### A School of Strength and Character Established Thirty-Three Years Ago

July, 1885, Principal Westervelt anded the school which bears his Careful teaching, up-to-date equipment, and conservative methods combined have made for the Westervelt School the reputation of being a school of strength and character.

The Fall Term will begin September 3.

HELP NEEDED FOR WESTERN HARVEST When traveling to western harvest fields—go by Canadian Northern Rail-way and give loyal support to the peo-ple's line.

ple's line.
Purchase through tickets and ask
for routing via Grand Trunk to Toronto,
thence Canadian Northern. Information of value to harvest hands is given in a leaflet entitled "Harvesters' Work and Wages," to be had from any C. N. R. agent.

A. 21

PARTICULAR MEN ARE BUYING

'FLORSHEIM' SHOE Cook's Shoe Store



Good Advice To Old and Young Alike



2173 - Phones - 1313



\$86 Richmond Street.

THE MAKING AND FIT-TING OF YOUR GLASSES

Our unexcelled facilities for making and fitting your glasses enable you to have the best that careful forkmanship and skill can pro-

If your eyes have had treatment and the doctor or oculist gives you a prescription for glasses, please mention that you wish them made by



233 Dundas Street. Phone 2351. Two Doors East of Majestic.

WHY NOT? BUY GUARANTEED GOODS. nadian Beauty Irons . . . . \$5.00
nadian Beauty Toaster . . . \$5.00
tetric Fans . . . \$7.50 to \$40.00
hights . . . . 90c to \$2.50 Ontario Electrio Co.

### Diamonds! **ENGAGEMENT**

RINGS We are at your service, with a most wonderful selection of sparkling gems direct from the cutters. These stones are mounted in exclusive white gold and platinum

settings. Such gems can never depreciate in value, but are constantly increasing, and will be a constant source of pleasure to the wearer. Before buying, see our wonder fut values at \$35, \$45, \$53 and \$75.

### **YOUNG'S**

London, Main Corner. East London, Dundas and Elizabeth.

## Break Away!

IT COSTS A LOT TO LIVE But don't let the matter of expense keep you from having your eyes cared for. Sight is more important to you than clothing, food or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company. Specialists, 223 Dundas street. Phone 1877.

THOUSANDS OF MEN REQUIRED FOR HARVESTING IN WESTERN CANADA.

Thousands of men are required to help in the work of harvesting the western crop. The C. P. R. has completed arrangements to transport to the West this great army of workers.

For those going from points in Ontario to Manitoba, Saskatchewan and Alberta extra trains will be operated through to Winnipeg (the distributing point) without change. extra trains.

Winnipeg (the distributing point) without change.

Going trip west, \$12 to Winnipeg. Returning trip east, \$18 from Winnipeg.

Consult C. P. R. agents regarding
transportation arrangements west of
Winnipeg. Going dates:

August 20.

Winnipeg. Going dates:

August 20.

All stations in Ontario, west of Smith's Falls, up to and including Toronto, on Lake Ontario Shore Line, and Havelock-Peterboro line, also from stations Kingston to Renfrew Junction, inclusive, and from stations Toronto to Parry Sound inclusive. From stations, Bethany Junction to Port McNicholl and Burketon-Bobcaygeon.

August 22.



oughout the day.

kfast-8.30 to 10.30 inner--11.30 to

ee accom-

NANS NERAM DON, ONT.

Savings

NEWSPAPER,

Federal Advertising Agency

SLAVE.

Why worry and fuss over a hot stove baking bread when you can get this wholesome, delicious

Johnston Bros.

XXXX Bread

At just as cheap a price as it costs to bake at home.

Sold by Progressive Grocers.

JOHNSTON BROS.

PHONE 944.

C. F. B. License No. 5-263.

Pathy of the air council to his relatives.

Lieut. Lance was one of the type of young Londoner that has caused the name of this city to stand for the best when self-sacrifice and comradeship are called into play. He was possessed of an exceptionally genial disposition, and his sumny nature won for him many friends in this city, who will hear with deep regret of his death.

He was employed as a traveler for the National Drug and Chemical Company before he donned the uniform. Ed Lance, secretary of the Soldiers' Aid Commission, is a brother.

He enlisted in the Royal Air Force over a year ago and he reached the front about four months ago. He trained for a time in Texas and for a short time in England. When his turn came to go to Scotland for further training he refused to go, in his anxiety to get to France, and had been at the front since.

Ladies' New

BELTZ & CO.

FLIGHT LIEUT. LANCE

REPORTED KILLED

Makes Great Sacrifice—

ON AUGUST 13TH

PRACTICAL FURRIERS.

SPECIAL RATES,
In future army forms will only be good for exchange to obtain special military rate when signed by an officer authorized to sign transport warrants. Officers issuing these certificates are to carefully limit issuing of same to officers, nursing sisters and men with the C. E. F., and caution recipients against transfer of certificates or ticket procured thereon, and that the special rate can only be taken advantage of whez. traveling in uniform,
All ranks are to be cautioned that tickets not used in accordance with these instructions will not be accepted by railway conductors, and persons tendering same will be required to pay full railway fare.

WINS GOLD MEDAL,

JOINS BANK STAFF Dr. Chase's Nerve Food.

### PAID ASSISTANT IS REQUIRED BY S.A.C. FOR RELIEF WORK

Soldiers' Aid Commission Holds Annual Meeting.

OFFICERS WERE ELECTED

Offices of Organizations Dealing With Returned Men May Be Brought Together.

Well - Known London Boy Makes Great Sacrifice—No Particulars Yet.

Another same was added to the form the form of the control Well - Known London Boy The annual meeting of the local

when You

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actions of the present campaign served before in the present at all colding served before in the present campaign served before in the present at the confirmation of the present campaign served before in the present at the confirmation of the present campaign served before in the present at the confirmation of the present campaign served before in the present at the form

You are mentally tired. The strain has been continuous. The supply of nerve force is running | Seldon, secretary.

You cannot leave for a long rest in the country, and it is therefore, necessary that you have assistance where you are. Help awaits you in the form of

Miss J. Muterer of Ingersoll won a gold medal donated by President Silverwood of the board of trade to the Westervelt School of this city. The medal was given for highest standing in the Bookkeeping Department.

Miss Muterer was placed by the Westervelt School with the Canadian Bank of Commerce.

Dr. Chase s Nerve Food.

This great restorative feeds the nerves back to health and vigor. It restores the energy and vitality that is necessary to success and the healthful enjoyment of life. ment of life.

## ROWAT'S COFFEE SINCE 1895 EVERY

BRIDGE ON G.T.R.

Been Double-Tracked.

Howard G. Kelley, Now Presi-

dent, Has Engineered All

Reconstruction.

MONTREAL, Aug. 16.-There is

55c PER POUND Phones 3051-3052 Canada Food Board License No. 8-3422.

Advertiser's Popularity Gets Another Boost

ST. THOMAS, Aug. 16.—The ever-increasing popularity of The London Advertiser among St. Thomas residents was plainly shown this afternoon, when a well-known St. Thomas citizen approached a representative of that paper and gave an order to have the morning edition sent to Quebec for three months. A friend of this man is visiting there, and will be at that place for some time, and being desirous of keeping in touch with local happenings he decided to have his morning paper follow him.

An enthusiastic meeting of young people, relatives of soldiers, was held Thursday at the rooms of the H.D.S.A. for the purpose of forming a cycling club, the age of the members to be between 15 and 21. Officers were appointed as follows: Miss Elsie Martin, president; Miss Dorothy Myers, vice-president; Hugh T. Galbraits, secretary; James Martin, treasurer, and Edward Williams, cycle leader. A committee was appointed to draw up the rules to be submitted to a general meeting to be submitted to a general meeting to be held on Tuesday next.

HORSEMEN, ATTENTION! Exeter Fair, September 16 and 17; 2:20 trot or pace, purse \$200. R. G.

A nourishing food-drink for All Ages. Anywhere at anytime. Par 16 and 17; \$200. R. G. Delicious, sustaining. No cooking Aug. 17, 24, 31 Canada Food Board License No. 14-385.

You Can Hardly Tell the Difference Although we are using the required amount of substitutes in our breads, our scientific methods of baking eliminates practically all the

darkness and different taste. PARNELL'S BREADS

Are really good. If you have never tried them order a loaf today. You will be pleasantly surprised. PARNELL THE BREADMAN



# ROSS'

## Clearing All Ladies' Summer Apparel

SILK SUITS WASH SKIRTS VOILE BLOUSES SILK BLOUSES CREPE DE CHINE BLOUSES GEORGETTE BLOUSES

SILK DRESSES SILK AND WOOL SWEATERS MOTOR COATS RAINCOATS IN TWEED, SILK AND PARAMATTA

Furs Remodeled During August at Summer Prices

196 Dundas Street

Phone 1319



The Scientific Anti-Skid With the Powerful Suction Tread.



**Every Size** aSupersize'

Automobile tires are carefully built by hand, not pressed into shape. They are remarkable for their resiliency and wearing qualities, and stand up under all conditions.

Sold in London by London's Rubber Man, Dundas street. See his display.

Manufactured by

The Van Der Linde Rubber Co., Limited at 142 Weston Road, Toronto.

