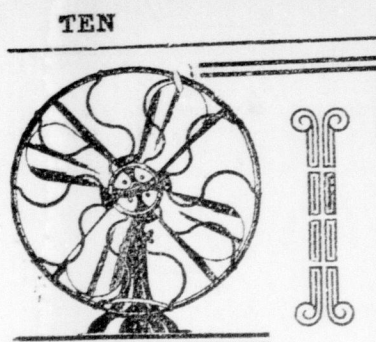




"HYDRO"

Electric Fan
would keep you cool for a
tenth of a cent an hour. Get one
NOW!

\$13.50 and Up
PHONE 3180.

The HYDRO Shop

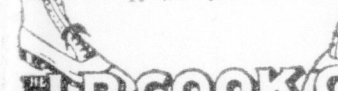
WE HAVE NEW HONEY

GUARANTEED PURE CLOVER.
Five-pound pail 75c
Ten-pound pail \$1.40

WILLIS & CO.
565 Richmond Street. Phone 3279.

Quality in Shoes, Quality in Service

Both are desirable and available in this store. If you pass down Richmond street, east side, below Dundas, you will see one of our signs, which reads: "The Store That Serves You Best." This slogan means that you will make no mistake when you come here for shoes. You'll get quality in service, "Q. & S." and quality in shoes. "Q. & S." and satisfaction in wear and comfort, and the prices are always in keeping with the pursuit of economy in shoe purchases. Watch our advertisements for broken lines. It will pay you.



J.P. COOK & CO.
The Store That Serves You Best
Two Store - Dundas & Richmond Sts.



DIAMOND RINGS, \$5.00 TO \$500.00.

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

USE CONNELL'S COAL!

Phones 770 and 1096.

Your Child's Eyes--Do They Need Help?

Though we sympathize with the child who is compelled to resort to glasses, yet, if the eyes need them, it is wrong to deprive them of the comfort. If your child evinces a desire to avoid study, complains of headaches or drowsiness, it may be due to imperfect refraction of the eyes. At all events, don't let your child go to school with eyes that need a careful examination.

Brown Optical Co.

SPECIALISTS.
223 Dundas Street. Phone 1877.

English Rheumatism Capsules.

are guaranteed to cure the worst rheumatic pains, six capsules to cure permanently. If given a fair trial. Price 50 cents a box at
TAYLOR'S SIX-CUT-RATE DRUG STORES.

BEANS NEAR FAILURE IN CRINAN VICINITY

[Special to The Advertiser.]
CRINAN, Aug. 22.—Farmers in this district are at present preparing for fall wheat, which will have a much larger acreage than last season. This season's crops generally have proven a disappointment, owing to hot summer. Oats, on account of the shortness of the straw, was hard to harvest and is turning out poorly. Corn, except when the sandy and gravelly soils, is a complete failure. Beans, which are largely grown in the north and western portions of this township, are rather poor. The early seedling of beans are poor, on account of the drought and heat at the time of flowering. Several farmers are plowing up their bean fields for fall wheat, while others are talking of reeling only four or five bushels to the acre crops.

Cheese Sells Well.
Crinan Cheese Factory sold its July output of 175 boxes of cheese at an average of 16½c per pound, 8,253 pounds of the cheese was sold for 17½c and the balance for 14½c. Twenty years ago, in the same month, cheese sold for 80c per pound, which was considered a high price then.

OBAN METHODIST ANNIVERSARY.

CAMLACHIE, Aug. 22.—Large congregations attended both services at Oban Methodist Church Sunday. Rev. E. C. Copeland conducted the anniversary services. Wyoming Methodist choir furnished the music. On Monday evening a social was held on the lawn of Thomas Young. Crowds were there to enjoy the good time. The Petrola band supplied the music for the evening.

HORSE BREAKS LEG.

CAMLACHIE, Aug. 22.—On Monday evening Gordon O'Brien and two lady friends were thrown from the buggy in which they were driving, when the horse turned suddenly into O'Brien's gateway. Fortunately, no one was injured but the horse ran away and became entangled in a fence broke its leg.

QUALITY STORE

California Ripe Olives
15c and 25c Per Tin

Harry Ranahan
515 Richmond St. Phone 1024, 3323.

THIRD TERM ATTEMPT BY MAYOR STEVENSON?

Trades and Labor Council May Support Him Again.

The municipal committee of the trades and labor council, considering the advisability of nominating Mayor Stevenson for a third term. It is considered certain that his support will run again, and he will have the support of a section of the labor party. Controller W. W. Gammage and Commissioner E. R. Dennis have been mentioned as his probable opponents. It is not likely that there will be a three-cornered contest.

WILL LIKELY RECOVER FROM HEAT PROSTRATION

James Dougherty Shows Signs of Improvement—Long Unconscious.

James Dougherty, who was taken to Victoria Hospital on Monday prostrated by heat, is now recovering. The hospital report today was to the effect that he was improving steadily. He is a G. T. R. employee who was stricken while working on a pile of lumber. Dr. Homer Black at first held little hope of his recovery, as he had remained unconscious until Tuesday morning and was still in a comatose condition at noon. Miss Ethel Baker, who was also taken to Victoria Hospital on Tuesday, is progressing favorably. She is employed in the tinware department of the McCleary Manufacturing Company, and was working there in the afternoon. She was taken to the hospital in an unconscious condition.

CONSIDERED DANGEROUS AND SENT TO ASYLUM

A. Jackson of Lobo Township, Being Insane.

A. Jackson of Lobo Township, appeared before Squire Chittick Tuesday afternoon charged with threatening to kill his neighbor, Andrew Scott. No evidence could be found to substantiate the charge, but he was committed as being insane and dangerous to be at large. After a medical examination he was committed to the asylum. He was brought into London on Thursday, but put up \$100 bail, and hearing was to be taken place in the morning, but he failed to appear.

MAYOR H. STEVENSON ACCORDED AN OFFICE IN MUNICIPAL LEAGUE

Is Elected Second Vice-President at Gathering in Montreal.

MONTREAL, Aug. 22.—The annual election of officers in the League of Canadian Municipalities resulted as follows: (Honorary patron, Hon. Robert Rogers; honorary president, Mayor T. L. Church, Toronto; president, Leslie H. Boyd, K. C., Montreal; first vice-president, Mayor Stewart, Victoria, B. C.; where the next meeting of the union will be held; second vice-president, Mayor Stevenson, London; third vice-president, Mayor Hardie, Lethbridge, Alta.; honorary secretary-treasurer, W. D. Lighthall, K. C., ex-mayor of Westmont. Hon. Robert Rogers, minister of public works, in an address urged local co-operation on the part of all Canadian municipalities in the Dominion at the close of the war. Thomas Boyd, gave a study of a city's sinking fund; Dr. Horace L. Britain, managing director of the bureau of municipal research, Toronto, spoke on "How to introduce modern system of municipal work."

RETURNED FROM FASHION CENTRE.

Mr. David Wolf, manager of the Artistic Ladies' Wear Company, 211 Dundas street, returned last night from a tour to the leading fashion centres in the United States. Mr. Wolf states that while the great cloak some lines, yet he managed to order hundreds of different makes in ladies' suits, coats and dresses while in Cleveland, Philadelphia and New York, and assures the ladies of London and Western Ontario that he has selected many of the best styles and fashions to be worn in New York.

FOR FIRE SUFFERERS.

[Canadian Press.]
St. John, N. B., Aug. 22.—The city council of St. John has decided to assist sufferers in the recent Ontario forest fires.

FOURTEEN KNIFE WOUNDS.

MONTREAL, Aug. 22.—With fourteen knife wounds in his arms, neck and shoulders, Mrs. Josephine Papineau, 180 Cadieux street, was taken to the Montreal General Hospital today, and her alleged assailant, "Jim" Mariano, an Italian, was arrested on a charge of attempted murder.

Spontaneous action is the test of character.—Selected.

Your Soldier Boy

Would surely enjoy one of
PETERS SPLENDID FRUIT CAKES

There's the Finest Fruit in them, and plenty of it.

They will keep until you want to use them.

Sizes suitable for shipping

PETERS

169 Dundas St.
519 Richmond St.

RED CROSS LIST OF DELEGATES GROWING; 316 REPLIES IN NOW

Thursday Convention Here To Be Record-Breaker.

REQUEST FOR FLOWERS BOTH LIVE AND DEAD

Local Committee Asking Aid in Decorating for Luncheon.

One of the immediate requirements of the executive of the London branch of the Canadian Red Cross Society is a sufficient quantity of flowers for the decoration of the tables for the luncheon to be given on Thursday at one o'clock in the banquet hall of the Masonic Temple in honor of the out-of-town delegates attending the annual meeting that day. Donations of flowers will be appreciated from the women of London who have gardens. It is requested that any such donations be left at the Masonic Hall, addressed to the Red Cross, not later than 10 o'clock Thursday morning.

Three hundred and sixteen delegates have already announced their intentions of being present, and for these and the local members of the society who attend a great deal of table space will be required, hence the necessity for a large quantity of flowers to make attractive the tables.

Mrs. A. E. Cooper, whose telephone number is 505, is receiving the names of the women who desire to attend the luncheon and to be hostesses of the day. The women of the city are urged to have a part in the luncheon and to do honor to the sister workers from out-of-town points in Western Ontario, many of whom are coming a considerable distance. One dollar will entitle a local member of the society to attend the luncheon and be hostess to two visitors. A donation, however, is not limited to one dollar.

The following are the affiliated societies and places which will be represented, the number of delegates coming from each, and in some cases the names of the delegates:

Lobo, 3; Belmont, Salem Women's Institute, 3.

Clinton, 3; Mrs. Fair, Mrs. Mason and Mrs. Holloway.

Florence, 3, including Mrs. Guy Roberts.

Lambeth, Verdun Club, 3—Misses Milne, Carley and Robinson.

Lobo, Komoka, 2—Mrs. and Miss Graham.

St. Marys, 3—Mrs. Crago.

Thorncliffe, 3—Mrs. Theaton.

Stratford, Downie Chapter, I. O. D. E. 2.

Ingersoll Red Cross, 3; Ingersoll Soldiers' League, 3—Miss McKellar, Miss Stone and Miss McDermott.

Varna, 3.

Appin, 3—Mrs. Down, Mrs. C. Rainey and Mrs. Foster.

Warwick, 3—Women's Patriotic League, St. Marys, 3; Welbourn Red Cross; Shelburne, 3; Delaware 3; Ferguson Crossing Needle Club, 3; Kintore, 3; Embury, Harrison Society, 3; Kingscourt, Ladies' Sewing Circle, 3; Mrs. Bircoward, Mrs. Lambert, Mrs. Coy. Denfield Red Cross, 2—Mrs. John Currie.

Thorncliffe, 2—Mrs. J. A. Hobbs, Mrs. Wm. Moss and Mrs. Thos. Gove.

Warwick, 3—Mrs. Shore.

Glanworth, 3—(Miss Carrie Fisher).

Thorncliffe, 3, War Relief Society—Miss Harris.

Denfield, 3, Institute and Circle—(Mrs. C. W. Hobbs).

Thorncliffe, 3—(Margaret Nairn).

Elgin County, 2—Mrs. Gilbert.

Walkers, 3—Mrs. A. Towers.

St. Pauls, 3—Mrs. Murray, Mrs. Naylor and Mrs. Wood.

Stratford, 3—Mrs. Thos. Hilderton, 3—Mrs. Milne).

Mount Elgin, 3; Lobo Women's Institute, Komoka, Melrose Ladies' Aid, 3; Stratford, 3.

Denfield, 3—Mrs. Lumby, Miss Gibson, Mrs. Freeborn.

Florence, 3—Mrs. Vanneck Red Cross, Denfield, 3.

Lakeside, Brown's Corners, 2—Mrs. Taylor and Mrs. Leadman.

Strathroy Girls' Canadian Club, 3; Strathroy, Knox Church, Knox Road R. C. C. 3—Mrs. Galbraith, Mrs. McGregor and Mrs. McLeish; Strathroy, 3—Miss Diehl.

Chesnut and Aven, 2.

Granton, 3—(Mrs. Dinsmore).

Galt Women's Pat. League, 1 or 2; Centralia, 3; Walton, 1; Mossley, 3; Milnes, Mount Elgin Institute, 3; Meadames Bell, King and Nagle.

Appin, 3—Meadames Miles, Miers and Macfie.

Belmont Women's Institute and R. C. S. 2; Anderson Pat. League, 2 or 3; Appin, Ekfrid Pat. League, 2; Wyoming, 3; Crediton, 3; Iderton, 3; Hensall, 2.

Lucasville, 2—Meadames Kerr and Lackie.

Ingersoll, 3; Stratford, Delamere Chapter, I.O.D.E., 3; Ingersoll, Welcome Circle, 3; Mrs. Deushers, 3; Komoka, 3—Mrs. Ford and Mrs. Dalgleish.

Wallacetown, 2—(Miss Jessie McDowell).

PARKHILL PLUMS GO TO OUTSIDERS; FUTURE IN PARTY

Lobo Man Gets \$1,000 for Task Bringing in \$500.

CLAIMS OF LOCAL MEN DISREGARDED AFTER POST WAS IN REACH.

[Special to The Advertiser.]
PARKHILL, Aug. 22.—Ever since the death of W. H. Taylor, postmaster and customs collector at Parkhill, two months ago, the Conservatives of North Middlesex have been at sixes and sevens. Three weeks ago it was currently reported that Peter Lindsay was appointed to the dual position, and the announcement of his appointment was received with approval by all citizens, irrespective of politics, excepting the political henchmen who were wanting the post themselves or for one of their favorites.

Mr. Lindsay is a retired merchant, well informed, popular, and would have made an ideal officer in the opinion of the workers of the party were it not for the fact that he was a Conservative. Mr. Lindsay was a member of the party, but he is reported that several of the hottest Tories vowed vengeance on the member if Mr. Lindsay were appointed.

Told to Take It Himself.
Several friends advised the member to cut the Gordian knot and take the post himself, but the suggestion did not suit the "big fry." One businessman in town wanted the customs appointment as an addition to his income, while another wanted the post-office for the same reason. A Government official in town considered that he had a better claim to so good a plum in the political harvest.

It now appears that the position has been divided and Dugald Gray of the township of Lobo has been appointed collector of customs. He received word of his appointment Tuesday, and will take the office at once. The late Mr. Taylor received \$400 per year as salary for the collectorship, but was given \$1,000, an increase of 60%.

Salary Larger Than Receipts.
The receipts of the customs do not exceed \$400 per year at this office, but the time employed is about one hour per day, or practically \$1,000 a year for doing next to nothing.

James W. Doyle, M.P.P. of the township of Lobo, has received word of the position of postmaster as a reward for his services, his influence and to keep his friends quiet. These appointments are not at all popular, as both men are outsiders, living from 20 to 25 miles from Parkhill.

The local applicants are up in arms. This is the first time in the history of the town that local positions have been given to outsiders, and it will take a lot of explaining by the Government to the people of the town who have in and out of season been working vigorously for the party.

It is the object in view of retiring with the postoffice and customs as a reward for their services, and to find their way in the world. It is a bitter pill to swallow.

VOICE OF THE PEOPLE

Medical Gymnastics at Belvidere.

To the Editor of The Advertiser:
In a paragraph in your issue of yesterday relating to the arrival in London of Sgt.-Major McGale, I note in the reference to the effects of physical drill, scientifically applied to the mind, as an "idea" somewhat in the nature of an experiment. This, however, is not the case, as the McGale has been in the military use at the Belvidere Military Convalescent Home for the past nine months, with marked success. Yours faithfully,
2 Stanley street, August 22, 1916.

INFORMAL RECEPTION TO NEW MINISTER

Centennial Methodist Congregation Has Social in Pastor's Honor.

Tuesday evening, an informal reception was held by the official board and Ladies' Aid of the Centennial Methodist Church in honor of the new pastor, Rev. H. T. Ferguson and Mrs. Ferguson, who arrived in London on Monday. The schoolroom was transformed into a reception-room and made very attractive with quantities of flowers, roses, gladioli, and other plants. During the evening, addresses of welcome were given by T. R. Wright, who also acted as chairman, W. J. Arthur, on behalf of the trustee board, and G. G. Galt, representing the Sunday school, and Rev. Mr. Wickert.

Replying, Mr. Ferguson expressed grateful appreciation for all the kindnesses shown him, himself and family, by the congregation of the Centennial Church since arriving in the city. Personally, he had felt loathe to leave Walkerville, and experienced a little homesickness on first arriving in London. This, however, had been entirely dispelled by the unfailing thoughtfulness of the members of the new congregation to whom he had come to minister.

Touting upon the work he hoped to accomplish, Mr. Ferguson asked for the co-operation of the congregation and expressed the belief this would not be withheld. He promised to devote his whole time to the church and its mission.

Under the direction of Bert Weir, organist and choirmaster, a short program was rendered, including solos by Mrs. Brighton and E. Adams, a reading by Miss Edna Reid, and a number by the Centennial Ladies' Quartet, of which the members are Misses Gertrude Wood, Helen Thompson, Gladys Udy and Gladys Stanfield.

FAST MORNING TRAIN TO TORONTO VIA CANADIAN PACIFIC.

The fast Canadian Pacific "Queen City Special" leaves London 9 a.m. daily, arrives Woodstock 9:20 a.m., 10:20 a.m., and Toronto 12:15 p.m. The train is equipped with a Pullman sleeping car, an exceptionally convenient train. Excellent equipment, including parlor car, Pullman passenger car, and Pullman passenger agent, London.

SAYS PUBLIC SHOULD GIVE CO-OPERATION ON FIRE PREVENTION

Head of London Fire Department Declares Need Great.

MEANS CHEAP INSURANCE

Elimination of Fire Hazards Would Bring Reduction in Premiums.

Fire prevention was one of the most important topics under discussion at the recent fire chiefs' convention held at Windsor. It is a question that is coming more and more to the front. Possibly in a more or less haphazard sort of way everyone has given at least some thought to fire prevention, but the full importance of it has heretofore apparently appealed to members of the fire departments and insurance companies only, so far as London has been concerned. If Fire Chief John Atken can accomplish it, fire prevention is something in which Londoners generally are going to become interested.

It isn't necessary to go into fire insurance losses and quote figures to show the necessity of it. Public reports do not show the question. It has been pointed out that the fire insurance companies are paying heavy fire insurance premiums. Fire protection and fire prevention are two vastly different things. We have good fire protection in London, but it could hardly be said that we had as good fire prevention, and of the two, the prevention is really the more important. In reality, the two are one and the same, though from different standpoints.

Means Cheaper Insurance.
"We had one of the most excellent papers on the question. I have never heard at the last convention of the Dominion fire chiefs in Windsor, and I wish that everyone could have heard it. It is the merchants and business men of the city who are the greatest danger to the city, not the fire departments. It is a safe bet that insurance would come down.

Becoming Important in States.
"Over in the States they are waking up the need of fire prevention in great shape. Many of the states have special commissions and committees to look after it. They have cut down fire risks in a wonderful way. These commissions are often state controlled, and are the co-operation of the different legislatures and of the state officials. Vigilance on the part of fire marshals has cut down incendiary fires, and co-operation between the insurance men, the general public and the fire prevention commissions has eliminated thousands of fire hazards and made possible lower insurance premiums.

"In many places they have a regular fire prevention day or days. A big party of insurance men will go into a city and make a thorough survey of it from a fire insurance standpoint. They will find out the fire risks, and the insurance companies will volunteer their services and make a report on every block, particularly in the business district. They prepare reports on what they find, and these reports are taken up by the chambers of commerce or similar organizations that correspond to our board of trade.

At the reports show where there are rubbish-filled cellars, filthy, shabby structures and outbuildings that are a menace, and so on. The chambers of commerce, say, know these things, and the insurance companies will volunteer their services and make a report on every block, particularly in the business district. They prepare reports on what they find, and these reports are taken up by the chambers of commerce or similar organizations that correspond to our board of trade.

Would Aid London.
"We have our inspections, by the department of the town, and these inspections always result in good, but what we want is a general co-operation. If we can get everyone working together on the question, we would aid the city of London materially, and feel sure that the general public here, as elsewhere, is waking up to the necessity of fire prevention as never before. We would like to see the reports of the fire prevention day or days.

"QUEEN CITY SPECIAL," THE CONVENTION TRAIN TO TORONTO VIA CANADIAN PACIFIC.

The convenient departure time of the Canadian Pacific "Queen City Special" from London is 9 a.m. daily, for Woodstock, Galt and Toronto, and the return train leaves at 12:15 p.m. for London. The train is equipped with a Pullman sleeping car, an exceptionally convenient train. Excellent equipment, including parlor car, Pullman passenger car, and Pullman passenger agent, London.

BILLION DOLLAR CROP EXPECTED

After a thorough canvass of various points throughout Western Canada, Dr. McGill of the Dominion Grain Commission is quoted in Calgary as saying that Alberta would have a crop good as last year, that the Dominion would have a billion dollar grain crop, and that the grain crop of the entire provinces would be little if any behind that of last year.

"The country as a whole never looked better than it does at present," said Dr. McGill. "The weather was made for us, as you might say, and I am of the opinion that this year's harvest will be another bumper crop."

Under the contemplation of going West, Dr. McGill said, he would like to see the wheat fields in Western Canada as served by the line of the C. N. R., and the grain elevators they can travel from.

Some districts to the destination Canadian Northern All the Way.

Arrangements have been made whereby passengers may travel in comfort and lunch counter cars being a feature.

The first of these excursions will be run in August, and the second in September.

For further information apply to nearest Canadian Northern Agent or nearest Canadian Northern General Passenger Agent, 68 King Street E., Toronto. B. Clark, Agent, 416 Richmond street, London, Ont.

SAVE MONEY ON TEA.

You can buy Rowat's Special Tea—the highest quality—in quantities of five pounds or more, for 5 cents a pound less.

40c, 45c, 55c, 65c and \$1.00 a pound. T. A. ROWAT & CO., 250 Dundas Street. Phone 3051, 3052.

BRITISH RECORD THREE GAINS ON THE SOMME FRONT

Advance Toward Martinpuich and Pozieres.

ARE NEARING THIEPVAL

Now Less Than a Mile From This Strongly-Held Village.

LONDON, Aug. 22.—The British have made advances at three points in the Somme front in the past 24 hours. They have captured 100 yards of trench between Martinpuich and Bazentin, have gained on a half-mile front in the vicinity of Pozieres, and have extended their gains to the Leipsic salient near Thiepval, advancing to within 1,000 yards of the latter place. The war office statement issued tonight says:

"Between Martinpuich and Bazentin we gained a further 100 yards of trench. South of Gulluumont we carried out a successful enterprise in the enemy's lines, and captured one of his machine guns. Hostile artillery was quieter today along the front.

"As a result of yesterday's operations south of Thiepval our position was improved. We took 100 prisoners. Further north, on the British front, there is nothing to report, except considerable hostile artillery activity opposite Ais-Vaulet and south of the Ypres-Comines canal."

The Germans are stubbornly clinging to their hold on Gulluumont, though sustaining heavy casualties as the result of British artillery fire on the place, says the official statement issued this afternoon which follows:

Desperate Resistance.
"In Gulluumont the enemy's position is still maintaining an obstinate resistance. We have captured one of our artillery bombardments.

"In the vicinity of Pozieres we have again made considerable progress. We have advanced on a front of a half-mile, and are established at a road junction just outside of Monquet farm, and have pushed forward along the right of the Pozieres-Mirumont road. In the Leipsic salient (in the vicinity of Thiepval) we extended our gains, and advanced our positions to within 1,000 yards of Thiepval. Over 100 prisoners were taken."

FRENCH ATTACK BEYOND MAUREPAS.

PARIS, Aug. 22.—Via London, 11:23 p.m.—The situation on the French front is unchanged, according to the official statement issued by the war office tonight. The text of the statement follows:

"An artillery duel is in progress on both flanks of the Somme and at Flury, in the Verdun sector. At Flury, the French have made considerable progress, and are now in possession of the village of Flury. The French have captured several prisoners, and are now working in the direction of the village of Flury."

Progress was made by the French last night on the Somme front. The French have captured several prisoners, and are now working in the direction of the village of Flury.

"North of the Somme the artillery continued to be active on a large portion of the front. During the night we made progress in the outskirts of Flury."

"In the wood which our troops took on August 20, south of Gulluumont, we captured two more field guns, bringing up to eight the number of guns which fell into our hands in the engagement.