CONCRETE SUITABLE FOR PRACTICAL USES, REPORT OF EXPERTS

S. P. S. Professor Likely To Say Pavements Good.

The report of the experts at the School of Practical Science, Toronto, on the construction of the foundation of the chmond street pavement will be in London next week, it is expected. The other day, Professor Marshall, and member of the staff, came to London. and made a report on the work. He ested the foundation, and informed the ee that it was not necessary

O Toronto.

His opinion was to the effect that while technically the work was not right, for all practical purposes it is nigh-class concrete, equal to any. The gist of the whole thing is summed up in this manner—to increase the efficiency of the pavement 5 per cent, it would be necessary to increase the cost per cent, by screening the gravel, and taking much longer to mix the ement. Experts say that the present metho-sures London cheap and enduring ayements, and that is all that is re

USED CAR DEPARTMENT. ir old stand, 150 Carling street, ere Mr. Beemer started in the autothoroughly overhauled and are -class condition. BEEMER & Co

> FOR RELIABLE SHOES

The Place To Buy

Cook's Select Shoe

Vulcanizing Properly Executed London Tire Repair Depot

SHELL GLASSES Are both stylish and comfortable. We have them in a variety

John S. Barnard

of new shapes at very moderate

Optician. 194 DUNDAS STREET. TAYLOR'S STOMACH AND LIVER CURE

quaranteed to cure all stomach and TAYLOR'S 6 CUT-RATE BOARD OF TRADE TO DRUG STORES



Nearly every person has some ght facial irregularities, which hough they may not be notice-ie, yet make necessary very care, adjustments if the completed



Tonight! Tonight! ALL MEAT ON SALE AT CUT RATE PRICES 7:30 TO 10:30. The Greatest Ever Ever Attempted in Three Hours.

WILSON'S Phones 1119-1120. Richmond Street, Opposite Theatre,

FILTERED WATER. The Sure Pure Ice. Phone 141 when you wish our

wagon to call.

ARTIFICIAL ICE SUPPLY CO.

The London Loan and Savings Company of Canada

Improved farm for sale under mortgage-181 acres in Township of Artemesia. Terms: Only \$200 down or secured, balance in installments to suit.

ONE LOAF Just Once!

You'll be so agreeably sur prised at the delicious taste and quality of PARNELL'S BREADS you'll become a constant user. We are so sure of this that all we ask you is

to try one loaf once. Parnell The Breadman Phones 929 and 1390.



From the Indian Ocean

One string only, large size..\$450 One string only, smaller size. \$250 One string only, small pearls..\$130 SEE THESE IN OUR WEST WINDOW.

YOUNG'S TWO STORES.

-Rich -Nourishing -Wholesome

> **Johnston** Bros. XXX Bread

GET BEHIND BYLAW The executive of the board of trade will meet on Monday afternoon, to discuss several important matters. One of the most important is the question of securing help for the marvest. This is serious at the present time, and the board will take such steps as are necessary to get the needed men.

The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and discussed. The recommendation of the Hydro-Electric Association that no grants be made to railways will also be taken up and the taken up and the properties ments have been published ed' advertisements have been published and vecellent results have been published and vecellent results have been published and the ed' advertisements have been published and the ed' and vecellent results have been published and vecellent results have been published and vecellent results have been published and vecellent results and discussed. The recommendation of

July 9, 1917.

London Advertiser Printing Company:
Dear Sir.—Kindly discontinue the advertisement for a teacher for S. S. No.

Adelaide, and send in bill for same behind the bylaw to guarantee the bonds. ehind the bylaw to guarantee the bonds t of the Ajax Rubber Company. The nembers are strongly in favor of it, and will organize thoroughly to get the need-ed number of votes out. All the New Artists who are now

CATURDAY NIGHT at D PETERS FOUNTAIN

Come in when passing. PETERS SODAS ARE FINE. Sample a LAKE ERIE BREEZE 10c

A cool refreshing drink, or A CANTALOUPE SUNDAE. and then purchase a box of

Peters Orange Goodies

> at the Candy Counter. Special sale price 19c lb.

our story. Tell them often. Tell hem compellingly-through **Federal** Advertising

TELL THE PEOPLE

Dominion Savings

OBJECTS TO NAME GREAT CONCERN OVER OF 'HOLY ROLLERS'

RETURNED SOLDIERS Pillar of Mission Calls It Nonsensical.

Headquarters Sends Out Circulars Asking Questions. FRIDAY MEETING QUIET

Floor at London

Gatherings.

THE SPIRITUALISTS' HARVEST

I have read your very full press re-

and signature almost took my breath

away after perusing her mental effort.

TIME.

To the Editor of The Advertiser

ON EVE OF AN ELECTION No General Rolling On the Men Who Served at Front Are Asked If They Want The Penticostal Mission of Hamilton road, about which some discussion arose on account of a disturbance at one of the meetings lately, held a service last night, but the noise and clamor which proceedings to the second results of the second results and the second results are second results.

TORY PARTY SHOWS

GO TO PENITENTIARY

ght Ruthven back.

Ithven escaped from the local jail
he above mentioned date, when he
e a dash up the open stairway
ing from a lower storeroom, where when he becomes Sir John or Sir James or Sir George with the surname added, it once had that meaning, is now regarded as merely colloque and humorous. Moreover it is from to lingston Penitentiary on conforgery and desertion from attery. It was while await to kinst the surname and the surname added, is sisters are Miss Jean, or Miss Isabella or Miss Maria until matrimony confers upon them the dignity of "Mrs." as with ordinary matrons, such as yours faithfully. ne had been sent by Turnkey Thomas Sproule. The latter has since resigned

sentenced, no fur-

Ruthven was sentenced in February last by Judge Macbeth to serve two years in Kingston Penitentiary on convictions of forgery and desertion from the 63rd Battery. It was while awaiting transfer to Kingston that he made his successful dash for liberty. For some days he hid in a swamp near Appin, finally eluding capture by catching a midnight freight for Windsor. He afterwards crossed to Detroit, where he was arrested by the police on information furnished by the local detective department. aformation turnished ective department.
Ruthven will be taken to Kingston shortly to complete his two-year term.
Was thought that an additional was thought that an included by a state of the complete his two years to be a state of the complete his two years.

NO TROUBLE TO

July 9, 1917. Adelaide, and send in the same my address. We had a great many plications. Thanking you, I am, Yours very sincerely, THOS. WALKER, R. R. No. 5, Strathroy, Ont.

"Amateur and biased inquirers into the subject are as a rule quite unaware that if they would meet those who are hearing messages from spirits every hour of the day, who are seeing forms angelic and human surrounding them that are invisible to ordinary persons."

and who are receiving other manifestations of an equally "occult" nature, they only require to go to a medical lums do exist who.

fested, and that to have to go to some strange 'crook,' and part with their money for the privilege of being put in touch with the spirit, is the height of dawn of history to this minute, spin values with the spirit, is the height of dawn of history to this minute, spin values when the green of God. Serve Two Years.

Serve Two Years.

George A. Ruthven. alias George Benson, was returned to the county jail last night from Detroit, having been extradited following a sensational estage he made from custody on March 1st. Detective Robert Egelton rought Ruthven back. Ruthven escaped from the local intil the above most.

REV. H. D. MOYER ON SPIRITUAL.

ISM. To the Editor of The Advertise Your kindness in placing so accurate ort of Rev. H. D. Moyer's Sunday and concise a report of my last Sunevening's sermon on "Spiritualism, the day's discourse before the large audi-New Spookology." and also the replies from "A Reader" and "the Rev. Lady me in the hope that you may find room for a few further observations suggest-Jean Hooper," pastor of the Scientific Research School-the imposing title

The second letter was really inform-I am pleased to notice some of our ministers taking such a strong stand in support of the truth—as well as in exposing a modern heresy that is becoming more rampant and aggressive coming more rampant and aggressive ter flashed upon my darkened mind, inclined to some abnormal versions and the sum from the sun from th ter flashed upon my darkened mind, viz.: There's a "thing on earth I never for dreamed of."-John Smithers. The letters of "Reader" and Mrs.

and through "laziness" to "investigate" of the "spiritual" nature and value of the subject he was discussing. It does sound a little audacious, Mr. Editor and reader, to have such people attribute ignorance to a minister of the gospel in his own special field, and who themselves misquote and misinterpret the same Scripture at every turn. This in itself puts them without the pale in any intelligent discussion. If these "wise" people are as alert in following the trend of current public discussion on this present-day fad and seductive fallacy as they affect to believe Rev. Moyer is ignorant, they must know that his criticism is in line with the most severe and uncompromising articles appearing both in English and Canadian papers and magazines. As the representing Canadian sentiment let these people look up a scorching expose of this wartime craze in a recent issue of the Montreal Standard.

Among recent articles appearing in

50c per pound base religion is not comfortable reading for "Reader" and the elect "Lady," Pleases People Who book that so scathingly denounces their COUNCIL WILL TAKE

COFFEE T.A.ROWAT & CO. 250 Dundas St. Phones 3051-3052. ywt

The English press I wish to quote briefly from two that appear to me to be outstanding and of special importance as the writers are men of national reputation. The first is from the pen of Dr. George M. Robertson, the noted authority on mental maladies, and whose strictures are indorsed by that great organ of medical opinion, the condon Lancet. He says in part:

"Anateur and biasea inquirers into the subject are as a rule quite unaware is a crime; even though a crime on the subject are as a rule quite unaware the commission will be a motion pressites who wrote the Bible!

Wy second indictment was that the teachings of spiritism are not only unmoral, but definitely immoral.

Hear "Reader" again: "Granting for the sake of argument that spiritualism is a crime; even though a crime on the hypothesis of the universality of God, the legical conclusion is God is in the

Asked If They Want
Higher Pensions, etc.

The Penticostal Mission of Hamilton some discussion. The local leaders of the Conservative party have received circulars from the party have received circulars for the party have received from the party have received circulars for the party have received circulars for the party have received from the party have received fro

the Empire. One would think in reading the tin-whistle efforts of "A Reader," and this self-heralded lady somebody that the Rev. Mr. Moyer was merely an isolated orthodox crank, who was ignorant alike of the Scriptures, and through "laziness" to "investigate" of the "spiritual" nature and value of the subject he was discussing. It does

The letters of "Reader" and Mrs. Rev. Lady Jane Hooper have this distinct value that they substantiate every charge I made against spiritism. My first indictment against it was: It defines the divine inspiration of the Holy substantiate every charge I made against it was: It defines the divine inspiration of the Holy substantiate every charge I made against it was: It defines the divine inspiration of the Holy substantiate every charge I made against it was: It defines the divine inspiration of the Holy substantiate every charge I made against it was: It defines the divine inspiration of the Holy substantiate every charge I made against price in the sound of a vanished hand. And the sound of a voice that is still," and the sound of a voice that is still, and the sound of a voi Rev. Lady Jane Hooper have this dis- And the sound of a voice that is still,

VACATION AFTER MONDAY

not likely be discussed. He will suggest that it be laid over until the finance mmittee reports on its interview wit vening, with big business coming up for Assessment Commissioner Grant, which settlement. The schedule of licenses will take place some time later. The adopted by the finance committee last will be a motion presented the meetings of the council

London's Rubber Man

Rear 186 King





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Complete With Primer stantial and reasonable in price as the Ford itself. There are no complicated parts, no electric wiring or batteries to get out of order or that need replacing. Only two working parts, and these simple that anyone can understand their construction The O-U Starter is purely mechanical and attached to the shaft under the hood, and therefore out of sight. It is operated from the seat, and so easy, can be used by any boy or girl. And you don't have to get out in the mud. You don't run any risk of a sprained or broken wrist, for if there is backfire the O-U Starter is automatically released. It is and probably always will be the final word in safety start market cannot offer anything better. Never has and probably never

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R055'

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ING DIRECT FROM THE MANUFACTURER. This is our method of business.

Silk Suits\$13.00 to \$36.00 Ralm Beach Suits...\$10.00 to \$12.50

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In blanket cloth, from\$8.98 All-wool velour cloth from . . . \$13.50 Gabardine cloth, from.....\$17.00 Silk, from \$13.00, \$17.50 and \$19.50

Summer Skirts In fancy silks, palm beach, Bedford cord, repp, etc. Prices 98c to \$15.00

Blouses

In voile, silk, crepe de chine, georg-



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LADIES' WHITE CANVAS Worth up to \$2.50. Now69c LADIES' PUMPS AND OXFORDS Tan and black, regular \$3.50. Now 98c

LADIES' HIGH-CUT Pearl top, black bottoms, regular \$6.50. Now \$4.79 LADIES' PUMPS AND OXFORDS

Black, tan and patent leather, regular \$3.50. Now \$1.79 LADIES' HIGH-CUT Grey and white poplin, regular \$5.00.

Now \$3.39 LADIES' PAT. LEATHER OXFORDS Regular \$5.00. Now\$2.89 LADIES' BUTTON PAT. LEATHER Regular \$4.00. Now\$2.69 LADIES' BUTTON OR LACE RUSSIA Regular \$5.00. Now \$2.89 LADIES' PATENT LEATHER AND

VICI KID SHOES Regular \$3.50 to \$5.00. Now....\$1.79 LADIES' VELVET AND PATENT LEATHER PUMPS Regular \$2.75. Now\$1.39

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AND SERVICE.

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Whoop 'er up! Let 'er go! Sell the goods at some price! This is the slogan these days at Casselman Bros.' shoe store, and there never was a better time in the history of the firm for people to economize on their footwear needs and to make great big savings, because one can see with half an eye that the spirit of determination to sell, sell, sell, pervades the

whole store.

Just a Few Prices. LADIES' SUEDE BUTTON BOOTS Black, grey and brown, regular \$5.00.

Now \$2.69 MEN'S OXFORDS Gunmetal and patent leathers, regular \$4.50 and \$5.00. Now\$2.19 MEN'S SHOES Russia and patent leather, Blucher MEN'S SHOES

and Balmoral cut, regular \$6.50 and \$7.00. Now\$4.79 Gunmetal and patent leathers, regular \$5.00 and \$5.50. Now\$3.49 Gunmetal and patent leathers, button or lace, regular \$5.00 and \$6.00. Now \$4.29 MEN'S SHOES Military style, regular \$6.50. Now \$5.79 MEN'S OXFORDS Patent leather and Russian calf, regular \$5.00. Now \$2.79

171 DUNDAS STREET.

ette, etc. Several special values. Prices 93c to \$7.50 Middy Waists 98c, \$1.25 and \$1.50 New Smocks \$2.98 Radium Hosiery......50c to \$2.25 Kayser Gloves.....75c, \$1.00, \$1.25

M. J. KENT.