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Jewelry Store
The Store With the Stock.
When you want to purchase a high-grade Watch, buy a
ROCKFORD
For sale at
WRAY'S

The Brown Optical Co.
OPTOMETRISTS AND OPTICIANS.
237 DUNDAS STREET. PHONE 1877.

R. K. COWAN
BARRISTER, SOLICITOR, ETC.
County Bldg., next Court House, London

LYPSIL, for the Lips
AT ALL DRUGGISTS
VIOLIA COMPANY, LIMITED

Birthday Rings
We have just made up something new in these rings.
S. K. Milroy & Co.
Jewelers.
Maker to Wearer. 260 DUNDAS.

Taxicab Service
Open Day and Night. Telephone 180
Mitchell Garage and Sales Co

Alex Johnston
PRACTICAL HOBSEHOER AND GENERAL REPAIRER.
172 Maple Street. Smith's Old Stand.

WALL PAPER
No home can be attractive without artistic wall decorations. Call and let us show you the newest ideas in home decorating.

COLERICK BROS.
212 DUNDAS STREET.

Geo. E. Logan
Funeral Director and Embalmer
43 RICHMOND ST., LONDON.
Residence on Premises. Phone 1948. Personal Attention.

Smith, Son & Clarke
Undertakers
115 DUNDAS ST. PHONE 558.
629 DUNDAS ST. PHONE 478.
Residence on Premises. Private Ambulance Service.

Ferguson & Sons
Funeral Directors
180 KING STREET.
PHONES 545, 375, 2056.
OPEN DAY AND NIGHT.

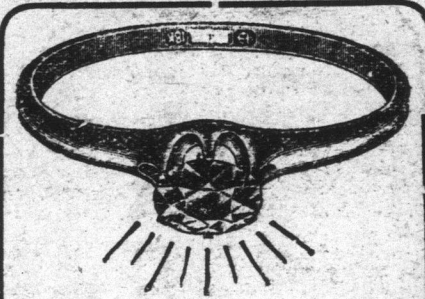
GRIFFITH & WILLISIE
FUNERAL DIRECTORS,
104 DUNDAS STREET, LONDON.
Residence on Premises. Phone 459.
Private ambulance service. Delaware Branch, W. Acres, Mgr.

Roland D. Jarvis
DENTIST
Corner Dundas and Clarence Streets.

Summer Vacation
While absent keep your valuables safe against fire and burglars. A suitcase full will only cost you 20 cents for a whole month.
This is the cheapest kind of insurance.
LONDON LOAN AND SAVINGS COMPANY
Taxi Cabs and Carriages for every occasion. Hueston Livery.

TRAFFORD'S
Window Shades to order. Guaranteed rollers and workmanship.
Special Oak Curtain Poles complete. 27c.
129 Dundas, 11 Market Square

Hamilton's London
Porter and Amber Ale
Always in first-class condition. Brewed from finest foreign and Canadian hops and malt.
Kent Brewery
LONDON, ONT.



\$35.00 Ladies' DIAMOND RINGS
White, Sparkling, Gems, in Platinum-Tipped, 14-Karat Settings.
These make beautiful rings, and are wonderful values.

Diamond Hall Stores
214 and 674 Dundas Street.
W. G. YOUNG.

Johnston Bros. XXX Bread
Eat Johnston Bros.' XXX Home-Made Bread and you'll become strong and healthy. It's exceptionally rich in nourishing properties—makes solid flesh and muscle. An ideal bread for everyone.

Johnston Bros. Phone 944.

LONDON AND DISTRICT

—Mr. Riley W. Youngs, freight agent of the Pere Marquette, was among the London members of the board of trade, who took in the Ontario Associated Boards of Trade to New Ontario.

Still Seriously Ill.
Ex-Ald. James Jeffries is still dangerously ill at his home, 247 Pall Mall street.

Reported for Duty.
Mr. J. C. Clarke, assistant at the London College of Preventive Medicine, arrived here Sunday from Minnesota, and reported to Prof. Hill, head of the institution. He will be engaged in purchasing the equipment for the school. Prof. Fidler, of Hamilton, and Prof. Slack, of New York, will not report until Sept. 1, shortly before the term begins.

A REBEL DEFEAT

Mexican Insurgents Repulsed in Attempt to Capture Mochtezuma.
Douglas, Ariz., Aug. 20.—Rebels numbering 450 were defeated in an attempt to capture Mochtezuma, according to advice received here. Mochtezuma is an important town less than 100 miles southwest of this point, on the border.

Foreigners are preparing to leave the district. Many small towns have been taken by rebels. A group of 600 rebels, believed to be the vanguard of Orozco's advance in Sonora, hold the San Luis Pass, and the rebels appear to be in a position to retain the position until the entrance of the main rebel army. This group said to be the same which was encamped until recently at Patomas, opposite Columbus, N. M.

Brownie
There is MOST fun for the boy with a Brownie.

Brownie Cameras
are inexpensive, simple to use, and take good pictures.
Prices \$1.00 to \$12.00
First-class Developing and Finishing.

J. H. BACK & CO.
210 DUNDAS STREET.

Picnic Specials
We have two cold meats that are favorites for picnics.
Dried Beef, 40c—Cooked Ham, 35c.
T. A. ROWAT & CO.
250 Dundas Street—South London.

Only 13 left, out of 48 large, fine building lots. Just at the terminus of Street Railway and Hamilton road. Low taxes. Easy payments.
John Mann & Sons, Coal Office, 401 Clarence St.

CH. WARD & CO.
DIAMOND MERCHANTS
SATISFACTION GUARANTEED OR MONEY BACK.
874 RICHMOND STREET.
Store Closes Wednesdays at 1 p.m.

Eating!

Did you ever consider what this word means? Then it is very important that you should have good bread.

You can't beat **Parnell's Bread**
Try a Loaf
Phones 929-1390.

Gives Vim and Vigor to the System

There's nothing like Beef, Wine and Iron (C. & L.) for "run-down," "tired-out" people. It goes right to work to build up and strengthen and invigorate the system. Almost wonderful how quickly it does this. It's perfect food and tonic for the nerves—soothes and quiets "unstrung" nerves—completely cures nervousness. It's the tonic par excellence for those who want to keep well and strong.

LARGE BOTTLES 50c.
Cairncross & Lawrence
Chemists and Druggists,
216 Dundas St., London, Ont.

BUYS 50,000 BARRELS OF CHOICE APPLES

Mr. J. G. Anderson Made Record Purchase of Splendid Simcoe Fruit.
[Special to The Advertiser.]
Simcoe, Aug. 20.—A very important deal in apples was put through recently, when Mr. J. G. Anderson, M. P. P., purchased from the Norfolk Fruit Growers' Association, through Mr. J. E. Johnston, of Simcoe, Ont., the entire pack of apples for 1912. This pack is estimated to run between forty and fifty thousand barrels, and is considered to be the finest lot of apples grown in Canada. They are intended for both the export and western markets.

DORCHESTER FARMER DRAGGED BY HORSE

Mr. Wellington Topham Was Trying to Stop a Runaway.
[Special to The Advertiser.]
Dorchester, Aug. 20.—Mr. Wellington Topham's horse ran away yesterday. It became frightened while tied in front of Mr. White's butcher shop and broke loose and ran as far as the Methodist Church shed, where it became tangled up with a post.

The shafts of the buggy, to which it was hitched, were smashed to pieces. Mr. Topham caught hold of the lines at first and was dragged some distance in the mud, but escaped without further injury than a badly bruised hand. After the horse broke loose it ran some distance, but was finally caught before any further mishap to it.

Miss Agnes Mullin was taken to St. Joseph's Hospital, London, today having contracted typhoid fever. Dr. Banghart is in attendance.

Mr. and Mrs. Jas. Campbell and Miss Margaret are visiting at Komoka. Mr. Rudd, of Detroit, is the guest of Mr. and Mrs. G. Myrick.

Miss Minnie Pardee, of Evelyn, is the guest of her aunt, Mrs. E. T. Shaw.

Miss Carroll and nephew, of Ingersoll, are visiting Mr. and Mrs. D. Carroll for a few days.

WARM WEATHER IS CRY OF THE FARMERS
Need at Least a Week of Sunshine to Get in Their Crops.

"Warm weather" is the general cry of the farmers now, and they claim that unless it comes right away and lasts for at least a week or so it will mean a big loss in the harvest. The recent rains have greatly interfered with grain cutting and threshing. If more rain should follow now farmers declare nothing can prevent a very large amount of "musty" grain, and they also fear that oats may sprout.

AROUND INGERSOLL.
[Special to The Advertiser.]
Ingersoll, Aug. 20.—Farmers are beginning to have grave fears for the crops that are yet to be harvested if the wet spell is not broken at once. In this vicinity there is considerable grain in the shock, while farther north there is much yet to be cut, but under present weather conditions work on the farm is at a standstill. The corn is one crop that is thriving as probably not in years, and if the weather continues as favorable during September it will be a bumper crop.

A LONG WET SPELL.
[Special to The Advertiser.]
Mitchell, Aug. 20.—The continued wet weather is beginning to be seriously felt by the farmers. In some cases wheat and barley are still in the fields. The oat crop is nearly all cut, or ready to cut, with no chance to get dry enough to draw in. The old saying about 40 days' rain will soon be fulfilled, as one farmer was heard to remark that we have had 35 wet days so far.

MEANS EXTRA WORK.
[Special to The Advertiser.]
Parkhill, Aug. 20.—Farmers in this district are having a large amount of extra work that they never figured on as a result of the recent heavy downpours. The grain that was cut has been so saturated that it will take days to dry, and many of the sheaves will have to have the bands cut and be spread out. The grain crop is a good average.

The rain has not interfered to any great extent with the flax, and a good yield is being harvested and cared for. Fruit is very plentiful in this district, especially apples.

NEED HELP BADLY.
[Special to The Advertiser.]
Wingham, Aug. 20.—The return of sunshine today was most welcome for all the farmers in this district, as so much wet weather has seriously interfered with harvesting. Plenty of good warm weather is needed now in order that the grain may be saved properly. Grain cutting is in full swing, and in some districts threshing is well on.

Fruit is good. Farmers need help, but are having hard work to obtain men, and the excursion to the West has made a difficult situation still more complicated.

NEED WARM WEATHER.
[Special to The Advertiser.]
Dorchester, Aug. 20.—Farmers here need a week of good warm weather in order to save the very abundant oat crop. Cutting, which was general, has been greatly hindered by the recent heavy rains, and great care will be needed if the grain that has been cut is to be prevented from sprouting.

Make some new Body and Brain Tissue every day or You Drop Back

Right Food Is the Only Supply Grape-Nuts

Food is made of selected parts of wheat and barley that furnish the natural phosphates required by the human system for rebuilding waste tissue in the nerve and brain centres, and supplies vital energy to body and mind.

The nervous system controls the digestive machinery, and the brain directs the working and money-making power.

Ten days on Grape-Nuts regularly will show you.

"There's a Reason"
Read "The Road to Wellville" in page 4.
Made by Canadian Postum Cereal Co., Ltd., Windsor, Ontario.

Do you know the "Reasons Why" **MCLARY'S SUNSHINE FURNACE** IS CALLED "The Understudy OF The Sun"

Farmers are looking for the best, and a return to warm weather will mean a good harvest.

FINE FOR CORN.
[Special to The Advertiser.]
Chatham, Aug. 20.—The recent rains have been fine for the corn crop, and Kent farmers will reap their usual golden harvest from this source. Some magnificent fields of corn are to be seen, and a splendid yield is looked for.

The rains have to some extent interfered with grain cutting, but no serious results are anticipated.

Personal Mention

Miss Eva Penwarden has returned from a pleasant two weeks' vacation among the Thousand Islands.

Mr. Richard Dillaway, of New York, spent a few days in the city recently, looking up old friends.

Miss Florence Richardson, Buffalo, N. Y., is visiting Mrs. J. W. P. Jones, Cartwright street.

Mrs. R. Gray, of this city, has secured a position with Rosenthal & Sloan, milliners, of St. Louis, Mo.

Dr. F. L. Burdon and his daughter, Miss Florence, have returned from an enjoyable trip down the St. Lawrence.

Dr. J. A. McGregor, of Kansas City, Kansas, who has been visiting his mother, of Bruce street, has returned home.

Mr. Wm. Letchford, president at the organ at Colborne Street Methodist Church yesterday in the absence of the organist, Mr. L. H. Roberts.

Mr. and Mrs. George W. Wilkey, formerly of this city, now of New York, are spending a few weeks with their parents and renewing old acquaintances.

Mr. Thomas Wilkey, 316 Lorne avenue, who fell from the third story of a building last summer, has improved greatly, but is as yet unable to follow his vocation.

Miss Elda Webb, of 203 William street, Chatham, who spent a pleasant vacation with Miss Bessie Oliver, of 13 Edward street, South London, returned to her home on Saturday night.

Miss Minnie E. Newell, of Philadelphia, is enjoying a short vacation with her parents, Mr. and Mrs. Hugh Newell, of 736 Rensselaer avenue. Miss Newell, who received her education in the London schools, graduated with the highest honors, from the Chestnut Hill Hospital, Philadelphia.

Music and Drama

"Honey Boy" Minstrels.
Monday evening, August 26, Mr. Evans will present Looney Bierbauer with the handsome cup emblematic of the 1911 batting championship of the Canadian League. George "Honey Evans," the pre-eminent distinguished exponent of Ethiopian comedy, holds a unique distinction—that of having been an aerial passenger with three ill-fated aviators, who shortly after they had defied the clouds with him by their sides went to their death. This trio of intrepid birdmen, who with 161 others have sacrificed their lives in aerial navigation, were: William R. "Bill" Badger, the Pittsburgh millionaire-air-maître, St. Croix Johnstone and John Mossant.

"Honey Boy" was one of the most enthusiastic "bugs" in the country over aviation at its inception, and after taking several thrilling flights through the clouds with Badger, the flyer of plural wardrobe, who was familiarly known by Broadway boulevardiers, and Johnstone, in their machine at the Minneapolis, L. I. Aerodrome, shortly after they had secured their pilot's licenses, he decided to order an aeroplane. While he had the matter of a purchase of a machine in his mind, he was informed that Johnstone entered the valley of the shadow of death when their air-crafts were dashed to the ground about a year ago at the big aviation meet at Chicago, Ill. Then, the "Honey Boy," who is a fatalist, took this tragedy as ominous to himself, and called off all negotiations for an aeroplane.

CORRESPONDENCE
Front Street Breakwater.
To the Editor of The Advertiser:
I have for several years been trying to get the council of the city to make what I consider would be a means of doing away with all fear of floods in the district (Front street), and entirely do away with that expensive, foolish woodwork at the east end of this street, which has already cost the city near \$3,000, and now has to be done over again. What I propose is that from the south of Maitland street to the east end of Colborne, a channel of 150 feet be cut, so that all ice and water coming down the river will go straight through to Clark's bridge. The material that would come out of this cut is (I am informed), the very best that can be got for concrete blocks, and as the cut would be mostly on city property, viz., through Trafalgar street, we then could connect Front street on the south side of the cut to the southwest corner of the Port Stanley bridge, which would be a great advantage to the men at the McClary works and the rolling mill, who could get through to their work instead of going over Clark's bridge, and then be able to use that hotbed of mud and mosquitoes that infest Mills' old island. We then would do away with all fear of floods, as around these bends in the river is where the ice accumulates every spring and causes the block.

The distance that would be needed to be cut is only about 400 feet west to Colborne street, a clear run for all water and ice. I think this could be done at a very small amount, and it would bring into the city a lot more houses for taxes, or it could be made into a good park, badly needed in this district. With a bridge at the south

CANADA CLUB LAGER
The true value of Carling's Canada Club Lager is only fully appreciated after a careful comparison with other light beers. It stands absolutely alone as the standard of scientifically brewed lagers and its delicate flavor and wholesome tonic qualities have given it this enviable position. Costs no more than other brands and is within the reach of all fastidious consumers. A LIQUID FOOD, cool, refreshing and healthful.
CARLING, LONDON

TO SUIT YOUR CONVENIENCE

If you require funds with which to make improvements, purchase additional property, etc., and obtain the money from the Huron and Erie Loan and Savings Company, this institution will arrange the terms of repayment to suit your convenience.

If you have farm or city property that you can offer as security we invite you to confer with us before borrowing money, as this company renders a service in the loaning of funds that is both prompt and liberal.

All transactions with borrowers are strictly confidential.

The Huron & Erie Loan & Savings Company
Incorporated 1864.

MAIN OFFICES:
442 RICHMOND STREET, LONDON.

BRANCH OFFICES:
Regina, Sask. 366 Talbot Street, St. Thomas. Market Square, London.

In Wages or Profit

health, sooner or later, shows its value. No man can expect to go very far or very fast toward success—no woman either—who suffers from the headaches, the sour stomach and poor digestion, the unpleasant breath and the good-for-nothing feelings which result from constipation and biliousness. But just learn for yourself what a difference will be made by a few doses of

BEECHAM'S PILLS

Tested through three generations—favorably known the world over this perfect vegetable and always efficient family remedy is universally accepted as the best preventive or corrective of disorders of the organs of digestion. Beecham's Pills regulate the bowels, stir the liver to natural activity—enable you to get all the nourishment and blood-making qualities from your food. As sure as you try them you will know that—in your looks and in your increased vigor—Beecham's Pills

Pay Big Dividends

The directions with every box are very valuable—especially to women. Sold everywhere, in boxes, 25c.

end of Colborne street to the new extension of Front street it would be a great improvement to the new state of affairs. The present state is a disgrace to this end of the city. Something has to be done before long or we shall surely be found some distance down toward Chatham.

In a very short time all the old river would be dried up if the water was prevented from going that way. This would be a good time to get some person to get the sand out for the concrete work of the white elephant that is to be put up at Waterloo street, and get the work done for the city cheap. I hope this matter may be agitated by some other person beside we in this district, as the council promised me to go over this proposal and see my ideas a month since, but nothing has been done yet and summer is fast going away. I dread another winter. I have seen good 15 days returning. Particulars, I am able to give an opinion. The lot I live on has been washed away 80 feet since the so-called breakwater was placed there. Nothing has been done to complete it to the end of lot 16. I did think that a new engineer would be able to get the council to do something. We do not want any more waste of money on repairing the match-work. Had this been done at the time that the first woodwork (I mean the cut), I consider that at least twenty houses would have been built in this district, if only secure from floods, and beautify the river, as well as increase the taxes. On behalf of Front street property-owners, Yours respectfully, T. J. WELLS, 80 Front street.

ROUND TRIP.
\$11.00, ATLANTIC CITY.
From Suspension Bridge, via Lehigh Valley R. R., Friday, Aug. 23. Tickets good 15 days, returning. Particulars, 8 King street east, Toronto.

THE CORSICAN SPOKEN
Allan Limer Sends Word That All Aboard Are Well.

[Canadian Press.]
Liverpool, Aug. 20.—The Allan Line steamer Corsican, which struck an iceberg east of Belle Isle, near Newfoundland on the afternoon of Aug. 12 while

LOST VITALITY
Caused by Kidney, Stomach and Bowel Disorders

St. John, N. B., Sept. 18, 1911.—My brother was a great sufferer from kidney, stomach and bowel troubles and was given up by two doctors. He was advised to try your Fig Pills, which he did, and after taking five boxes was completely restored to health and is better today than he has been for years. You can't recommend Fig Pills too highly.
J. W. MAXWELL, the Fig Pill Company, St. Thomas, Ont. Sold in London by Taylor Drug Company, 399 Talbot street.

Have You Coal On Your Mind?

If not, you ought to. The wise man takes a load off his mind by coaling up with our **SCREENED SCRANTON COAL** At Summer Prices

You know just what you need—and you know you can save.

DON'T DELAY—Webster-Harvey Limited.
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