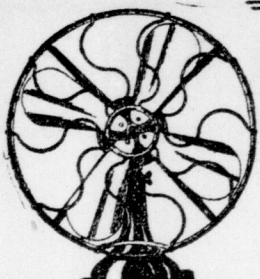
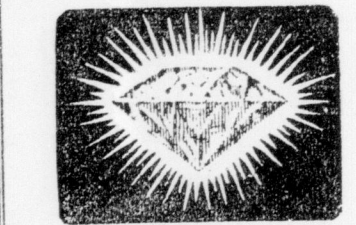


TEN



"HYDRO"
ELECTRIC FAN
and its refreshing breezes will make you feel like a new man.
\$5.50 AND UP.
PHONE 3193.
The HYDRO Shop



DIAMOND RINGS, \$5.00 TO \$500.00.
C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 Richmond Street. Phone 1084.



Brown Optical Co.
SPECIALISTS.
223 Dundas Street. Phone 1877.

COAL!

Furnace, Stove, Egg \$7.00 ton
Baseburner Nut \$7.10 ton

For the range and heater we recommend our Large Egg at \$6 per ton. It has the value of Chestnut in these stoves. Why pay one cent more?

THE CONNELL ANTHRACITE MINING COMPANY.
Phones 770 and 1096.

ABOUT YOUR EYES
CONSULT US.

Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 235 DUNDAS ST.
See Tuesday and Saturday A.M.

D. L. and W. Anthracite
The Coal That Satisfies.
Best prepared. Highest efficiency. Lasts longer. No Clinkers. Greatest comfort. Most economical.

HEAMAN & SON
Phone 312. York and Burwell.

Pocket Periscope

ONE OF THEM MAY SAVE HIS LIFE.

Easily carried in tunic pocket. Can be adjusted in a few seconds. Recommended by officers and men on active service. Send one to your relative and friend.

Hay's Stationery
173 Dundas Street. Phone 150

Best Work at Low Prices
Keeps Us Busy
CALL 2334.

London Tire Repair Depot
354 Wellington St. Opposite McClary's.

Delaware, Lackawanna and Western Coal Company's

Scranton Coal
The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY
PHONE 348. 19 YORK STREET.

THE LONDON LOAN AND SAVINGS COMPANY OF CANADA

4% Allowed on Deposits
5% to 5½% Allowed on Debentures.

M. J. KENT, Manager.
OFFICE, 220 DUNDAS ST.

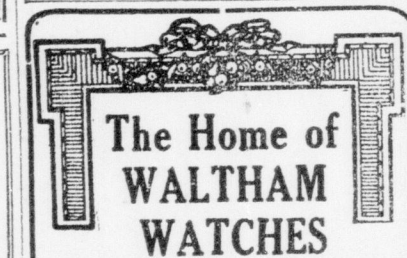
P. M.-G. IS HOME.
OTTAWA, Aug. 2.—Hon. T. C. Casgrain and Mrs. Casgrain arrived in Ottawa from the old country this afternoon. The postmaster-general visited the front, and speaks of the great admiration of the French people for the Canadian troops.

SAY PARNELL'S

When next you ask for a loaf of bread at your grocer's simply say "PARNELL'S, PLEASE." Not much trouble for you considering the returns in pure, clean bread you get.

If your grocer doesn't keep it phone us. We'll send you a trial loaf.

Parnell The Breadman
PHONES 929, 1390.



We are special agents for Waltham Watches, and carry a full line of them in stock all the time. \$10.00—Gents' Military Wrist Watch, heavy leather strap, sterling silver case.
\$12.00—Military Wrist Watch, fine gold-filled case.
\$15.00—Ladies' exceptionally fine Wrist Watch, all gold strap.
\$40.00—Ladies' 14K Solid Gold Wristwatch, with high-grade movement.

YOUNG'S
"A Good Place to Buy."
TWO STORES:
LONDON. EAST LONDON.

JOHNSTON BROS.
X X X BREAD
THE IDEAL SUMMER FOOD.
—Phone 944 or Call a Wagon

ANXIOUS FOR LONDONER WORKING IN FIRE ZONE

No Word Has Been Received From Victor Culbert.

No further word of Victor Culbert, a former London boy, who was working in the fire zone near Matheson, has been received. His brother, Orville Culbert, of 784 Wellington street, left yesterday on the 4:25 train for Timmins, where he will make further inquiries. Letters were received shortly before the disaster, but since then no word of any kind has been received. His name has not yet been placed on official lists of the missing.

J. Victor Culbert is a London boy, but he has been working in the north country for many years. He is at present employed as a geologist for the Canadian Mines and Finance. He has been away from London since last summer. He is a graduate of the School of Mines at Toronto.

A short time ago he was sent to the Croesus mine, which is situated about thirteen miles east of Matheson. He was to have returned to Timmins last Saturday.

CARD OF THANKS.
Mrs. and Miss Johnson, 657 Princess avenue, wish to thank the many friends for the kindness shown them at the time of their bereavement; also for the many floral tokens sent.

THOUSANDS OF MEN REQUIRED FOR HARVESTING IN WESTERN CANADA.

Thousands of men are required to help in the great work of harvesting the Western crop. The task of transporting to the West this great army of workers will fall to the lot of the Canadian Pacific Railway.

Excursions from points in Ontario to Manitoba, Saskatchewan and Alberta will be run, and special trains operated, making the trip in about 36 hours, without change or transfer.

"Going Trip West," \$12 to Winnipeg; "Returning Trip East," \$18 from Winnipeg. Consult C. P. R. agents regarding transportation west of Winnipeg.

GOING DATES.
August 17th and 31st—From Toronto—Sudbury Line and East, but not including Smith's Falls or Renfrew, also from Main Line East of Sudbury to, but not including, North Bay.

August 19th and September 2nd—From Toronto, also West and South thereof. Further particulars from Canadian Pacific Ticket Agents, or W. B. Howard, district passenger agent, Toronto.

Start the evening right. Take your tea at our team. Quality is everything.

PETERS, LONDON.

THE PLUMB-LINE
of Honor, the level of Truth, the square of Integrity, Service, Courtesy and Mutualism—with those aids John Wamamaker built a world-challenging business. We will meet you with all six.

Federal Advertising Service
Telephone 5482. After 6 p.m., 312 Dominion Savings Building, LONDON, CANADA.

Constant Headaches
When the nervous system gets run down one of the most persistent symptoms is headache. Nervous headache has been described as the cry of the starved head for more blood.

Because of its remarkable blood-forming and blood-enriching qualities, Dr. Chase's Nerve Food ranks first as a means of overcoming nervous exhaustion. Nervous prostration, indigestion, sleeplessness, irritability and all the annoying symptoms of nervous breakdown are relieved by this food. It is not a mere relief, but thorough cure; for it rebuilds and reconstructs the wasted and depleted nerve cells.

50 cts. a box, 6 for \$2.50.

Dr. Chase's Nerve Food

WHEAT TURNS OUT WELL IN COUNTY OF HURON

[Special to The Advertiser.]
WINGHAM, Aug. 2.—J. A. McLean, one of the most prominent farmers in this section, was the first to thresh this season. His crop of wheat is a No. 1 and runs on an average of 45 bushels to the acre.

The wheat of the steam threshers is busy these days and the harvest is great.

The outlook for a second crop of clover is slim, however, unless this district is favored with a good rain.

The cherry and small fruit crops are about done for the season, which was short owing to the prolonged drought and heat. Apples, plums and pears appear to be a good prospect. Although the caterpillar had shown itself in the orchards, it did not do much damage.

Some of the farmers here were afraid they would not get help from members of the 101st Battalion, but many Huron soldiers are coming in on different trains to help reap the harvest.

HAMILTON'S LONDON MIDWAY THRONED

Porter and Amber Ale
The best home-brewed beverage on the market. All dealers.

Kent Brewery
LONDON, ONT.

\$69,767 NET GAIN IN ASSESSMENT OF WARD 2 FOR 1917

Income and Business Taxation Lower.

POPULATION IS REDUCED

Enlistments of Young Men Given for Decrease of 177.

Assessment Commissioner Stephen Grant and his staff have completed the 1917 assessment of ward two, and there is a slight increase in the assessment, but a drop recorded in population.

The net gain in the assessment amounts to \$69,767, while the loss in population is 177. The population is now 9,702, as compared with 9,879. The boarding houses in this section have been considerably depopulated by the young men going to war.

The valuation of the land is fixed at \$1,703,510, as compared with \$1,493,545, a gain of \$209,965. The buildings are valued at \$4,075,250 for tax purposes, a gain of \$92,705 over the preceding year. The total land and buildings are fixed at \$7,778,850, an increase of \$102,670.

The business assessment is given as \$1,946,935, as compared with \$1,074,495 last year, a decrease of \$27,492. The income assessment amounts to \$505,193, as compared with \$510,894 last year, a decline of \$5,701.

The total assessment of the ward is placed at \$9,330,965, as compared with \$8,287,797.

The loss in population is caused by the number of young men enlisting," said Assessment Commissioner Grant.

SAYS CONTROLLERS NOW HAVE ALL INFORMATION

Secretary of Board of Education Declares Available Estimates Were Furnished.

Secretary R. M. McElhannon, of the board of education, has received an official request from the board of control, asking for more detailed information relative to the construction of the technical school.

"All the information we have in our possession," he stated, "all that is lacking is the estimate of the furnishings. We do not know much of these will cost, as the amount depends on circumstances. I think we have been very fair in our dealings with the board of control."

FARMER AND HIS SON BOTH STRUCK BY CAR

Badly Injured When L. & P. S. R. Electric Car Strikes Their Wagon.

While driving across the London and Port Stanley tracks at Spettigue's crossing, about a mile and a half south of London, at 6:30 o'clock Wednesday evening, James Vittle and his son, James, jun., aged 14, residing on lot 20, concession 1, Westminster, were struck by a car, and badly injured.

The wagon in which they were seated was smashed and the horses were more or less injured.

Mr. Vittle received a badly lacerated hip, and his body was bruised considerably. The son was also hurt about the legs, and suffered greatly from shock. The horses ran away, and were out of control.

Mr. Vittle was cutting oats in a field east of the tracks, and had finished for the day. He had three horses, two of which were hitched to the wagon, the third being lead along-side.

When they got to the crossing there were no signals, and thinking the car had cleared he drove across. He had almost cleared the rails when the car from London crashed into the rear part of his wagon. He and his son were thrown out, and the horses, terrified ran away.

James Vittle was thrown on the ground, and dragged quite a distance before he managed to extricate himself.

The car was stopped and the injured card for Lieut.-Col. Dr. Seaborn was called and dressed their injuries at their home. The horses were caught some distance up the road.

The car was in charge of Motorman Campbell and Conductor McGinnis of this city.

Both the injured will recover, but they will be laid up for some time.

HENSALL NOTES.
HENSALL, Aug. 2.—The fall wheat is seasonally advanced and though the yield will be good the sample is somewhat shrunken, owing to the extreme heat.

Preparations are under way for Hensall's civic holiday, Aug. 7 and the big union picnic at P. Bell's dam.

George Brown was called to Goleville last evening, owing to the drowning of his nephew, George Blatchford.

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Some of the farmers here were afraid they would not get help from members of the 101st Battalion, but many Huron soldiers are coming in on different trains to help reap the harvest.

MANY PIGNICS WERE HELD AT SPRINGBANK ON THE HALF-HOLIDAY

Delighted Crowd
About Eight Thousand Saw Big Show Last Night.

Feature Attractions
Children Are Delighted With the Races Put On by Monkeys.

Winning Ball Team Divided a Monster Watermelon.

Wednesday afternoon being a half holiday and also Delaware's Civic Holiday, a larger crowd than usual was at Springbank. Many large picnics and a number of small picnics were held. About 300 turned out to the annual picnic of the Empress Avenue Methodist Sunday School. A feature of the afternoon was a baseball game between two picked teams.

The following team defeated the other team by the score of 13 to 11, and received a monster watermelon, which was divided into nine pieces to supply the winners: Messrs. Quigley, Evans, Rev. Richardson, A. Brist, J. West, L. Johnston, M. Johnston.

Race Results.
The results of the races were:
Boys, 7 and under—J. Rossiter, N. Winner, C. Winner.
Girls, 7 and under—H. Gregory, J. Smith, C. Charlton.

Girls between 7 and 9—M. Rossiter, H. Rossiter, V. Mitchellree.
Boys, 10 to 12—F. Johnston, M. Rossiter, V. Mitchellree.

Girls, 10 to 12—E. Barry, M. Moffat, F. Winner.
Boys, 12 to 15—G. Parsons, E. Johnston, W. Parsons.

Boys, 15 and under—J. Rossiter, N. Winner, C. Winner.
Girls, 15 and under—H. Gregory, J. Smith, C. Charlton.

Three-legged race—M. Rossiter and E. Winton, E. Barry and G. Parsons.
Young ladies' race—L. Bartlett, M. Robinson, Mrs. Smith.

Young men's race—H. Evans, H. Rossiter, L. Lucas.
Married ladies' race—Mrs. Bathurst, Mrs. McCormick, Mrs. Charlton.

Married men's race—H. Evans, H. Rossiter, L. Graham.
Blind pig race—E. Mitchellree and C. Johnston, L. Mitchellree and C. Mitchellree.

Fat ladies' race—Mrs. Skill, Mrs. Newton, Mrs. Stillson.
Crowd From Delaware.

Delaware Civic Holiday picnic was largely attended. Races, baseball and sports featured the program. The results of the races were:

Boys, 5 and under—Roy Ryckman, Albert Hay, James Hay.
Girls, 5 and under—Nellie Turnbull, O. Pincombe, G. Neatby.

Girls, 7 and under—Amy Houston, Hazel Winton, Nellie Turnbull.
Boys, 7 and under—R. McCracken, G. Auckland, R. Turnbull.

Girls, 10 and under—Nellie Cressey, M. Rude, K. Lockhead.
Boys, 10 and under—D. Maniel, B. Kelley, G. Pennford.

Girls, 12 and under—H. Ryckman, H. Cressey, L. Brantam.
Boys, 12 and under—C. Johnston, D. Maniel, H. Ryckman.

Boys, 15 and under—G. McGregor, K. Trumpher, M. Maniel.
Young ladies' race—Miss Well, Miss McNeish, Miss Brown.

Open race, boys—Bert Mahler, Charley Lockwood, Fred Well.
Married ladies' race—Mrs. Jackson, Mrs. Hayes, Mrs. Butcher.

Wheelbarrow race—Scott and Maniel, Cressey and Maniel.

ESCAPES FROM CELL IN MYSTERIOUS WAY

No Locks Or Bars Forced, Yet Sandwich Institution Delivers Prisoner.

[Special to The Advertiser.]
WINDSOR, Aug. 2.—Munroe Allan, aged 28, of Detroit, escaped from the Sandwich county jail today between 10 o'clock and noon, leaving no clue as to how he managed to get out of the steel cell block.

The locks and bars were intact. He was for offering liquor for sale illegally. When the turnkey went to get the prisoner he was missing.

MRS. CHAS. MCKINNON BURIED.
KINCARDINE, Aug. 2.—Mrs. Chas. McKinnon of Gilmuir, 62 years of age, died Monday night after an illness of several months. She was a member of the Gilmuir Presbyterian Church.

Before moving into the village the family resided on the 10th concession of Kincardine, and on the boundary. Excavator Dan C. McKinnon of Kincardine Township is a son. The funeral took place to Furdy's Cemetery today.

Every Stiff Joint Limbered Rheumatism Cured!

That Old Family Remedy "Nerviline" Is Guaranteed for the Worst Cases.

Cures Neuralgia, Backache, Lumbago.

Rheumatism today is unnecessary. It is so well understood and so readily curable that every day we have reports of old chronic being freed of their torment.

Let us speak confidently of the Nerviline remedy, for the simple reason that it cures me," writes Albert B. Cornelius, from Kingston. "You can't imagine how good it is for me and how I feel. Nights at a time I couldn't sleep well. I followed the Nerviline directions carefully—had it rubbed into my sore regions four or five times every day. The swelling went down. I got a fair measure of relief in a week. I also took two Perzonez Tablets and toned up my system generally. I am as well today as a man could be—in perfect good health. I give the credit to the Nerviline."

A large, family-size bottle of Nerviline costs only 50 cents, or the trial size, 25 cents, and is useful in a hundred cases of the family. Whether it's toothache, earache, headache, neuralgia, lame back or a cold, Nerviline will cure it as readily as it will cure rheumatism. For family use nothing equals Nerviline.

CLUB BAG SPECIAL \$2.95
SUITCASE SPECIAL 98c
TRUNK SPECIAL \$4.48

STYLE, SERVICE, QUALITY.

Johnston & Murray
LONDON. ST. THOMAS.

Don't Forget the Big Sale

Now On at the London Ready-to-Wear

Following are listed two of the many bargains we are offering during this big sale. Hundreds of Dresses, Suits, Skirts and Waists, all marked down.

WASH SILK WAISTS, up to 44 size 98c
WASH SKIRTS, all sizes 98c and up

ROWAT'S COFFEE 50c Per Pound

T. A. Rowat & Co.
250 Dundas St.—Phones 3051-3052.
CONVOKE SERB HOUSE.

[Canadian Press.]
Corfu, Island of Corfu, Tuesday, Aug. 2.—Visa London, Aug. 3.—The Serbian Government has decided to convoke the Serbian Parliament. King Peter of Serbia and the Greek Government have been advised of this intention.

DON'T BORROW
A Club Bag or Suitcase for that summer vacation trip. Come and see the astonishing bargains we are offering in our leather goods department. Then you'll see that it really pays you to have one of your own.

J.P. COOK & CO.
The Store that Serves You Best!
Two Stores—Dundas & Richmond Sts.

Conscientious advice and honest work is rapidly building our business. We're busy.

London's Rubber Man
186 KING-REAR. PHONE 5124.

STEAMERS ARRIVED.
Liverpool, August 3.—Arrived: 186 KING-REAR, Montreal.

LIFEBODY SOAP

The Health and Beauty Bath
is assured when Lifebody Soap is used. It keeps the skin radiantly clean and glowing with health.

Lifebody is an honest soap—unwraps a cake and smells it. A mild carbolic odor is there—that means an utterly healthy skin. But, the odor vanishes immediately after use.

ROSS' LIMITED

Final Clearance in Silk Suits

Black Faille Silk Suit, size 44. Regular \$35.00. Now...\$25.00
Green Poplin Suit, size 38. Regular \$27.50. Now...\$18.75
African Brown Suit, size 38. Regular \$27.50. Now...\$18.75
Black Taffeta and Blue Serge Combination Suit, size 36. Regular \$32.00. Now...\$22.50
Navy Taffeta and Blue Serge Combination Suit, size 16. Regular \$35.00. Now...\$25.00
Black Taffeta Silk and Black Serge Combination Suit, size 18. Regular \$33.00. Now...\$22.50
Wine Taffeta Silk Suit, size 34. Regular \$35.00. Now...\$25.00
Sand Taffeta Silk Suit, size 36. Regular \$35.00. Now...\$25.00
Gray Silk Poplin Suit, size 18. Regular \$37.00. Now...\$18.75
Palm Beach Suits. Regular \$8.50. Now...\$5.89
Silk Stripe Coat Dresses, in green and open stripes. Regular \$9.50. Now...\$6.98
Fall Coats, in mixed tweeds and checks. Just the garment for coming evenings. Prices...\$7.75, \$10.50 and \$13.50
Special values in Repp Skirts \$1.00 and \$1.50
Special values in Pique Cord Skirts \$2.50
Clearing several lines in Voile Waists from 98c to \$3.98

New Neckwear in Collars and Ties.

Fur Remodeling a Specialty
PHONE 1319. 196 DUNDAS STREET

Johnston & Murray
BUY YOUR SHOES HERE

Whether or not the article you need is listed here, you can always save money by buying it from any one of our SIX London stores. We save you money every day of the week.

Taylor's Drug BARGAINS

Just a few items from "Square Deal" Taylor's long list of drug store bargains for THURSDAY, FRIDAY AND SATURDAY. Prices are always the same at all SIX stores.

It Will Pay You to Deal With BRITISH Subjects!

50c Ingram's Milkweed Cream 25c
50c Fruit-a-tives 27c
50c Peroxide Vanishing Cream 24c
25c Mecca Ointment 13c
1.00 Nuxated Iron 57c
40c Limestone Phosphate 24c
50c Dr. Chase's Nerve Food 27c
50c Florida Water 32c
10c Lux 2 for 15c
25c Liquid Vener 19c
25c Mennen's Talcum 11c
25c Lila de France Talcum 8c
35c Djer-Kiss Talcum 19c
60c Abbey's Salt 39c
25c Abbey's Salt 17c
50c Household Ointment 28c
25c Hygienic Tooth Paste 14c
35c Listered Tooth Paste, 24c
1.00 St. Francis Invalid Port 50c
25c Ideal Orchid Talcum 19c
1.50 Syrup of Hypophosphites 79c
35c Syrup of Figs 18c
25c Nerviline 16c
25c Eclectic Oil 13c
15c Palmolive Soap... 3 for 25c
25c Carter's Pills 12c
15c Snap