

Very Becoming Eyeglasses

Will be found in great variety in OUR OPTICAL DEPARTMENT. There are no noses we cannot fit—and FIT TO GIVE COMFORT.

John S. Barnard
OPTICIAN AND JEWELER.
194 Dundas Street.



OPTOMETRY
PAST AND PRESENT
methods of selling eyeglasses and spectacles are vastly different. Bargain counter methods belong to the days of antiquity. People generally have come to realize that if defective vision is to be remedied, a thorough examination by a competent optometrist is necessary. We make these examinations by the most approved, scientific methods. Then we fit you with lenses that will positively correct your defects of vision, if any are found.

THE BROWN OPTICAL CO.
Eyeglass Specialists.
297 DUNDAS ST. PHONE 1877.



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.

USE CONNELL'S COAL

Best results can be obtained by using egg size in the large furnace. Egg 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 1096.

The best ad. is a satisfied customer. One ton will convince you.

Our Coal is the Best

HEAMAN & SON
YORK AND BURWELL STS. Phone 312

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



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

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.

Plain Wallpapers

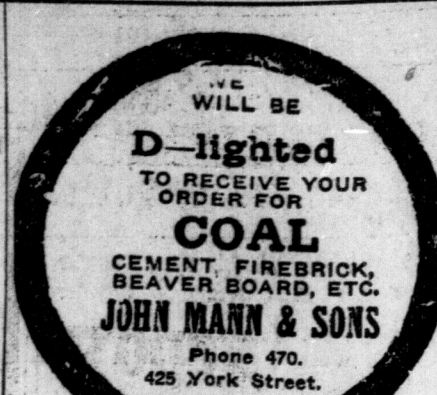
with pretty bands and cut-out borders make a charming room at a moderate cost. Our stock is especially large in these effects.

COLERICK BROS.

212 DUNDAS ST.

The London Loan & Savings Company of Canada

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



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

NEW ADDRESS
386 RICHMOND
Phone 1084

DIAMOND HALL Removal Sale

The extensive alterations on our new store will prevent us from moving for a few weeks. In this short time we will sacrifice our entire stock.

SPECIAL SALE OF DIAMONDS

Ladies' Rings, \$5.00, \$7.50, \$9.00, \$10.00 up to \$100.00.
Gent's Rings, \$10.00, \$12.00, \$15.00 up to \$400.00. Wonderful values.

WATCHES

Ladies' Hunting Waltham Watches. Sale price...\$10.00
Gent's High-Grade 15-Jewel Watches. Sale price...\$10.00
Gent's High-Grade 17-Jewel Watches. Sale price...\$12.00
Buy Now and Save Money.

W. G. Young
Official Watch Inspectors,
C.P.R. and G.T.R.

JOHNSTON BROS. XXXBREAD

The next time you want to prepare picnic sandwiches, try our "Jumbo-O" Sandwich Loaf. It has a rich, nutty flavor and a tender, thin, crust, cuts easily and retains its natural moisture. Please order "Jumbo-O" ahead of the time you want it.

JOHNSTON BROS.
Phone 944.

MUSICAL COMEDY

THE PRINCESS THEATRE WILL PRESENT MUSICAL COMEDY AT POPULAR PRICES.

Mr. Stewart, manager of the Princess Theatre, has engaged at great expense the Niner Musical Comedy Company. The company includes Miss May Kelly, the noted Irish female baritone; Miss Grace Farmer, late prima donna with Dolly Dimples Company; and the Misses Gill and Liviwell, of musical comedy fame, and the greatest of all German comedians, Edwin Niner. This company of ten artists will present "The Music Hall Girl," an artistic musical comedy of mirth and music, lasting one hour. There will be solos, duets, trios, quartettes, sextettes, and ensembles by the members of the company. Mr. Stewart recommends this as positively a high-class, refined show, never before shown at such small prices. Special scenery and stage settings, beautiful wardrobe, etc. There will be an entire change of bill Thursday, giving the special matinee daily and two shows nightly. As usual, feature pictures will be shown and Tony Vita's.

THE NEWEST RECORDS.

Every month there is a new list of Victrola Records put on sale. All these new records, in addition to the thousands already listed, can be found at the handsome Victrola Parlors of Ye Olde Firm of Heintzman & Co., Piano Salon, 242 Dundas street, London. Drop into the parlors any time and have a few of these records played for you. You are always welcome. 871

C. P. R. DETROIT EXCURSION.
On Saturday, July 18, the Canadian Pacific will sell tickets, London to Detroit and return at rate of \$2.70. Tickets good only going on 11:23 a.m. train. Return limit July 29. Call at C. P. R. city ticket office, corner Dundas and Richmond. 861

Cooling and refreshing Sodas and Ice Cream, just as you like them, at Peter's Shop 'Round the Corner. ywt

Take a Kodak With You

Send the proof of happy vacation days to the folks at home. The little pictures will tell of the interesting things you saw and the fun you had.

Let our experts develop and finish your films.

J. H. Back & Co.
210 Dundas Street.

MAY BE HELD UNDER WHITE SLAVE ACT

Man Who Took Toronto Woman to California Is in Custody.

[Canadian Press.]
San Bernardino, Cal., July 18.—E. A. Hensen, of Toronto, who was arrested at Ontario, California, Thursday on a charge of bringing into this state Mrs. Willetts, supposed to have been a victim of the Empress of Ireland disaster, is in custody of federal officers at Los Angeles today.
The authorities there have been asked that Mrs. Willetts and her son, a third member of the party, be held in jail here pending an investigation of the alleged violation by Hensen of the Mann white slave act.
The police assert Mrs. Willetts deserted her husband and her children in Toronto, telling them she intended to take passage on the Empress of Ireland. She came to California and was mourned as dead, although her name did not appear on the passenger lists of the ill-fated steamer.

In Toronto the husband of Mrs. Willetts stated that he wished her to come back and live with him.

CHECK FOR WHICH POLICE WIRED PAID YOUTH'S BOARD BILL

[Special to The Advertiser.]
INGERSOLL, July 17.—By means of a check for which the police wired, a young man who had been stopping here for a month or more, was able to pay a board bill of \$60 at an Ingersoll hotel, and with the ticket which also accompanied the cheque, he departed for Toronto. Life was evidently a round of pleasure to the young man until pressed for payment of his board bill.

There were plausible excuses at first, and finally proceedings were instituted through the police court with the result that he was detained and charged with obtaining board under false pretences.

At his suggestion, telegrams were sent to relatives describing his predicament, and from his mother at a distant point came a check and the ticket which enabled the young man to get out of town. The magistrate suspended sentence on payment of the bill and the costs of the court. Magistrate Patterson today knocked off \$20 of the usual fine of \$40 and costs for being drunk in Ingersoll. The circumstances of the man who appeared in court were considered by the magistrate, which, together with the fact that there has been a marked decrease in the number of liquor cases, prompted him in cutting the fine in half. The intention, however, was given that when conditions warranted the fine will be forty dollars and costs.

BARTENDER WAS FINED

LISTOWEL, July 17.—Daniel Collins, a Palmerston bartender, was fined \$5 and \$5 costs today by Magistrate Terhune for trying to obtain liquor after hours at the Grand Central and Arlington Hotels. The proprietors of both of them, when he got them out of bed about 1:30 in the morning. The charge was laid by License Inspector Kemp.

CROP REPORTS SHOW MIXED FARMING IS RECEIVING MORE ATTENTION IN NORTHWEST

Diminution of Live Stock Due to Exportation to the United States, Being Largely Made Up by New Breeding Stock.

[Canadian Press.]
OTTAWA, July 17.—In a bulletin issued by the census and statistics office revised estimates are given of the areas sown to spring crops this year as follows:

The areas under wheat, 11,022,000 acres, or 7,000 acres more than in 1913; spring wheat, 10,048,700 acres, as compared with 10,045,000 acres in 1913; the area to be harvested of fall wheat, 373,300 acres, as compared with 370,000 acres last year.

The areas under oats is placed at 10,814,500 acres, which is 330,500 acres more than in 1913, when the area sown was 10,484,000 acres more than in 1913. Oats is estimated to occupy 1,597,600 acres, as compared with 1,613,000 acres last year; rye, 111,280 acres, as compared with 119,200 acres; peas, 205,950 acres, compared with 218,980 acres; mixed grains, 463,300 acres, compared with 473,800 acres; hay and clover, 7,997,000 acres, as compared with 7,159,000 acres; and alfalfa, 90,385 acres, as compared with 93,560 acres.

Mixed Farming Getting Attention.
For the three northwest provinces of Manitoba, Saskatchewan and Alberta, the revised estimate of the wheat acreage is 10,063,500 acres, as compared with 10,036,000 acres last year, an increase being shown in Saskatchewan and Alberta, but a decrease in Manitoba. Oats in the three provinces occupy 6,106,000 acres, as compared with 5,762,000 acres in 1913, and barley, 1,038,000 acres, as compared with 1,025,000 acres. The net increase in the three provinces for the three crops is: Wheat, 27,500; oats, 314,000, and barley, 13,000 acres, a total of 354,500 acres for the three crops. The largest increase of area in the three provinces is for oats, 214,000 acres, which apparently shows that increased attention is being given to mixed farming.

Later Crops.
The acreage under the later-sown cereal crops of 1914 are estimated as follows:
Buckwheat, 354,000, as against 360,700 in 1913; flax, 1,163,900, as against 1,562,800; corn for husking, 256,000, against 278,000; beans, 42,830, against 46,200; potatoes, 475,900, against 478,500; turnips, etc., 175,000, against 186,400; sugar beet, 15,500, against 17,000, and corn for fodder, 317,000, against 303,650. It will be noted that the area under flax seed is 38,300 acres less than last year.

The condition of spring-sown

Rowat's Coffee
45c per pound.
T. A. ROWAT & CO.
250 Dundas St.—Phone 3051-3052.

BOY FALLS UNDER FATHER'S BINDER

Dorchester Lad's Legs Almost Severed by Heavy Machine.

[Special to The Advertiser.]
Dorchester, July 18.—Running in front of his father's binder yesterday afternoon, the 4-year-old son of George Corless, a prominent farmer living four miles northeast of Springfield, has his legs almost severed by the machine. The child was playing near the field where his father was cutting with the binder. Unknown to the latter he slipped through the fence and ran in front of the machine.
Drs. Doane, of Harriestville, and McKay, of Ingersoll, were called to attend to the little boy's injuries. The doctors believe that they can save the lad's limbs without amputation.

KIPPEN LAWN SOCIAL WAS WELL ATTENDED

[Special to The Advertiser.]
KIPPEN, July 17.—A most enjoyable time was spent last evening when the ladies of Kippen and Varna gathered and held a social on the church lawn here, in honor of the pastor, Mr. Brown, who recently arrived.

After refreshments and ice cream had been served by the young ladies and the church choir, the pastor, Mr. Brown gave a very suitable address, thanking the people of both Kippen and Varna for their kindness.

Mr. Deal, of Varna, also gave addresses. Mr. and Mrs. Fred Appleby sang several selections most acceptably.

It was moved by the pastor and carried unanimously that a hearty vote of thanks be extended to the ladies.
Mr. Robert Dalrymple, who recently raised his barn, entertained about 250 of his friends on Tuesday evening, by giving a dance on the church lawn. Mr. and Mrs. Walker, of Peterborough, motored here yesterday to spend a day or so with Mrs. Walker's parents, Mr. and Mrs. William Wilson. Mrs. James Fowler and little son Gordon are spending a few days with relatives in Duncannon.
Harvesting has commenced, and several farmers are busy cutting their wheat. It is a splendid crop. Mr. and Mrs. William Forrest, of Marquis, Sask., who are visiting at the home of the latter's mother, Mrs. Dignan, visited friends here recently.

JAPANESE GRAFTERS ARE SENT TO JAIL

Forged Documents and Gave Bribes to Naval Officers.

[Canadian Press.]
Tokio, July 18.—Further sentences were pronounced today in the prosecution of high officials who had been charged on charges of forging documents and bribing Japanese naval officers to influence the letting of contracts for construction.
Kenzo Iwahara, former manager in New York of the Mitsui Products Company, and retired Vice-Admiral Tsuruaro Matsuo were each sentenced to two years' imprisonment, while Gichi Iida, managing director of the Mitsui Company, and Jotaro Yamamoto, of the same company, were sentenced to terms of eighteen months each.
The sentence of Iida was, however, suspended.

OCEAN STEAMSHIPS.

New York, July 18.—Arrived: Steamship Celtic, from Liverpool; Buffalo, from Hull.

In Every Country In the World BREAD IS THE STAPLE ARTICLE OF FOOD AT EACH MEAL

IN SOME COUNTRIES THE BREAD IS BLACK AND HARD—SOMETHING WHICH PEOPLE IN LONDON AND WESTERN ONTARIO WOULD NOT EVEN TOUCH. BUT THEN THEY HAVE BEEN ACCUSTOMED, FOR THIRTY YEARS, TO BUYING.

MADE CLEAN PARNELL'S DELIVERED CLEAN

THE PERFECT LOAF, WHICH IS MADE IN TWENTY VARIETIES. PARNELL'S BREAD CANNOT BE OTHER THAN THE BEST, BECAUSE IT IS MADE OF THE BEST YEAST (FLEISCHMAN'S), THE BEST FLOUR (PURITY), HAS A SPECIAL FLAVORING—THE SECRET OF WHICH WE CONTROL—AND CONTAINS A LIBERAL AMOUNT OF MALT—IMPORTED BY US TO GIVE AN ADDED SYSTEM-BUILDER TO OUR BREADS.

THEN, EVERY OUNCE OF FLOUR USED BY US IS THOROUGHLY SIFTED, AND EVERY INGREDIENT, BEFORE BEING PUT INTO THE AUTOMATIC MIXER, IS INSPECTED BY THE SUPERINTENDENT. TO MAKE SURE THAT YOU GET YOUR BREAD AS IT COMES FROM OUR AUTOMATIC OVENS AND WRAPPING MACHINES, WE HIRE INTELLIGENT DELIVERY MEN, WHO ARE GIVEN EXPLICIT INSTRUCTIONS TO BE COURTEOUS AND TO LET YOU SELECT YOUR LOAF FROM THE BASKET. YOU KNOW IT IS HARD TO EXPLAIN THE MANY DETAILS OF A LARGE PLANT LIKE OURS IN AN ADVERTISEMENT, BUT WE CORDIALLY INVITE YOU TO VISIT OUR LARGE, AIRY, SUNLIT, SANITARY BAKERY AT ANY TIME, OR TO PHONE US FOR A SAMPLE LOAF

PARNELL THE BREAD MAN

TELEPHONES 929---1390. . . . LONDON, ONTARIO

LAMBETH

LAMBETH, July 17.—Mrs. C. R. Walker and daughters have returned from Thorndale, after spending the past two weeks with friends and relatives.
Mrs. G. W. Patrick is improving after a week's illness.
Mrs. Joseph Bourne and children have returned from a visit to her mother at Thorndale.
Mrs. D. C. Ross, Clara Ross, Miss Banghart and Miss Belton, of Strathroy, were the guests of Mrs. G. A. Routledge on Wednesday.
Miss Gladys McKinnon and Nurse Hanson, of London, are holidaying in Lambeth.
The English church young ladies and the Lambeth ladies' baseball team will play on Saturday evening.

KEEP MINARD'S LINIMENT IN THE HOUSE.

Having disposed of my jewelry business at 550 Dundas street, city, we will sell until August 1, 1914.

All Goods at Cost Prices

Parties having any articles in for repairs will call and get same before August 1, 1914.

Geo. H. Zwicker

650 Dundas Street, Phone 1742

COAL

GENUINE PLYMOUTH ANTHRACITE. Get together with your neighbors and order a car.

Jas. H. Herrick, Agent
Prices on Application—Phone 2694

Your troublesome timekeepers are easy for us to fix up. We are experts.

S. K. MILROY & CO

Maker-to-Wearer Jewelry Shop, 260 DUNDAS STREET. ywt

ICE CREAM BRICKS, 20c PINT

Bricks cut and wrapped ready to serve, 25c. Bulk Ice Cream, 20c a pint; 35c a quart.

Ice Cool Buttermilk, 5c a Glass

J. M. CHIVAS
117 DUNDAS STREET. PHONE 442

Ywt

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, OPPOSITE MARKET. Open Evenings. Phone 1849.

London Conservatory of Music and School of Elocution, Ltd.

"GODOWSKY SYSTEM" Ask for year book and curricula. Phone 1101.
LOTTIE L. ARMSTRONG, Registrar. F. LINTFORTH WILLGOOSE, Mus. Bacc., Principal. zxt

NOTICE

EGGETT & CO.

(Formerly of Dominion Savings Bldg.) Experts in Plumbing, and Heating Engineers Are Now Located at

392 Clarence St.

PHONE 210. zxt

ICE ! ICE !

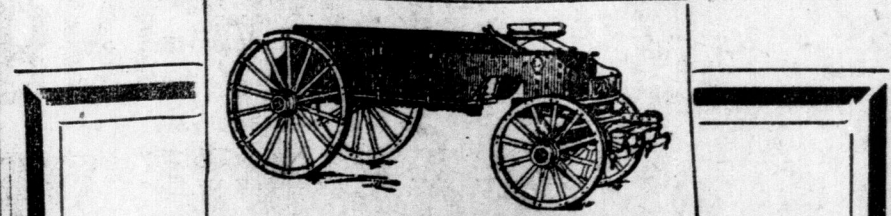
Ice is water in solid form. Filtered water frozen is Pure Ice.

PHONE 141.

ARTIFICIAL ICE

:: SUPPLY CO. ::

19 YORK STREET. ywt



Contractors! Teamsters!! Farmers!!!

You cannot afford to be without a STUDEBAKER

Dump Wagon

They are the strongest built, easiest loaders, and save hours a day in unloading.

Write us for catalogue and prices.

GEO. HEAMAN : : : LONDON, ONT.

Half Century of Progress

Save Your Money. Why?

The fact that a man saves demonstrates to the world that he is unselfish, prudent, persistent and much more. Saving is a supreme test of character.

The Savings Department of the

HURON & ERIE

is the best and safest place for your account. When you have saved \$100 or more, don't leave it at savings interest. Ask us to transfer the amount to the Debenture Department where you obtain

4 1/2% the money to be left a short term of years. You are invited to call at either of our city offices.

THE HURON & ERIE LOAN & SAVINGS CO.

Main Office - 442 Richmond St., London.

Market Office - 4-5 Market Square, London.

Branches also at St. Thomas, Winnipeg and Regina.

T. G. Meredith, K. C. Hume Cronyn, President General Manager.

Ywt

ROSS' Limited

LONDON. EDMONTON.

SUITS

Still a few left of those high-class latest style Suits at the same clearing prices, which means about one-quarter off regular price. Come quickly and secure one, as they are the greatest bargains ever offered in this line in London.

DRESSES

Special values in Crepe, Voile, Ratine, Etc., just to hand. Ranging from \$5.00 to \$18.50

WAISTS

To hand, in all the newest models. A large lot of really choice styles at prices ranging from 98c to \$3.50

NECKWEAR and GIRDLES

The very newest productions in the market.

196 DUNDAS STREET. PHONE 1319.

KINGSTON FARMER EXPIRES WHILE AT WORK IN FIELD

KINGSTON, July 17.—Stricken with heart failure while working in a hay field yesterday, William Thompson, aged

22, whose home is in Scotland and who has been in this country but a short time, fell over unconscious and died. It is believed to have been the direct cause of death.

Work in the fields had to be abandoned by many farmers yesterday.