

MAJOR AUSTRIAN TO GO TO FRONT

London Will Send Contingent
of From 60 to 100
Reservists.

ALL ARE EAGER TO GO

Local Men Anxious To Go to
the Colors in Fight With
the Serbs.

London will, in all probability, be well represented in the Austro-Serbian war. It was variously estimated by the Austrians in conversation with the Advertiser last night, that there were from 60 to 100 or more of their countrymen in this city, nearly all of whom had served as soldiers in their native land and were members of the reserve forces of the country, which have been noted for their readiness to return to their homeland to participate in active service during the war which was yesterday declared.

Arranges Business to Go.
None of the local Austrians was more eager to go to war than George Cimat, of 226 Euston street. There was only one little affair of business that Mr. Cimat wished to first arrange. He recently bought some real estate in Sarnia, and he wishes to sell it before he leaves Canada, as he does not intend to return here after the war. That little difficulty will be easily enough arranged, however, for a fellow-countryman living at the same address, who is not returning, volunteered to exchange for the Sarnia property some lands held by him in Austria.

Silvan Caraceni, also of 226 Euston street, enthusiastically declared that he was eager to return to Austria to fight for his country.

London May Send Fifty.

One of the local Austrian residents stated that in the opinion of the Austrians, the present conflict demanded it. London could and would send a contingent of from 50 to 60 men. The Austrian Government advances the return fare to Austria, plus \$100. The Austrians, if they refuse to go, when they are called, they are liable to be severely dealt with should they ever subsequently return home, unless in the opinion of the Austrians they have become naturalized citizens of Canada or some other adopted country, in which case international complications might ensue should they demand the protection of their adopted country.

ARMY WORMS MARCH AHEAD OF THE REAPERS

Extricate Themselves From
Stalks Just Out and Make
For Standing Grain.

Reports received last night indicated that the worst ravages of the army worm since 1890, when they were in the oat fields of Huron, especially along the lake shore, and in the vicinity of Brucefield.

Dispatches from these districts state that the farmers are working from dawn to dusk in an effort to get their oats cut.

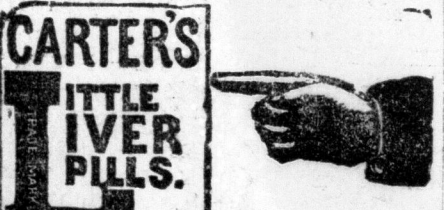
An unusual sight was witnessed last night on the farm of Hugh Allenhead, at Brucefield, when, as fast as the oats were cut, the worms, in thousands, could be seen extricating themselves from the fallen stalks and marching in thousands into the standing grain.

Those who saw them stated to the Advertiser that the worms were incredibly voracious, and in a short time devastated large areas of the finest grain.

Late in the afternoon part of the worms made their way from Mr. Allenhead's field across into Wm. Cameron's fields and commenced their work of destruction.

Reports state that they appeared in large numbers yesterday afternoon on the farm of John Swan, four miles away.

From the lake shore comes the news that they are devastating the fields of R. W. Delemey and R. B. Eassan. Large parties of farmers gathered and helped plow furrows and dig holes, and everything possible is being done to combat the pest.



CURE SICK HEAD

Headache, yet Carter's Little Liver Pills are equally valuable in constipation, curing and preventing this annoying complaint while they correct all disorders of the stomach, regulate the liver and regulate the bowels. Even if they only cured.

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Celebrated Diamond Wedding



Mr. and Mrs. John Coulter, popular residents of Brampton, were the principal figures in a big celebration at their home on Monday. The photo shows four generations, Mr. and Mrs. Coulter, Mrs. Alf Roper, her son and his son.

OLD BOYS' PROGRAM AN ATTRACTIVE ONE

Reunion Will Be Week of Entertainments, Receptions and General Jollities.

Old Boys' week celebrations this year will be centered in Queen's Park, where nearly all of the big parades will have their finales, and where the sports and events, to say nothing of the big midway shows, will be held.

Judging by the invitation list and the replies from each association the week will be the most successful yet seen here. The program will be in the home town than ever before. Secretary Edwin Smith estimated that close to 10,000 visitors and old boys will be in London during the week beginning Aug. 3.

A general outline for the week's program has been arranged. Registration opens Saturday morning. The heaviest registration days will be Saturday, Sunday and Monday. A staff of clerks will be kept busy all day in the old city hall arcade and in the secretary's office upstairs.

Go-to-Church Sunday.
The celebrations will start with "Go-to-Church Sunday." Old Boys who have arrived will attend the city churches in the morning, and evening. Former ministers, former choir members and former ushers will take part in the services. The Salvation Army will give a band concert at 3 o'clock in the afternoon in Victoria Park. Special services and music, will be addressed by former officers.

At 7 o'clock in the evening, band concerts in both Victoria and Queen's Parks will be given by the First Hussars and the Seventh Regimental bands.

Reception on Monday.
On Monday a grand reception by the committees of the London association will be given in the city hall. Thousands will arrive from all over the country, including the Foresters' Band from Toronto.

A parade, composed of Old Boys' associations, drill corps and many associations and clubs, will march from the Market Square at 1 o'clock in the afternoon to Queen's Park. Addresses of welcome by ex-Mayor Samuel Stevely, the president of the association; Lieut.-Col. H. R. Abbott, Mayor C. M. R. Graham, and Robert Faunt, of Chicago, president of the International London Old Boys' Association, will be made.

Shorts of all kinds, with new features, will be held in front of the grandstand at Queen's Park. A drill competition for local societies, for which a prize of \$25 is donated, will be held on the platform.

A grand masquerade parade will be held around the Queen's Park grounds in the evening. The midway opens in the afternoon.

Middlesex Fruit Exhibit.
On Tuesday the London branch of the Ontario Fruit Growers' Association will exhibit what Middlesex can produce in fruit and vegetables on the market square in the morning, from 7:30 until 2:30. Members will make a tour of the retail stores of the city afterwards.

The International Old Boys' Association will meet in the city hall in the morning.

Ladies' Afternoon.
Tuesday afternoon is Ladies' Afternoon at Springbank. Ball games between visitors and the home guard, both men and women, will be featured.

A grand auto-parade in the evening will start at Victoria Park and tour the downtown district and end at Queen's Park. All the cars will be decorated.

London Typographical Union will give a reception, banquet and old-time dance in the new Masonic Hall in the evening.

Farm Produce Exhibit.
On Wednesday, an exhibition will be given on the market square in the morning of grains and farm produce. Aquatic sports, a band concert commencing at 2:30 o'clock, and a parade of launches, decorated with streamers and silk pennants, will be held in the afternoon at the pump house, Springbank.

Another "masquerade parade" at Queen's Park will be held in the evening.

I. B. S. Picnic.
Thursday is the day of the Irishmen's picnic at Port Stanley.

Friday is Mercantile Day. Manufacturers of the city will open their public. The inspection will continue in the afternoon. Visitors will play cricket at the Asylum in the afternoon and in the London team.

Friday night in prize night, when prizes for the masquerades and parades will be awarded.

Saturday is Good-Bye Day. Everything will be in action around the city and many of the visitors will leave for home.

STEAMERS ARRIVED.
Saturday, July 28.—Arrived: Steamer Plymouth, Boston.
Fish Guard, July 29.—Arrived: Steamer Letonia, Boston.

OFFICER INSPECTS CITY'S READY LEVEL CROSSINGS

Declines, However, To Discuss
Local Situation in Advance
of Official Report.

Inspector Clarke, of the Dominion Railway Board, spent yesterday afternoon and evening inspecting the local railway crossings with a view, presumably, to recommending some means of providing better protection to human life.

Mr. Clarke, seen last night, refused to make any statement either as to the exact object of his visit or the opinion he had formed. Until his report was made to the railway board, he said, he did not feel at liberty to make any public statement.

Mayor Graham and City Engineer Ashplant accompanied Mr. Clarke on his trip, but they also refused to give out any information beyond the fact that the inspector's visit was the result of a request made by the city through its solicitor, T. G. Meredith, K.C., to the board for some action looking to greater safety at the crossings.

PRESENT PURSE OF GOLD TO MGR. J. T. AYLWARD

Parishioners Remember Departing Rector of St. Peter's Cathedral.

Previous to his departure from London to take charge of the Roman Catholic parish of Sarnia, Rev. Mgr. J. T. Aylward, of many years rector of St. Peter's Cathedral, was presented with a purse of gold amounting to \$1,000 by the men of St. Peter's parish, at a large gathering held last evening in St. Peter's parish hall. The presentation was made on behalf of the men of the parish by Frank Smith, secretary of the parish.

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Army Worm Ate Three Oats A Minute

[Special To The Advertiser.]
CAMLACHIE, July 28.—Reports received here today state that the army worm is at work at Blackwell. One man says he timed one worm, and it ate three oats in a minute. Working at that rate it would not take long for an army of them to demolish a field. The farmers at Blackwell are fast cutting their oats, although they would be better standing a few days longer.

APPRECIATE HELP OF PORT STANLEY CAPTAIN

[Special To The Advertiser.]
PORT STANLEY, July 28.—In appreciation for assistance rendered in the search for the bodies of their brothers, Irving Penny and Jack McPhail, drowned at Port Stanley, July 19, Edward Penny and Floyd McPhail today presented Capt. Mark Berry with a silver cigar case, and his son, Mark Berry Jun., with a beautiful chain and compass fob.

Accompanying addresses expressed recognition of the kindness of Capt. and Mr. Berry in giving freely of their time and means at their disposal, including their tag and rowboat, in the search for the bodies of the young men. Familiar with the nature of the lake bottom, they were able to render invaluable help in the search.

Capt. Mark Berry has a pair of glasses valued at \$100, presented for life-saving by President McKimley in the last year of his administration. Young Mark, although but a boy then, also received a gold medal valued at \$500, from President McKimley. Mark Berry Jun. now runs a fishing boat here.

Mr. and Mrs. and Terry Brown, of St. Thomas, spent the day at Port Stanley.

Mr. A. M. Bake and sister, of Fingal, are rusticating at Macdonald Villa, on Bridge street.

Miss Elva Giles, of St. Thomas, has returned home after spending her vacation with Wilma Macdonald, at Macdonald Villa.

Mrs. J. W. Beatty, wife of J. W. Beatty, R.C.A., of Toronto, is spending her holidays with Mr. and Mrs. Schietz, of St. Thomas, in their cottage at Erie Rest.

Mrs. J. W. Beatty is now out West to make a series of historical pictures, relative to the Rebellion and after.

Mr. A. E. Ponsford and family, of St. Thomas, are spending the remainder of the summer at Orchard Beach, relative to the Rebellion and after.

Mr. and Mrs. James Silbanek and daughter, Dorothea Louisa, of Chicago, are visiting their parents, Mr. and Mrs. Brown, for two weeks.

DISGRACE TOO MUCH

Buffalo Prisoner Commits Suicide in Jail, Declaring Innocence.

[Canadian Press.]
Buffalo, N. Y., July 28.—S. R. Schmidt, of Hullington, L. I., who has been in Erie County Jail since July 16 on the charge of defrauding a local hotel, committed suicide today by diving from the third gallery to the cement floor. A note was found in his clenched hand, declaring that he was innocent of any crime and could not stand the disgrace of arrest.

Gains New Complexion
By Peeling Her Skin

"Keep still, sad heart, and cease repining, because the clouds are sun still shining." I was forcibly reminded of these lines when, after months of fretting over my complexion, I found how easy it was to remove the cloudy, mottled skin and bring forth a brighter, new complexion. I got an ounce of ordinary mercurized wax at my druggist's and used this like cold cream every night for two weeks, washing it off mornings. Lo and behold! That old skin had all peeled off. The healthy young skin underneath gave me a complexion as pure, white and soft as a young girl's. Experienced no discomfort. The skin came off so gradually and so gently. I'm sure anyone whose skin is soiled, tanned, withered, blotchy, or otherwise discolored, can acquire the loveliest complexion imaginable by using this remarkable treatment.

"Another Creme Tokalon Miracle"
YOUNG AT 70
With a Beautiful Complexion and a Skin Almost Like Youth.
Creme Tokalon Did It
And We Can Prove It.

The marvellous non-greasy, disappearing toilet cream and rich skin food both combined in one. Contains pure dairy cream and olive oil artificially digested. Quickly removes wrinkles and builds up sunken cheeks and flabby, sagging muscles. The Countess de Chavanne, aged 70, with a skin and complexion almost like youth, says: "No one who uses Creme Tokalon need ever look old. It has done wonders for me." At all dealers, in sanitary jars, 50 cents. Contains also a liberal sample of Tokalon Poudre Fascination, the only air floated, specially adherent face powder. Will not blow off nor rub off. Invisible on the face. Poudre Fascination is for sale at all dealers or sent direct, \$1.00.

TOKALON, INC.
New York, N. Y.
London, Ont.
J29, 31, A5, 7

DEFY THE SUNBURN—USE
NYAL FACE
CREAM
WITH PEROXIDE.
Absolutely will not grow hair on the face.

Geo. A. McLachlan
390 Richmond Street. Phone 594.

TO PLAY AT TORONTO
Seventh Band Engaged for Day's Performance at Exhibition.

Handmaster Slater, of the Seventh Regiment, this morning received a contract from the Canadian National Exhibition, Toronto, for the appearance of the Seventh Regiment band at Toronto on Sept. 3.

The London band will be the farthest away of any of the Canadian bands engaged to play at Toronto.

HIS FLESH HORRIBLY BURNED.
His druggist told him a cheap acid corn cure, what he should have bought was Putnam's Corn Extractor. It's purely vegetable and acts in 24 hours. Insist on only "Putnam's Extractor," 25c at all dealers.

STORE CLOSSES TODAY—WEDNESDAY—AT ONE O'CLOCK

Great Clearaway Tomorrow

D.M.C. Flosses, Threads, Etc., at Reductions Heretofore Unheard Of
SEE DUNDAS STREET WINDOW TODAY



Dealers May Profit By This Sale

Those who carry on small fancy goods' business in and out of the city will find it profitable to stock up from this sale.

Mail Orders Filled.

While Stock Lasts

Out-of-town customers, by ordering promptly today, may share in these great reductions on threads for fancy work. We pay the postage on sale as well as regular merchandise.

Order Today

One Hundred S. & I. Special Fountain Pens, Thurs- 79c day, Each..

This is our leader, made specially for us to sell at \$1.00. We have about one hundred of these pens in stock today, which will be cleared tomorrow at above price. Every pen is guaranteed. Don't miss this opportunity. (Mail orders filled while they last). Everybody should have a Fountain Pen. 100 only to sell Thursday at 79c each

At Stationery Counter.

Pre-Inventory Sale of Children's Wash Dresses For Ages 1 to 14 Years All This Season's

In order to clear, if possible, all Children's Tub Dresses before stocklisting closes on Friday night, we have grouped all sizes and all prices, about 464 dresses, into lots and priced them for a two days' clearance, many of which are at half-price. This is a very unusual sale, as seldom does such great reductions include such a complete variety of sizes and prices. All of this season's newest styles and colorings, mostly American fast-washing materials. We will list briefly the sizes, prices and qualities in each. Come early and secure first choice in the sizes you require. Sizes 1 to 3 years in Infants' Wear Section, and sizes 4 to 14 years in Children's Section, adjoining same. Second Floor.

Sale of Tub Dresses, 1 to 3 Years, In Infants' Wear Section 200 Dresses To Clear At About Half Price

BOYS' WASH SUITS, HALF-PRICE.

These are made from fast washing American cambrics, colored stripes, in tan, brown and blue, etc. Also a few white. Sizes for ages 2 to 4 years. Regular prices 75c to \$1.50, to clear Thursday, each 37½c to 75c

WHITE SWISS DRESSES, \$2.25, FOR \$1.49
Cute dresses for little tots, 1 to 2 year sizes, white with embroidery yokes; neck, sleeves and waist finished with embroidery beading and pink sky satin ribbon. Sizes 1 and 2 years. Regular \$2.25 for \$1.49

\$1.50 GINGHAM DRESSES, 98c.
These are in sizes for ages 2 to 3 years; made of gingham and drill; Balkan and Russian styles, trimmed with bands of white and hand embroidered—laced at shoulders or yoke depth. Belt low over hips. Prices up to \$1.50, to clear at, each 98c

(Mail orders filled while they last.)

—Second floor—

MILLINERY SALE.
All Colored Trimmed Hats
on One Table.
Your Choice, \$1.75.

MILLINERY SALE.
All Colored Shapes
on One Table.
Your Choice, 59c.

HUNDREDS of skeins, hanks and spools of D. M. C. and other makes of Flosses, Threads, etc., for fancy work to be cleared before stocklisting Friday at a mere fraction of the cost. A great opportunity for those who do needlework to get a supply for their Christmas work for almost nothing. In listing for half-yearly stocktaking we find some large surplus stocks in above goods (the best and highest standard threads for art needlework), which we have brought direct from the reserve room, together with all forward stock of same, and marked all at prices hitherto unheard of in order to make a speedy two-day clearaway in the remaining two days of the present half-year's business.

Embroidery Silk, 60c Doz. 5c To Clear at, Per Dozen : : : : 5c

This is an example of the reductions on many lines offered in this sale. 2,886 skeins of Corticelli and Belding Filo Silks, in all colors, for embroidery work. The regular price is well known for these standard silks, 60c a dozen. All will be cleared at 5c per dozen skeins while they last.

D. M. C. MOULINE, 10c DOZEN. LINEN FLOCHE, 10c DOZEN.
Regular Price 25c. Regular Price, 60c.

301 dozen D. M. C. Mouline, in colors suitable for embroidery work and cross-stitch. 25c dozen, to clear 10c dozen

D. M. C. COTTON PERLE, 10c Hank. Regular Price, 50c.

150 hanks D. M. C. Cotton Perle, No. 8, may be used for either embroidery or crochet work. Regular 50c hanks, to clear 10c each

"THREE BEE" SHETLAND FLOSS, 5c SKEIN. 350 skeins "Three Bee" Shetland Floss, in colors. Regular price 7c, to clear at 5c skein

96 skeins of above, in colors. Standard price 20c, to be cleared at half price, 10c dozen

Stamped Linens To Clear About Half Price

These include Doilies, Coesys, Collars, Dresser Covers, Cushions, Etc. All are grouped into lots and marked to clear quickly at, in some cases, much below half price. Regular 10c and 15c pieces, to clear at 5c. Also a big range of above pieces priced at 20c, 25c, 50c, 75c, 85c, to \$1.35, grouped into three lots to clear at 10c, 20c, and 50c each

EMBROIDERED LINEN CENTREPIECES, HALF-PRICE.
A beautiful assortment of designs, nicely worked, all to be cleared at just half price, as follows \$2.50, \$2.75 and \$3.50 Centres, to clear at \$1.25, \$1.37, and \$1.75 each

Sale at East Side Circle—Main Floor.



Sale of Tub Dresses, 4 to 14 Years—About 264 Dresses To Clear

64 TUB DRESSES, SALE PRICE, 59c.

These are in pale blue and pink chambray and black and white check, neatly trimmed with white feather-stitched bands. Sizes for ages 4, 5 and 6 years. Sale price, each 59c

37 TUB DRESSES, SALE PRICE, 79c.

These are in navy and pale blue chambray, also stripes and black and white check gingham in dainty little French style, neatly piped with white. Sizes for ages 4, 5 and 6 years. Sale price 79c

91 TUB DRESSES, SALE PRICE, 98c.

Pale blue and pink chambray, neatly finished with fine embroidery and wide belt; also fine white duck trimmed with navy blue and laced with red silk laces. Sizes for ages 4 to 10 years. Sale price 98c

26 TUB DRESSES, SALE PRICE, \$1.39.

Natural linen and pale blue and pink chambray, in new and pretty styles. Sizes for ages 6 to 14 years. Sale price \$1.39

46 TUB DRESSES, SALE PRICE \$1.49.

In cadet blue and tan chambray, embroidered front laced with red laces; black patent leather belt. Sizes for ages 4 to 8 years. Sale price \$1.49

Children's Ready-to-Wear, Second Floor—

SMALLMAN & INGRAM
LIMITED