

TAYLOR'S THROAT AND LUNG
SALM is sold under our printed guarantee to cure the worst cough, cold or bronchial irritation. It gives instant relief and cannot upset the stomach. Price 25c only, at

Taylor's Drug Stores ywt

SENSIBLE MOTOR GOGGLES

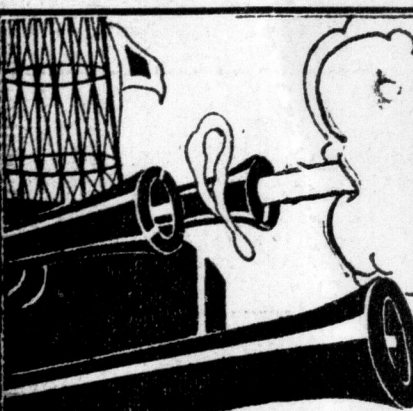
So many goggles are made for just appearance. We have the kind that are both stylish and useful. Shell Goggles are very comfortable.

John S. Barnard
Optician and Jeweler,
194 Dundas Street. ywt



Prices are the same for the month of July as those of June. Buy your jewelry from the One-Price Jewelry Store. Our prices do not need discounting.

W. J. Wray & Co.
234 Dundas Street, London. ywt



Wegner's Quick - Fire Price-Breakers' Sale
In Full Swing

350 Doz. Shirts
Bought from the Dufferin Shirt Company, of Toronto. This lot includes many travelers' samples, and worth up to \$1.50. We will sell them at

\$1.00

Another lot worth up to \$1 we sell them for ... **69¢**

Wegner Clothing Co.
Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.
LONDON'S LARGEST WORKINGMEN'S OUTFITTERS
Exclusive manufacturers' agents for the best Canadian and American makes of Overalls.
371 TALBOT, OPP. MARKET. Open Evenings. Phone 1849. ywt

B. A. MITCHELL'S DRUG STORE
TOILET REQUISITES.
Form an important department in our store. Now is the time to attend to your skin; do not let it get burnt.
We have a full line of face creams, face lotions and skin soaps.
114 DUNDAS STREET. Phone 623. ywt

Ask ONLY and ALWAYS for
NEILSON'S CHOCOLATES
"The Chocolates that are Different." ywt

London Conservatory of Music and School of Elocution, Ltd
"GODOWSKY SYSTEM"
Ask for year book and curriculum.
Phone 1101.
Lottie L. Armstrong, Registrar.
F. Linforth Willgoose, Mus. Bacc., Principal. zxt

Low Prices in Wall Papers

is what we offer you. In order to reduce stock and close out odd and broken lines we offer thousands of rolls at bargain prices. Many at one-quarter their regular selling price.
Come in and let us show you.
Bring sizes of your rooms.

Colerick Bros.
212 DUNDAS ST. ywt

The London Loan & Savings Company of Canada

Allow
4% on Deposits
5% on Debentures
Corner Clarence and Dundas Streets.
M. J. KENT, Manager. ywt

WILL BE
D-lighted
TO RECEIVE YOUR
ORDER FOR
COAL
CEMENT, FIREBRICK,
BEAVER BOARD, ETC.
JOHN MANN & SONS
Phone 470.
425 York Street. ywt

HAMILTON'S Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

Rose Beads

Made from real rose petals and in assorted colors. Reasonable prices. See our window display, and visit our

Removal Sale

W. G. Young
TWO STORES.
Official watch inspectors, C. P. R. and G. T. R., 214 Dundas and 674 Dundas street. ywt

"Excellence" is a fitting term to use when speaking of

JOHNSTON BROS. XXXBREAD
Every user proves this—that's why it is the most popular Bread in London.

JOHNSTON BROS.,
Phone 944. ywt

INGERSOLL SEPARATES FROM OXFORD COUNTY

Cabinet Passes Order in Council Ratifying Agreement.

[Special to The Advertiser.]
INGERSOLL, July 31.—In municipal circles as well as by citizens as a whole the word from Toronto today that the cabinet had passed an order-in-council ratifying the separation agreement between the town of Ingersoll and the county of Oxford, was very gratifying.
Owing to the fact that the proclamation had never been issued, steps were being taken by the county council to fix Ingersoll's assessment for county purposes, despite the fact that all papers in connection with the separation were forwarded to Toronto months ago.
The activity of the county council caused the Ingersoll representative to get busy, with the result mentioned.

LAMBETH.

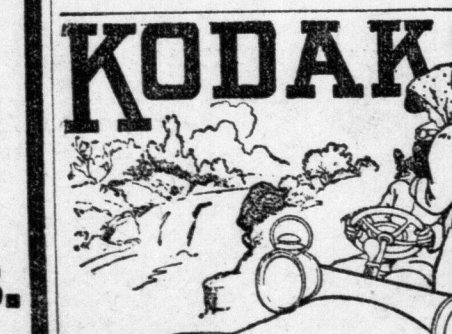
[Special to The Advertiser.]
LAMBETH, Aug. 1.—Miss Aggie B. MacArthur is visiting in Shelden for a week or two.

Miss Leota Stevens, of Delaware, is holidaying with her grandmother, Mrs. R. N. Stevens.
Mrs. G. A. Routledge was the guest of Miss Banghart, of Strathroy, since Tuesday.
Master Robbie Tiffin, of Dresden, is holidaying with Mrs. J. S. Fisher.
Miss Edna Williams returned on Friday from a visit in Guelph.
Mrs. J. A. Kelly is visiting friends in Cairo.

Now is the time to prepare for spraying. Sharnam & Baker can supply you with materials at lowest prices. Lime Sulphur, Soluble Sulphur, Arsenate of Lead, etc. Sharnam & Baker, London, R. E. O. Office, corner King and Talbot. ywt

If It's Style You Want
You ought to see the different lasts of the ASTORIA SHOE. They are just as stylish and as early as any American shoe made. Sold by the

J.P. COOK CO. LIMITED
THE STORE THAT SERVES YOU BEST



Vacation Time and Picture Making
go hand in hand. Try the Kodak System for the best results. No dark room required for any of the work. See our complete stock and ask to see the New Kodak Junior, the best value of any camera on the market today. Developing and printing a specialty.

J. H. BACK & CO.
210 DUNDAS STREET. ywt

C. H. WARD & CO.
Diamond Merchants and Jewelers

NEW ADDRESS
386 RICHMOND
Phone 1084

HENRY ALBERT TITUS, OF OTTERTON, WHO IS NOW 94 YEARS OLD



OATS ROUND INGERSOLL BEST SEEN BY JUDGE

Grain Stands Five and a Half Feet in Height and Is Free of Weeds.

[Special to The Advertiser.]

INGERSOLL, July 31.—A fine complement was paid farmers of this district by Mr. John Hamilton, of Tupperville, who this afternoon finished judging the standing oats in the competition conducted by the Ingersoll, North and West Oxford Agriculture Society.

Owing to the backward season and the fact that mixed grain is grown more extensively than formerly, the list of competitors was not so large as last season.

Adverse Conditions.
Of the original number, several were compelled to drop out because of adverse conditions, the army work being the cause in one or two cases.

Mr. Hamilton reported that he found the crops the best he had judged this year, and he was greatly pleased with the district.

The oats in every field inspected were very tall, some of them over five and a half feet, and they were comparatively free of noxious weeds. Most of the fields scored high, and particularly the winners, whose names will be announced shortly.

Apples Plentiful.
Buyers who have already gone through several of the noted apple districts report that there is a heavy yield. The crop, it is said, is fully 25 per cent above the average in quantity, but probably no better than the average in quality.

One dealer pointed out that it was a trifle early to state definitely as to the quality, as various forms of blight appear suddenly, and the fruit is still at the stage where it might be seriously affected. A big yield for the season, however, is anticipated by the buyers.

FIELD ARTILLERY OFFERS SERVICE

Montreal Brigade Ready to Go to Front — Patriotism Runs High.

[Canadian Press.]
MONTREAL, July 31.—The local soldiery is intensely interested in the threatened general European war, and it is expected that a large contingent will offer itself for services in the old world if the Empire should appear to need men from Canada. It is estimated that 5,000 men could start for Europe on short notice, and twice this number in a short time, if required.

Lieutenant-Colonel J. J. Creelman, of the Sixth Brigade, C.P.A., wired to the Minister of Militia at Ottawa, today offering the Sixth (Montreal) Brigade, Canadian Field Artillery, as a unit for service outside of Canada in defence of the Empire. The Third Field Battery will also be heard from when the call comes, and the militia in general in this city will heartily respond. In the various armories and drill halls in Montreal many members of the regiments being anxious to volunteer for the impending war. The tide of patriotism is swelling from day to day.

Special prayers for peace will be features of the services in many churches in Montreal on Sunday, if not too late for this. In any case there will be special petitions to the Almighty, in view of the seriousness of the state of affairs in Europe.

GERMAN VESSEL ON OCEAN A RICH PRIZE

Sailing From New York With Specie, May Be Captured.

LONDON, July 31.—There is much interest and speculation here over the fate of the steamer Kronprinzessin Cecilie, in the event of war being declared before her arrival at Bremen.
The vessel sailed from New York last Tuesday, carrying a large amount of specie and is due to touch at Plymouth and Cherbourg. It is presumed here that in the event of war she might elect to return to New York or to reach Germany by way of the north of Scotland.
The Daily Telegraph suggests that the steamer, even if she tried to reach New York, might be captured by a British or French cruiser before she was able to get into American territorial waters.

EVERY BAR IN HURON MUST CLOSE UP TODAY

[Special to The Advertiser.]
CLINTON, July 31.—Every bar and liquor store in Huron County closes on Saturday, as every license expires.
Huron will be dry forever, according to the temperance leaders.
Most of the hoteliers decided to remain open as temperance houses, but have increased their rates to \$2 per day.
The closing up of 26 bars means a loss of thousands of dollars every year to the breweries of the province.
Rev. E. G. Powell, the field secretary of the Temperance forces in Huron, has taken up his residence here since resigning his pastorate at Exeter, and the temperance people plan to see that the license laws are rigidly enforced.

GERMAN CRUISER MAY BE MENACE ON PACIFIC COAST

Cruiser Rainbow Expected to Take Care of Craft in Event of War.

[Special to The Advertiser.]
OTTAWA, July 31.—The Canadian government has been informed from London that there is on the western coast of North America a German cruiser of the third class, mounting ten 4-inch guns. If England becomes involved with France, and Russia against Austria and Germany, the only vessel available, capable of protecting Canadian ports and British shipping on the Pacific from this vessel, is the Canadian cruiser Rainbow, which mounts two 6-inch guns. The Rainbow is now in dry dock at Vancouver, being overhauled and cleaned and put in condition to develop her highest speed. It is understood that the admiralty had advised that should hostilities break out, the Rainbow will be expected to look after the German cruiser.

The Rainbow has a full complement of British naval reserve on board, and has the advantage of the German boat in both speed and gun power. The only problem will be locating the German craft of the broad expanse of the Pacific.

The only British vessels on the Pacific coast are the gunboats Shearwater and Algerine, which are in ports on the west coast of Mexico. They are too lightly armed to attack the German cruiser should occasion arise.

GERMAN EMPEROR MAKES WAR SPEECH

BERLIN, Aug. 1.—The German Emperor made a war speech to the people of Berlin yesterday, in which he expressed the hope that if he was unable to induce his opponents to maintain peace, he would wield the sword and show his enemies what it means to provoke Germany.

The Emperor has summoned the Reichstag to meet on Tuesday at the royal palace, and heard the decision of the Emperor and the Bundesrat, and, if necessary, to vote a war credit.
Five thousand persons assembled in front of the palace late this afternoon, and cheered the Emperor and the Empire. During the demonstration, Emperor William appeared in a window, and addressed his subjects as follows:
"A fearful hour has fallen for Germany. Envious peoples everywhere are compelling us to our just defence. The sword has been forced into our hands. With God's help, so will the sword that we shall restore it to its sheath again with honor."

War would demand of us an enormous sacrifice in property and life, but we should show our enemies what it means to provoke Germany. And now I commend you to God. Go to church, and kneel before God, and pray for his help for our gallant army."

FOUR MILLION RUSSIANS ORDERED TO MOBILIZE

LONDON, Aug. 1.—A Times dispatch from St. Petersburg says: "Curt notices signifying that the Emperor has decided to mobilize in the empire about 4,000,000 men, and ordering the reservists, without distinction, to report at the nearest police station by 6 o'clock Saturday morning, have been posted at street corners."
"Another brief notice informs reservists that sums of money will be paid to them for clothing and footwear."

DUKE OF CONNAUGHT MAY SHORTEN TRIP TO HANDLE MILITIA

Has Had More Active Military Experience Than Any Man in Canada.

[Special to The Advertiser.]
OTTAWA, July 31.—The developments of hostilities in Europe is expected to curtail the western trip of His Royal Highness the Duke of Connaught, who is now at Banff in the Rocky Mountains, enjoying a visit there. He is scheduled to leave for Vancouver in two days. His Royal Highness is being kept informed from both London and Ottawa of the serious developments in Europe, and of the fact that the Canadian Parliament will be called as soon as England enters the contest, also that a large contingent of Canadians will be mobilized as speedily as possible.

The Duke of Connaught is the most experienced military man on the continent. He served in Canada against the Fenian Raid of 1870, commanded the First Guards at Tel-El-Kehir, in the Egyptian war; has commanded at Aldershot, in Ireland, in Bombay, and ten years ago was high commander of the Mediterranean.

WILSON ASKED TO OFFER MEDIATION

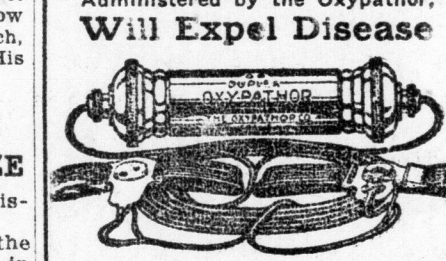
Peace Bureau Also Appeals to Kaiser, Czar, Pope and French Premier.

BRUSSELS, July 31.—The International Bureau of Peace today sent an appeal to President Wilson to offer his mediation in the European conflict.
The bureau also asked the German Emperor to use his efforts to settle the controversy, reminding him that the twenty-fifth anniversary of his reign had been celebrated amid peace. President Poincaré of France, and Emperor Nicholas of Russia, and Pope Pius were among others appealed to in the interests of peace.

Palace Livery

ROSS & BOSS,
Carriages for funerals and all other occasions. Automobile service.
619 DUNDAS STREET. PHONE 638.

YOU NEED NOT BE SICK. OXYGEN
Nature's Greatest Curative Agent. Administered by the Oxyphorator Will Expel Disease



Inquire into the science of Oxyphorator. Use one in your own home, and you will experience a wholesome change in your views regarding the treatment of the sick.
No Drugs. No Battery. First Cost, the Only Cost. Lasts a Lifetime.
FOREST CITY OXYPHORATOR
Room 8, Royal Bank. Phone 1546.

ICE CREAM BRICKS, 20c PINT
Bricks cut and wrapped ready to serve, 25c. Bulk Ice Cream, 20c a pint; 25c a quart.
Ice Cool Buttermilk, 5c a Glass
J. M. CHIVAS
117 DUNDAS STREET. PHONE 443 ywt

THE BEST COAL IS THE CHEAPEST IN THE END.

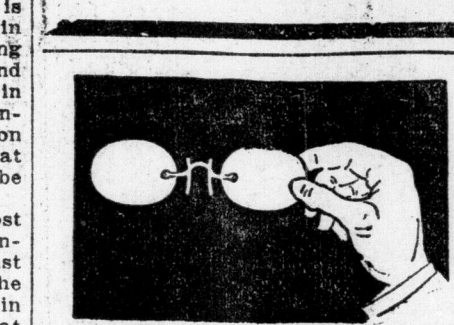
TRY OUR
D. L. & W. Scranton Coal

HEAMAN & SON
YORK AND BURWELL STS. Phone 312 ywt

USE CONNELL'S COAL

Best results can be obtained by using egg size in the large furnace. Eggs and stove mixed for the medium size, and stove coal for the hot water furnace. Price delivered, \$6.50. Chestnut size, \$6.75 per ton. Large pea coal, suitable for the range, \$5.60 per ton.

OFFICES:
Dundas and Richmond Sts. Phone 770.
Colborne Street and C.P.R. Phone 1098.



EYEGLASS THOUGHTS

The giving of satisfactory optical service requires something more than mere "selling ability."
Our service embraces—
Absolute accuracy in making examinations.
The making of glasses that will positively correct your defects of vision.
Courteous, considerate treatment at all times.
Fair prices and a guarantee of complete satisfaction.

Brown Optical Co.
237 DUNDAS STREET. PHONE 1877

STANDARD DRUG, LIMITED

Enemies of the High Price Druggists. WE SAVE YOU MONEY. We have many imitators.

Artificial Ice

FILTERED WATER MAKES THE ONLY PURE ICE FIT TO DRINK.
Used exclusively in the GRIGG HOUSE, DOMINION HOUSE, HOTEL SAVOY.
The only hotels or restaurants in this city using our ice.

ARTIFICIAL ICE SUPPLY CO.

PHONE 141. OFFICE, 19 YORK ST. ywt

COAL

GENUINE PLYMOUTH ANTHRACITE. Get together with your neighbors and order a car.
Jas. H. Herrick, Agent
Prices on Application—Phone 2694

NOTICE

EGGETT & CO.
(Formerly of Dominion Savings Bldg.)
Experts in Plumbing, and Heating
Engineers are Now Located at

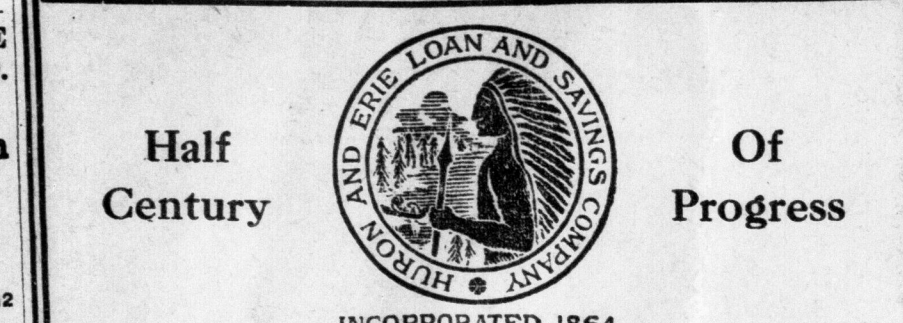
392 Clarence St.
PHONE 210. zxt

ONE WEEK MORE to buy jewelry at COST PRICES. Don't miss this chance.

ZWICKER'S

Phone 1742 650 Dundas Street. ywt

Rowat's Coffee. Pleases people who are particular. 45c per pound.
T. A. ROWAT & CO
250 Dundas St.—Phones 3051-3052.
Cooling and refreshing Sodas and Ice Cream, just as you like them, at Peters Shop 'Round the Corner. ywt



Save Your Money--Why?

A Reserve Fund cannot be created in a day, but is the accumulation of years of hard work and self-denial.

For instance, the Reserve Fund of the Huron and Erie (now amounting to over Two and One-Half Millions) has taken fifty years to accumulate.

Your Reserve Fund may be started right away by opening an account with the

HURON and ERIE

It is important to save the small amounts—we gladly accept them on deposit.

Call in at either of our city offices.

THE HURON AND ERIE LOAN AND SAVINGS CO.

Main Office: 442 Richmond Street, London.
Market Office: 4-5 Market Square, London.
Branches also at St. Thomas, Winnipeg and Regina.
T. G. MEREDITH, K. C., President. HUME COWAN, General Manager.

Ross', Limited

LONDON and EDMONTON

Special Clearing Sale

Thursday, Friday, Saturday
Ten Latest Style High Grade Ladies' Suits

Fancy materials and serges, best satin linings. Made by leading manufacturers. Every garment guaranteed. Regular \$18.50 to \$33.00. Now **\$7.75**

Nine Fancy Spring and Summer Short Coats

All the very latest, Regular \$15.00 to \$25.00. Now **\$5.00 to \$8.40**

15 VERY LATEST IN VOILE AND CREPE GOWNS. Regular \$7.50 to \$25.00. Now **\$4.50 to \$15.00**

SPECIAL LOT LAWN WAISTS. REGULAR \$1.00. NOW **59¢**

Special lot Crepe Waists. Regular \$1.25. Now 89¢

Special values in Voiles and Crepe \$1.49 and \$2.49

Extraordinary Bargains in Cloth Skirts

13 Tweed and Serge Skirts. Regular \$4.00. Now \$2.49

6 Tweed and Serge Skirts. Regular \$4.50 to \$5.50. Now \$2.75

11 Tweed and Serge Skirts. Regular \$5.00 to \$5.25. Now \$3.19

6 Tweed and Serge Skirts. Regular \$5.50 to \$6.75. Now \$3.50

16 Tweed and Serge Skirts. Regular \$7.50 to \$7.75. Now \$4.49

3 Black Voile Skirts. Regular \$10.75. Now, \$5.75

PHONE 1319. 196 DUNDAS STREET.

TO SOLVE THE HIGH COST OF LIVING

Eat more bread. There are so many dainty and nutritious dishes that can be made from bread that the use of meat or costly foods can be entirely eliminated. That is if the bread you use is of the best quality; if it will not sour and if it is manufactured under sanitary conditions.

DELIVERED CLEAN PARNELL'S MADE CLEAN

Breads are guaranteed absolutely pure. They are made of the finest ingredients that can be purchased, by bakers of long experience, and in a delightful sunlit and sanitary factory. Ask anyone who has ever tried Parnell's bread what they think of it. The answer will be: "It has no equal." In order to convince yourself of this fact we want you to phone us today for a free sample loaf of any of our twenty varieties and a recipe book containing hundreds of recipes for making dainty bread dishes.

PHONES 929-1390 **PARNELL THE BREADMAN**