customers the same advance that the remitters have made to them, they say. Even at those prices, they cannot fulfill orders, because yesterday they could not get the sugar themselves at any price.

One wholesale man, in disclaiming any responsibility on the part of the wholesalers for the advance, pointed out that, although the Government had declared that it would not permit any dealers in provisions and food supplies to raise their prices, it had itself automatically raised the price of flour 50 cents a hundredweight above the prevailing price in purchasing at that advance 1,000,000 bags as a gift to the British government. Part of the flour was purchased here in London.

Oatmeal had advanced 35 cents on every 50 pounds, and is now \$2.30 a bag. Starch has advanced half a cent a pound. Some soap firms are refusing orders, and others are quoting advance prices.

**DIES VISITING OLD HOME**

John Mustill Passes Away After Coming to Old Boys' Reunion.

Returning only a few days ago to this city, where he had spent the greater part of his life, John Mustill, of Youngstown, New York, died yesterday morning at the residence of his son, Eli G. Mustill, of 337 Prince Avenue.

Mr. Mustill was born 74 years of age. He was born in England and came to London in 1861 as a farrier-sergeant of the 63rd battery which was stationed in London.

He lived here from that date until three years ago, when he returned to Youngstown. Last week he returned to London to attend the old boys' reunion. His wife died nine years ago and he is survived by three sons: Edward J., of Youngstown; Albert S., of Port Hope, and Eli G. of London; and two daughters, Mrs. William J. Corrie, of Port Hope, and Mrs. James Kinghorn, of Youngstown. The funeral will be held Thursday afternoon at 3 o'clock, from the residence of his son, Eli G. Mustill, 337 Prince Avenue, to Mount Pleasant Cemetery. Funeral services will be conducted at 2:30 o'clock.

**STEAMERS ARRIVED.**  
New York, Aug. 12.—Arrived; steamers: Rotterdam; Aousonia, Glasgow.

THERE are so many different lasts in the ASTORIA Shoe that no matter what shape your foot is you will have no difficulty in getting perfect comfort if you wear an Astoria. Sold in London by the

**J. P. COOK CO.**

THE STORE THAT SERVES YOU BEST

**Peters Fountain and Tea Room**

**Ice Cream Sodas**

You'll get satisfaction in our Sodas; cool and refreshing; pure fruit flavors, with a large portion of rich, smooth ice cream.

**Sundaes**

The most luscious Ice Cream, with fresh fruits and nuts; just as you like it.

**SPECIAL NOON LUNCHEON AND AFTERNOON TEA.**

**Peters---**

**2 Shops---**

## I. O. F. HOLDS ANNUAL SESSIONS IN TORONTO

Nearly 1,000 Delegates and Members Are Attending Convention.

[Special to The Advertiser.]

TORONTO, August 11.—The various departments of the Independent Order of Oddfellows in annual convention this week in Toronto, have attracted, besides nearly one thousand delegates, a large attendance of members to witness and take part in the demonstrations.

Today the Grand Encampment opened proceedings in the new hall on College street. The officers and representatives present number about 150. The reports of the officials showed three new encampments, instituted during the year, and a net increase in membership recorded of 525, bringing the total up to \$3,136. The receipts from all sources were \$26,500, of which \$25,500 went for purposes of relief.

The department council of the Patriarchs' Militant, the uniformed branch of the society, also convened. A steady increase in their ranks was reported.

The Rebekah assembly, the supervising body of the ladies' department, is also in session. Fifteen new lodges were instituted during the year. The total membership at the close of 1913 was 10,417. This branch of the society assists largely in the charitable and relief work of Oddfellows in the province. The members have a long and honorable record in the relief of the poor, which works in connection with the St. John's Ambulance Association of Great Britain, instructing in the best methods of rendering first aid to the sick and injured, whether in peace or war.

Tomorrow will be devoted to the meetings of the various committees, and on Thursday the Grand Lodge itself will convene.

The names of all the members of local militia units who have volunteered for service in Canada's overseas contingent were forwarded to Ottawa last night, except in the case of the Army Service Corps, whose commanding officer, Major W. G. Coles, wired headquarters at the capital that the corps would be ready to serve as a unit at full war strength when called for.

The war establishment is 83 officers and men and, while this strength has not been reached as yet, Major Coles is confident that that number will be exceeded within the next few days.

**Battery May Go As Unit.**

The list sent in by Major Wood, Leonard, of the Sixth Field Battery, contained 115 names, and, as this is only one short of war establishment, he feels that the battery stands a really good chance of being taken as a unit, in which case he and his fellow officers would retain their ratings.

In addition to the names sent in, an additional list is being prepared, and already contains the names of more men who are prepared to serve and who have passed the medical examination. Tomorrow, Major Leonard will wire the Minister of Militia that these additional men are available.

Lieut. Col. H. C. Becker, commanding officer of the seventh regiment, sent in 150 names, although infantry corps, except in the big cities like Toronto and Montreal, are limited under the terms of instructions received from headquarters to representation to the extent of 125 only.

**Two Hundred Men Volunteered.**

In all, nearly two hundred men of the regiment volunteered, but nearly a quarter of that number were disqualified by the examining physician.

The list forwarded by Capt. E. V. Buchanan, of the Tenth Field Engineers Company, contained only twelve names, but as the captain pointed out, this is the most exacting branch of the service, for the men must be physically and otherwise, are concerned.

In the first place, every man must be 5 ft. 7 in. in height and have a chest measuring 34 in. around the chest.

Men only have to be 5 ft. 3 in. in height and 32 in. in chest measurement.

**Engineers Have Hard Tests.**

Then, the list of volunteers is highly technical, involving as it does knowledge of bridge building, water testing, distance calculation, etc. In spite of these facts, which obviously would bar a great many of the newer recruits, 25 volunteered, sixteen falling to pass the medical test.

The instructions received Tuesday afternoon by the volunteers might enlist as infantrymen, did not meet with a very spontaneous response. One of the officers of the First Cavalry considers it an insult to be asked to become a "gravel-crusher."

**Hussars Join Battery.**

A number of the Hussars, however, signed on with the battery, two joined the Army Service Corps, four the Engineers, and two, who have been employed in the city, joined the Tenth Field Engineers.

The list sent in by the Hussars, the first list of those willing to serve as infantrymen contained only three names.

Major Abel, the officer in command of "A" squadron of the Hussars, has offered himself for enlistment with the Hussars, and others to the various regiments in the division as medical officers.

Many Doctors Volunteer.

All the regimental doctors have volunteered.

Captain Dr. A. E. Snell, commanding the A. M. C. in London, received notice last night that he was to go to the front and left for the capital on an early train today. It is not known to what duty he will be detailed.

A telegram from the War Office, dated last night, advised that the various units in Ottawa copies of which were received last night by the various unit commanders, directed that all men volunteering for active service must be sworn in as members of a unit. This directly revoked the instructions of a few days ago, to the effect that men might be sworn in as individuals.

He might forward the names of any men willing to serve in the overseas contingent, without putting them on the regimental roll.

**Assessment Increase**

IS NEARLY \$5,000,000

Returns From Three Wards

Show a Gain—Population Grows.

An increase in the city's assessment of about \$5,000,000 is now predicted with the returns from three wards completed. The increase shown by the three wards is nearly \$3,500,000. The returns from ward one are still incomplete.

The total assessment of ward two, completed yesterday, is placed at \$9,957,150, a gain of \$1,356,925 over last year.

The increases by wards to date are: Land—Ward 4, \$715,098; ward 2, \$435,024; ward 3, \$335,973, a total of \$1,486,095. Buildings—Ward 4, \$302,009; ward 2, \$291,111; ward 3, \$273,371, totalling \$1,867,491. Business—Ward 4, \$19,796; ward 3, \$43,584; ward 2, \$135,592, a total of \$201,972. Income—Ward 4, \$45,249; ward 3, \$17,258; ward 2, \$9,016.

The total increases by wards are: Ward 4, \$1,281,152; ward 3, \$237,271; ward 2, \$1,356,925, a total of \$2,875,348.

When the returns from all wards are in the population will show an increase close to 1,000.

## FORWARD NAMES OF VOLUNTEERS

Lists of Men Enrolled for the Canadian Contingent Sent to Ottawa.

**6TH BATTERY OFFERS 119**

**150 Men From Seventh and Many From Special Corps Eager to Go.**

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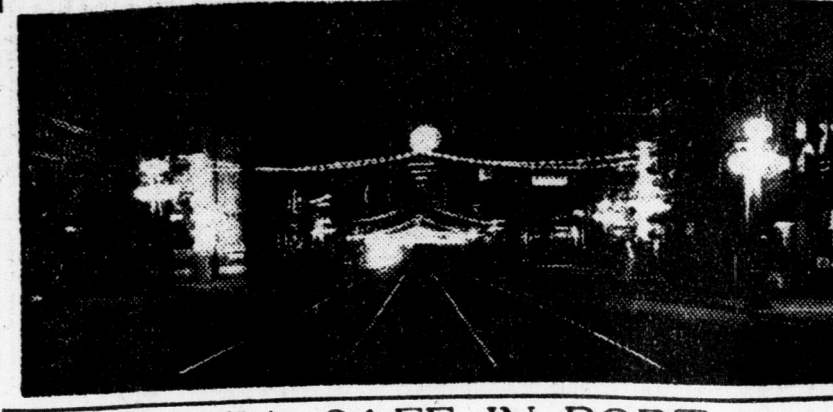
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## A Night Scene in London

View of electrical decorations for Old Boys' reunion week, looking east on Dundas street from point west of Richmond street.



## LUSITANIA SAFE IN PORT; OCEAN ROUTE QUITE CLEAR

Announcement by Montreal Collector of Customs, After Official Notice, Will Affect Insurance Rates From Canada to Britain.

[Canadian Press.]

LONDON, August 11.—10:50 p.m.—The Cunard liner Lusitania, which sailed from New York early Wednesday morning, arrived safely in the Mersey this evening.

MONTREAL, August 11.—"The Ocean route is clear from Montreal to Liverpool, and any ship can sail when she pleases in perfect safety."

This announcement was made today by R. S. White, collector of customs. The news had been sent him officially from Ottawa, and its result should be pronounced in the fixing of insurance and exchange on cargoes, with the result that the wheat, now held in Montreal harbor, should speedily start on its way to Liverpool.

In addition to this it will mean that for the present, at any rate, there will be little delay or difficulty in the sailing of passenger vessels from Montreal and Quebec.

GENOA, August 11.—The steamer Principe di Udine will sail from this port for New York tomorrow. She is crowded with Americans.

The British government has guaranteed her passage of the Strait of Gibraltar.

**GERMAN EMPEROR HAS NEW VERSION OF LIEGE BATTLE**

Says Belgians Were Put to Flight by Equal Number of His Troops, and Abandoned Arms.

[Canadian Press.]

BERLIN (Via Copenhagen), Aug. 10, 1914.—The German Emperor, who arrived in London, Aug. 11, 1914, at 11:30 a.m., was met by the British Ambassador, Lord Curzon, at the airport.

The Emperor appeared in a serious mood, but contented himself with a brief greeting to the British Ambassador, and then proceeded to the palace.

He spoke of the capture of Liege, where, he said, the German and Belgian troops were about equal numerically.

The Belgians, he added, were behind fortifications, but the Germans charged with bayonets and destroyed everything. The Belgians were put to flight, abandoning arms in great numbers.

The German and British governments have requested the United States to intervene with the purpose of fixing a time for the resumption of the two countries to quit the ports of enemy countries.

The first list of losses in the fighting was published today. It contained only 64 names.

Many rumors are in circulation here. Among them are statements that Namur, Belgium, and Belfort, France, have been captured. There is no confirmation, but the reports are believed here to be true.

**Call Kaiser Mad; Germans Flock to British Fold**

[Special Cable to The Advertiser.]

LONDON, Aug. 11.—A Central News dispatch from Melbourne says that many German subjects in Australia are applying for naturalization.

They declare that German y has made a sad blunder. The only explanation they can offer is that the Kaiser is mad.

**PASS REUNION ACCOUNTS**

Old Boys' Committees Concluding Business of Last Week.

Meetings to wind up the business of last week's reunion were held by the band, badge and sports committees of the London Old Boys' Association in the Royal Bank building last night. The passing of accounts in committee was the chief item of business in each case.

A meeting of the executive committee will be held this evening at which the accounts will be finally passed.

**CONGENIAL WORK.**

And Strength to Perform It.

A person in good health is likely to have a genial disposition, ambition and enjoy work.

On the other hand, if the digestive organs have been upset by wrong food, work becomes drudgery.

"Until recently," writes a Western girl, "I was a railroad stenographer, which means full work every day."

"Like many other girls alone in a large city, I lived at a boarding house. For breakfast it was mush,