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Holds the exclusive agency for Toronto City Dairy Ice Cream Bricks, the best on the market. Phone any one of our four branches. We deliver promptly. ywt

Those Bother-some Glasses

Should be replaced with a pair of OUR COMFORTABLE SPECTACLES. Our stock is full of "comfort glasses" at moderate prices.

JOHN S. BARNARD
Optician and Jeweler,
194 Dundas Street. ywt



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.

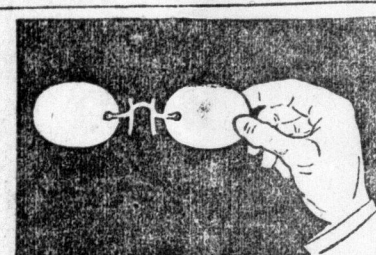
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ROSS & BOSS,
Carriages for funerals and all other occasions. Automobile service.
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Best results can be obtained by using egg size in the large furnace. Egg and stove mixed for the medium size, and stove coal for the hot water furnace. Price, delivered, \$6.50. Chestnut sizes, \$6.75 per ton. Large pea coal, suitable for the range, \$5.50 per ton.

OFFICES:
Dundas and Richmond Sts. Phone 770.
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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.
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Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

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

374 TALBOT ST., OPP. MARKET.
Open Evenings—Phone 1849.

B. A. MITCHELL'S DRUG STORE

TOILET REQUISITES.
Form an important department in our store. Now is the time to attend to your skin; do not let it get burnt.

We have a full line of face creams, face lotions and skin soaps.
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ONE WEEK MORE to buy jewelry at COST PRICES. Don't miss this chance.

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Phone 1742 650 Dundas Street. ywt

WALL PAPERS

at Bargain Prices During the Month of August.

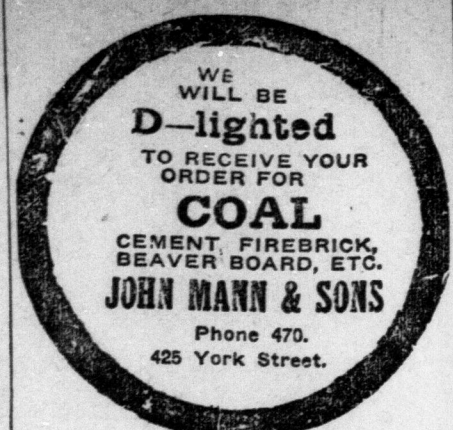
Colerick Bros.

212 DUNDAS ST. ywt

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Allow 4% on Deposits 5% on Debentures

Corner Clarence and Dundas Streets. M. J. KENT, Manager. ywt



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Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

Eat More of Parnell's Bread

It's Good For You and Your Family

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Special Sale Diamonds

Diamonds enter Canada duty free. We assure visiting Old boys a profitable investment, especially at our Sale. Prices \$10 up to \$500

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Exquisite colorings and beautifully scented—\$2, \$2.75, \$3 to \$3.75. All made from Real Rose Leaves.

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214 DUNDAS STREET.
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It is no hardship to have to eat lots of good bread like Johnston Bros.' XXX Bread. It is satisfying and healthful. Over forty different kinds made daily.

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TRIP IS CALLED OFF

Businessmen's Tour of Western Ontario Postponed Because of War.

Owing to the war the proposed London businessmen's excursion through Western Ontario has been postponed indefinitely. At a meeting of the trade expansion committee, of the London Industrial Bureau, held yesterday, it was decided to call off the trip for the time being. At the meeting, invitations to official receptions and entertainments were read from twelve western cities and towns, that were included on the proposed itinerary of the trip, and also from the Detroit Board of Commerce, which offered to submit a tentative program of entertainment for one day.

Those who were present were: Chairman E. C. Mitchell, T. P. McCormick, C. J. Fitzgerald, Ald. J. C. McDonald, and Secretary Gordon Phillips. W. M. Guy appeared for the Pere Marquette.

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Means Satisfaction.
Means Superior Work.
Means the Most Pleasure.
Means Absolute Reliability.

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NEW ADDRESS
386 RICHMOND
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HOLD ENTHUSIASTIC RED CROSS MEETING

Local Women Organize to Help Wounded in the Present War.

PLAN IMMEDIATE ACTION

Mrs. Boomer, Dr. Flanders, Dr. Beal, Lt.-Col. Gartschore Among Speakers.

At an enthusiastic meeting held last night in the Auditorium it was decided to reorganize the Red Cross Society, formed at the time of the Boer war by Mrs. Harriet E. Boomer, and Mrs. J. H. Marshall. A meeting will be held at 4 o'clock on Monday afternoon in the Y. M. C. A. parlors, at which a large attendance is hoped for. In 1900 the local branch sent a bale of bandages, clothing and other necessities to the value of \$3,000 to South Africa, and as Mrs. Boomer expressed it last night, "the city of London would double, treble and quadruple that amount if necessary."

Mrs. Boomer stated clearly that money was not the main object, and that the women could help as much as if they were on the scene of action by making bandages and otherwise assisting the Red Cross Society, whose Christ-like efforts administered to the sick and wounded have been blessed by thousands of soldiers all over the world.

This is the only society that shows no partiality, but administers to friend and foe alike when stricken down.

Controlled Moore Presides, by prayer by Bishop Williams, and Mr. J. P. Moore acting as chairman in the absence of Mayor Graham.

Mrs. J. H. Marshall, president of the society, stated that the society had \$500 in the bank at present.

Dr. N. H. Beal addressed the gathering of more than 150, mostly women on the Red Cross Society and its objects. "This society is not for flag-waving and cheap, sentimental purposes," he said. "It is a worldwide institution, and has proved its worth many times in the past."

"Modern agencies do not kill but wound," continued Dr. Beal "and the society will find their field for good work growing ever larger. Britain stands for Christian humanity, and we in London can and should take care of our share in the empire's responsibility."

Mrs. Boomer Applauded. Mrs. Boomer gave an inspiring address, which was enthusiastically applauded at almost every sentence. "This is our woman's opportunity for service, just as it was at the time of the Boer war," said Mrs. Boomer, "and we must not fail to take advantage of it. We must start immediately and not lose a moment."

She paid tribute to the men of the city, who came forward at the time of the South African war with money, and to the wholesale houses which donated material for bandages at that time.

"Rev. C. R. Flanders stands in his address that men and women could heaven have their prayers for the Canadian troops were not sent immediately to England."

George Brown moved, and Dr. Niven seconded, the motion to reorganize the Red Cross Society here. "Telegrams from the society in Toronto were read asking that the organization here take immediate action. More information from the society headquarters is expected today."

Artists Offer Assistance. Miss Ruby Brock, who has just lately returned from Germany, and Harold Meek favored the gathering with several well rendered solos, the latter offering to arrange a benefit concert in aid of the Red Cross work here.

AMBULANCE CORPS ORDERED TO MOBILIZE

Supt. Clarke is Given Instructions for Volunteers.

Superintendent W. B. Clark, of the St. John's Ambulance Corps received a mobilization order from Ottawa yesterday, and was busy last night, getting about twenty members of the local brigade into shape to meet the order.

The brigade is at present doing volunteer work at Queen's park for the Old Boys.

The mobilization order to Superintendent Clark has the following interesting provisions:

"Owing to the first call for volunteers almost completely absorbing the St. John's Ambulance Corps, it is urgent that every effort be made to urge the necessity of men and women undertaking courses of instruction in first aid and nursing to replace casualties in the field, and every effort should be made to arouse the enthusiasm locally and push forward classes."

"All units except No. 5, military district, for which arrangements have already been made, must communicate with the medical officer in charge of their own district, when volunteering for service, in order that they may become attached in the minimum of time."

Cooling and refreshing Sodas and Ice Cream, just as you like them, at Peters Shop Round the Corner. ywt

Be It Ever So Humble

We can supply any of your wants in the trunk, bag or suitcase line, and at prices much lower than any other store in town.

J. P. COOK CO.

THE STORE THAT SERVES YOU BEST

HUNDREDS OUT FOR OLD BOYS' MASQUE

Masqueraders in Unique Costumes Have Gala Time On Midway.

GIRLS SECURES PRIZES

Record Crowd Gathers at Park for Night's Free Attractions.

Prof. Pasquale Venuta's Italian band and several hundred masquerers, in costume, made merry last night in the feature attraction of the week staged by the Old Boys' Association.

The First Hussars band led the regular parade from the old city hall to Queen's Park on Dundas street, while the Italian band, all members in masque, made up a second division.

There were probably more persons in costume than at any similar masquerade held in the city, and at the park especially, where a crowd of about 12,000 people gathered, and there were at least 500 wearing masks. A considerable number of these were girls.

E. Somerville, William Abbott and Edwin Smith, the judges, awarded the following prizes for the best costumes: Miss Effie Menzie, 345 Waterloo street, first prize, gold watch; Miss Margaret Jones, 338 1/2 Ridout street, Spanish girl, second prize, gold buckle; A. J. Darling, 407 Dundas street, costumed as Maggie, third prize, box of cigars; George Dick, Dundas street, Mexican, first prize, gold watch; William Rose, 70 Paul street, and John Grayson, 121 York street as Darby and John, in costume horse and rig, silver watch; A. Henry, 909 Eliza street, for best make up costume as a farmer, gold watch fob.

ADVERTISING "WESTERN"

Western Ontario Tour in Aid of Big London Fair Starts Monday.

The management of the Western Fair in advertising the exhibition extensively this year. It has adopted an entirely new plan, whereby it will start out on the road on Monday morning, two men with a suitable conveyance, carrying all kinds of advertising matter for the exhibition. There will be streamers placed on the horses and signs will attract attention when driving through the country. Secretary Hunt has laid out the routes they are to take and will keep in touch with the fair all the time. They will tour through Lambton, Essex and Kent counties first. Prospects are bright at present for the exhibition, and with favorable weather it must be a success. Entries should be made as early as possible, so that proper attention can be given them before the rush of the exhibition work is on.

WINARD'S LINIMENT, LUMBER MAN'S FRIEND

ADVERTISER FAMOUS SONG SERIES

Analytical Articles by F. Linforth Willgoose, Mus. Bac. (Dunelm.)

NO. 1—TOSTI'S "GOOD-BYE."

Francesco Paolo Tosti, an Italian composer, was born in 1846 at Ortona. At the age of 12 he was sent to Naples, where he studied violin and composition. He made excellent progress that he was appointed a sort of pupil teacher at the princely salary of 60 francs a month. Then he fell ill through overwork, and had to return home in order to regain strength. During his illness he wrote several songs, but it was with great difficulty that he got a publisher to print them. Ever after they began to sell well, all he got for the copyright was £20. In 1875 he visited London, where he was well received in musical and social circles, and in 1880 was appointed teacher of singing to the royal household of England. He received the honor of knighthood in 1908.

Tosti has written many songs. The tide of fashion has been full in his favor for many years. He is gifted with a genuine flow of melody, has a style marked by simplicity and elegance, and is possessed of wonderful skill in finding the most appropriate and never-failing effects for drawing-room songs.

TYPICAL EXAMPLE.

Tosti's "Good-bye" is a perfect specimen of his style. This song is rich in melody, finished in style, and contains one of the most effective climaxes in all modern song repertoire. Its hold on the singer's public is due to its emotional power, combined with its simplicity of idea. This gradually-rising intensity of emotion is the point of the song which the singer must never for an instant lose sight of. Its keynote is sadness in varying and increasing degree—regret, longing, desire, and in them he has given us three distinct shades of feeling.

And separate pictures, all expressive of the same emotions, but in varying degrees of intensity. The first verse:

Falling leaf and fading tree,
Lines of white in a sullen sea,
Shadows rising on you and me,
The swallows are making their ready to fly,
Wheeling out in a windy sky,
Good-bye, Summer! Good-bye, Good-bye!

is merely an expression of sad regret, for a beautiful season past and gone. The melancholy setting of the verse is quiet, very simple, tuneful and with a decided melody line throughout. Falling chromatic passages accompany the first three lines of the song. These must be sung with the utmost simplicity. Any attempt at emotional fervor here would completely mar the effect sought by the composer. Note the fine succession of consonants contained in the words in the latter half of the verse: cord, frayed, cruise, dry, link, break, lamp, die. Surely a grand opportunity for vigorous vocal style and effect.

The emotional climax, however, is left as it should be until the last verse, which is a spontaneous, impulsive, despairing outburst, ending with one long, heartrending cry of anguish:

What are we waiting for? Oh! my heart,
Kiss me again! Kiss me once more,
Again! Again! my heart! my heart!
What are we waiting for, you and I?
A pleading look—a stifled cry,
Good-bye forever! Good-bye! Good-bye!

Such emotion as this requires a strong temperament and a powerful expressive voice, to give it adequate expression. It is one long crescendo from beginning to end, finishing with a heart-broken sob, which is the climax of the whole song. Tosti here gets in a lot of his characteristic touches. In the quieter portions of the song he has kept the voice in the middle register; all at once, in a great emotional outburst, he takes it to its upper register, and the effect is absolutely startling. It is one of Tosti's grandest pieces of vocal art.

The ending is given by the accompanist, the composer using the main idea of the song to the very best. These last eight measures are beautifully expressive, and must be given with as much care as any part of the composition. They are the expressive of a heart, worried and worn out with a greater sorrow than it could bear, and falling at the last into sweet, peaceful, merciful oblivion.

Such is the song given us by Paolo Tosti, a song which has suffered perhaps, from too much popularity, but which will still find a place in the repertoire of most great singers for many years to come.

Next week Mr. Willgoose will discuss "The Rosa" by Nivola.

PLEADS FOR SPECIAL PRAYERS IN CRISIS

Rev. Dr. D. L. McCrae Suggests Special Church Services During War.

Rev. Dr. D. L. McCrae, of the Hamilton Road Presbyterian Church of this city, in an interview with The Advertiser, expressed the hope that all Christians of every name would give themselves to special prayer at this critical hour in the history of the empire and of the world.

"If ever there was a time when all Christian people needed to cry with Abraham in earnestness, it is now. His God of nations for His over-ruling mercy and power, it is surely now," said Dr. McCrae.

He earnestly trusted that the Christian people of this city will repair regularly to the several places of worship, and there, as well as in private and family altar, with humiliation, confession and thanksgiving for past mistakes, supplicate the Almighty God through our Lord Jesus Christ. His good providence will shorten this gigantic conflict, and to over-rule the wickedness of men, that the right may triumph, and lasting peace may come to our empire and the world."

Dr. McCrae was inclined to agree with Rev. Dr. Moore in regard to newspaper extras on Sunday, when the news was of great importance. As an old newspaper man and a well-tried friend of the press, he said he felt he would not be misjudged, however, when he expressed the earnest hope in which he was joined by all serious and sober-minded citizens, that the "extra business" on the Lord's day would not be overdone. As far as possible it is tremendously important that Sunday should be made a day of quiet and worship, rather than a day of noise, clamor and turmoil. "We must guard against all unnecessary excitement, alarm and apprehension," he said. "At this, the most momentous hour in our empire's history, we must calmly and steadily do our duty, each in that of any expectation of war breaking out. Letters from different countries during the tour, however, stated that labor unrest was practically universal."

Miss Buttery speaks French and German fluently. She does not state in her cable message how she managed to get to England.

LONDONER'S SISTER LEFT GERMANY FOR ENGLAND

Miss Gertrude Buttery Cables Her Brother Harry of Her Arrival in Old London.

Harry Buttery, of this city, has received a cable from his sister, Gertrude, who with Miss Mabel Carroll, of Hamilton, has been making a tour of Europe, announcing her safe arrival in London, England, from Germany.

Miss Buttery and her friend left here in May, and their last letter was dated July 24. No mention was made in that of any expectation of war breaking out. Letters from different countries during the tour, however, stated that labor unrest was practically universal."

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MANY VOLUNTEERS FROM WOODSTOCK

Thirty-five Were Accepted from Host of Applicants.

[Special to The Advertiser.]

WOODSTOCK, Aug. 7.—At the armories of the 22nd Regiment tonight applications were received for all desiring to serve in the Canadian contingent. Applications came thick and fast, and the officers in charge were kept exceedingly busy taking the names of those who were anxious to go to the front.

About 35 men were accepted out of all that volunteered. The regiment here has about 275 members, and among them being a large percentage of officers.

ICE! ICE!

Our hundreds of satisfied customers will tell you Artificial Ice is the only ice to use.

PHONE 141.

ARTIFICIAL ICE SUPPLY CO.

OFFICE: 19 YORK ST. ywt

When You Want Good Bright Coal

Call 312

Heaman & Son

York and Burwell Streets, Phone 312

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CLARENCE STREET. Cash or Credit. Refrigerators, Oil Stoves, Gas Plates, Ovens and Summer Necessities. Phone 2658. ywt

London Conservatory of Music and School of Elocution, Ltd

"GODOWSKY SYSTEM" Ask for year book and curricula. Phone 1911

LOTTIE L. ARMSTRONG, Registrar. F. LINFORTH WILLGOOSE, Mus. Bac., Principal. zxt

NOTICE

EGGETT & CO.

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

392 Clarence St.

PHONE 210. zxt

COAL

GENUINE PLYMOUTH ANTHRACITE. Get together with your neighbors and order a car

Jas. H. Herrick, Agent

Prices on Application—Phone 2694

ICE CREAM BRICKS, 20c PINT

Bricks cut and wrapped ready to serve. 25c. Bulk Ice Cream, 20c a pint; 35c a quart.

Ice Cool Buttermilk, 5c a Glass

J. M. CHIVAS

117 DUNDAS STREET. PHONE 443 ywt

YOU NEED NOT BE SICK. OXYGEN

Nature's Greatest Curative Agent, Administered by the Oxyphator, Will Expel Disease

No Drugs. No Battery. First Cost, The Only Cost, Lasts a Lifetime.

FOREST CITY OXYPATHOR CO.
Room 8, Royal Bank, Phone 1546.

2 VICTORIA HOSPITAL NURSES VOLUNTEER FOR FIELD SERVICE IN WAR

Rush of Applications Received From London District For Enlistment in Army Medical Corps.

Twelve nurses of the staff of Victoria Hospital have volunteered for service as field nurses attached to the Canadian contingent it is proposed to send to Europe. Applications from nurses all over the military division for enlistment in the Army Medical Corps, also are coming in to the commanding officers rapidly.

Applicants are to be enrolled in the corps, because corps members will be given preference when the selection is made by the military department. The hospital nurses who have volunteered, also will send in formal application to the commanding officer of the corps.

The names of those young ladies who have made application up to the present are—Misses F. M. Weldon, J. Johnson, L. Norton, D. G. Hutchinson, B. J. Garrett, I. Bice, A. H. Nash, L. N. Trace, E. L. S. Johnston, E. McL. Craig, R. K. Sussex, all of London; Ross, P. Reed, Warford, M. C. Kennedy, Ingersoll; A. Hicks, Windsor; D. Bannerman, St. Thomas; D. Gannham, Tillsonburg; E. D. Sheritt, Hensall; A. G. French, Stratford; Edith, F. Floyd, Helen E. Hanson, both of Harriston.

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