



Before You Buy Your Ticket--

Have you an extra pair of glasses to wear in case you break your regular ones? Come in today.

Carlyle TREBILCOCK OPTICIAN
233 Dundas St. Phone 2351.

Tire Trouble!

It's Good Work that secures us Steady Work.

"We know how."

London's Rubber Man
186 KING—REAR. PHONE 6124.

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.

TIRED EYES

If you knew what relief our well-fitted glasses are to tired, strained eyes you would be sure to VISIT US AT ONCE.

John S. Barnard
Optician.
194 DUNDAS STREET. Y1

Stove and Egg, \$7.00 a ton.

Nut, \$7.10 a ton.

Large Pea Coal. \$6.00 a ton.

CONNELL COAL COMPANY.
PHONE 770 AND 1096.

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 one into another," or the eyes ache, when fatigue 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.

Vanity Coin and Mesh Bags

The Dorian Vanity Box, the newest fad out. Box on chain, in silver and gilt finish with engraved and fancy enamel tops. Prices \$1.25 to \$2.00

See our display of Coin and Mesh Bags, in silver-plated and sterling and gold-filled. Prices from 75c up to \$40.00

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 RICHMOND STREET. Phone 1084.

Taylor's Throat and Lung Balm.

Is guaranteed to cure the worst coughs, colds, or bronchial irritations. Price, 25 cents, and your money back if it fails to cure.

TAYLOR'S SIX CUT-RATE DRUG STORES.

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. Y1

THE LONDON LOAN AND SAVINGS COMPANY OF CANADA

PREMIUM PAID
for American Money and Cheques on New York Office, 220 DUNDAS ST. LONDON, ONT.

Federal Advertising Service

Can be fully sold through its own language. Your translations must be not only in good French but in SALON French. We know the difference—it's worth much to you!

Telephone 5482. After 6 p.m., 312 Dominion Savings Building, LONDON, CANADA.

SAY PARNELL'S

When next you ask for a loaf of bread at your grocer's simply say "PARNELL'S, PLEASE." Not much trouble for you considering the returns in pure, clean bread you get.

If your grocer doesn't keep it phone us. We'll send you a trial loaf.

Parnell The Breadman
PHONES 929, 1390.

Sterling Silver

Sterling Tea Sets are today a fundamental part of the family silver. We wish to lay emphasis on this department of our business, in which we are exceptionally strong. Like our patrons, we are satisfied only with the best.

Sterling Silver Bon-Bons and Butter, from \$4.50 to \$15.00

Three-piece Tea Set, Normandy \$65.00

Sterling Pierced Baskets \$72.00, \$85.00 and \$92.00

YOUNG'S

LONDON. EAST LONDON.

JOHNSTON BROS.

X X X BREAD

Sold by all good grocers, or delivered at your door.

Guaranteed pure—the ideal food for hot weather.

Wrapped Loaf, 5. Large Family Loaf, 7c. Phone 944.

THE WESTERN FAIR

September 8th to 16th, 1916, London, Ontario.

One of the changes that will be noticed by visitors to the Exhibition in September next, will be the new Process Building, which has been erected since last year's Exhibition. It is expected that this building will be a permanent addition to the Exhibition grounds. Some of our largest manufacturers have already taken space and arrangements are being made with others, so that this building will be an attractive one with machinery in motion, showing different kinds of goods in course of manufacturing. If any firms require space in this, or any other building, application should be made to the Secretary at once, as a large amount of space has already been allotted. This is a very important matter to Exhibitors, as late applications have to take what is left. All applications for space and all other information regarding the Exhibition should be addressed to the Secretary, A. M. Hunt, London, Ontario.

CARD OF THANKS.

Mr. Frank McGuire desires to thank the many friends who were so kind to him in his recent bereavement in the death of his wife, and he is especially grateful to the Knights of Columbus of Sarnia.

Partial Eclipse of Moon Last Night

Although comparatively few Londoners witnessed it, there was a partial eclipse of the moon last night. Unlike the naked eye until 10:13 p.m. At 11:46 the middle of the eclipse was reached, the moon then appearing greatly like an ordinary half-moon. The shadow left about 1:13 a.m., and the penumbra at 2:14, the whole eclipse taking 4 hours and 56 minutes.

In London conditions were particularly favorable to a good view, as the sky was clear and cloudless.

SUMMER HEAT HARD ON BABY

No season of the year is so dangerous to the life of little ones as is the summer. The excessive heat throws the little stomach out of order so quickly that unless prompt aid is at hand the baby may be beyond all human help before the mother realizes he is ill. Summer is the season when diarrhoea, cholera infantum, dysentery, and colic are most prevalent. Any one of these troubles may prove deadly if not promptly treated. During the summer the mother's best friend is Baby's Own Tablets. They regulate the bowels, sweeten the stomach and keep baby healthy. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Company, Brockville, Ont.

HELPED THE SOLDIERS

Garden Party at Col. Gartsch's Was Largely Attended.

A large crowd attended the garden party given by the Overseas Chapter of the Daughters of the Empire at the residence of Col. W. M. Gartsch last evening. The spacious grounds were prettily decorated with Chinese lanterns and strung with electric lights of varied colors, making a charming scene. Booths, at which cakes, candies and ice cream were sold, attracted a large patronage. The proceeds of the booth will be devoted to the soldiers' comfort fund. During the evening dancing by Irene Anderson, Pauline Edmunds, Kenneth Dunlevy, Dorothy and Sam Munro, was much enjoyed. All booths were attended by ladies of the Overseas Chapter, and members of other chapters of the I. O. D. E. were prominent among the patrons during the evening. Excellent music was provided by the Veneta Italian Band.

HAMILTON'S LONDON

Porter and Amber Ale

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

Kent Brewery

LONDON, ONT. Y1

VACANT JUDGESHIP

CAUSING TROUBLE

IN PARTY RANKS

Applicants' Claims Have Been Presented in Many Forms.

ESSERY HAS PATRONAGE

Local Committee Stands Behind Him for Post-Magistrate Judd in Running.

The appointment of a successor to the late Judge Edward Elliott, junior judge of Middlesex County, will be made shortly.

Several are in the running. The local patronage committee has sent in a strong recommendation that E. T. Essery, K. C., be given the place. He is the choice of the local Conservatives, and much disappointment will result if he is not named.

He is not the only local man after the appointment. Police Magistrate Jos. C. Judd is an applicant. He has been urging his claims with vigor and some say he has a chance. Leading Conservatives are of the opinion that he is well looked after. Mr. Judd is said to aspire to a position paying more than \$3,000 per annum.

Hume B. Elliott, K. C., is also mentioned, and may be the compromise candidate.

There is a vacancy in Kent County. This was filled by a Roman Catholic, and it is thought more than likely that a Roman Catholic will be given that position. Police Magistrate Caughlin, Stratford, is a likely man for this place. Mr. Caughlin may come to London, and a London man, probably E. T. Essery, may go to Chatham.

The appointment is causing some strife in the party.

NO APPEARANCE OF INFANTILE PARALYSIS FOUND HERE AS YET

But Doctors Prepare, Fearing It May Come.

EMPHASIZE PREVENTIVES

Urge Mothers to Watch for Symptoms and Act at Once.

Although cases of infantile paralysis are being reported from cities, both east and west of London, none to the present time have been brought to the attention of city physicians.

The present dry, hot weather is especially conducive to the disease, and city doctors believe that it will yet make its appearance in the city, and consequently are preparing to meet any epidemic that might arise.

Mothers are again cautioned to watch for the earliest symptoms and report at once to give doctors a chance to combat the disease in its incipient stages and thereby prevent an epidemic.

The symptoms are: Fever, usually 101 to 102, restlessness, convulsions, muscular twitchings and cerebral disturbances which rapidly pass from the incipient stage into the paralytic condition if not allowed to continue without medical attention.

Take No Chances. Where a case exists, mothers should take no chances, but immediately seek a medical diagnosis to ascertain whether or not the disease may be present.

The administration of adrenalin in the form of an injection into the spinal cord, as now being used by some New York doctors, is condemned by city physicians.

It has been tried repeatedly by many doctors and has never proven effective in any case, and in fact, the majority of city physicians claim.

Although a serum is at present being experimented with, no known specific to the present disease has been discovered by medical science.

The disease at present is treated as the symptoms arise, bromides being used principally to quiet the spinal irritation and reduce fever conditions.

Great Care Needed. Being a difficult disease to handle, as reports from New York City indicate, mothers are therefore cautioned to use all possible preventive measures within their powers.

The preventive measures are: Keep the children, between six months and two years, from gatherings and picnics as much as possible, in order to prevent communication of the disease if present in others, screen out flies, cover all garbage carefully, guard against summer colds, which reduce the resistance to disease, and watch for the above symptoms, and at the first sign consult a physician without waiting for developments, when it may be too late to check the paralysis.

City doctors say that too much stress cannot be laid upon the question of prevention, and trust mothers will be guided accordingly.

Port Stanley Subscribers

Arrangements have been completed for the delivery of both the morning and evening editions of The Advertiser at Port Stanley until September 4, 1916, and the same satisfactory service regarding news items and delivery of papers that has been in force for the past seven years is assured for this season. Londoners spending their holidays at Port can secure their favorite newspaper by notifying the Circulation Department; Phone 3670.

WILL HOLD FLAG DAY

JULY 29 TO AID WAR

SUFFERERS IN FRANCE

Urgent Call for Help for People Around Verdun.

EVERY MAN ENLISTED

All the Women Are Working To Help Fight Against Germans.

A flag day to raise funds to be sent to France to aid all war sufferers, especially those in the vicinity of Verdun, will be held in London on Saturday, July 29. Every member of the various chapters of the I.O.D.E. in the city will take part, and it is hoped to raise a substantial fund. Toronto is also holding a flag day, and plans to secure \$25,000.

Messages just received state that there is urgent need for help in France. The country is practically one vast hospital, and every man in the republic is either in khaki, in the hospitals wounded or in the munitions factories.

Practically every woman is in the munitions plants or taking some active part in the country's defence against the terrific attacks the Germans have been making around Verdun, and in many other places there are war sufferers in large numbers, and help is urgently needed.

Will Send Help. At the regular monthly meeting of the Municipal Chapter of the I.O.D.E., held in Crown Hall yesterday afternoon, it was decided to at once arrange to help the French, and after a short discussion a flag day was planned. Mrs. Thomas Gilman will have charge of the committee, and will be assisted by Mrs. McKillop.

It was also decided to hold a monster gathering of the Daughters of the Empire from all over Western Ontario during flag week. Invitations will be sent to Sir Rider Haggard and to Mrs. Gooderham of Toronto, asking them to come and give addresses. Sir Rider Haggard is coming to Toronto about the time the meeting is planned, and every effort will be made to secure him for an address.

Splendid reports of the work that the chapters both of London and the district are doing were received. In the last two weeks 1,907 articles have been made for the Canadian Hospital Supplies, and to Trafalgar Chapter, London, for the work its members have done in cutting garments and in packing supplies. The flag will be sent at once to take the place of the supplies recently burned.

Did Splendid Work. Votes of thanks were passed to the Mary Armstrong Chapter at Stratford, and the Port Stanley Chapter, for work it has done in making hospital supplies, and to Trafalgar Chapter, London, for the work its members have done in cutting garments and in packing supplies.

Major D. Smith, who is in charge of the hospital work at Wolseley Barracks wrote thanking the members for a number of comforts for the hospital.

A presentation of a life membership in the order was made to Mrs. A. H. Smith, who was the first regent of the chapter.

It was decided to present the Col. Gartsch's with a drum instead of rifle as planned.

A vote of thanks to the laundries which looked after cleaning the hospital supplies was passed.

HOTELMEN OPPOSED TO CHANGING HOURS FOR SELLING SPIRITS

Ninety Per Cent Want Present Arrangements To Continue.

OTHERS AFTER MONEY

Few Would Get All the Profits They Can Before September 16.

That 90 per cent of the hotelkeepers of the city of London are favorable to continuing the present practice of not serving spirituous liquors in their bars after 5 o'clock in the afternoon was stated by an advertiser reporter last evening made inquiries.

The hotelmen were to have interviewed Col. Shannon relative to the question before deciding, but owing to two of the members of the deputation being called out of town the proposed interview will not be held until Monday afternoon.

The regulation went into effect only two weeks ago, and the hotelmen themselves were principally instrumental in bringing it about at that time.

Troops Were Taken. Their action was taken at a time when all the battalions were stationed here, and with prospects of their remaining at least for the summer.

The regulation, which was posted conspicuously in every bar in the city, was signed by the license inspector.

ROWAT'S COFFEE 50c Per Pound

T. A. Rowat & Co.

250 Dundas St.—Phone 3051-3052.

and stated that nothing but beer, ale and porter would be served to either soldiers or civilians after 5 o'clock in the afternoon.

After two weeks' trial 90 per cent of the hotelkeepers favor the idea, and hope it will remain in effect. The other 10 per cent agitated that the hotelmen revert to the old order of things, and they were instrumental in getting the deputation appointed to interview Col. Shannon and secure his views on the situation.

Is Well Pleased. "I am only too well pleased with the new order of things, and I never had less trouble in my life with men in the bar since we have been selling only beer, ale and porter after 5 o'clock," said one hotelman whose bar trade is admittedly the largest in the city.

"It was always necessary for me to watch the bar and instruct the bartenders after 5 o'clock not to give whiskey to first one, then another, because of the effect on certain ones, but for the last two weeks I have not had the slightest trouble in that respect, and I hope it stays," said another hotelman whose question was asked.

The hotelmen who wish to return to the old order of selling the "hard stuff" maintain that as the largest portion of the soldiers have gone to Camp Borden they see no reason why they shouldn't sell liquor again. They argue that the time is short enough as it is, and with them the idea is to "make hay while the sun shines."

TAG DAY FOR CITY MISSION BRINGING IN MONEY FOR CAUSE

Pasteboard Diamonds Label Those Who Subscribe.

COLLECTORS KEPT BUSY

Some Had Sold Out First Supply of Tags by Noon.

Tagged again; you're it! This time you happen to be "it" a very good cause, the cause of the London City Mission, if you happen to be wearing a little pasteboard diamond tied with a pink cord. If you don't, you are missing an opportunity to help along a very worthy cause.

Ever so many workers were on hand at 8 o'clock this morning to receive the convenient pasteboard boxes with a roomy compartment for tags at one end, the other end inclosed with a slit on top, through which to drop the money for value received.

Mrs. Mathewson and Mrs. Yull were taking a general supervision, giving out tags and attending to other details. Newsboy On Hand.

Wesley Squires, the newsboy, was one of the first assistants to appear at the Mission, eager to be out doing his part.

"You know, Mrs. Mathewson," he said, "I can do better than the girls or boys, I know the people and they know me."

The professional salesman was back again at noon, quite radiant over the success he was meeting.

"Sold them to all my customers," he said, "not one turned me down. Some gave me fifteen cents, some twenty, and some even quarters. A lot gave me ten cents. Guess I'll go home to wash up, and tag back again early this afternoon."

Use Them Again. With this statement, Wesley pulled from his new paper knapsack a whole handful of tags. Dropping them into a box, "Here, Mrs. Mathewson," he said, "these are tags the people didn't take. Gave me the money and told me to keep 'em. You can sell 'em again."

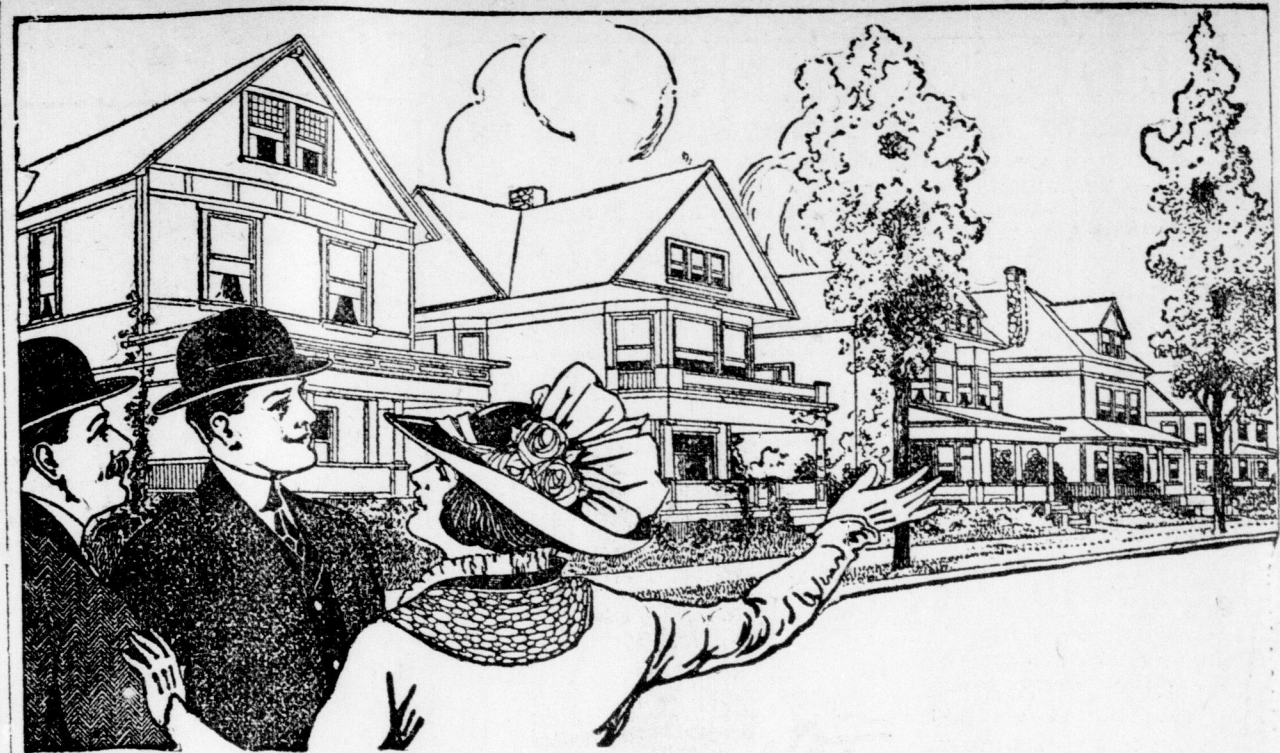
In from the street breezed another fair vendor.

"How are you getting along?" asked the reporter.

"Fine, just fine," she replied. "I've sold out my first boxful, and have been back for ten dollars. I'm going to have as much as ten dollars."

Tags will be on sale all day, and the citizens who haven't yet done their bit for the City Mission still have an opportunity.

Among the tag-day assistants are: Mrs. Yull, Miss Sherman, Mrs. Gravelle, Mrs. Rogers, Mrs. Fitchett, Miss Warner, Miss Bailey, Ethel Davis, Rita Brown, Margaret Crogen, Mary Lewis, Edith Southwick, Jennie Dick, Mary and Annie Lewis, Wesley Squires and Paul Mathewson.



Let's Improve Our Neighborhood Like This

"This street has improved a hundred per cent. It is a fine example of neighborhood improvement."

"A few neighbors started the movement. Each painted his home and planted grass and flowers. Then the spirit of 'Neighborhood Improvement' spread down the whole street with the result that you plainly see. It is a far pleasanter neighborhood to live in, while property values have increased amazingly. Let's each of us get busy and begin improving our neighborhood like this."

You will render wonderful service to yourself and neighborhood if you improve your home and surroundings. The first essential is good paint, and the paint you can depend upon to be good is

It will be a disappointment to your friends to enter your freshly painted home only to find the interiors dull and dingy. There is need to protect and beautify them too. What "High Standard" is to the exterior

Low Brothers High Standard LIQUID PAINT

"High Standard" is scientifically made to withstand the weather. Exposure tests and service on thousands of buildings prove that it wears longer than ordinary paints. "High Standard" will keep your house looking fresh, bright and perfectly protected against decay for years.

Is to inside walls and ceilings. Its soft, light colors are delightfully pleasing. Not only that, but it is fadeless, washable and not easily scratched or marred.

There is a Lowe Brothers Paint, Varnish, Enamel and Stain for every purpose

A good neighborhood is largely a matter of paint. Start the home improvement habit in your neighborhood by beautifying your home outside and inside with "High Standard" Products. See the example in improvement work which your neighbors will follow. Be the first to clean-up and paint-up—then watch the idea grow.

As exclusive agents for the Lowe Brothers products in this vicinity, we invite your co-operation in the improvement of neighborhoods. Let us make "Clean-up, Paint-up" our motto this spring and summer. Come in and let's get together in making the plans for the betterment of your home and neighborhood.

The Purdom Hardware Co.

124 Dundas Street—123 Carling Street

Phones 2800—2801

June 29, July 15.

BIG CROWD GOING

Maccabee Excursion to Detroit on 29th of July.

Big crowds and big doings are promised for the Maccabee excursion via the M. C. R. to Detroit Saturday, July 29. Arrangements have been made for the excursionists to make a through trip from London on the Michigan Central, leaving the L. and P. S. depot at 7:30 (standard time) and arriving in Detroit two hours and forty-five minutes later.

LONDONER IS FINED. BRANTFORD, July 14.—C. A. Mann of London, was fined \$4 and costs in police court today for cruelty to chickens. The chickens were being shipped from London to Ridgeway via Brantford, and were badly crowded in the crates. A local officer noticed them and the charge followed.

LEATHER GOODS IN THE BASEMENT

To save money on your Trunk, Bag or Suitcase is a privilege we offer you. We buy direct from the manufacturer, and have the nicest goods for the least money. Shopping is made easy in our large and airy store.

J.P. COOK & CO.
"The Store that Serves You Best"
Two Stores - DUNDAS & RICHMOND STS.

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. Y1

Pocket Periscope

ONE OF THEM MAY SAVE HIS LIFE.

Easily carried in tunic pocket. Can be adjusted in a few seconds. Recommended by officers and men on active service. Send one to your relative and friend.

Hay's Stationery
173 Dundas Street. Phone 150 Y1

The PILLARS of SOCIETY

A. G. GARDINER. Author of "Prophets, Priests, and Kings and War Lords." Formerly published at \$2.50.

Now 25c + Postpaid 30c

Mallagh Bookshop, Ltd.