

TAYLOR'S BEEF, IRON AND WINE

is far superior to most preparations of its kind. It is absolutely pure, and the iron in a form that does not affect the stomach. We sell the regular \$1.00 size for 45 cents.

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,
194 Dundas Street. ywt

The best ad. is a satisfied customer. One ton will convince you

Our Coal is the Best

HEAMAN & SON
YORK AND BURWELL STS. Phone 312 ywt

Wegner Clothing Co.
Wholesale and Retail Dealers in Overalls, 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 shipment of Military Wristlet Watches, which are accurate timepieces. Regular price, \$2.75.

W. J. Wray & Co.
234 Dundas Street.

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

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, \$6.00 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.
114 DUNDAS STREET.
Phone 623. ywt

YOU NEED NOT BE SICK. OXYGEN
Nature's Greatest Curative Agent, Administered by the Oxyphator, Will Expel Disease

FOREST CITY OXYPHATOR 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 Butter Milk, 5c a Glass

J. M. CHIVAS
117 DUNDAS STREET. PHONE 443 ywt

YOU CAN BUY A GENT'S Elgin or Waltham Gold Filled Watch
Guaranteed movement, warranted 20 years, for \$5.75. This bargain is worth buying today.

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, Manager. ywt

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



HAMILTON'S 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

VANITIES
SPECIAL SALE OF COMBINATION VANITY CASES AND CARD CASES.

Sale prices, \$1.25, \$1.35 to \$2.75. Don't fail to see these.

PHOTO FRAMES
Large size; guaranteed Silver Photo Frames, 80c and \$1.00. These are quick sale prices, and won't last long.

MILITARY WRIST WATCHES
only a few left. Special sale price \$2.75.

W. G. Young
Official Watch Inspectors, G. T. R. and C. P. R.
214 Dundas. 674 Dundas. ywt

JOHNSTON BROS. XXXBREAD

Eat three or four slices of Johnston's bread at every meal 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 healthy.

JOHNSTON BROS. Phone 944. ywt

GUARD RETURNS
Special Detail of Seventh Back After Trip to Kingston.

The guard of the Seventh Regiment which, under the command of Sergeant Major Priker, went to Sarnia on Monday to escort to Kingston eight 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, Sergeant Major Priker says, had their steamship tickets right through to Vienna. They seemed not to relish at 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 inspection 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. Day-light loading and unloading. No dark room needed even for developing and printing.

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

J. H. BACK & CO.
210 DUNDAS STREET. ywt

C. H. WARD & CO.
Diamond Merchants and Jewelers

NEW ADDRESS
386 RICHMOND
Phone 1084

PLENTY OF MILK AND CHEESE FOR TOURISTS

London'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 Switzerland.

The letter, which follows in part, gives as good an account of the state of neutral nations in Europe as has been published:

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 heard most distressing stories of the condition of European tourists. It is quite true that lots of them have had extremely disagreeable experiences through trying 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 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 is over.

Prices Greatly Advanced.

"Some of the hotels have cut down their menu considerably already, but up to the present time, we have been able to get three square meals a day. But as every country in Europe has prohibited the export of provisions, it is just possible that we may be reduced to living on milk and cheese, of which this country produces a very large supply, if the war should last more than six weeks.

"We are better off, however, I believe in Switzerland than we would have been had we remained in Germany, as from all accounts things are in a terrible state there, with prices of everything going up out of the sky, and the danger of starvation appearing to be a possibility in this country, we may follow the crowd to England or perhaps go to Italy within a week or two.

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 chambermaids. The pension we are in, however, is conducted by an Austrian, and he is really 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 out of this country at present, although it is possible that arrangements may be made within a week or two to carry 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 or two.

All War News Suppressed.

"The meantime you probably know a 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 is going on, and such little scraps of news as are printed are most unreliable. I presume that we are 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 end.

"Humble Pie" For Kaiser.

"The days of war correspondence 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 nose rubbed in the dust, and that his 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 would, if he could, stop the Austrian campaign by raising his finger, or rather that he could have done so seven days ago.

"I feel pretty confident that, although the German fighting machine is the greatest in the world, the combination against it will be strong enough to win out in the end. The war, however, 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, it will mean bankruptcy for every nation concerned."

PAY UP TO AUGUST 22
Allowance for A. S. C. Men and Battery Being Complied.

Orderly sergeants of the Sixth Field Battery and Army Service corps were busy last night making up pay-sheets, and the men will receive their pay, probably up to Aug. 22, tomorrow. 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 \$11.0 a day and 5c subsistence allowance for the period up to when they went into camp, and \$1 a day since that time. In camp rations are served 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 Firm of Heintzman & Co., 242 Dundas Street. 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 condition, having been thoroughly overhauled by the firm's own workmen, and are offered at ridiculously low prices and easy terms.

A.25-27.

MAKES APPEAL FOR PATRIOTIC FUND

Duke of Connaught Issues a Statement—Much Hardship Feared.

[Canadian Press.]

OTTAWA, Aug. 26.—H. R. H. the Duke of Connaught, this afternoon issued a personal appeal to the people of Canada in behalf of the patriotic fund. It reads:

"In response to your urgent appeals from many parts of the Dominion I inaugurated the Canadian patriotic fund, the object of which is to provide for wives, families and dependent relatives of those who go to the front to fight the battles of Great Britain established at Ottawa.

"During the past few days the Canadian patriotic fund has been daily organized, a strong executive representing the whole Dominion has been appointed, and a central bureau established at Ottawa.

"I sincerely hope that in every city and town throughout the Dominion branches of the organization may be formed, full and hearty response 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 doing their duty to Canada and 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 Valcartier as quartermaster-sergeants. Serat-Maj. McKay, of the R.C.H.A. has been acting as caretaker to the Sixth Battery, already has made application to be sent with the troop.

All the men who volunteer under these circumstances will be entitled to quartermaster-sergeant rank in the contingent, but all other non-commissioned officers will be given privates and take their chances of promotion when the contingent is organized.

SEASIDE EXCURSIONS AT VERY LOW FARES AUGUST 28, 29, 30.
From all stations in Canada, west of Montreal, to Windsor, Sault Ste. Marie and Sudbury, Ontario, to Kennebunkport, Old Orchard and Portland, Maine. Return limit September 14, 1914.

Those contemplating a seaside trip should bear in mind the excellent train service offered by the Canadian Pacific Railway.

Full particulars from C. P. R. ticket agents, or M. G. Murphy, district passenger agent, Toronto, Ont. 20k

C. P. R. ATLANTIC SAILINGS.
The C. P. R. Steamer Montford will sail from Montreal at daybreak, Aug. 28, direct to Havre, France. Tickets and full information can be had at C. P. R. Ticket Office, corner Dundas and Richmond. 21u

DODD'S KIDNEY PILLS
FOR ALL KIDNEY DISEASES
BRONCHITIS, RHEUMATISM, GRAVEL, DIABETES, BACKACHE, ETC.

TRIOLED WITH CANCER, TUMOR
You can be cured; that is, if it is not too late, by the treatment of the late Henry Edwards. Write for testimonials.

J. LEVITT, 388 RIDEOUT. ywt
Phone 2666.

A 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. ywt

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Jas. H. Herrick, Agent
Prices on Application—Phone 2694

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FUND HAS CLOSED

Hospital Ship Donations in the City Now Completed.

Mrs. Col. W. E. Hodgins announced today that the London fund for the purchase of a hospital ship by Canadian women had closed and that no more subscriptions would be received. While the donations have not been tallied 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 contributions from now on will confer a favor on the society in charge by giving towards the fund of the Soldiers' Wives League.

AID FROM ROYAL BANK
Fifty Thousand Dollars for Canadian Patriotic Fund.

MONTREAL, Aug. 26.—The Royal Bank of Canada announces that the directors have voted \$50,000 for the Canadian patriotic fund. The donation is to be unconditional, and is to be distributed as the officers in charge of the fund may decide.

HOME DEFENCE CORPS FORMED IN VANCOUVER
VANCOUVER, B.C., Aug. 26.—To-day a home defense corps was formed to provide for the protection of the city during the absence of the troops at the war, and to act in conjunction with the local police.

UNION STOCK YARDS ARMY HORSE INSPECTION.
Imperial Canadian army officers are in attendance at the Union Stock Yards, West Toronto, every day for the purpose of inspecting and purchasing horses for use in the European war. Those having horses to dispose of, and which will meet the requirements of the inspectors, should communicate without delay with the Union Stock Yards, West Toronto.

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

J. P. COOK CO. LIMITED

"The Store that Serves You Best"

167 DUNDAS ST. ANNEX 398 RICHMOND ST.

Half Century Of Progress

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 reliable man.

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—45 Market Square, London.

Branches also at St. Thomas, Winnipeg and Regina.

T. G. MEREDITH, K. C., HUME CRONIN,
President. General Manager.

Ross' Limited
London and Edmonton

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 PROFITABLE. 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 BALMACAN, 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, Duveltyne, 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. PHONE 1319

Rowat's Coffee.

T. A. ROWAT & CO
250 Dundas St.—Phone 3051-3052.

SARNIA INDIANS GIVE \$1,000 TO BRITISH FUND

[Special to The Advertiser.]

SARNIA, Aug. 26.—At a meeting of the Indians of Sarnia Reserve last night Indians passed a resolution unanimously requesting the Dominion Government to appropriate \$1,000 from the funds of the Indians to help England in her war expenses.

Addresses were given by Chief Jacobs, Chief Menas and others, and all were very eager to give help to the Motherland.

FRENCH RESERVISTS LEAVE FOR THE FRONT.

A large number of French reservists left Montreal last week for the war. This exodus has created vacancies in the staffs of many Montreal firms. One company alone—the "Societe S.P.A."—manufacturers of "Paris Pate," has sent almost three-quarters of its large staff, leaving behind practically only French chefs, who are above the age requirements.

The vacancies thus created have been immediately filled, but the "Paris Pate" people have promised to reinstate all the reservists who return after the war is over. It is very gratifying also to note that their families have all been provided for by the "Paris Pate" Company during the absence of the "bread-winners."

Now is the time to prepare for spraying. Sharman & Baker can supply you with materials at lowest prices. Lime Sulphur, Soluble Sulphur, Arsenate of Lead, etc. Sharman & Baker, London, R. R. No. 4. Office, corner King and Talbot.

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.