Duke of Connaught Issues a

Statement-Much hard-

ship Feared.

[Canadian Press.]

"In response to your urgent appeals

winners. I have the greatest confi-

dence that those that are in a posi-

tion to give need but the opportunity

Central Bureau at Ottawa.

"I sincerely hope that in every city

"By so co-ordinating and harmon-

"I am convinced that all Canadian

to this appeal will put all anxiety at

rest about those near and dear to

them, and will also afford to those

who cannot go, an opportunity of do-

bureau established at Ottawa.

met and overcome.

widespread and generous.

fund. It reads:

Enjoy Perfect Near and Far Vision With One Pair of Our Glasses. Our Genuine Invisible Bifocals are "Kryptoks" and you know just what that means—THE BEST.

JOHN S. BARNARD Optician and Jeweler,

The best ad. is a satisfied

Our Coal is the Best

HEAMAN & SON

YORK AND BURWELL STS. Phone 312

Wegner Clothing Co. Wholesale and Retail Dealers in Over-

alls, Sweater Coats, Gloves, Mittens and Raincoats.

LONDON'S LARGEST WORKINGMEN'S OUTFITTERS Exclusive Manufacturers' Agents for

the Best Canadian and American Makes of Overalls. 371 TALBOT ST., OPP. MARKET. Open Evenings .- Phone 1849.



London's Largest Jewelry Manufacturers and Importers

We have just received a ship-ment of Military Wristlet Watches, which are accurate timepieces. Regular price, \$2.75.

W. J. Wray & Co.

Palace Livery

ROSS & BOSS, Carriages for funerals and all other occasions. Automobile service. 619 DUNDAS STREET. PHONE 838. C. Landson

USE CONNELL'S COAL

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 size, \$6.75 per ton. Large pea coal, suitable for the range, \$5.60 per ton. OFFICES:

Dundas and Richmond Sts. Phone 770. Colborne Street and C.P.R. Phone 1096.

IF YOU HAVE HEADACHES CONSULT

The Brown Optical Co.

237 DUNDAS STREET. PHONE 1877

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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YOU NEED NOT BE SICK. OXYGEN Nature's Greatest Curative Agent Administered by the Oxypathor,



Inquire into the science of Oxy-Use one in your own home, and you will experience a wholesom change in your views regarding the treatment of the sick. No Drugs. No Battery. First Cost. the Only Cost. Lasts a Lifetime. FOREST CITY OXYPATHOR CO Room 8, Royal Bank. Phone 1546.

CE 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

YOU CAN BUY A GENT'S Elgin or Waltham Gold Filled Watch Guaranteed movement, warranted 20 years, for \$8.75. This bargain is worth

ZWICKER'S FORMER STAND. 650 DUNDAS STREET. ywt

The London Loan & Savings Company of Canada

Allow 4% on Deposits 5% on Debentures

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

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

D-lighted TO RECEIVE YOUR ORDER FOR COAL CEMENT FIREBRICK, BEAVER BOARD, ETC. ZNOZ & NNAM NHOL

HAMILTON'S PLENTY OF MILK AND customer. One ton will con- Ale and Porter

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

The Cream of All Breads

Parnell's Bread

Phones 929-1390

TION VANITY COIN AND CARD CASES. Sale prices, \$1.25, \$1.35 to \$2.75. Don't fall to see these.

PHOTO

Large size; guaranteed Silver Photo Frames, 80c and \$1.00. These

are quick sale prices, and won't last MILITARY WRIST

WATCHES

Official Watch Inspectors, G. T. R.

JOHNSTON BROS.

and you'll keep yourself in a healthy, well-fed condition-indigestion will stay away for keeps and you'll be happy because you're

JOHNSTON BROS. Phone 944,

GUARD RETURNS

Special Detail of Seventh Back After Trip to Kingston.

The guard of the Seventh Regiment which, under the command of Sergt .-Austrian reservists, who had been arrested as they were on their way to Austria, returned to London last night. They reported that their trip

was without special incident and that the prisoners were lodged safely in Fort Henry. The reservists came from Nebraska. Colorado, Chicago and Detroit, respectively, and some at least of them, Sergt.-Major Prikler says, had their steamship tickets right through to Vienna. They seemed not to relish

all the idea of spending the rest of the time until the conclusion of the war in durance vile. When the guard arrived at the

Armories the men paraded for in-spection and, after handing over the cartridges served out to them before they left for Sarnia, were dismissed.

There's a Real Fascination

For young and old in picture-taking. The Kodak way makes it as simple as it is fascinating.

No bother to learn. Daylight loading and unloading. No dark room needed even for developing and printing.

"Kodakery," the new magazine, free for one year to all Kodak purchasers.

210 DUNDAS STREET.

C. H. WARD & CO Diamond Merchants and Jewelers

NEW ADDRESS 386 RICHMOND

Phone 1084

Londoner's Brother Describes War Conditions in Switzerland.

A letter was received yesterday by John W. McIntosh, 322 King street, from his brother, W. J. McIntosh, in Switzerland. It is the first word received since war was declared. Mr. McIntosh's sisters are also in Switzer-

The letter, which follows in part, gives and town throughout the Dominion as good an account of the state of branches of the organization may be neutral nations in Europe as has been

Interlaken, Switzerland, Aug 7. Dear Brother,

"I suppose you will be wondering what has become of us since war broke out and, no doubt, you have heardmost distressing stories of the condition of European tourists. It is quite true that lots of them have had extremely disagreeable experiences through try- front. A prompt and hearty response ing at the last moment, when war was declared, to get out of whichever country they happened to be in, and being turned out of trains to make room for soldiers, in some instances losing their ing their duty to Canada and the baggage and having to tramp many miles over the ties. But we have had no trouble of that kind so far, although there is some chance that we will be on short rations before the war

Prices Greatly Advanced. "Some of the hotels have cut down heir menu considerably already, but up o the present time, we have been able o get three square meals a day. But is every country in Europe has prohibited the export of provisions, it is this country produces a very large R.C.H.A., who has been acting as supply, if the war should last more caretaker to the Sixth Battery, althan six weeks.

"We are better off, however, I beof everything some up out of sight.

seventeen and sixty years of age was ganized. summoned for military duty, and today frontier to prevent the armies of Germany, France, Austria or Italy from

Every Man At The Front. "You can imagine the state of things in this city of hotels, with almost every man gone to the front, leaving the hotels to be run by stenographers and service offered by the Carladian Pacific chambermaids. The pension we are in, however, is conducted by an Austrian, and he remains on the job, so we are pretty well off as yet, and he does not seem to anticipate any change for the

worst. "In any case, it is impossible to get made within a week or two to carry C. P. R. Ticket Office, corner Dundas people from here through France to England. If starvation should appear to be a possibility in this country, we may follow the crowd to England or perhaps go to Italy within a week

All War News Suppressed. "In the meantime you probably know great deal more about the war than we do, as you will have read the English news. Not an English newspaper has been received here for a week, and the continental papers are forbidden to publish anything about military events in their respective countries, so that we are almost wholly ignorant of what s going on, and such little scraps of news as are printed are most reliable. I presume that will be the state of things until the war is over. and that we will know little or nothing about the events, which are to make such a tremendous change in the map of Europe until the struggle is at an

"Humble Ple" For Kalser. "The days of war correspondents are passed and there will be little news obtainable during the conflict, except the official reports given out by the military authorities. I sincerely hope. however, that when news does come, it will tell us that the Kaiser has had his Major Prikler, went to Sarnia on nose rubbed in the dust, and that his Monday to escort to Kingston eight forces have been so soundly "thrashed" that he will have to eat "humble pie for the rest of his natural life.

"It is the general opinion here that the Kaiser is at the bottom of the whole business, and that he could, if he would, stop the Anstrian campaign by raising his finger, or rather that he could have done so geven days ago. "I feel pretty confident that, al

though the German fighting machine s the greatest in the world, the combination against it will be strong enough to win out in the end. The war cannot last long in any event, as the cost is so enormous. "It is estimated that it is costing

Europe sixty million dollars a day, and if it goes on many weeks at that rate. t will mean bankruptcy for every nation concerned."

PAY UP TO AUGUST 22

Allowance for A. S. C. Men and Battery Being Compiled.

Orderly sergeants of the Sixth Field Battery and Army Service corps were busy last night making up paysheets, and the men will receive their pay, probably up to Aug. 22, tomor-A few days' pay will be held back, following the usual procedure. At present all except the commissioned officers are receiving the same rate of pay, which is \$1.10 a day and 75c subsistence allowance for the period up to when they went into camp, and \$1 a day since that time. In camp rations are served out to the men and are supposed to be equivalent to 75c worth each.

BARGAINS IN PIANOS Anyone wishing a real bargain in a Piano should drop into the Piano Salon of Ye Olde Firme of Heintzman & Co., 242 Dundas street. There you & Co., 242 Dundas screet. There you will be shown a big list of Pianos which the firm have taken in exchange for their new instruments.

These pianos are all in splendid con
the pianos are all in splendid con
Etchings. hauled by the firm's own workmen and are offered at ridiculously low prices and easy terms.

FUND HAS CLOSED

Now Completed.

purchase of a hospital ship by Canadian women had closed and that no more SARNIA INDIANS GIVE subscriptions would be received. While the donations have not been totalled as yet, owing to the fact that several promised subscriptions have not yet been received, the aggregate amount will be a large one. Citizens wishing to make contribu-

the Indians of Sarnia Reserve last OTTAWA, Aug. 26.—H. R. H. the tions from now on will confer a night Indians passed a resolution Duke of Connaught, this afternoon favor on the society in charge by giv unanimously requesting the Dominion issued a personal appeal to the people ing towards the fund of the Soldiers of Canada in behalf of the patriotic Wives League.

from many parts of the Dominion I inaugurated the Canadian patriotic fund, the object of which is to provide for wives, families and depend-Patriotic Fund. ent relatives of those who go to the front to fight the battles of Great Britain and her allies. Unless gen-erous-minded citizens come to their aid there will be, during the coming winter, much hardship in many families owing to the absence of bread-

the staffs of many Montreal firms. One HOME DEFENCE CORPS company alone-the "Societe S.P.A.." manufacturers of "Paris Pate," has sent FORMED IN VANCOUVER almost three-quarters of its large staff, leaving behind practically only the

of doing so, and that the response "During the past few days the Canadian patriotic fund has been daily organized, a strong executive, city during the absence of the troops immediately filled, but the "Paris Pate" representing the whole Dominion, has been appointed and a central with the local police.

INSPECTION. formed, full particulars of which can be had by addressing the honorary the purpose of inspecting . nd purchassecretary, H. B. Ames, M.P., Ottawa. ing horses for use in the European war.

Now is the time to prepare for spraying. Sharman & Baker can supply you izing benevolent efforts in this way, the danger of overlapping on the one hand, or neglecting deserving com-

inspectors, should communicate without delay with the Union Stock Yards, West Toronto.

Sulphur, Soluble Sulphur, Alsender, London, Lead, etc. Sharman & Baker, London, R. R. No. 4. Office, corner King and Talbot. munities on the other hand, may be hearts will go out to their brave fellow-citizens who have gone to the

empire. "(Signed) ARTHUR, "President Canadian Patriotic Fund."

GO AS QUARTERMASTERS Caretakers of Various Corps Will Be

Given That Rank. An order was received at divisional military headquarters yesterday to the effect that corps caretakers may be taken with units which proceed to just possible that we may be reduced Valcartier as quartermaster-sergto living on milk and cheese, of which eants. Sergt.-Maj. McKay, of the

ready has made application to be sent with the troop. lieve, in Switzerland than we would All the men who volunteer under have been had we remained in Ger- these circumstances will be entitled many, as from all accounts things are to quartermaster-sergeant rank in in a terrible state there, with prices the contingent, but all other noncommissioned officers will go as pri-"The very day we arrived in this vates and take their chances of protown every Swiss citizen between motion when the contingent is or-

there are 450,000 Swiss soldiers on the SEASIDE EXCURSIONS AT VERY LOW FARES AUGUST 28, 29, 30. From all stations in Canada, west of crossing over and grabbing their ter- Montreal, to Windsor, Sault Ste. Marie and Sudbury, Ontario, to Kennebunk-Return limit September 14, 1914. Those contemplating a seaside trip Railway.

agents, or M. G. Murphy, district passenger agent, Toronto, Ont. C. P. R. ATLANTIC SAILINGS The C. P. R. Steamer Montford wil sail from Montreal at daybreak, Aug. out of this country at present, although 29, direct to Havre, France. Tickets and full information can be had at

Full particulars from C. P. R. ticket

TROUBLED WITH CANCER, TUMOR OR GROWTH? You can be cured; that is, if it is not too late, by the treatment of the late Henry Edwards. Write for testi-J. LEVITT, 388 RIDOUT.

Third of Your Life is Spent in Bed. Why Not Spend it in Comfort? KEYSTONE MATTRESSES and Pillows will give you that comfort.
Warranted sterilized and mothproof.
Made in London by the KEYSTONE BEDDING COMPANY.

COAL GENUINE PLYMOUTH ANTHRACITE.
Get together with your neighbors and order a car Jas. H. Herrick, Agent Prices on Application-Phone 2694

BABY CARRIAGES AT COST SEE OUR WINDOW. London Furniture Co.

375 CLARENCE STREET.

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

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having been thoroughly over- PLEASING PICTURES OF CHILDREN. London Loan Building, Corner of Dundas and Park Avenue.

Hospital Ship Donations in the City

Mrs. Col. W. E. Hodgins announced today that the London fund for the

AID FROM ROYAL BANK England in her war expenses. Fifty Thousand Dollars for Canadian Jacobs, Chief Menas and others, and

all were very eager to give help to MONTREAL, Aug. 26 .- The Royal the Motherland. Bank of Canada announces that the directors have voted \$50,000 for the FRENCH RESERVISTS LEAVE FOR Canadian patriotic fund. The donation is to be unconditional, and is to be distributed as the officers in left Montreal last week for the war. This exodus has created vacancies in charge of the fund may decide.

VANCOUVER, B.C., Aug. 26. - Tonight a home defense corps was formed to provide for the protection of the requirements. city during the absence of the troops

UNION STOCK YARDS ARMY HORSE is over. It is very gratifying also to note that their families have all been Imperial and Canadian army officers provided for by the "Paris Pate" Comre in attendance at the Union Stock pany during the absence of the "bread-Yards, West Toronto, every day for Winners. which will meet the requirements of the inspectors, should communicate without

Rowat's Pleases people who

T. A. ROWAT & CO

250 Dundas St.-Phones 3051-3052.

\$1,000 TO BRITISH FUND

[Special to The Advertiser.]

Government to appropriate \$1,000

from the funds of the Indians to help

THE FRONT.

A large number of French reservists

The vacancies thus created have been

people have promised to reinstate all

the reservists who return after the war

Addresses were given by Chief

SARNIA, Aug. 26.—At a meeting of

Coffee,

are particular.

ASTORIA Factory Is Still Busy

In spite of the fact that the present situation has caused many firms to partially close and some to close altogether, the Astoria Company is rushed with orders. It can hardly fill them. There is an important reason for this condition. It is the fact that people all over the world realize that the Astoria and Liberty Shoes are the best shoes manufactured today and that when they buy a pair they get the finest and best leathers, the latest lasts, and that they are built to wear and give comfort by shoe experts who know how.

Try a pair when next you want shoes. You will be well pleased.

Sold in London by the

The Store that Serves You Best 167 DUNDAS ST. ANNEX 398 RICHMOND ST.

Half Century



Of Progress

General Manager.

Save Your Money---Why?

The lack of a few hundred dollars in ready cash has caused many a golden chance to pass the young man by. Money in our Savings Department is more than money—it is character.

The man with a Savings Account is seldom out of work. His thrift is recognized. He is looked upon as a Better begin now—and deposit regularly whatever

you can spare from your earnings with The Huron and Erie Loan and Savings Company

Main Office-442 Richmond Street, London. Market Office-4-5 Market Square, London. Branches also at St. Thomas, Winnipeg and Regina. T. G. MEREDITH, K. C., HUME CRONYN.

President.

Ross Limited

The Fur Season Is Fast Approaching

With a prospect of a very short supply and a disturbed market, EARLY SELECTION AND PURCHASE OF FURS THIS SEASON WILL BE WISE AND PRO-FITABLE. Our stock is complete in Manufactured Garments and Dressed Skins. Any information gladly given regarding anything in the Fur line.

Fall and Winter Coats—
ALL THE NEWEST MATERIALS IN BALMACAAN, REDINGOT, PADDOCK AND CAPE STYLES. Every garment up-to-the-minute and at prices that please every buyer. Prices of lines now showing: \$5.50, \$10.50, \$13.50, \$16.50, \$18.75, \$20, \$22.50 and up to \$35.00

New Fall Suits_

In Worsteds, Serges, Duvetyne, Gaberdine, Bedford Cords, etc., ranging from \$15.00 to \$35.00. Every garment guaranteed perfect in fit, correct in style and faultless in finish

New Waists—
JUST TO HAND, FRESH FROM THE LEADING
MAKERS, IN SILK, CHIFFON, CREPE, ETC.,
\$3.50, \$5.00, \$6.75, \$7.50 and \$10.00

The Latest in Skirts-The new long tunic style......\$5.00 and \$6.75 Special values, clearing at \$2.49, \$3.49 and \$4.49 NEWEST IN NECKWEAR.

196 DUNDAS STREET.

Others Bluff and Bluster, BUT, The Taylor Drug Co.

Always Gives You Far Lower Prices Than Any Other Drug House in Canada.

WE WERE THE FIRST FIRM IN LONDON to come out

openly as CUT-RATE DRUGGISTS. Since then our growth has been so rapid that we have been forced to open store after store in order to take care of our steadily increasing volume of business. Our 4 Cut-Rate Stores are the busiest in the city every day in the week. No other drug house in London has been able to show any progress whatever, and here are a few of the reasons for our

phenomenal success: OUR HEAVY CASH BUYING for our four stores enables us to sell at lower prices than smaller concerns can

THE REASON for this is that we buy in wholesale quantities direct from the manufacturers, and rive you the wholesaler's profit.

ANOTHER REASON is that we have never advertised any sale of a "fake" nature in order to induce customers to come into our stores. No matter how improbable our prices may appear, you can depend that when we advertise any article at a special price we sell it at that price, regardless of how much it has

ANOTHER REASON is the "Taylor Guarantee." Upon every article we manufacture is printed a small label which simply states that if the article is not entirely satisfactory to you we will refund your money without question. We have yet to hear of any other firm that would give you this guarantee, and live up to it. ANOTHER REASON is that in every one of our stores, all dispensing is done by competent graduate drug-

gists with years of experience. These men scorn to substitute under any circumstances. ANOTHER REASON is that our enormous turnover insures the FRESHNESS of every article you buy from us, and our reputation for square dealing guarantees the QUALITY. We prefer doing a very large business at a small profit, to a small business at a very large profit. Our bargain days are every day

in the week. These are a few of the REASONS why it always pays you to deal at any one of Taylor's 4 Cut-Rate Drug

Below are a few of our prices for this week. They are far lower than any other drug house would dare to make them:

25c Eclectric Oil13c 25c Common Sense Rat 25c Little Liver Pills ..8c Poison16c 25c Aromatic Cascara, 14c | 25c English Corn Cure, 35c Wild Strawberry .. 16c guaranteed 17c 10c Steero Cubes, 2 for 15c 35c Morin's Effervescent 15c Snap3 for 25c Fruit Salts19c 25c Tooth Paste14c 25c Tooth Brushes13c 25c English Tooth Powder \$2.00 Best Red Rubber 9c Fountain Syringes .. 98c 10c Drummer Dyes5c 25c Mentholatum14c 50c Fruit-a-tives29c 15c Cold Cream8c \$1.50 Syrup of Hypophos-Champion Bed Bug Killer, the best25c

25c Cucumber and Witch \$1.00 D. D. D.58c Hazel Cream16c 25c D. D. D. Soap15c 25c Mennen's Shaving 25c Nerviline15c Cream 18c 25c Nature's Remedy Tab-25c Shaving Sticks....17c lets 14c 50c Luby's Hair Restorer. \$1.00 Nature's Remedy 67c36c \$2.00 Genuine Ebony Hair 50c Zam-Buk 29c

Brushes 89c

25c Belladonna Plasters 12c

25c Fig Pills 9c

50c Parisian Sage29c

50c Palmolive Shampoo 28c

50c Genuine Bileans .. 19c

50c Gin Pills25c

35c Best White Liniment...

25c Grave's Worm Syrup.

35c Atkinson's English

50c Electric Beans ... 29c

Tooth Paste 19c

\$1.00 Rubber Gloves .. 49c Paper 5 for 25c \$3.75 Horlick's Milk . . \$2.73 25c Box Assorted Toilet Soap 18c \$1.00 English Shaving \$2.25 Bed Pans98c 10c Cigars5 for 25c Brushes 47c 25c Mecca Ointment...13c \$1.00 Beef, Iron and Wine 25c Long Bars Castile Soap

50c Florida Water33c17c 25c Massage Creams .. 14c 10c Khova 2 for 15c 25c Nature's Oil14c 75c Parmint48c 10c Bottled Perfumes .5c 25c Tetlow's Pure Talcum 5c Wrigley's Spearmint... 15c French Perfumed Tal-...... 2 for 5c

cum 5c 25c Foot Elm 13c 25c Lime Juice, quarts 18c 25c Tiz 15c 25c Linen Writing Pads 9c | 35c Syrup of Figs16c 50c English Rheumatism 50c Peerless Hair Restor r. Capsules 39c best for restoring color

25c Peroxide 9c 25c Universal Foot Powder

to grey, faded hair. . 34c

25c Chamberlain's Cough

25c Catarrhozone 15c

10c rolls Best Crepe Toilet

25c Unrivalled Herb Tablets 14c 35c Best Improved Blaud's 50c Canadian Hair Dye 29c

50c Pebeco Tooth Paste 29c \$1.00 Caresse Talcum, the 25c Parmalee's Pills ... 13c best 49c 25c Moxon's Liniment 14c \$1.00 Morina Complexion | \$1.90 Sanatogen\$1.49

Powder 49c 25c Carling's Malt Extract 18c

35c Healing Salve 14c \$1.00 Genuine Eno's Fruit 15c French Soap, 3 for 25c Salt 54c A WORD TO THE WISE.

The war has made the markets all over the world very uncertain. So far we are the only firm in London which has not advanced prices, but it certainly will pay you to buy NOW at these prices.

Taylor Drug Co.

London's Greatest Druggists Market Branch: East Branch:

South Branch: Corner Wellington and Horton. Phone 379

399 Talbot Street.

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652 Dundas Street. Phone 663. North Branch:

Corner Central

and Richmond St. Phone 4151.