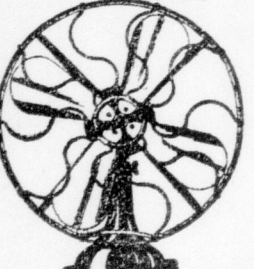
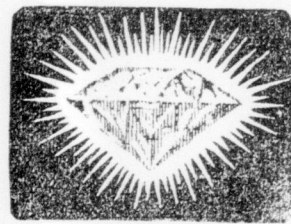


Be Cool and Comfortable this summer—
GET A
"HYDRO" ELECTRIC FAN



The cost to run it is only about a tenth of a cent an hour.
ALL PRICES, FROM \$9.50 UP.
PHONE 3180.

The HYDRO Shop



DIAMOND RINGS, \$5.00 TO \$500.00.

C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 Richmond Street. Phone 1084.



INVISIBLE BIFOCALS
OLD NEW

Brown Optical Co.
SPECIALISTS.
223 Dundas Street. Phone 1877.

DRY HEMLOCK SLABS
\$2.00 Per Load
W. HEAMAN & SONS
York and Burwell Sts.

TAYLOR'S STOMACH AND LIVER CURE
is guaranteed to cure Indigestion, Dyspepsia, Bilelessness, Constipation, Sick Headache, Gas, etc. Price 25c. And your money back if it fails to cure. TAYLOR'S SIX CUT-RATE DRUG STORES.

Best Work at Low Prices Keeps Us Busy
CALL 2334.

London Tire Repair Depot
354 Wellington St. Opposite McClary's.

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.

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

Tire Trouble!
Trouble us with your tire trouble. It's no trouble to us. "We know how."

London's Rubber Man
186 KING—REAR. PHONE 5124.

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.

THE LONDON LOAN and SAVINGS COMPANY OF CANADA

4% Allowed on Deposits
5% to 5½% Allowed on Debentures.

M. J. KENT, Manager.
OFFICE, 220 DUNDAS ST.

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.

The Home of WALTHAM WATCHES
We are special agents for Waltham Watches, and carry a full line of them in stock all the time.
\$10.00 — Gents' Military Wrist Watch, heavy leather strap, sterling silver case.
\$12.00 — Military Wrist Watch, fine gold-filled case.
\$15.00 — Ladies' exceptionally fine Wrist Watch, all gold strap, \$46.00 — Ladies' 14k Solid Gold Wristlet, with high grade movement.

YOUNG'S
"A Good Place to Buy."
TWO STORES: LONDON. EAST LONDON.

EASILY DIGESTED PURE AND SWEET.
JOHNSTON BROS.
X X X BREAD
THE IDEAL SUMMER FOOD.
—Phone 944 or Call a Wagon

July Heat Was Record-Breaker For This City
Mercury Was Over Ninety Degrees on Fifteen Days.

July was easily the hottest month of which there are any records at the local observatory. On no less than fifteen days, almost half the entire month, the mercury was over 90 degrees. The hottest day was on Sunday when it reached 100, and the coolest of July 1 and 2, when it was 47.

GIVEN CASE OF SILVER
George H. Davis is Leaving the Prudential Life Company.

Mr. George H. Davis, who established the business of the Prudential Insurance Company in London about eight years ago and has been in charge of that company's interests in London ever since, has resigned his position to engage in the general insurance business here. Mr. Davis has taken office in the new Royal Bank building and will conduct a business covering all lines of insurance under the name of "The George H. Davis Insurance Agency."

DELIGHTFULLY COOL ON THE GREAT LAKES.
Port McNicoll, a few hours pleasant journey via Canadian Pacific Railway, is the gateway to the Great Lakes Steamship Express leaves Toronto 2:30 p.m. each Tuesday, Thursday and Saturday, making direct connection at Port McNicoll with either steamship "Kewatin" or "Assiniboia" for Sault Ste. Marie, Port Arthur and Fort William. Particulars from any Canadian Pacific ticket agent or W. B. Howard, district passenger agent, Toronto.

PETERS SODAS just touch the spot.
PETERS SODA FOUNTAIN.

WHELAN,
President of United Cigar Stores (all over United States) spent \$40.00 teaching his clerks to say "Thank you" to customers.

What's more, it paid. Anything in this for you?

Federal Advertising Service
Telephone 5482. After 6 p.m., 2222.
312 Dominion Savings Building, LONDON, CANADA.

ROWAT'S COFFEE 50c Per Pound
T. A. Rowat & Co.
250 Dundas St.—Phones 3051-3052.

HAMILTON'S LONDON

Porter and Amber Ale

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

Kent Brewery
LONDON, ONT.

MARKET IMPROVEMENTS TO BE MADE SHORTLY

Ground Will Be Levelled and Gravelled, and Maybe Oiled.

At the meeting of the fire and light committee last evening it was decided to expend \$100 on the improvements required on the market square.

The square will be levelled and gravel spread to cover up holes and ruts. The scatterer will be used first. The question of oiling the ground afterwards will be taken up by Chairman Summers with the city engineer.

Inspector McCallum and City Clerk Baker were selected as a committee to look into the matter of equalization of licenses.

The present system is not satisfactory owing to the inequality of amounts charged, for instance, a 19-car circus paying the same license as a 12-car circus.

J. M. Howe and others on Lorne avenue petitioned against street oiling and garbage taxes until such time as the work proves satisfactory.

Controller Rose thought the oil would be placed on the streets complained of within a day or so.

Inspector Walker was asked to deal with the garbage question in that neighborhood.

The report of the fire chief submitted, recommended the following promotions:

Lieut. Robt. Haylock to captain number four fire hall. Thomas Mason to be promoted to lieutenant to succeed Haylock and Lieut. Charles Ferguson to be made captain number five company, to replace John Mitchell transferred.

The promotions were left to the chief to deal with as he considered best.

The junk area bylaw was discussed and the amendments and bylaw will be printed to submit to the committee to later formulate a new bylaw to cover all amendments.

Controller Rose advocated a segregated district in preference to having junk yards distributed in different parts of the city as at present.

Those present were Chairman Summers, Mayor Stevenson, Controller Rose, Alderman Dyer and City Clerk Baker.

FINE PERFORMANCES AT QUEEN'S PARK BY BIG KENNEDY SHOWS

Amusement Devices and Side-shows Delighted Crowds.

SPLENDID ATTRACTIONS

Motor-drome Is a Thriller and Armless Murphy a Wonder.

The Con T. Kennedy show, which will be at Queen's Park all this week under the auspices of the Daughters of the Empire of all the city, opened yesterday with record attendance. During the afternoon the grounds were packed with Londoners anxious to witness the initial performances.

In the evening a street parade was held, in which all the performers took part. The down-town streets were thronged with thousands of spectators, and many of them followed it throughout its course to the exhibition grounds. Mounted Indians, camels, dancing horses, all went to make the parade a novel one.

A Good Show.

At the grounds everything was in full swing. All the amusement devices had been erected and more exhibitions and refreshment booths opened up. Everything is of the highest order, and "The Whip" was one of the greatest drawing cards of the evening. It excels even the merry-go-round and ferris wheel in the delightful sensation afforded by a ride in it. So fast do the cars swing on the highly polished track that the motion is exactly the same as that of a fast-flying aeroplane. Startling swerves and turns add to the pleasure of the trip. The merry-go-round and ferris wheels are of the largest type ever brought to London.

A varied and pleasing evening's entertainment is offered by the sideshows. These are so numerous that there is a performance to suit every taste. It is impossible to see all of them in an evening. The French midgets attracted many of the sightseers. These are four little French people, who, although adults, do not reach the height of the average person's waist. They are well educated, and talk English as well as French.

For motor enthusiasts, the large motor-drome which travels with the shows offers half an hour of thrills. Many novel daredevil stunts are introduced into the program, the feature of which is Miss Dorothy Connell, the only woman motorcycle rider in the world whose feats fully equal those of male riders. Another feature is the driving of a high-powered racing car on a per-

A KENNEDY ATTRACTION

Boots and Hody Hurd, featured in the Russian Theatre on the Kennedy Midway at Queen's Park.

OVERCOME BY HEAT FROM BIG COKE OVEN

Thomas Findlay, an employee of the City Gas Company, was found lying unconscious near the coke retorts last night. He was overcome by the heat after taking away the coke.

KINCARDINE SOLDIER HAS SEVERE WOUND

[Special to The Advertiser.] KINCARDINE, July 31.—Official word has been received by Mr. and Mrs. Adam Fitzell of Berrie, Ontario, that their son, Pte. Levi Fitzell, 53912, has been severely wounded in the arm and knee.

Pte. Fitzell left with the second contingent, joining the 15th Battalion at London. He has been in the trenches about eleven months.

PRICE OF MILK IS UP ONE CENT

Owing to the extreme shortage in the supply of milk brought on by the big demand for cream for ice cream purposes, the enormous increase in the cost of delivery, etc., the London Pure Milk Company have found it necessary to raise the price of their milk one cent a quart, commencing this morning. All tickets now out will be accepted at the old prices. In future milk tickets will be sold at 25 for the dollar, and cream tickets ten for the dollar.

LIGHT APPLE CROP AND QUALITY FAIR IN OXFORD

[Special to The Advertiser.] OXFORD, July 31.—Considerable interest is now being manifested in the apple crop. The apples are sufficiently advanced to enable one to form a fair opinion as to the yield and quality. The general report is that there will not be an average crop in quantity and that the quality is only fair.

At the time the trees were in bloom the outlook was never more promising, but the continued wet weather had a disastrous effect. The incessant rains made it almost impossible to spray effectively, and the fruit suffered severely as a result.

The general opinion is that there will be a keen demand for apples this fall at good prices.

Wash Goods Chapman's

Wednesday Morning

Our semi-annual stocktaking has just been concluded and as a result this big special in wash goods is offered—Colored Suitings, Colored Crepes, Brocades and White Vestings, a big assortment for early buyers. Wednesday morning, regular 25c and 35c.

Sale Price 17c Yard

SUMMER UNDERWEAR. 33c

Choice of Women's White Ribbed Cotton Combination Suits.

Porous - Knit Drawers, lace trimmed.

Lisle Vests, with pretty lace yokes.

O. S. Vests, for stout women.

WEDNESDAY MORNING, 33c EACH.

CORSET COVERS.

Lace or embroidery trimmed. Wednesday morning only, each29c

BABIES' BONNETS.

Six dozen White Swiss Muslin and Poplin Silk Bonnets for tiny tots, very dainty and sweet. Regular 75c for59c

SUMMER WASH HATS

for little girls and boys, plain, blue, white and linen, also awning stripes. Choice25c

5 CENT AND 10 CENT TABLES.

Odds and ends, picked up after stock-taking, put on 5c and 10c tables. Wednesday morning. Surprise bargains for early shoppers. Remnants of ribbons, odds and ends of neckwear, etc.

SILK ANKLE HOSE FOR STOUT WOMEN.

Black or white, just in. Per pair75c

CHILDREN'S DRESSES.

All sizes, from 1 to 14 years. White Lawn Dresses with embroidery yokes and tucked skirts. Were \$1.25. Wednesday morning at\$1.00

FIVE-CENT VEILING.

100 Chiffon and Net Veiling, plain colors, also white with black spots, at, per yard5c

BLACK WASH SILK WAISTS.

Sizes 36 to 42. At.....\$2.00

MOSQUITO NETTING.

White, green and yellow, regular 5c. Wednesday morning, per yard.....3c

SILK WAISTS.

White Wash Silk Waists, sizes 36 to 42. Not to be had elsewhere. At.....\$1.00

Another lot of Children's White Lawn Dresses, embroidery trimmed, ages 2 to 8 years, were 75c. Wednesday morning at.....69c

YESTERDAY
You Waited for a Car and Then You Walked. Late for Work. Lost Time. Lost Money.

Had you taken our advice and BOUGHT A BRANTFORD BICYCLE you would not depend on the uncertain, ancient street car.

ONCE MORE WE ADVISE YOU TO

Buy a BRANTFORD Bicycle

and SAVE TIME, SAVE MONEY and build up your health. It's not only on work days that the Brantford is a convenience to you. It will take you any place, any time, at small cost. Let's get acquainted. Come in and see us. The cost of a Brantford is no more than that of a common bicycle.

CASH \$40. TERMS \$45. YOUR CARFARE WILL PAY FOR IT.

BICYCLE AND MOTOR SALES COMPANY

425 WELLINGTON STREET. PHONE 3182.

MISSIONARY'S SON SAYS CHINESE ARE IN FAVOR OF HUNS

Declares Pro-German Feeling Caused by Hatred of Japs.

NOT AGAINST THE BRITISH

Alliance With Japan Has Caused China as Race to Favor Germany.

Mrs. J. H. McCartney, wife of Dr. McCartney, who has been visiting Mrs. W. A. Eastwood, of 330 Waterloo street, will return to China at the end of August. She expects to sail from Vancouver on September 7th on the Empress of Asia. She has been a missionary in China for 26 years, and during that time has made several visits to Canada. With Dr. McCartney she arrived in Canada at the first of the year, the doctor again leaving for China a short time ago. News of his safe arrival at Chung King has just been received. Dr. McCartney has worked as an independent missionary amongst the Chinese for 26 years. He is now head of the American and Chinese Drug Company at Chung King, and a short time ago was presented by the Chinese government with a fully equipped hospital.

His son, Lincoln McCartney, was born in China, as well as a brother and sister. He returned at the time of the Chinese rebellion, and is now a student at the Ohio Wesleyan College, with the purpose of becoming a medical missionary. He is only about 17 years old, but has already been three times around the world.

Missionaries Safe.

To The Advertiser he said that as far as the attitude of the Chinese officials is concerned missionaries are fairly safe. The present troubles are being caused by large bands of robbers. These men are prisoners, liberated from the jails in the towns which the republican army captured a short time ago. They carry on a guerrilla warfare holding up small Chinese towns for an indemnity with threats of destruction for non-payment. The Chinese, being timid people, would sooner pay anything than fight. This is producing a poverty-stricken race, as the guerrillas, although they pretend to fight for the republic, are actually plundering their own people as the loyalists.

There is little chance of bringing these robbers to justice, as the royalist army is poorly organized, except for the division raised by the late Yuan Shi Kai, according to Mr. McCartney.

This army, however, was sent into the hill country after the rebels, and is still hotly engaged. It compares favorably with modern armies, as it is well equipped and carries with it several aeroplanes.

Chinese Pro-German.

Taken as a race, the missionary's son says the Chinese are pro-German. This

is not because they dislike the English, but because they hate the Japs, who are Britain's allies. Germany has done much to thwart Japanese designs on China, they say, and they are grateful for this.

At the time of the recent demands made by the Japs on the Chinese a riot broke out. Japanese citizens were expelled from the country, many Japanese residences were destroyed, and a boycott declared on Japanese goods.

No Opposition to British.

There is, however, no opposition to English and Canadian missionaries, and the president, Lee Hung Yen, is a Christian, and does much to advance the faith amongst his countrymen. Yuen Shi Kai, the former president, was not a Christian, but he always worked for the benefit and advancement of Christianity. At the time of his death it was reported that

it had been caused by poisoning, but letters received by the McCartneys lately deny this and attribute the cause to kidney trouble.

Lincoln McCartney is well acquainted with all the Canadian missionaries and knows several from London, including Dr. and Mrs. Walter Crawford, Mr. and Mrs. William Mortimer and Mr. and Mrs. Percy Westaway.

BUYING SHOES THROUGH THE MAIL.

Visitors to the city are invited to our store and get acquainted with our stock. We will take your size and keep it on record. In future if you need shoes or slippers, we can send them by mail. If for any reason you are not thoroughly satisfied with your purchase you may return it and we will refund your money.

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

COAL!

Furnace, Stove, Egg \$7.00 ton

Baseburner Nut \$7.10 ton

For the range and heater we recommend our Large Pea at \$6 per ton. It has the value of Chestnut in these stoves. Why pay one cent more?

THE CONNELL ANTHRACITE MINING COMPANY.

Phones 770 and 1096.

Are you pointing out objects to your friends or are your friends pointing out objects to you? In either case glasses are needed.

Consult us.

Carlyle TREBILCOCK OPTICIAN

Phone 2351. 237 Dundas St.

Shoe Money Saved!

Great Clearance Sale

This great Shoe Sale Clearance pens but twice a year.

The best American Pumps ladies at greatly reduced prices.

Black, Grey and White Leathers. Regular \$6 and \$7, your unrestricted choice

\$3.89

Wednesday Morning Special

100 Pairs Women's Patent Gun-metal Oxfords. Reg. \$4 and \$5

\$1.29

Johnston & Murray

LONDON, ST. THOMAS.

TO GUARD AGAINST PARALYSIS.

OTTAWA, July 31.—The Government has decided that until further notice no person until the age of sixteen years, will be allowed to enter Canada from New York, unless in possession of a doctor's certificate of non-contact with an infantile paralysis case.

Shoe Money Saved!

Great Clearance Sale

This great Shoe Sale Clearance pens but twice a year.

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