

## Don't Tire Yourself Out

Making and baking for the picnic.  
Peters makes a specialty of all sorts of eats that will delight the palate of the hungry picnicker.

## Peters Shops

Noted for quality confections since 1868.

## Diamonds

Rings, Necklets, Earrings, Barmes, Cuff Links. Suitable gifts for the June weddings.

**C. H. Ward & Co.**  
Diamond Merchants and Jewelers.  
386 Richmond Street.

## Footwear From the World's Best Makers Sold Here

Shoes that hold their class through extended wear—that never look "cheap" at any stage of their use—such shoes are "the most economical in the end." That's the kind of shoes you will find at

**COOK'S SHOE STORE**



Two things are essential if you would read easily—  
**GOOD LIGHT**  
and  
**GOOD SIGHT**

If it's a question of sight our glasses will solve the problem and end the trouble.

**Carlyle TREBILCOCK OPTICIAN**  
233 Dundas Street, Phone 2351.  
Two Doors East of Majestic.

## TAYLOR'S THROAT AND LUNG BALM

has been curing the worst coughs, colds and bronchial irritations since 1868. It gives almost instant relief in asthma and bronchitis.

Bottles at 35c, 65c and \$1.20.

## Canadian Bureau of Credits

MERCANTILE AGENCY—Credit information furnished. Collections made for merchants, manufacturers, physicians or others, on commission, anywhere. Dominion Bank Chambers, London, Ont.

**London Business College**  
Dundas and Richmond Streets, London, Ont.  
Summer term from April 12. Enter any time. J. Morritt, Principal. M. Stonehouse, Vice-Principal.

## Coal and Wood ANDERSON

COAL COMPANY.  
405 YORK STREET. PHONE 1391.

## INSURANCE

AUTOMOBILE ACCIDENT, ETC.  
**HAROLD J. LAWSON**  
205 Dominion Savings Bldg. Phone 950

PHONE 3511.  
**HAVE YOUR PIANO TUNED**  
BY  
**S. BOARDMAN**  
19 Cartwright St.

## WOOD

DRY MIXED SLABS, MIXED WOOD.  
A. B. C. ANTHRACITE BRIQUETTES.

## BRISTOL ESSERY

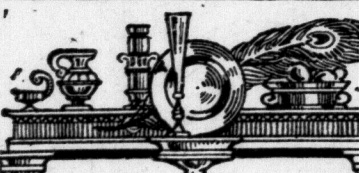
COAL AND WOOD.  
130 Maitland St. Phone 1069.

## The London Loan and Savings Company of Canada

Money received on Deposits and Debentures. 4 to 5 1/2 per cent interest allowed.

**M. J. KENT, Manager.**

## FURS REMODELED Summer Prices Beltz & Co.



## Talking of Alarm Clocks

The reason we like to sell Westclox Alarms is that they give such splendid satisfaction. Although they are guaranteed, we never seem to have any need for a guarantee. Then, again, we know that if they are purchased here they are likely to be brought here for repairs if an accident should happen, and it is always an easy matter to repair a Westclox Alarm. There is Big Ben, Baby Ben, Sleepmeter and America to choose from.

## Young's

Diamonds and Watches.  
London, East London.

## Don't Miss This Bread Treat Johnston Bros. CREAM LOAF

tempta and satisfies the lagging appetite. Have you tried it yet? Fresh at Your Grocer's Today.

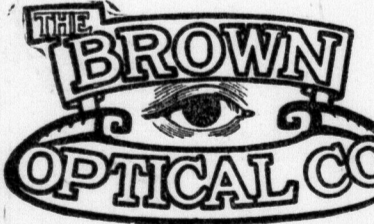
JOHNSTON BROS. PHONE 944.

## They Used To Strap On Spectacles!

Old pictures and collections show grotesque shapes in early spectacles.

In the earliest styles the lenses were round, very large and fastened in a ring of black horn half an inch wide.

They were strapped on with a leather thong over the nose and another about the head. Small wonder wearers of spectacles were ridiculed in those days. Obviously, the adjustment could not have been very good. Such crudeness makes those shudder who appreciate the scientific necessity of delicate, accurate adjustment, as practiced at



"Five Minutes From Anywhere Downtown."

**TAKE IT EASY!**

We display a wealth of labor-saving and heat-defying devices—Electric Irons, Fans, Washers, Vacuum Cleaners, etc.—every one guaranteed.

**BENSON-WILCOX ELECTRIC CO.**  
264 Dundas St. Phone 2671

## Double Mileage

Puncture-Proof Service, Ask.

## Art Wilkes

London Tire Repair Depot.  
354 Wellington. Opp. McClary's.

## Federal Advertising Agency

WE KNOW HOW to say the right word in the right place, and how to produce the proper art work to make your advertising stand out.

**T. H. VULL,**  
Director,  
Dominion Savings Building,  
London, Canada.  
Mechanical Photo Retouching.

## LONDON PEOPLE IN AUTO SMASH NEAR MT. ELGIN

Mr. and Mrs. Frank McCormick Painfully Injured—In Hospital At Ingersoll.

(Special To The Advertiser.)  
INGERSOLL, July 23.—Mr. and Mrs. Frank McCormick of London were both severely injured about 6 o'clock tonight on the Tilsonburg gravel road, near Mount Elgin, when the Chalmers coupe in which they were traveling to Port Dover struck the side of a cement culvert and partially turned over.  
Mrs. McCormick was pinned under the auto and Mr. McCormick, who was caught and held in the car by the steering wheel. They were found and released by Kish Clarke, who resides near the scene of the accident, and, after medical attention, were brought by him to Alexandra Hospital, where they are reported as resting quietly.  
Miraculous Escape.  
The most serious injuries were received by Mrs. McCormick, who is suffering from a dislocated hip and injuries to one shoulder and knee. Mr. McCormick was badly cut about the face, a thigh and knee. Some 25 stitches were needed to close his wounds. The car was badly smashed by the impact, and the escape of its passengers with lives is considered little short of a miracle.  
Mr. McCormick is the vice-president of the McCormick Manufacturing Company of London.

## LONDON GIRL'S FATHER KILLED BY LIGHTNING

Joseph Buchanan Was One of Harwich Township's Best Known Residents.

BLenheim, July 23.—(Special To The Advertiser.)—Joseph Buchanan, aged 66, one of the most prominent farmers of Harwich township, was instantly killed about 11 o'clock this morning by lightning. With his hired man he ran into an old barn to take refuge upon the storm. The bolt tore off one of his shoes. The hired man was unhurt.  
Mr. Buchanan has four daughters, Beulah of the Bank of Nova Scotia staff in London; Josephine, Mabel and Winifred. Charles Buchanan, ex-reverend of Harwich, and Samuel Buchanan are brothers. The Buchanan farm is located in Harwich, about four miles out of Blenheim.

## HAS-BEENS AND COME-BACKS PLAY TIE GAME

Feature of Baseball Picnic at Lobo Memorial Park.

ILBERTON, July 23.—The Poplar Hill ball team called a half-holiday picnic on Wednesday, with two ball games and a hand concert by the Strathroy Brass Band in the evening, at Lobo Memorial Park.  
The afternoon game was played by old members of the Poplar Hill and Grosvenor teams who have not played ball for four or five years. Fred Harris captained the Poplar Hill Has-Beens, and Wm. McIntosh the Grosvenor Come-Backs. Seven innings were played, the score being 3 to 3. The tie will probably be played at some future date.  
Owing to the farmers being busy in the harvest fields, the attendance was rather small. The Strathroy band made a triumphal entrance about 5:30, one of the trucks exploding just inside the park gate with so loud a report that it was feared that the old German gun had again started its work.  
The game in the evening between Poplar Hill and Strathroy was up to the fifth inning a battle between the batteries, but in the fifth and sixth Poplar Hill got working. The score was 5 to 0 in favor of Poplar Hill.  
The crowd was large at the evening game, and the band concert was much enjoyed by the many young couples who tripped it on the green.  
A grand tournament and concert will be held by the ball team on August 25. The Lobo Continuation School is now an assured thing, and Miss Elsie Cavertill has been secured as teacher. Two schools have united, and two more are expected to join at once, and probably more soon. Seats have been bought and a building will be secured until a permanent school is built.

## GIRLS! GIRLS! Purify and Perfume Your Skin With CUTICURA



## TALCUM

The most fascinatingly fragrant and healthful of all powder perfumes. Antiseptic, prophylactic, deodorizing, fragrant and refreshing, it is an ideal face, skin, baby and dusting powder. Convenient and economical, it takes the place of other perfumes for the person. A few grains sufficient. One of the indispensable Cuticura Toilet Trio for keeping the skin clear, sweet and healthy.

Some Ointment and Talcum etc. each Sold Separately. The Homeopathic, Canadian Patent.

## FARM BUREAU FEDERATION TO SELL PRODUCTS DIRECTLY TO CONSUMER IS PLANNED

Chicago Convention, Representing a Membership of 1,250,000, Opens To Consider Advisability of the Scheme.

CHICAGO, Ill., July 23.—The Farm Bureau Federation, comprising a membership of 1,250,000, opened a two-day conference today to consider the advisability of establishing one great farmers' grain market, where the products of the farm may be sold direct to the manufacturer or consumer.  
"The main object of the conference is to organize the grain interests into one workable overhead organization," J. R. Howard, president of the organization, said, "making it possible for the growers to control their grain until it reaches the manufacturer."  
"We hope that this plan will give the grower a stable market, and at the same time prove of great advantage to the consumer."  
Speakers declared that grain brokers now charge the farmers \$50,000,000 each year for handling their crops.

## LIBERAL LEADER TO ADDRESS TORONTO ASSOCIATION SOON

Mackenzie King Expected To Outline Attitude On Early Election.

TORONTO, July 23.—Hon. William L. Mackenzie King, Liberal leader in the Dominion, will deliver an address in this city on August 14 under the auspices of the Central Liberal Association of Toronto. It is expected that Hon. Mr. King will outline the party's attitude on the question of an early election of the Dominion government, which the Toronto Liberals are planning to conduct the fight in the next Dominion general elections.

## ARMY AND NAVY ASS'N TO MEET IN VANCOUVER

WINNIPEG, July 23.—Announcement was made today that the Dominion convention of the Army and Navy Veterans' Association will be held in Vancouver, commencing October 11. Fifty units of the organization are expected to attend.

## PLACED MORE THAN 1,000 IMMIGRANTS

TORONTO, July 23.—More than 1,000 immigrants were placed on farms in the province of Ontario in the four months ending June 30 last by the department of colonization and immigration.

## FRECKLE-FACE

Sun and Wind Bring Out Ugly Spots—How to Remove Easily.

Here's a chance, Miss Freckleface, to try a remedy for freckles with the guarantee of a reliable concern that it will not cost you a penny unless it removes the freckles, while if it does give you a clear complexion the expense is trifling.  
Simply get an ounce of Othine—double strength—from any druggist, and a few applications should show you how easy it is to rid yourself of the homely freckles and get a beautiful complexion. Rarely is more than one ounce needed for the worst case.  
Be sure to ask the druggist for the double strength Othine, as this strength is sold with guarantee of money back if it fails to remove freckles.

## ROSS' LIMITED --Manufacturers.

## Clearing-Out Time

Those taking advantage of buying Suits, Dresses or Coats at the prices now quoted in our showrooms in these ending weeks of the sale of Spring and Summer Garments will save considerable money on their bargains.

SUITS in silk, gabardine, poplin, tricotine, poret twills, serges and velours are all being cleared to make room for fall merchandise, which we propose showing about August 15. The time is short and the goods must be sold, so prices must do the work.

SUITS, REGULAR	\$28.50,	CLEARING AT	\$18.50
SUITS, REGULAR	\$35.00,	CLEARING AT	\$25.00
SUITS, REGULAR	\$37.50,	CLEARING AT	\$27.50
SUITS, REGULAR	\$45.00,	CLEARING AT	\$39.00
SUITS, REGULAR	\$50.00,	CLEARING AT	\$40.00
SUITS, REGULAR	\$55.00,	CLEARING AT	\$45.00
SUITS, REGULAR	\$60.00,	CLEARING AT	\$50.00
SUITS, REGULAR	\$75.00,	CLEARING AT	\$60.00

## Special Values in Up-to-the-Minute Wash Suits

Rose-Colored Crash Suits	\$23.00
White Gabardine Embroidered Suits	\$15.50
Natural Gabardine Suits	\$18.50
Palm Beach Suits, in blue, natural and white	\$9.48, \$14.50, \$15.00, \$15.50

Clearing Motor Coats at about one-quarter of regular price, in plain and trimmed. Regular \$10 to \$35. Reduced to from \$2.98 to \$15.00

## Special Values in Summer Blouses

White Voile Blouses, embroidered and lace trimmed; round, square and V-shaped necks	\$1.98 to \$8.25
Georgette Blouses, embroidered and beaded; white, flesh, maize, navy, etc.	\$7.50, \$8.25 and \$12.00
White Middies, detachable collars	\$3.98

Fur Remodelling Now at Summer Prices.

PHONE 1319. 196 DUNDAS STREET.

## HOTELS ONLY TO SELL "DRY" BEER SEPT. 1

TORONTO, July 23.—The amendment to the Ontario temperance act, which was passed at the last session of the Legislature, with a view to encouraging a better standard of hotel accommodation by giving hotel proprietors the exclusive right to sell temperance beers, will come into effect on September 1 next. At present the privilege of selling temperance beers is given by municipalities indiscriminately, giving hotelkeepers the exclusive privilege it is believed that it will be an incentive for them to keep their houses up to the mark.

## ECZEMA

You are not experimenting when you use Dr. Chase's Ointment for Eczema and Skin Irritations. It relieves at once and gradually heals the skin. Sample box Dr. Chase's Ointment free if you mention this paper and send 2c stamp for postage. 60c a box; all dealers or Edmundson, Bates & Co., Limited, Toronto.

## The Investor With Small Capital

The man or woman with \$100 or more may earn with safety

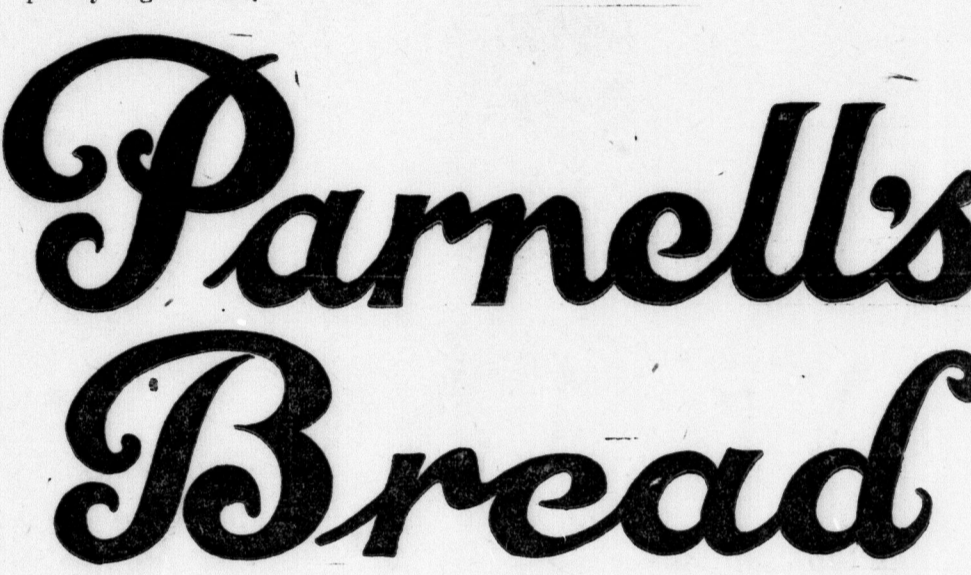
**5 1/2 %**  
per annum for a term of five years.  
**5 1/4 %** for three or **5 %** for one or four years.  
Ask about Huron & Erie Debentures.

## Huron & Erie Mortgage Corporation

"Older than the Dominion of Canada."  
Richmond Street, Opp. Postoffice, Charles J. Clarke, Manager.  
Market Square, Walter T. Westby, Manager.  
Dundas Street, Opp. Rectory St., A. H. Whitlow, Manager.  
T. G. MEREDITH, K.C., HUME CROWN, President.

## To Make Meals More Tempting Serve Parnell's Perfect Bread

A change has come about in the bread world. People today will not accept old-time, coarse-textured, poorly-baked Bread. They know how to make comparisons and judge and to appreciate the work of master bakers with first-quality ingredients.



Changes one's idea of bread quality on first trial. It is so finely textured, so deliciously flavored and so nutritious it wins favor whenever it is used. If you have never used Parnell's you have a taste treat coming to you. Order a loaf today.

## PARNELL BAKING CO.

PHONES—929 and 1390.



"Sing a song of baking bread. The good white bread of Neal's. We bake a loaf for every home That wants the best at meals."

## The Endless Chain of Bread

Day by day thousands of loaves of

## NEAL'S GOOD WHITE BREAD

are made at Neal's bread factories and delivered to thousands of Canadian homes—and each day the demand for Neal's Bread grows greater, for there is no bread quite so tasty or so wholesome.

If you aren't a Neal customer you haven't had a trial loaf. Ask our wagon to call today.

Phone 1313-2173.

**NEAL BAKING COMPANY, Limited**  
Bread factories at Windsor, London, St. Thomas, Sarnia.