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Let us fill your optical want. Why? Because we specialize in optical work.

**Brown Optical Co.**  
237 DUNDAS STREET.  
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**Sole Agents for**  
**GURNEY OXFORD RANGES**  
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**FREE**  
**While They Last!**

A 14-inch Oak Serving Tray with every four-piece Plated Silver Tea Set at \$8.75.

**LONDON'S LARGEST JEWELRY STORE.**  
234 Dundas Street.

**A Clean Collar**

**in A Minute**

**For The Man Who Works**

**CHALLENGE BRAND**  
**WATERPROOF**  
**COLLARS**

Appearances count a lot, these days, especially for the working man. "Challenge" Collars give the clean, dressy appearance of linen—in fact, they look exactly like linen.

But—here's the point—No matter how soiled and grimy they get, you can clean them in a minute with soap and water—and look neat and tidy all day. Sold at all Men's Furnishing and Dry Goods Stores—or send 25c. for sample collar.

Absolutely the best Waterproof Collar Made. THE ARLINGTON COLLAR CO. OF CANADA, LIMITED TORONTO, CANADA.

**WAS FINED \$50.**  
Kenora, Aug. 1.—In the magistrate's court, Col. Orde, of Minaki, was fined \$50 and costs for acting as justice of the peace illegally. The charge arose out of an arrest made by a detective on a warrant signed by Orde.

Wedding outfits our specialty. Carriages or automobiles Hueston's Livery.

**QUALITY STORE****COFFEE**

Our special blend of Coffee is good coffee. Try a sample. 40c A POUND.

**Harry Ranahan**  
PHONES 1024, 3323.  
515 RICHMOND STREET.

**LONDON AND DISTRICT**

The Advertiser office is open every night, except Sundays and holidays, until 9:00 p.m. In telephoning after 6 p.m. call No. 3670 only. Business Department, for complaints, change of address, etc., and other numbers according to list at top of Page Four. If you do not receive an answer to 3671, 3672 or 3673, call 3670, and you can always get an answer before 9 p.m.

The Band Concert.—The Seventh Regiment Band, under the leadership of Bandmaster Slater, entertained a big crowd in Victoria Park Thursday night with a long program of popular and classical airs.

Ruth Campbell Passed.—A telegram from the secretary of education announces that Ruth M. Campbell, 176 Wortley road, passed the Normal entrance examination with honors. In the list her name appeared as M. Campbell.

Mr. Whiting Passes Through.—Rev. Richard Whiting, formerly pastor of the First Methodist Church, was in the city Thursday on his way to Toronto for his vacation. Mr. Whiting is now pastor of one of Winnipeg's largest churches, and he stated that in his present congregation he has found at least one member of every other church he has had. He has been among old friends since he arrived.

**Personal Mention**

Mrs. Thomas Lee and little daughter, Elva, 11 McClary avenue, are spending their vacation at Grand Bend. Mr. and Mrs. Robert Southcott, 1 Maryboro Place, are holidaying at Grand Bend, the guests of Mrs. C. A. Southcott, Exeter.

Mr. and Mrs. Allan McLean, of Hyman street, leave Saturday for Quebec. Miss Moore, of Orillia, is the guest of her sister, Mrs. Fox, 340 Grosvenor street.

Mr. and Mrs. Thomas Egerton and two children, William and Ruth, who have been visiting in London for the past week, leave tomorrow morning for their home in Chicago. Mr. Egerton, who is a London Old Boy, is now connected with Rothschild & Co., in the above city.

Miss Gladys Comber, of Wellington street, is spending the week-end with friends at St. Thomas, having left to fill an engagement at the Irish and Scotch concert held at Pinafore Park by Rev. Father West, of the Holy Angels' Church, on Wednesday. Miss Gladys, who is a general favorite wherever she appears, was ably accompanied by her teacher, Mrs. Alice Henderson, and also by Pipe Major Jack Wilson, of the St. Thomas Pipe Band. She had to respond to numerous encores.

Prof. John F. Stiles, of the University of New Brunswick, a former London boy, is visiting friends here. The professor thinks the city has much improved in the two years of his absence.

Mr. and Mrs. Charles Johns, of Cleveland, are renewing acquaintances in the city.

**Steamer Majestic To Call at Port**

Mr. F. B. Clarke, the ticket agent, will notify on Thursday by the Richelieu and Ontario Navigation Company, that owing to being laid up for repairs the City of Hamilton, which calls at Port Stanley, will be replaced for the next two trips by the Majestic, one of the company's finest boats. The Majestic is one of the company's crack liners on the Toronto-Montreal line.

This action of the company is a notable appreciation of the importance of Port Stanley as a shipping point.

**ROUND TRIP**

\$11.00 ATLANTIC CITY, via Lehigh Valley R. R., Friday, Aug. 2. Tickets good 15 days returning. Particulars 63 Yonge street, Toronto. A12,4,5,6

**FINCH-FASHENS RETAIL STORE****FALL SUITS AND COATS**

Operations have been resumed in our manufacturing department, and in a few days we will be ready with a complete exhibit of Women's Ready-to-Wear Suits and Coats.

**WATCH FOR THIS ANNOUNCEMENT.**

We have an excellent stock of new Fall and Winter Suitings and Coatings, and are in a position to quote special prices on Ready-to-Wear and Made-to-Measure Garments.

Samples of our new Fall Suitings and Coatings are being shown, and orders will be taken from now on.

**Surplus Stock of Dress Goods at Reduced Prices**

Bargains are still to be had in Dress Goods and Suitings at 78c, 98c, \$1.18, \$1.28, \$1.48 per yard, in weights suitable for tailoring purposes. Every yard is shrunk, ready to be made up.

**Finch-Fashens**  
286 DUNDAS STREET.

**OUR WATCHES MAKE GOOD**

No matter what price you pay us, the watch we hand you for your money will do as we say it will for the length of time we say. Of course, the more you pay, the longer service you'll get—that's natural. But the point of this ad. is this—you can't waste a cent of money by spending it here on a watch. Now, if you are reasonable, that's all the promise you need. The wise watch plan is to pay a fair price for something good. We are anxious to show you just what we can do.

**C. H. WARD & CO.**  
Diamond Merchants and Jewelers,  
374 RICHMOND STREET.

**Keeps the Skin Soft and White**

The dainty toilet article HAZEL-ROSE, protects the skin from the effects of sun, wind and hard water, and prevents roughness, redness, irritation, tan, etc.

It keeps the skin soft and white, and adds the charm of youth to the complexion.

HAZEL-ROSE is a perfect protection to the skin during all summer outdoor exercises and sports.

4-Ounce Bottles, 25 Cents.

**Cairncross & Lawrence**

Chemists and Druggists,  
216 Dundas Street, London, Ontario.

**Headquarters LADIES' and CHILDREN'S Outing Hats**

**BELTZ & CO.**  
PRACTICAL FURRIERS.

**PAVE WATERLOO ST. FAR AS HOSPITAL IS THE REQUEST NOW**

Could Be Made a Link in the Proposed Plan of a Boulevard.

Doctors Also Say Poor Road Is a Source of Suffering to Their Patients.

Now that the asphalt pavement is being constructed on Waterloo street from Queen's avenue to the Grand Trunk tracks, the agitation for its continuance as far as Victoria Hospital has been revived in no uncertain manner. Waterloo street is the main thoroughfare to the hospital, and under existing conditions it is a trying ordeal to patients being taken there to drive over the road.

Doctors have petitioned and requested that a permanent pavement be put down on this street. Patients are jolted unmercifully, according to their claims, and aside from any "good roads" agitation the humanitarian side of the question is one they advance as the main reason why the street should be paved.

Road to Smell Factory. Another reason advanced for the pavement of the street is the fact that it has become one of the main avenues for the incinerator traffic, all north and east end carts using the street on their trips to the city's pet smell factory. In order to stand up to the increased traffic it is claimed that it should have a permanent pavement.

There is a third reason for the paving, being done and that is the construction of the proposed "boulevard" of the city. Waterloo street is one of the prettiest thoroughfares of the city and the scheme has been advanced to make it part of the proposed paved boulevard drive. The proposition is, to continue the driveway along Ottawa avenue, from Waterloo to Wellington street, over the Wellington street bridge, and High street as far as Grand avenue and across Grand avenue to, say Wortley road, where a pavement is to be laid this fall. Such a belt line, if properly paved, would make one of the prettiest auto drives imaginable and would be a show-place for London.

According to City Engineer W. N. Ashplant if the Waterloo street south pavement were put through by the council the work could be completed this year. The asphalt construction gangs are already in the city and as the storm water scheme calls for no laterals or main arteries on the street there is no reason why it should not be rushed through to completion this fall, provided always, of course, that the city council initiates the work.

Civic Holiday. For Civic Holiday, Aug. 4, the Canadian Pacific will sell return tickets at rate of single fare, good going Saturday, Sunday and Monday, Aug. 3, 4 and 5. Return limit, Tuesday, Aug. 5. No tickets will be sold at a less rate than 25 cents. Call at city ticket office, corner Dundas and Richmond.

**Your Home Is Connected With**

Our Stores By Phone  
Call 3051, 3052 or 969

Use your 'phone for prompt and satisfactory service.

**Dried Beef and Cooked Ham**  
Make delicious sandwiches and are excellent for serving at cold luncheons.  
40c per pound.

**FRESH BISCUITS.** Over one hundred varieties from which to choose. We are sure to please your taste.  
From 20c to 75c.

**GINGER ALE, GRAPE JUICE, LIME JUICE.**

**OUR CHEESE** A complete assortment of the choicest varieties always on hand.  
Old Canadian White, 25c per pound.  
Yellow, 20c per pound.  
Roquefort, 50c per pound.  
Canadian Cream, 15c and 25c per package.  
McLaren's Imperial, 25c jars.

**CHOICE OLIVES** For picnic or lunch, you'll find our favorite olive in our selection.  
From 10c to \$1.25 a bottle.

**FRESH VEGETABLES**  
Our Usual Supply on Hand.

**T.A. ROWAT & CO.**  
TWO STORES  
250 Dundas St. Wortley Road & Craig  
THREE PHONES  
South London 969, Dundas 3051-3052

**TORONTO BANNERS BARRED FROM THE STREETS OF LONDON**

Tender of Embro Firm For Bridge Abutments Accepted by Works Board.

May Be Another Change in Material of Pavement for Wortley Road.

Street banners, the proposed banning of which was brought up at the board of works a week ago, had another inning at the session of the board on Thursday night. A request that permission be granted to string a banner advertising the Toronto exhibition was the cause of another discussion on the merits of street banner advertising.

"If the Toronto people will let us string a banner across the streets of Hogtown advertising the London fair, then I am in favor of granting the request," said Ald. J. H. Saunders. "If they won't then I would refuse to grant the privilege."

Toronto Banner Barred. Ald. Saunders objected to certain sign manufacturers of the city making a business out of the city streets and paying nothing for the privilege. Chairman J. W. Bennett, who is opposed to street banners, reiterated his former statement that unless all banners were refused it would hardly be fair to allow some to go up and refuse others. The motion to allow the Toronto banner to be placed was defeated.

**Bridge Tenders**

When bids were opened for the construction of the concrete piers and abutments of the proposed Wharfedale road bridge, connecting West and South London, the committee recommended the acceptance of the tender of Bain & Ross, Embro, \$18,000. The tender calls for reinforced concrete construction. F. L. Talbot's bid was one of \$9,900 for solid concrete construction, while Frank Barber & Co. submitted an estimate for \$3,400, and agreeing to act as superintendents of construction while the city purchased all materials for the work. The engineer's estimate for the concrete work for the bridge was \$17,000. For the steel superstructure, which is to be called for later, the estimate is between \$17,000 and \$18,000.

**Change in Pavement**

There may be still another change in the pavement for Wortley road, from Stanley street to the city limits. At the last session of the council bylaws to authorize this work were sent back to the board for amendment. The council wanting concrete base substituted for a gravel one. City Engineer W. N. Ashplant reported that the concrete pavement, which the original bylaws called for, would cost \$1.75 a yard, while sheet asphalt could be put down for under \$2 a yard, provided the city itself put in the concrete base. The concrete pavement is one with a five-year guarantee only, while the asphalt would be guaranteed for ten years. A report on the exact cost of the asphalt will be submitted to the board at a special meeting on Monday night.

**Monday Afternoon**

Mr. Chas. Brennan has completed all arrangements for the opening on Monday afternoon at 1:30, of the Big Moose Carnival. Everything will be in shape, and free features will be put on.

Another clearing line of Men's Astoria Oxford at \$1.98, sizes 6 to 9, in tan and black. See this bargain Saturday. The Cook Shoe Store, 167 Dundas street.

**Saturday Savings at Purdom's Hardware**

SOLE AGENTS FOR THE WHITE HOUSE ALL METAL KITCHEN CABINETS, AND HEADQUARTERS FOR GARBAGE CANS.

**Charcoal Irons.**  
Special for Saturday—100 Nickel-plated Charcoal Irons, Price .98c Plain ..... 83c

**LAWN SWINGS.**  
Made of select wood, painted and varnished. Will hold four persons. Prices..... \$6.00 and \$8.50

**GARBAGE CANS**  
A garbage can is a necessity nowadays. Have a look at our extra heavy galvanized cans. Prices: 75c, \$1.00, \$1.25, \$2, \$3.50, \$4.

**SCISSORS.**  
Stork Fancy Work Scissors. Special for Saturday, regular 40c, for ..... 25c

**REFRIGERATORS**  
Just a few left, selling at cost price. Get one before they are all gone.

**SCREEN DOORS.**  
The flies are still a pest. Buy a screen door and avoid this. Prices, complete, \$1.00, \$1.25, \$1.50, \$2.00, \$2.25.

**Washing Machines.**  
The machine that takes the least energy to run is the one you want. We have it. Prices from \$5.00 to \$14.00

**GAS PLATES.**  
Now is the time you want one. Cooking with a gas plate is a pleasure. No hot kitchen. Prices. .... 90c to \$5.00  
Tubing, per foot..... 5c to 75c

**OVENS.**  
Special for Saturday only.  
2 dozen Sterling Ovens, reg. \$3.50, Saturday... \$2.48  
2 dozen Detroit No. 83, reg. \$2.50, Saturday... \$1.83

**SPOONS.**  
800 Aluminum Mixing Spoons, extra heavy with hole in handle so as to hang it up. Saturday ..... 25c

**Lawn Mowers at Cost.**  
**CHI-NAMEL.**  
Use Chin-Namel Varnish for all purposes ..... 25c, 35c, 60c, \$1.10

**The Purdom Hardware Company**

124 DUNDAS, 123 CARLING STREETS. PHONES 2800-2801.

**Two Killed During Motorcycle Race**

Rider and Spectator Were Victims at Old Home Celebration. [Canadian Press.]

Watertown, N. Y., Aug. 1.—Two persons were killed last night at an accident during a motorcycle race held in connection with the "old home week" celebration of the village of Russell, St. Lawrence County. The dead are Luther Gilbert, aged 23, motorcycle rider, and Irvin Bartholomew, 40 years old, a spectator.

The race was run through the main street of the village. Gilbert and Chas. Sharpstein, the participants, were speeding along the street at a rate of about 50 miles an hour, when Gilbert's machine struck a cross walk and hurled him 30 feet along the road, killing him instantly. Bartholomew, who was watching the race, rushed into the road to drag the fallen cyclist out of the way of the other machine. Sharpstein's machine struck Bartholomew just as he was about to lift Gilbert out of the way, so badly injuring him that he died within a few minutes. Bartholomew leaves a wife and one daughter. Gilbert was unmarried. Both lived in Russell.

**LEASED BY STANDARD OIL.**

Berlin, Aug. 1.—According to the Hamburger Nachrichten the Standard Oil Company has acquired a twenty year lease on the Sefescro property of 2,000 acres and other important land concessions in Rumania.

**THINKS SWEARING ALL RIGHT.**

Providing the provocation equals the offence of Jones stepping on Smith's corns. Far better to use Putnam's Corn Extractor—it does cure corns and warts in one day without pain. Try "Putnam's," free from acids, and painless, price 25c, at all dealers.

**FIRE SALE! Johnston & Murray**

Two Stores: 180 and 198 Dundas St.

**180 Dundas Street**

**All Trunks, Bags AND Leather Goods**

**ARE GOING AT PRICES IN MANY CASES BELOW COST**

Some of these goods are entirely free from damage, but everything must be sold.

**GOODS SOLD FOR CASH ONLY.**

**198 Dundas Street**

**Women's Shoes SATURDAY — VALUES UP TO \$5.00 WILL GO AT 98c**

These are wonderful bargains.

**Men's and Boys' Shoes**

In fact, Shoes for every member of the family at astoundingly low prices.

**NO GOODS ON APPROVAL.**

**JOHNSTON & MURRAY**