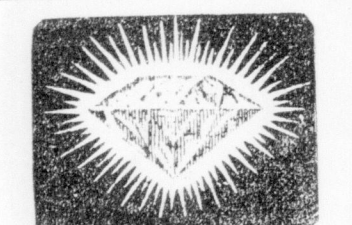


A "HYDRO" Electric Fan

is an essential feature of summer home-comfort. It's the Fan YOU need.

GET ONE TODAY!
At All Prices
PHONE 3180.
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C. H. WARD & CO.
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USE CONNELL'S COAL!

Phones 770 and 1096.

DRY HEMLOCK SLABS

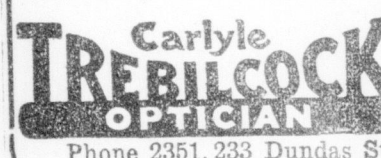
\$2.00 Per Load
W. HEAMAN & SONS
York and Burwell Sts.

TAYLOR'S STOMACH AND LIVER CURE

Is guaranteed to cure Indigestion, Dyspepsia, Biliousness, Constipation, Sick Headache, Gas, etc. Price 25c. And your money back if it fails to cure. TAYLOR'S SIX CUT-RATE DRUG STORES.



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.



Phone 2351, 233 Dundas St.

Best Work at Low Prices
Keeps Us Busy
CALL 2334.

London Tire Repair Depot

354 Wellington St. Opposite McGill's.

BIBLES and TESTAMENTS

for overseas men. We have the largest assortment in the city.

Hay's Stationery
173 DUNDAS STREET
PHONE 150.

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.

A DOLLAR WELL SPENT

15 Tickets for One Dollar

That represents the best and biggest dollar's worth of bread you ever saw. Every seven-cent loaf weighs one-and-a-half pounds, and every loaf is just simply delicious all the way through.

Parnell's Home-Made Bread

The climax of good bread-making. Telephone your order and the driver will call promptly.

TELEPHONE CALL 929.



Those who desire distinctive shapes and decorations in fancy combs should see our wonderful display. We were very fortunate in securing a shipment of fancy French combs, all decorated with French rhinestones, ranging in price from \$1.00 up to \$5.00 each. Fancy Barrettes, 50c, 75c, \$1.00, up to \$2.00.

YOUNG'S

TWO STORES:
LONDON AND EAST LONDON.

Johnston Bros. XXX BREAD

Not everyone is a judge of jewelry, but everybody eats bread, and everybody is a judge of bread.

We ask no more than that you try Johnston Bros.' XXX Bread. Thousands daily pronounce it best. You also will pronounce it best. Prices.

5c and 7c

TREAT FOR KIDDIES

Transportation of Mammoth Kiln Provides It Today.

A huge, cylindrical kiln, weighing some eighteen or twenty tons, and about 30 feet in diameter, was taken this forenoon from the G. T. R. siding at Maitland street to its destination, the brick yards on the Wharncliffe road.

Twelve horses, four abreast, and the services of twelve or more men were required for the transportation. After the start, the horses pulled together like a chariot, and good progress was made, the only hitch coming at the street corners, where considerable manipulation was required to avoid accident.

Attracted by the noise, people all along the route gathered at their front doors to see what was going on. Every corner, quite a crowd collected, and the show was of interest every minute for the children, who in spite of the warm weather, were keenly interested in following the parade to get all the excitement possible out of the occasion.

CAUGHT AFTER TWO YEARS. DETROIT, Aug. 21.—Alphonse Pouchet, 42, caught by the Canadian police since March, 1914, for alleged participation in a fight in which two Montreal policemen were killed and several wounded, was arrested in Detroit today. The police said he admitted his identity and that he will waive extradition.

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

MINERAL BATHS. The mineral baths at Mount Clemens, Michigan, are noted for the treatment of rheumatism and kindred disorders. Mount Clemens has eleven bath-houses and many hotels and boarding-houses. Mount Clemens' baths and hotels are open the entire year, but the autumn is a delightful season to take the baths, when the benefits of the baths may be added to the charms of a delightful environment. For full particulars regarding these famous baths write any Grand Trunk Railway agent.

ARE YOU SPENDING TWO dollars to get the results ONE dollar ought to get? Are you? We have secured higher results on LESS money for several firms by vitalizing their publicity with

Federal Advertising Service

Telephone 5482. After 6 p.m., 3292. 512 Dominion Savings Building, LONDON, CANADA.

ROWAT'S COFFEE 50c Per Pound

T. A. Rowat & Co. 250 Dundas St.—Phone 3051-3052.

HAMILTON'S LONDON Porter and Amber Ale

The best home-brewed beverage on the market. All dealers.

Kent Brewery LONDON, ONT.

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.

TIRE TROUBLE! Good work, as is done here, always does away with tire trouble. "We know how."

London's Rubber Man

186 KING-REAR. PHONE 5124.

STRATFORD HAS OFFER OF MORE PARK LAND

[Special to The Advertiser.]

STRATFORD, Aug. 21.—The finance committee was empowered at tonight's council meeting to make all necessary arrangements for the reception of Capt. J. L. Youngs on his return to the city soon, after two years of service in France.

The resolution from the Niagara Falls council about the equalizing of soldiers' and officers' pensions was referred to the finance committee. It was decided to establish a cabstand on the south side of Shakespear street, 20 feet west of the main station entrance to Nile street.

Mayor Breaks Tie. The contract for a barn at Agricultural Park was awarded to Foundry Bros., Mayor Ferguson breaking a tie vote, stating they did not have sufficient information as to the legality of the outlay.

The bylaw to appoint A. J. McPherson, W. J. Morrow, James Dickson, John Campbell, Jos. Orr and A. R. Latimer as fence-viewers, was given two readings. More Park Property. Property owners north of the river between Front and Queen streets, offered to deed to the city for park purposes all the property between the proposed William street and the river, also a strip 66 feet wide, for the extension of William street, and land for streets from William street to Mornington, provided the city accepts their plan to close Front street and deed this property to the said owners. Mrs. E. M. Delamere, Toronto, agreed to join in the proposition on condition that the city erect a bridge over the water on Queen's street before the close of 1917, and fix the assessment of her property for 1917 at the sum it now stands.

ERIEAU PEOPLE ARE AFTER INCORPORATION

[Special to The Advertiser.]

BLINHEIM, Aug. 21.—A move is on foot and a meeting called of ratepayers at Erieau, Harwich Township, to consider incorporation into a village similar to the village of Erie Beach. For a long time there has been more or less dissatisfaction among some of the ratepayers of that place with being a part of the township of Harwich.

This is a valuable portion of the township, it being the location of the large coal hoist of the Lake Erie Coal Company, where the large coal boats unload from Conneaut. Last spring Harwich lost Erie Beach by separation. Both places have quite a number of summer cottages owned by citizens of Chatham, Blenheim and elsewhere. Erieau has been sufficiently strong to have a fine school for several years.

ANOTHER PRINCESS PAT IS SERIOUSLY WOUNDED

[Special to The Advertiser.]

WOODSTOCK, Aug. 21.—Thomas Dunn has received a letter notifying him that his son, Pte. John J. Dunn, who went to England with the first detachment of the Princess Pats, and who has been engaged in transport work and a prisoner, has been reported as having been seriously wounded. No official notification has been received, and Mr. Dunn has telegraphed for more information. Pte. Dunn enlisted at Vancouver. He was born in East Zorra, but had been in the West about ten years.

Lieut. McLurg Prisoner. In the official list of casualties is noted the name of Lieut. John McLurg as having been officially reported missing and a prisoner, and was reported on his way to Switzerland. Lieut. McLurg enlisted at Sault Ste. Marie. He is the son of Dr. McLurg, a former well-known doctor of this city. The family moved to the Soo some years ago.

DIES AT CRINAN.

CRINAN, Aug. 21.—The death occurred yesterday at the home of Robt. Logan of Mrs. Gibson, who has lived with Mr. Logan for some time. Mrs. Gibson, who was in her 85th year, was a sister of Mr. Logan. She was 85 years of age and her husband died some years ago. She has one son living. Funeral arrangements have not yet been made.

PREPAREDNESS BUTTONS.

PORT ELGIN, Aug. 21.—The Bruce Preparedness League has issued a small button so that all citizens of the county of Bruce who feel interested in their county and in the league may show their interest by the wearing of one of these buttons.

Second Growth Potatoes

WOODSTOCK, Aug. 21.—The drought of the last six or seven weeks has had a rather remarkable effect on potato plants in various parts of Oxford County. In many instances it has been found that the parent plant has withered above the ground and that the new potatoes have thrown out shoots which in some cases have penetrated to above the surface.

H. H. DEWART, LIB., ELECTED IN TORONTO TO LEGISLATIVE SEAT

First Conservative Defeat in Queen City for Years.

TORONTO, Aug. 21.—In one of the most peculiar, topsy-turvy elections which Ontario has experienced, the Liberal candidate, Liberal on his record and the nominee of a Liberal convention, though not endorsed by the central executive, Mr. H. H. Dewart, K.C., was returned to the Legislature tonight as representative of Southwest Toronto by a majority of 643 over James Norris, Conservative candidate, the vote for the other two candidates being negligible.

This is the first time in 27 years that a Toronto constituency has elected a Liberal candidate to the Legislature. In 1889 the late Joseph Tait was elected under the minority representation plan.

Four Candidates. There were four candidates in the field. Mr. Dewart, a supporter of the Rowell policies, with the exception of the prohibition plank, on which he reserved the right of individual judgment in case of an "emergency." Mr. James Norris, who frankly expressed himself in favor of a modification of the Ontario temperance act, passed at the last session of the Legislature, but which favored the prohibitionists.

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Best Cadet Shot in British Empire Meningitis Victim

Dalton McWilliams, Nephew of Stratford Man, Dies in West.

[Special to The Advertiser.]

STRATFORD, Aug. 21.—Word was received here today by D. C. Wilcox of the death from meningitis in a camp near Calgary of Dalton McWilliams, known as the best cadet rifle shot in the British Empire. The young man was only 18 years old, and had been ill only two weeks. He had competed at international meets in all parts of the world, and had the unique honor of dining at Buckingham Palace when he trimmed the Empire's best shots. Lord Roberts also entertained him. After Sgt. Hawkins won the King's prize at Bisley, McWilliams won from him. He was a nephew of Mr. Wilcox, this city. The family formerly resided at St. Marys.

DIVER STRIKES HEAD SEEKING COOL SPOT

Stratford Lad, Badly Injured, Seeks Doctor Unaided.

[Special to The Advertiser.]

STRATFORD, Aug. 21.—Striking his head on the bottom of the creek at Montell's grove, Mervyn McDowell suffered a nasty rash of about five inches in his skull. His lip was also severely cut, three teeth being forced through it by the force of the blow. The young lad with others had gone to the creek to escape the hot sun and had dived off the bridge when the accident happened. He pluckily walked to a car and also walked into the doctor's office.

CHATHAM CONSIDERS AID TO FIRE SUFFERERS

Matter Referred to Finance Committee—Tax Rate Struck.

[Special to The Advertiser.]

CHATHAM, Aug. 21.—At the meeting of the council tonight the rate was struck at 27 mills, an increase of one mill over last year. The meeting was a busy one, and a number of additional local improvement bylaws were considered. A request to the council for financial assistance to fire sufferers in Northern Ontario was referred to the finance committee.

ST. THOMAS KEYED-UP OVER RAILWAY SITUATION

Over 15,000 Men in St. Thomas Would Be Affected by Strike.

[Special to The Advertiser.]

ST. THOMAS, Aug. 21.—The business men in St. Thomas are much agitated over the threatened big railway strike and are watching the developments at Washington with keen interest. Between 1,500 and 1,600 men in this city working on the railways at this terminal point would be affected should a strike occur.

DEATH OF MARINER.

ST. THOMAS, Aug. 21.—Frederick Wilson, a former fresh water mariner, died at the hospital today, following an illness with pneumonia. He was 47 years of age, and had no relatives. He had worked at odd jobs in St. Thomas for several years.

HIBERNIANS COMING.

ST. THOMAS, Aug. 21.—At the convention of the provincial lodge of the Ancient Order of Hibernians held in Toronto last week, St. Thomas was chosen as the place for holding the convention in 1918.

DRINK-GRAZZED RUSSIAN AMUCK IN BRANTFORD

Makes Things Lively and Appears Vicious Until Detained.

BRANTFORD, Aug. 21.—Pete Galutzki, a Russian, became crazed with liquor last night, and was amuck on Terrace Hill. He assaulted a man, kicking him in the eye, chased a little girl for four blocks, assaulted a young lad, broke into a house and was as well as tearing down all the blinds. Several citizens took it on their hands to detain the Russian until the police arrived, and had a rough time of it. As the damages in the case were not heavy Galutzki was let go with a warning, a fine of \$10 and costs amounting to \$17.

BRANTFORD SOLDIER REPORTED WOUNDED

[Special to The Advertiser.]

BRANTFORD, Aug. 21.—In this morning's casualty list is reported the wounding of another Brantford man. Pte. Samuel Ritchey, 27 Wolbring street, Ritchey left Brantford in January, 1915, to join the 37th Haldimand Rifles at Cayuga.

MILITARY FUNERAL FOR BIDDULPH SOLDIER

[Special to The Advertiser.]

ST. MARYS, Aug. 21.—The funeral of Pte. Otto Chalmers Gregory of the 185th Middlesex Battalion took place Sunday afternoon at 2 o'clock from St. Marys cemetery, lot 20, north boundary, Biddulph, to St. Marys Cemetery.

A military escort of a goodly number of the 110th Perth Battalion men who were on a home visit acted as guard of honor, headed by the Maxwell Maple Leaf band. Pte. Gregory was a son of Mr. and Mrs. Arthur Gregory of Biddulph. He was taken ill at Camp Borden, and removed to a hospital, where he died of pneumonia.

BRUSSELS NOTES.

BRUSSELS, Aug. 21.—A daughter of Harry and Mrs. Kays had the misfortune to break one of her limbs on a couple of occasions and trouble was met with in getting the bones to knit. The patient has been taken to Toronto where bone-grafting will be tried. A delegation of ladies will attend the county patriotic convention at Clinton on Labor Day.

The call of the west is being responded to by many men from this locality, who will engage in the harvest work.

NINE HOGS BRING \$305.

CRINAN, Aug. 21.—M. Matheson, concessioner, sold nine hogs at last week's shipment, which averaged 286 pounds weight. The price he received for them was \$1.85 and the total amount he received was \$305.70, which is a record for hogs.



WE guarantee Goodyear Wingfoot Air Heels to out-wear any other rubber heels you have ever worn, or any others you can now buy. Should they not meet this guarantee, return them to us at Toronto, or to any Goodyear Branch, and get a new pair free.

THE GOODYEAR TIRE & RUBBER CO. OF CANADA, LIMITED, TORONTO, ONT.

We make and guarantee Wingfoot Heels for those who are willing to pay a little more in price in order to get a great deal more in wear and comfort.

60c

a pair put on—Black or Chocolate—at shoe stores and shoe repair shops.

Goodyear Wingfoot Air Heels

CHAPMAN'S

Silk Sweaters, \$12, \$14 and \$15 239, 241, 243 Dundas Street

WEDNESDAY MORNING

For the two remaining Wednesday half-day sales of the season a special effort will be put forth to make an impression that will remain long after the holidays are over. Nothing short of unusual bargains will be offered, as this list for tomorrow shows.

AT THE WASH GOODS COUNTER

300 YARDS PLAIN CREPES, in navy, sky, open, blue grey and dark grey and mauve, 28 inches wide. Regular 25c. On sale Wednesday morning at, per yard 15c

300 YARDS FRENCH VOILES, fine quality in French pattern combinations, 40 inches wide. Regular 60c. On sale Wednesday morning at, per yd, 35c.

SHIRTING.

500 yards Oxford Shirting, in light stripes of blue and white, grey and white, and black and white. Worth 15c and 20c. On sale Wednesday morning, per yard 12½c

300 yards Heavy Shirting for work shirts, dark colors, black and white and blue and white. Worth 25c, at, per yard 15c

200 yards Bleached Tabling, 63 inches wide. Worth 60c. Wednesday morning, per yard 39c

HEAVY COTTON.

400 yards White Twilled Cotton, 36 inches wide, in 2 to 6-yard ends, suitable for middie blouses, white skirts and gents' nightshirts. Worth 25c, at, per yard 15c

CHILDREN'S MIDDIES, 33c.

2 dozen Children's White Middie Blouses, 4 to 8-year sizes. Regular 60c. Wednesday morning special at 33c

DRESS GOODS

(All Pure Wool.)

200 yards Escada Cloth, warranted pure, made in full weight for school and best wear. In best shades navy, brown, ecator and black, 42 inches wide, \$1.25 value, at, per yard 95c

SEASIDE EXCURSIONS

To Lower St. Lawrence, the Maritime Provinces and Newfoundland. Tickets good going August 18, 19, 20, 21. Good returning until September 6, 1916. To Maine Coast resorts. Tickets good going August 25, 26, 27. Good returning until September 1, 1916. Full particulars and berth reservations, apply R. E. Ruse, C. P. and T. A. Clock Corner, Phone 80.

ST. MARYS CONCERT SUCCESS.

ST. MARYS, Aug. 21.—The sacred concert held Sunday afternoon by the St. Marys Cement Company Little Band at Cadzow Park, Church street in south for the benefit of Runney Chapel of the Daughters of the Empire for patriotic purposes, realized over \$51.

Get the Habit

If this store serves you well, patronize it in store until it does not serve you well. It will pay you on your part