Dr. Morin's Kidney Tonic.
A guaranteed remedy for all kidney and bladder affections. Unlike pills, it does not contain one particle of saltpetre. Soothing and effective action. Get a $1 bottle for 49 cents at TAYLOR'S SIX CUT-RATE DRUG STORES. t

D. L. & W. COAL
We sell dependable coal, and give quality and service. A trial will convince you our coal will last longer, and we guarantee weight.
HEAMAN & SON
YORK AND BURWELL STREETS
Phone 312. t

Best Work at Low Prices Keeps Us Busy
CALL 2334.
London Tire Repair Depot
354 Wellington St. Opposite McClary's. ywt

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 this 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 be in doubt about this, but have us make a careful examination.
Brown Optical Co.
SPECIALISTS.
223 Dundas Street. Phone 1877.

TIRED EYES
If you knew what relief our well-fitted glasses are to tired, strained eyes you would be sure to VISIT US AT ONCE.
John S. Barnard
Optician.
194 DUNDAS STREET. yt

BIBLES and TESTAMENTS
for overseas men. We have the largest assortment in the city.
Hay's Stationery
173 DUNDAS STREET
PHONE 150. ywt

Are you pointing out objects to your friends or are your friends pointing out objects to you? In either case glasses are needed.
Consult us.
Carlyle TREBILCOCK OPTICIAN
Phone 2351. 233 Dundas St. yt

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. ywt

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. ywt

HERE is a rich, nutty bread that you can eat with full confidence in its purity and unequalled strength-building nourishment.
Johnston Bros.
X X X BREAD
Doctors Recommend It.

FIREMEN STALLED IN A SANDY ROAD WHILE HOUSE BURNS

Big Auto Truck Went Up to Axles on Egerton Street.

HOUSE WAS DESTROYED

George Jarvis Had Little Child Die Only Few Days Ago.

Fire which is believed to have originated from an exploding coal oil stove completely gutted the home of George Jervis of 966 Hackett street, East London, last evening. Owing to the condition of the streets in the vicinity due to sewer construction, it was twenty minutes before the fire department was able to get a line of hose on the flames. The big auto combination truck on its way to the fire down Egerton street, got stalled in sand up to the hubs, and it was half an hour before it could be gotten out.

Finally a hose wagon got through the ripped up street and lines were laid in time to save the walls and a small portion of the roof, and also prevent the fire spreading to adjoining cottages.

Mrs. Jervis had started the oil stove to get supper, and went across the road to a neighbor's house for a few minutes. Another neighbor noticed the summer kitchen in flames a few minutes later, and an alarm was at once turned in. The flames spread rapidly from the summer kitchen through the house, and had it not been for the prompt assistance of neighbors who rushed in and took out the furniture, Mr. Jervis' loss would have been complete. As it is it will run into many hundreds of dollars, and is partially covered by insurance.

Mr. Jervis lost his little child only a few days ago from an attack of whooping cough.

MANY HARVESTERS AND HOMESEEKERS GO WEST

Forty-One of Former Leave Forest From Surrounding District.

[Special to The Advertiser.]

FOREST, Aug. 24.—Forty-one persons left Forest on the farm laborers' excursion to the West, viz.: From Forery, Thos. Robinson, Wm. Clark, and M. Morgan; from Bosanquet—Geo. Thomas, Chas. Pickel, Stanley Hodgson, W. W. Willett, Malcolm Watson, Mrs. John Gilchrist, Miss Florence Gilchrist, N. W. Moody, H. E. Beer, Thos. O. Kilmer and H. A. Lougheed; from Plympton—Lorne McKinley, Wesley Abel, Gordon Abel, Herman Morris, John J. Hubbard, Ed McKinlay, Lorne Taylor, Robt. Cairns, Wm. Beer and Lawson McKay; from Warwick—A. G. Harris, G. R. Colley, Robt. Stewart, Lloyd Kernohan, Glen Kernohan, Lyle Weaver, Herb Ellerker, Robt. D. Campbell, Mr. and Mrs. David Levitt and Geo. Moore.

The following left on the homeseekers' excursion from Forest—Mrs. H. Demerory, Forest, her daughter, Mrs. Thos. Porter; Bosanquet, with her infant son, who will visit in Melfort, Sask., with the former's daughter, Mrs. Wm. Anderson, and Mrs. Robt. McKenzie and Mrs. B. Vance of Warwick, who will visit in Edmonton, the former with her daughter, Mrs. Farr, and the latter with her daughter, Mrs. (Dr.) R. M. Thompson.

TO MINING INVESTORS.

Plummer & Co., mining brokers, 108 Bay street, Toronto, are making arrangements with a thoroughly qualified mining engineer, to act exclusively as their personal representative in the north country, and the reports of this engineer will always be at the disposal of their clients. Their market letters, will, as always, report mining conditions as they exist.

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 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.

September 2nd—From Toronto, also West and South thereof.

Further particulars from Canadian Pacific Ticket Agents, or W. B. Howard, district passenger agent, Toronto. 27-ywt-Sept.1

"ANYTHING TO HELP ANY CLIENT"
is one of Federal's mottoes. Rotarians will APPRECIATE that! (Some of them know it by experience.)
Federal Advertising Service
Telephone 5482. After 6 p.m., 3292.
312 Dominion Savings Building,
LONDON, CANADA.

HAMILTON'S LONDON Porter and Amber Ale
The best home-brewed beverage on the market. All dealers.
Kent Brewery
LONDON, ONT. ywt

VOICE OF THE PEOPLE

Apreciated by the 142nd.

To the Editor of The Advertiser:

Accept on behalf of myself, the officers, non-commissioned officers and men of our battalion our sincere thanks for your co-operation and the use of your popular paper in advertising and reporting so fully our field day while in London, and I assure you the men of our battalion appreciate all the kind things you have been pleased to say of us. I have the honor to be, yours truly,

C. M. R. GRAHAM,
Lieut.-Col., O. C. 142nd Overseas Battalion, C. E. F.
Camp Borden, Ont., Aug. 23, 1916.

To the Editor of The Advertiser:

Berlin is now dead, and Kitchener, Ontario, is now its legal name, after a hard struggle, thanks to the Ontario cabinet. Let us now trace the steps back to the beginning of this struggle, for everything has to have a beginning. The loyal British inhabitants of Berlin became disgusted with Germany in general, and Berlin in particular. The very name was offensive, and they were determined not only to avoid "evil, but the name and apperance as well," and they resolved by a large majority vote to change their city's name, and in order that the new name might be thoroughly British, they offered a prize of $200 for such a name as they would approve to any party who might select and propose such a name. A number of names were placed in the hands of the committee for selection. The committee selected six to be placed on the election ballot for approval by the electors, and after two days' voting by the electors, the name Kitchener was returned with a sweeping majority over all others, except the name "Brock," whose vote came as a good respectable second. Now it is admitted that a case is more than half carried that has a good start, and the parties who gave this case a good start merit a good share of the credit, and perhaps the whole of the prize. A new personality must now creep in.

The very day that Kitchener's death was announced, and the moment I read it, I concluded that no name would be more popular at the present time than his, and immediately I adopted it as my proposal, and the proposal was in the hands of the committee for their approval the next morning. Some others also may have placed the same name in the hands of the committee; I do not know, but I think my proposal was in their hands as near the first as possible, and I now desire to lay my claim to the prize from the new city of Kitchener. Yours truly,

L. C. ATTWOOD, J. P.
Vanneck, Aug. 24., Ilderton, No. 2.

Kitchener and other papers please copy. Pass it along.

Coming Prohibition.

To the Editor of The Advertiser:

The following facts only confirm our belief and contention for years that even in a monetary and social sense we will be immense gainers by closing the barrooms. The report of chief relief officer of Winnipeg, Mr. Frank Kerr, for July, 1916, shows that "the expenditures for the month were $15,527.09 less than for the corresponding period of last year, when they smounted to $20,462.13. In July, 1915, no less than $13,813.60 was spent as a result of unemployment, while this year not a cent has been required in that connection. The enforcement of the Macdonald act has played a large part in creating prosperity.

In passing one of our city hotels a few days ago at about 4 p.m., we noticed six or eight persons coming from the barroom, all of whom bore the marks of strong drink, while one poor fellow's face had been recently disfigured in a barroom row. As I passed on I meditated thus: What hope is there of doing much to help those men until these barrooms are closed, and they are no longer confronted with temptations to drink? The new law comes in force in a few days, and while the most ardent temperance man will not claim that habits created and confirmed by the license system through the years can be conquered all at once, we do believe that many of these poor victims will welcome the change, and in a little time will be glad that the state has stepped in and made it "easier for them to do right, and more difficult for them to do wrong." And everyone who has the well-being of his fellows at heart, will assist in sustaining the law, and secure from its enforcement all the benefits that are daily accruing elsewhere from similar legislation. That such may be the case is the earnest desire of A READER.

London, Aug. 26, 1916.

To the Editor of The Advertiser:

A recent report of the United States Hay Fever Association shows sufferers from this disease a course of action that promises mitigation of their affliction. It is no less than to combine and bring pressure on their boards of health and municipal councils to remove the cause of the disease. In several American cities this has been accomplished by measures preventing the hay-fever weeds from coming into flower. It is a safe assertion that in and near this city of London there are more of such weeds flowering today than in five times the same area in the townships a few miles from the city. You will see these weeds not only in the vacant lots, and around the dumps, but right on the boulevards. For example, on Piccadilly, near Miles street, opposite a house that has been closed a month or two, there is a rank growth of ragweed—the worst of the hay-fever producers—in which children might play hide and seek. ANTI-WEED.

WHEN GOING TO TORONTO TRY THE "QUEEN CITY SPECIAL."

The departure time of the Canadian Pacific "Queen City Special" from London, viz., 9:00 a.m. daily, is most convenient. Arrival time at Woodstock 9:30 a.m., Galt, 10:20 a.m., and Toronto, 12:15 noon. Excellent equipment, including parlor car. Full particulars from H. J. McCallum, City Passenger Agent, London. 37n-ywt

TIRE TROUBLE!
You get what you want when you come to us with your tire troubles. Good serviceable work at reasonable price.

London's Rubber Man
186 KING—REAR. PHONE 5124. ywt

CREW EXONERATED FROM ANY BLAME IN HERBERT DEATH

Denfield Man Stepped in Front of Car Despite Warning.

HAD SKULL FRACTURED

Hydro Went Out and Probe Had to Finish by Lamplight.

We find that Carson Herbert, came to his death at Victoria Hospital, London, on the evening of August 22, from injuries received by being struck by a southbound Normal car, a little south of Carling street, on Richmond, on the afternoon of the same day.

From the evidence adduced we find that the death of this man was accidental and we find also no blame attached to any employees of the street railway.

The above verdict was brought in by the jury, which under Coroner MacLaren investigated the death of Carson Herbert of Denfield, who was struck by Normal car 112, southbound, last Tuesday night about 6 o'clock.

Mr. Herbert was taken to the home of friends, but was later rushed to the hospital, as his condition became worse. He died there at 11:30 that night.

Dr. R. Shaw stated that he had made a postmortem examination of the victim. Death, he said, had been caused by a fracture at the base of the skull, caused by a heavy fall.

Lewis McCaughey, a policeman who witnessed the accident, was next called. He saw Herbert behind the northbound car, which had just started. He had only stepped about a foot and a half on to the west track when the Normal car struck him. He was struck by the fender and thrown into the vestibule of the car. From there he rebounded, falling on the track.

The bell on the car was ringing and the car was stopped within ten or twelve feet. He heard some one call from the other side of the street.

A. E. Ladell corroborated McCaughey's evidence. He stated that Herbert was walking with his head down and paying no attention to his surroundings. The fender struck him, throwing him against the vestibule and then on the east side of the car. Herbert was walking in a slightly northerly direction. The witness also heard a warning shout.

Charles Tuke, the motorman on the car which struck Herbert, was the next witness. He stated that his car was stopped at the north side of Carling street. An Oxford car was stopped on the east track. He started his car slowly and was going about four miles an hour with the power shut off. Herbert stepped suddenly from behind the Oxford car, which had just commenced to move. He was but two or three feet from the fender. The fender struck him after the brake had been put on. He fell against the door.

When Tuke stepped off the car Herbert was lying near the west rail of the northbound track. He was unconscious. Tuke stated that he did not drop the fender of the car.

Frank Mayston, the conductor, was standing on the rear platform of the car and saw the man fall. The car, he stated, was stopped before the man hit the ground.

The jury deliberated for only half an hour, the whole inquest lasting only an hour and a half.

As the last witness was giving his testimony the hydro power failed, leaving the room in darkness. There was no auxiliary system, either electric or gas, and the proceedings had to be concluded by the light of a single oil lamp.

ROWAT'S COFFEE Pleases people who are particular. 50c Per Pound
T. A. Rowat & Co
250 Dundas St.—Phones 3051-3052.

MINISTER IS INJURED WHILE AT BARN RAISING

Piece of Timber Falls Upon Head of Rev. Albert Elson—Hyde Park Notes.

[Special to The Advertiser.]

HYDE PARK, Aug. 25. — While assisting at a barn-raising for Marshall Dickey Thursday afternoon, Rev. Albert Elson, who is just home from China on furlough, was struck by a falling piece of timber, which threw him with great force to the ground. Dr. Ross was called, and found his face so badly cut that it required a few stitches. The right shoulder was badly bruised, and he sustained several other minor bruises.

Gasoline Thieves at Work.

Some thieving has been going on in this village lately. About a week ago a large can of gasoline was taken from Mrs. Smith's general store, and a few nights later a neighbor was passing, and noticed an auto standing on the road, and two men standing where the stock of gasoline is kept. Next morning a second can of gasoline was missing. As yet no clue has been found of the perpetrators.

Interesting Institute Session.

The Hyde Park Branch of the Women's Institute met at the home of Mrs. Paul Elson Wednesday, August 23. After the usual opening exercises, the president introduced Mrs. (Rev.) Elson, who gave a helpful talk on the natives of China and her work among them. Her talk was illustrated by a number of curios. The speaker also showed the ladies some pieces of silk which was beautifully embroidered by the natives. The singing of a familiar hymn in Chinese by Mrs. Elson's three little children was a delightful feature. Miss Florence Fortner then gave a splendid reading, after which Rev. Mr. Elson closed the meeting with prayer. After the luncheon which was served by the hostess, the president gave to the members a large quantity of Red Cross work to do.

John Hall shipped five more carloads of fat cattle from the Grand Trunk station to New York Thursday morning.

Dual Birthday Party.

An enjoyable time was spent on Mrs. MacLachlan's lawn Zuesday, when a party of young people gathered to honor little Miss Marguerite MacLachlan of Bridgeport, Conn., and Master Bill Durnford in birthday celebration. The afternoon was spent in games, and after the little folks had done ample justice to the tempting array of delicacies, they repaired to the parlor and enjoyed a short program of music and songs.

Have you made a purchase at our Tea and Coffee Department yet? 25c and 50c packages. Peters Two Shops.

GOOD SHOES
in up-to-date styles and lasts, a necessity to the well-groomed man.
A gentleman may consider himself well dressed when he has a new hat, new suit, clean linen and bright necktie, but a shabby or out-of-date pair of shoes, even when well polished, will detract greatly from the harmony of the outfit. Styles in shoes change almost as often as styles in hats for both men and women and one must give attention to these dictates of fashion if he would be the well-dressed man, whose presence on the street is a pleasure to see a stimulant to business; attractive to the observer and an enhanced manhood to himself. Let us serve you once with shoes and you will favor us with your continued patronage. Our styles and prices are always up-to-date and right. We specialize the Florsheim Shoes for Men.....$7.00 and $8.00
None Better for Style. None better for Comfort.

THE J. P. COOK CO. LIMITED
"The Store that Serves You Best"
TWO STORES - DUNDAS & RICHMOND STS.

ROSS' LIMITED
FURS
10 PER CENT OFF AUGUST PURCHASES TO START SEASON
The fur market is showing signs of advance same as most other lines.
We have never in our history been so well prepared to meet the demands of the fur business.
OUR BUYERS HAVING SECURED AT FIRST HAND FROM TRAPPERS IN THE CANADIAN NORTHWEST THE LARGEST AND BEST SELECTION OF FUR PELTS EVER BROUGHT TO LONDON, IN BEAVER, FOX, LYNX, SABLE, MARTEN, WOLF, MUSKRAT, MINK, BADGER, WILDCAT, ERMINE, FISHER, WOLVERINE, ETC.
From Trapper to Wearer Direct
THIS GUARANTEES BEST VALUES.
THIS GUARANTEES BEST FURS.
Order Early and Save Money
PHONE 1319. 196 DUNDAS STREET.

Street Cars Tied Up Again --- You Walk!
If You Owned a BRANTFORD BICYCLE You Would Not Depend On the Uncertain Street Cars : :
Besides, they are dangerous to ride on. Almost daily you read of street car accidents. You place your life in the hands of others.
With a BRANTFORD BICYCLE you run your own car, when and where you please, with perfect safety.
Come in and Order Your BRANTFORD TODAY
Your car fare will pay for it on easy terms.
Bicycle & Motor Sales Co.
425 Wellington, Next Y. M. C. A.

To the Active Businessman:
In these times of expanding profits many a business house is rolling up a surplus.
Instead of reinvesting these profits in your business, why not commence a "Reserve Fund?"
It will provide the means of grasping future opportunities that are sure to come.
You ask: "How can I safely invest my surplus to bring me a remunerative interest rate?"
Will you allow us to answer that question for you?
Full particulars of our proposition may be obtained at any office of the company, or a telephone call will bring a representative.
168
THE CANADA TRUST COMPANY
Managed in connection with the Huron & Erie Mortgage Corporation
HEAD OFFICES—LONDON, ONT.
Branches: London (two branches) Winnipeg, St. Thomas, Regina, Montreal, Edmonton
T. G. Meredith, K.C., President. Hume Cronyn, General Manager

DIAMONDS
WE have DIAMONDS of unquestionable quality, many mounted in the newest and latest setting, constitute a special feature of our large stock of fine jewelry.
Our prices are very moderate. Solitaires $25, $35, $50 up to $500. Magnificent clusters Sapphires, Rubies, Emeralds in Diamond combinations, $40 up.
We have a choice selection of unset stones which we can easily make up into solitaires or combinations of Rubies, Emeralds or Sapphires.
YOUNG'S
LONDON. EAST LONDON.

FALL SHOES
SHOES THAT SATISFY PRICES THAT SATISFY
WE'RE SHOWING THE SEASON'S BEST! HANDSOME STYLES EVERY PAIR OF THEM.
Our cut shows one of the new style, plain, receding toe, flat heel models. A swell shoe for smart dressers.
THERE ARE OTHERS.
Gunmetal calf leathers, bright leathers, and the new mahogany tans,
$4.00, $5.00, $6.00, $7.00
Every shoe a good fitter, and every shoe a splendid value for its price.
Our Men's Working Shoes are the best money can buy, and our prices are low when quality is considered. Give us a trial—
$2.50 to $4.00
Johnston & Murray
LONDON. ST. THOMAS.

Bread
is the Cheapest Article of Food we eat, yet it is the most nourishing!
Doctors and dietitians advise patients to
EAT MORE OF IT!
A pound of bread contains more nourishment than a pound of beefsteak or a dozen eggs.
Seems rather an extravagant statement, but statisticians inform us that such is the case.
Parnell's Quality and Purity Breads
made of the finest ingredients money can buy; provide the cheapest and yet the most nutritious food you can eat.
You Get 15 Tickets
EACH ONE GOOD FOR A LARGE LOAF
For One Dollar
Why not order some today? You'll gain in money and health.
Parnell The Breadman
Phones 929—1390.