

BRITISH ADVANCE WAS IRRESISTIBLE, DECLARES PALMER

Followed Greatest Concentration of Gun Fire on Record. THE OFFICERS ARE ELATED Ridge Taken at Longueval Looks Down on German Positions.

[BY FREDERICK PALMER.] BRITISH FRONT IN FRANCE, July 14.—11 a.m., via London.—The British advance on July 14 was the greatest since the night attack against the German second line, although careful to state that the great task against a powerful foe is only barely started. Soon after daylight the joyful news of the British success slipped into a telephone message over the area occupied by the British army.

London Camp Where a Dozen Western Ontario Battalions are Fitting Themselves for Overseas Service

Officers and men returning to Canada from the Front unite in endorsing the Gillette Safety Razor as a convenience, a comfort, and practically a necessity to the men on active service.

Big Fire in Longueval. In the direction of Longueval a big fire was seen. It was the village or a storehouse burning as the bright spot was growing to a steady point in the field of gun flashes.

While the smoke barges from the British lines were carried by favorable winds, and the shells made other points of the line indistinct, the ridge of Longueval, where the British burrowed forward against commanding positions and a stubborn, cunning and brave foe, were seen distinctly to be in their possession.

Sazonoff Explains RUSS-JAP ALLIANCE GREW FROM OLD PACT Nothing in the Agreement Injurious to American Interests.

[Canadian Press.] Petrograd, July 14.—Via London, July 15.—A statement given out tonight by Sergius Sazonoff, minister of foreign affairs, regarding the new Russo-Japanese agreement, says:

THE TURKISH REPORT Constantinople Claims Minor Successes on Several Fronts.

GERMAN SUBMARINES IN THE ALAND SEA Before leaving the city, arranged to have The Advertiser delivered to your vacation address.

RUSSIANS TAKE 3,200 PRISONERS AS FOE ATTACKS Result of the Austro-German Efforts West of Stripa.

AUSTRIAN LINE IS PIERCED Fierce Fighting Reported by Vienna Northwest of Bucacz.

PEACE ADVOCATE TO SUCCEED PRO-GERMAN IN AUSTRIAN GOVT. Switzerland Hears Androssy Is To Be Foreign Minister.

GERMANY IS TREATING ITALIANS AS ENEMIES Rome, July 14.—11:50 p.m.—The Berlin Bankers' Association, according to the Stefani News Agency, has circulated a list of names of German subjects in Italy who are to be treated as subjects of a belligerent state.

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FIND FOUR SUSPECTED CASES OF INFANTILE PARALYSIS AT BORDER One in Windsor and Three in Ford—None Considered Serious, But Authorities Take Prompt Precautions.

INFANTILE PARALYSIS ALARMS CHATHAM M.O.H. CHATHAM, July 14.—In view of the suspected cases of infantile paralysis reported in Windsor, Mr. Charteris, acting medical officer of health, has issued a warning to citizens to immediately consult a physician if a child is taken sick.

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MANY ALIENS ARE BEING RELEASED FROM THE CAMPS In Numerous Cases Allowed To Return To Ordinary Life.

Ottawa, July 15.—Large numbers of Canada's interned aliens are now being released. Already a great many of them have been allowed to return to ordinary life and more of them are being released all the time.

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THE "HIGH-PRICE" PROBLEM The increased cost of living is to a large extent beyond control.

But why not make the most of funds you have saved? Idle money deposited in the Huron & Erie Debenture Department for a five-year term, yields half-yearly interest at the rate of

5% Per Annum. You can invest at any time any sum from \$100 up.

INCORPORATED 1864 HURON & ERIE MORTGAGE CORPORATION LONDON (Two Branches) and ST. THOMAS T. G. Meredith, K.C., President; Hume Cronyn, General Manager

PTE. ED. SNELLING IS KILLED IN ACTION Young Londoner Has Made Supreme Sacrifice for the Empire.

KEEPS CHILDREN WELL MAKES THEM ROBUST Here is Good Advice for the Head of Every Family.

CHAMBERLAIN'S TABLETS PRICE 25¢ Keep Your Bowels Clean Month's treatment in a package, 25

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London Merchants Offer a Page of Bargains For Monday

These Bargains
Are For
Monday Only

DOLLAR DAY

A PAGE
OF REAL
MONEY
SAVING
BARGAINS

Special DOLLAR Values
BEING OFFERED on GRAY'S
MONDAY at . . . GRAY'S

WASH SILK WAISTS, AT \$1.00.
White Jap Silk Waists, with long sleeves and convertible collars. Monday's Price . . . \$1.00

VOILE WAISTS, AT \$1.00.
Fine White Voile Waists, in stripes and fancy fronts, others trimmed in pink and blue. Monday . . . \$1.00

LADIES' MIDDIES, AT \$1.00.
Made of excellent quality jean in smart, practical styles, all white or color trimmed. Monday . . . \$1.00

LADIES' HAND-BAGS, AT \$1.00.
Fancy Hand-Bags and Vanity Purses, many new styles amongst them, worth from \$1.25 to \$2.50. Monday's Special Price . . . \$1.00

LADIES' SILK LISLE COMBINATIONS, \$1.00.
These are fine quality garments, with or without sleeves, lace and ribbon-trimmed tops, drawers in umbrella style. Price Monday . . . \$1.00

BRASSIERES REDUCED TO \$1.00.
This is a lot of Brassieres in broken sizes, lace and embroidery trimmed, with hooked-up fronts, and others closing in back, they are worth up to \$2.50. Specially priced for Monday, at . . . \$1.00

LADIES' SILK HOSE, AT \$1.00.
in black, white, copenhagen and silver grey. Monday . . . \$1.00 pair

KID GLOVES, AT \$1.00.
Ladies' Kid Gloves in black, tan and white, with oversewn seams, and two domes. Special Monday . . . \$1.00 pair

Black Silk Special at \$1.00 Yard
One piece of 36-inch Black Paillette Silk, in an extra heavy quality, with a rich lustrous finish; our former \$1.35 quality, which is worth today \$1.50 a yard. Specially priced for Monday only at . . . \$1.00 yard

GRAY'S, Limited

Standard
Drug Stores

SAVE YOU MONEY
Two Big \$1 Combinations
ON SALE AT ALL
FOUR STORES . . . Monday

No. 1
One reg. 50c box of Fruit-a-tives, one reg. 50c box of Chase's Nerve Food, one reg. 50c box of Zam-Buk, one reg. 25c bottle of Thomas Electric Oil; reg. \$1.75 value. On sale Monday, all stores . . . \$1.00

No. 2
One reg. 40c box Limestone Phosphate, one reg. \$1.00 box Nuxated Iron, one reg. 25c bottle Abbey's Effervescent Salts; Reg. \$1.65 value. On Sale Monday, for . . . \$1.00

SAME CUT PRICES at ALL STORES
252 DUNDAS STREET. 344 RICHMOND STREET.
174 DUNDAS STREET. 664 DUNDAS STREET.

NO MAIL ORDERS
WAR TAX EXTRA

AT
KEENE BROS., 125-7 King Street . . .

The New Drapery, Rug and Furniture Store

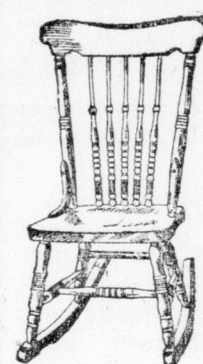
REGULAR \$2.00 HAND-MADE

Voile Curtains
With lace insertion and lace edge.
Monday, \$1.00 a Pair

Rag Bedroom Rugs
Blue, green, tan or brown; about two yards long; regular \$1.75; 20 only to sell.
Monday, \$1.00

White Enamel Bathroom Mirrors
14x20 inches; regular \$1.50.
Monday, \$1.00

35c A YARD.
Heavy Cretonne
Monday, 5 Yds. \$1.00



Nurse Rockers
Regular \$1.75.
Monday, \$1.00 Each

Your choice of 4 designs of
Heavy Arab Lace Curtains
Regular \$1.50.
Monday, \$1.00 a Pair

Large Blinds
4 feet wide, to 5 feet wide, slightly soiled; regular \$2.00 to \$3.00.
Monday Only for \$1.00 Each

Travelers' Sample Carpets
All sizes up to 1½x1¾ yards.
Monday, \$1.00 Each

Brass Jardiniere
Regular \$1.35.
Monday, \$1.00

7 Centre Tables
Monday, \$1.00 Each

Children's Rocking Horses
Regular \$1.45.
Monday, \$1.00

CANADIANS HAVE ASCENDANCY IN NO MAN'S LAND

Dominate Positions in Front of Germans.

FOE'S GUNS ARE SILENCED
Bombardment by the Enemy Brings Forth Vigorous Response.

[Canadian Press.]
OTTAWA, July 14.—Major-General Sir Sam Hughes has received the following communique from the Canadian general representative at the front, Canadian Corps Headquarters in France, via London, July 14.—There was a noticeable diminution in the volume of hostile artillery during the last few days on the Canadian front. Only one severe bombardment was directed upon our positions. Starting at 7:30 in the evening it continued until 10 with exceptional violence. Our heavy and field batteries responded with the greatest vigor, and under the concentrated weight of their fire the hostile guns were eventually silenced.

Bombardment on Belgian Front Becomes Intense

Artillery Duels Conspicuous in the Region of Steenstraete.

Paris, July 14.—10:55 p.m.—The bombardment along the Belgian front has reached a point of the greatest intensity, according to the official statement issued by the French war office tonight.

Another night scouts of a Calgary battalion located an enemy working party of about 150 men in the open. Work was carried back to our trenches

BIG NAVAL COLLIER BELONGING TO U.S. SINKS IN ATLANTIC

Fate of 142 Men Aboard Is Not Known.

DISABLED IN A STORM
Goes Down While Attempting To Put Into Port at Charleston.

CHARLESTON, S.C., July 14.—The big naval collier Hector, carrying 60 marines in addition to her crew of 70 men and 12 officers, sank off Charleston Lightship late today, according to a report tonight from Captain Hunt of the tug Vigilant, which tried to go to the Hector's assistance.

JOHN REDMOND REPEATS CHARGE AGAINST LANSLOWNE

PARADE IN HONOR OF FRANCE.

OTTAWA, July 14.—In honor of the national holiday of the French republic, some eight thousand troops from their neighboring Sarcee camp, marched through the city this afternoon in review order.

NATIONAL DEBT GROWS \$143,000,000 IN A YEAR

THIS SUMMER MUSKOKA.

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PARADE IN HONOR OF FRANCE.

OTTAWA, July 14.—The national debt of Canada is now \$503,910,637, as compared with \$450,287,721 a year ago.

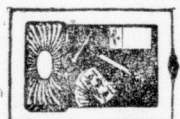
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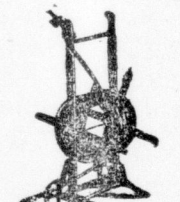
The Purdom Hardware Co.



O. CEDAR MOPS.
Two in a box, one dry and one oil. Price only . . . \$1.00



SAFETY RAZORS.
Handy for soldiers; reg. \$2.50. only . . . \$1.00



HOSE REELS.
Save your hose; always wind it up. Price of reel only . . . \$1.00

The Purdom Hardware Co., Ltd.
124 Dundas Street.
Phones: 2800, 2801.

RESIGNS AS SECRETARY OF WINNIPEG BOARD

Dr. C. N. Bell Is Succeeded by A. E. Boyle.

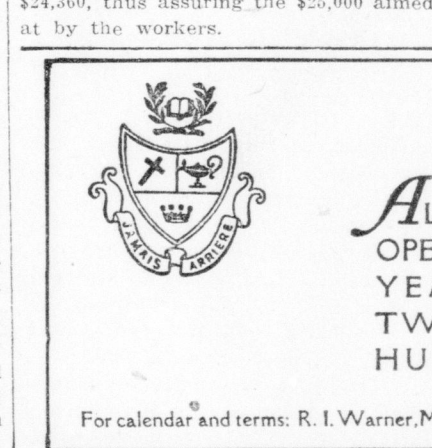
WINNIPEG, July 14.—After twenty-eight years' service, the resignation of Dr. C. N. Bell, secretary of the Winnipeg Board of Trade, was accepted with regret at a special meeting of the executive today.

A. E. Boyle was appointed as the new secretary. Mr. Boyle is well known in both Ontario and Western Canada, being a graduate of Toronto University and serving his newspaper novitiate at Niagara Falls, and being successively reporter on the Toronto Globe and commercial editor of the Toronto News before coming west in 1905, when for a time he was editor of the Regina Standard, and later publicity commissioner for that city. For four years he was western representative of the Toronto Globe, and more recently has been engaged in the Dominion Government's case in the matter of telegraph rates.

TORONTO RAISES \$25,000 FOR VERDUN REFUGEES

Tag Day Benefit Nets Good Sum for French Sufferers.

TORONTO, July 14.—Toronto's tag day for the benefit of the Verdun refugees today netted, with three districts yet to hear from, the sum of \$24,360, thus assuring the \$25,000 aimed at by the workers.



ALMA LADIES' COLLEGE
OPENS ITS THIRTY-SIXTH
YEAR ON SEPTEMBER
TWELFTH: NINETEEN
HUNDRED & SIXTEEN

For calendar and terms: R. I. Warner, M.A., D.D., Alma College, St. Thomas, Ont.



More Nourishing than Meat at Half the Cost

10c for a dish, more nourishing than meat, and enough for six people. That's the economy of Catelli's Milk Macaroni. This new and delicious Macaroni—so easily prepared, and so very cheap—forms a more complete food than meat, potatoes, and white bread, at one third the cost. Catelli's Milk Macaroni—with its rich nutrition and smooth, delicious flavor—is superior to any imported brands. Have it for dinner tomorrow. "The Girl at Catelli's" is a dainty little book that tells a lot of things about Macaroni that perhaps you may not know—and gives more than a hundred ways of preparing it. Write for a copy.

THE C. H. CATELLI CO., LIMITED, MONTREAL.



CATELLI'S MILK MACARONI

MADE IN CANADA

10c EVERYWHERE

London Advertiser

MORNING EDITION, Outside City, 10c per week, \$2.00 per year.

TELEPHONE NUMBERS: Private Branch Exchange, 3670.

Toronto Representative—F. W. Thompson, 57 Mail Building.

THE LONDON ADVERTISER COMPANY, LIMITED.

LONDON, ONT., SATURDAY, JULY 15, 1916.

THE SUBMARINE MISSION.

IT IS easy to read into the trip of the submarine Deutschland to the United States an attempt to draw Britain and America into a dispute with the hope that relations may become strained.

With an American on board, the enemy craft would quite likely be taken directly into view of the allied warships, hoping that they would fire upon her, and, perhaps, take that American's life.

In taking this stand, Britain is probably fully justified, for a blockade of the German coast has been proclaimed, and any craft trying to break it lays itself open to attack and destruction.

In the event of this craft being fired on, Berlin will likely declare that it considers itself free to resume its piratical sub warfare, and will thus use the incident as an excuse for breaking its promises to Washington.

THE MEGALOMANIAC. "Megalomania—A form of insane delusion, the subjects of which imagine themselves to be very great, exalted or powerful personages; the delusions of grandeur."

A CERTAIN person, very prominent in Canadian public life, has been suffering from this disease for some time, and it appears to be growing in severity.

Since the outbreak of the present war the self-importance of this person has been more noticeable, and his delusions more vivid.

So far as people in Canada are concerned, his opinion is not very high. It is said that his treatment of the governor-general has not been unduly courteous, and that he has spoken of the representative of royalty in the Dominion in language not suitable for publication. Doubtless, when the Duke of

Connaught leaves for England at the close of his administration, this deluded personage will claim that he drove the King's uncle out of the country.

In fact, the only people of whom he has a good opinion are those he honors with his friendship, as, for example, the noted individual who has been making money in the munition line, and who has met with some criticism from the public.

It is no wonder that many in the party to which this megalomaniac belongs should begin to feel tired. Liberals generally have not been very severe in their censures, rather have they treated him in a jocular manner.

HOME. SOME time ago it was remarked in these columns that the English language has a unique possession in the word "home."

There is a German adverb "heim," to translate our "home," the adverb, i. e., to or towards home. But properly speaking, the German language has no word for our noun "home" in its deep and rich significance.

MOVIES AND DISCONTENT. A YOUTH of sixteen, writing to "Everyman" (London, England) on the cinema, says that one drawback to the movie show is the effect upon young men of seeing beautiful girls in beautiful dresses, or sometimes in a paucity of clothes.

After reading about ten million columns of explanation on the North Perth election we have come to the conclusion that Mr. Hay was elected because he got by far the larger number of votes. Some bright, eh?

REPORTERS who call Camp Borden the Sahara of Canada, seem to be giving the real Sahara the worst of it, according to some of the soldier boys who have come back from that spot.

THE PERTH HAY-MAKING. A flock of our contemporaries have a lot to say.

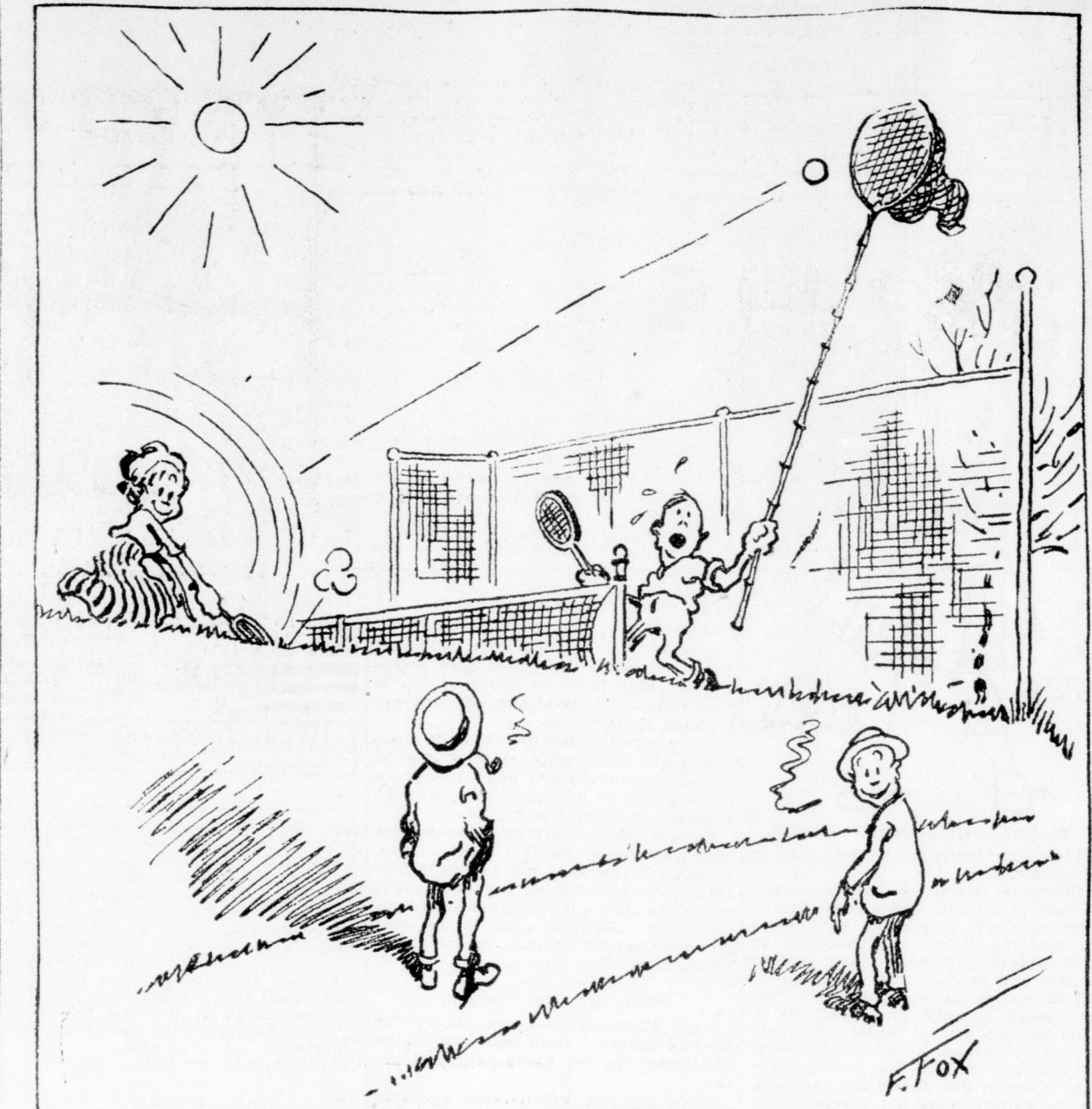
ONE says it was pro-Germans that helped the work along. Another says the liquor men turned out.

OUR own interpretation of the matter is just this. That our high and mighty Major-General Sam

THE man who wrote "I Did Not Raise My Boy to be a Soldier" has a son who is going to war. A lot of fathers did not raise their boys to be sinners or sailors, but the boys just did these same things. Many a tem-

Auxiliary Tennis Backstop For Use When Playing With Ladies Who Have Just Taken Up the Game.

BY FONTAINE FOX



Henry Elker had been at the Ferncliff boarding-house just thirteen days, and during that time he had won the worshiping admiration of Mildred Graydon.

The Advertiser's Daily Short Story. Copyright, 1916, by McClure Newspaper Syndicate. Not Always What They Seem. By Earl Reed Silvers.

Henry Elker had been at the Ferncliff boarding-house just thirteen days, and during that time he had won the worshiping admiration of Mildred Graydon. He was to go home on the morning of the 13th.

WAIT A MINUTE! -By J. H. F. After reading about ten million columns of explanation on the North Perth election we have come to the conclusion that Mr. Hay was elected because he got by far the larger number of votes.

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STORIES OF BRITISH NAVAL HEROISM

"He Disobeyed Your Orders, Sir"

Written for The Advertiser by Judge Barron of Stratford. Dedicated to the Boy Scouts of Canada.

The year 1797 was the "annus mirabilis" in the annals of the British navy. It had no parallel in English history. Three great naval powers were fighting Britain.

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By this time the Colenden, in the van, had passed right through the gap and the danger was imminent that the enemy might cut the division around the rear of the line.

HOTEL SEVILLE NEW YORK. A Half Block from Fifth Avenue. At Madison Avenue and 29th St. Central but quiet location.

HELP! HELP! THOUSANDS OF FARM LABORERS WANTED FOR THE WESTERN HARVEST. Good Pay and Employment in the Fertile Districts SERVED BY THE C. N. R. \$12.00 TO WINNIPEG.

LONDON TIMETABLES.

Table with columns for destination (Grand Trunk Railway, Sarnia Tunnel, etc.) and departure/arrival times.

Table for Canadian Pacific Railway with columns for destination and departure/arrival times.

Table for Michigan Central with columns for destination and departure/arrival times.

ALLAN LINE. From Montreal. To Sicilian, Corinthian, etc. For full information apply to agents of the ALLAN LINE.

TRANSCONTINENTAL. NEW ROUTE WESTERN CANADA TO TORONTO-WINNIPEG. Via North Bay, Cobalt and Cochrane.

CUNARD LINE. CANADIAN SERVICE. MONTREAL TO LONDON (Via Falmouth).

TRACTION COMPANY. Daily Excursion Fares London to Port Stanley. CHILD TRIP—ADULTS, 30c.

STATE OF OHIO FOR CLEVELAND. Steamer leaves Port Stanley 11 p.m. every Tuesday, Thursday and Saturday.

Canadian Northern. For Full Particulars Apply to Nearest C. N. R. Agent.

STEPPERS ON THE GRAND CIRCUIT OPEN AT NORTH RANDALL ON MONDAY

IN THE WIDE WORLD OF SPORT

BOWLING MATINEES AT THISTLE AND ROWING CLUBS THIS AFTERNOON

Tigers and Yankees Split Double-Header

Each Team Wins a Twelve-Inning Tussle—Boston and St. Louis Play Seventeen Innings Without Either Scoring.

NEW YORK, July 14.—New York and Detroit played a sensational double-header here today, each team winning a 12-inning game, Detroit taking the first 6 to 2, and the Yankees winning the second 4 to 3.

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GEORGE SMITH WILL NOT RUN IN AMERICAN DERBY

Favorite Withdrawn on Account of Lameness Developed in Training.

Chicago, July 15.—Horse racing was revived in Chicago today after an interval of twelve years. At Hawthorne track a ten days' meeting was opened, the feature event today being the Derby, worth \$10,000.

LARGE TURNOUT FOR ELMWOOD TOURNEY

C. Talbot, W. Brazier, F. E. Silcox and Glennie Wilson Winners.

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HOW THE TEAMS STAND

AMERICAN LEAGUE

Table with 5 columns: Team, Won, Lost, P.C. Rows include New York, Cleveland, Boston, Chicago, Detroit, Washington, St. Louis, Philadelphia.

NATIONAL LEAGUE

Table with 5 columns: Team, Won, Lost, P.C. Rows include Brooklyn, Boston, Philadelphia, New York, Pittsburgh, St. Louis, Cincinnati.

LEAFS WHITENASH PROVIDENCE GREYS

Manning Allows Only Two Hits During Game.

ORIOLES TRIM THE BISON

Buffalo Drops Double-Header To Baltimore—Royals Beat Newark.

MONTREAL, July 14.—Montreal took another game from Newark today, 5 to 2. The Royals played an up-hill game, but won in the seventh, when they hit Wilkenson hard and scored three runs, overcoming Newark's lead.

LEAFS SHUT OUT GREYS

PROVIDENCE, July 14.—Toronto shut out Providence today, 4 to 0. Manning was invincible, allowing the Greys but two hits, while the Leafs hit Billiard hard in early innings.

VIRGINIANS LOSE

ROCHESTER, July 14.—Rochester won from Richmond today, 10 to 5. Rhoades pitched well enough, but could not overcome the damage done by his team-mates' poor fielding.

ORIOLES GET BOTH

BUFFALO, July 14.—Baltimore took a double-header from Buffalo today, 5 to 4, and 8 to 4. Errors were a big factor in Baltimore's first victory, while Toronto hit the Nationals for the second.

JOHN J. MCGRAW ARRESTED FOR DISORDERLY CONDUCT

Cincy Fan Swears Out Warrant Against Giants' Manager.

CINCINNATI, Ohio, July 14.—John J. McGraw, manager of the New York National League team, was arrested here late tonight on a warrant sworn out by John T. Reed, a local fan, charging him with disorderly conduct.

FREE PRESS DEFEAT STREET RAILWAY, 7-6

Risler Pitches for Press and Howe for Street Railway.

PIPE LINE BENEDICTS REPEAT ON BACHELORS

Once more the benedictors of the Pipe Line won the singlet men tournament in a game of baseball yesterday evening.

MARCONI'S LOSE AGAIN TO THE CENTENNIALS

The Centennial baseball team added another victory to its already large list, when they beat the Marconi team by a score of 16 to 5, making it a five straight.

HERZOG TO GO TO GIANTS

Doyle and Another Player May Be Traded.

NEW YORK, July 15.—A deal between the New York Nationals and Cincinnati involving several players, and by which Manager Charles Herzog of Cincinnati, a former New York player, would return to the Giants, was discussed last night by President Hempstead and President Herrmann of the respective clubs.

TIGER TWIRLER

HARRY COVELESKIE, one of the mainstays of the Detroit pitching staff.

Coveleskie has pitched in 23 games this season, winning 11 and losing 5. He stands next to Boland in the pitcher's averages on the Detroit team.



Harry Coveleskie

BENNY KAUFF'S HIT WINS FOR GIANTS

Winning Run Scored in Tenth by Benny's Single.

BRVES BLANK PIRATES

Ragan Pitches Boston to 3-0 Victory Over Pittsburg Buccaneers.

RIXEY FALLS DOWN

CHICAGO, July 14.—Crashing hits off Rixey gave Chicago another win over Philadelphia today 6 to 3, and an even better 6 to 3.

BRVES BLANK PIRATES

PITTSBURGH, July 14.—Good pitching by Ragan enabled Boston to shut out Pittsburgh here today by a score of 3 to 0. Harmon was hit at opportune times.

CARDS TRIM ROBINS

ST. LOUIS, July 14.—After holding St. Louis to two hits in four innings, Appleton weakened in the fifth and St. Louis gathered four runs and won the last game of the series with Brooklyn 6 to 2.

PETROLEA BOWLERS DEFEAT FOREST, 34-23

Petrolea, July 13.—Two rinks of bowlers from the Petrolea Lawn Bowling Club visited Forest today to participate in a friendly game with two rinks of that club.

GIANTS GET SALLEE

CINCINNATI, July 14.—John McGraw manager of the Cardinals, will do a giant unboxing in St. Louis on Sunday or Monday. \$10,000 is said to have been the price paid for Sallee.

NEWARK GETS SHORTEN

BOSTON, July 14.—Outfielder Shorten of the Red Sox was today sent to the Newark team of the International League under an optional agreement.

YOU CAN CREATE BETTER LIVING CONDITIONS BY DEMANDING

Advertisement for Union Cigars, featuring an image of a pack of cigars and the text 'Label'. Includes the slogan 'They are made in sanitary shops by expert workmen, and cost no more than others.'

Dexter Patchen Wins 2:17 Pace at Bay City Meet

Short Ship Circuit Meeting Closes—Splendid Racing Marks Getaway Day.

BAY CITY, Mich., July 14.—The short ship meeting closed here today with another lot of splendid racing. Dexter Patchen easily took the 2:17 pace which went over 2 1/4 miles from Thursday to two heats in his credit.

HEAMAN'S RINK LOSES CONSOLATION TROPHY IN THE FINAL GAME

Wray of Parkdale Wins From Thistles at Niagara.

ROBERTSON WINS SINGLES

Defeats Brown of Westmount Club—Sinks and Sinks Capture Doubles.

NIAGARA-ON-THE-LAKE, July 14.—In the consolation final in the Ontario Bowling Association tournament today, skip A. M. Heaman of London Thistles defeated J. A. Hayward of Toronto Canadian Yacht Club 25 to 11.

WINDSOR ENTRIES

Windsor, July 16.—Entries for Monday—First race, purse \$700, 3-year-olds and up, selling, 6 furlongs—(10) Outfield 112, Blue Cap 98, Dimitri 111, Nobelean 114, Deliver 93, Fluid Extract 98, Nathan R. 110, Weldon 104, Old Joe 102, X-Top of the Morning 109.

W. O. B. A. TOURNEY

According to the program for the twenty-first annual tournament play will commence at 1:30 p.m. (railroad time) on July 24. Entries for brackets must be in the hands of the secretary not later than Wednesday, July 19, at 6 p.m., and the entry fees must accompany the entries.

Advertisement for Byron TOOKE COLLARS, featuring an image of a man wearing a collar. Text: 'A new full starched light weight model—with tape links—much smarter than a soft collar. TOOKE BROS., LIMITED MONTREAL.'

Advertisement for Dog Diseases. Text: 'FREE TO ALL SUFFERERS. "LIFE" OUT OF "WORMS" RUN DOWN. "DOGS" SUFFER FROM TICKING, BLEEDING, NEURALGIA, CHRONIC WHEEZING, ULCERS, BRUISES, EYE-PAIN, BURNING, FURFURACLES, RINDERS, BRUISES, INFLAMMATION OF SKIN, ITCHING, AND OTHER AFFLICTIONS. Send for FREE BOOK on these diseases and WONDROUS CURE effected by "LIFE" THERAPY. Write to: H. CLAY GLOVER CO., Inc., 118 West 31st Street, New York.'

Advertisement for King George's Navy plug CHEWING TOBACCO. Features an image of a pack of tobacco. Text: 'Is Absolutely Good. It is made from leaf tobacco that has enough elasticity against the teeth to keep it together, instead of granulating in the mouth as most plug tobaccos do.'

Advertisement for King George's Navy plug CHEWING TOBACCO. Text: 'It has a delicious non-irritating, palate-tickling sweet taste—because medicinal authorities agree that the ordinary "strong", unsweetened plugs are injurious. It is not affected by artificial heat or old age—does not get hard—because it is protected by a highly glossed tobacco leaf envelope. "Made in Canada by Expert Canadian Workmen" 10c A Plug Everywhere. ROCK CITY TOBACCO CO., LIMITED.'

Large advertisement for Dr. Cassell's Instant Relief for Bilethence. Includes text: 'Instant Relief for Bilethence. Heartburn and Windy Spasms. The efficacy of Dr. Cassell's Instant Relief in these complaints will be a revelation to those who have hitherto trusted to bismuth or soda mixtures, or to old-fashioned liver pills and salts. The trouble is due to gas in the stomach or bowels arising from undigested food, and the natural remedy is to restore the organs to healthy action. Dr. Cassell's Instant Relief does that quickly, surely, and so it effects real cure where the old purgative preparations only weaken the system, and create the pill-taking or salts-taking habit.'



The CAR

That Satisfies EVERY Automobile Desire!



Price \$850, F. O. B. Chatham

Price \$850, F. O. B. Chatham

THE desire to Produce the greatest possible value at the minimum of cost has encouraged the Gray-Dort Motors, Limited, to adjust its manufacturing policy by confining its production to but one chassis.

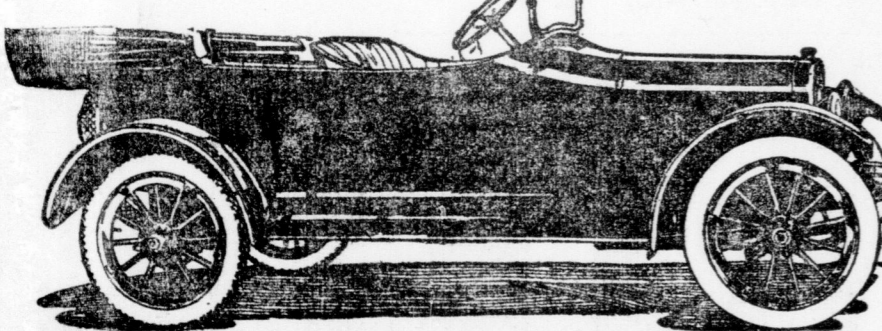
This standardization of the Gray-Dort product will result in greatly increased production, insure a greater uniformity in every Gray-Dort produced, and a lowered manufacturing and selling cost.

SPECIFICATIONS

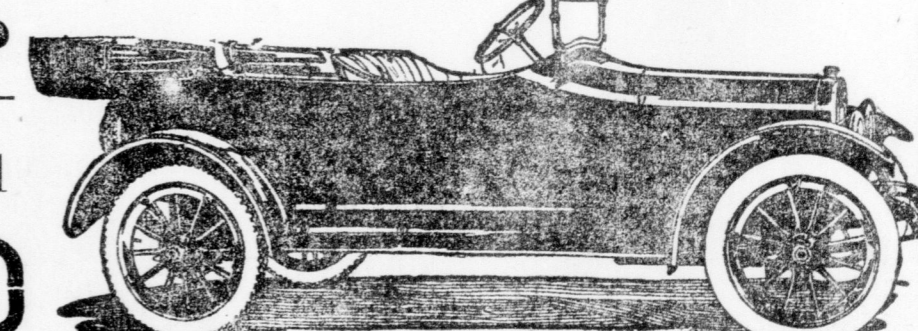
Motor Make—Gray-Dort. Weight—318 lbs. Cylinders Cast—En Bloc. Type—L-Head. Number—4. Bore 3¼-inch. Stroke—5-inch. Horsepower. S. A. E. Rating—16.90. Develops at 1,600 R. P. M.—28. Develops at 1,800 R. P. M.—30. Speed —2,000 R. P. M. Crank Case —Gray Iron. Cam Shaft. Material—15-20 C. S., H. T. Bearings—Number—3. Material—Phosphor Bronze. Size Front—1¼ x 2 15-16-inch. Centre—1¾ x 2¼-inch. Rear—1 x 2 31-32-inch. Timing Gears. Type—Helical. Material—Cast Iron. Carburetor. Make—Carter F. O.	Cooling —Thermo-siphon. Radiator. Make—Long Mfg. Co. Type—Tub and Finn. Capacity—4 gallons. Lubrication —Oil Pump and Spla... Oil Capacity—4 quarts. Starter. Type—Two Unit Motor Gener- ator. Drive—Improved Bendix Auto- matic. Make—Westinghouse. Ignition. Type—Battery and Autom. Switch. Make—Connecticut. Lighting. Type—Elec. 6 volts-Generator. Equipment—2-head and tail with Dimmer. Clutch. Type—Cone-6 Compensating Springs. Size—12-inch. Transmission. Type—Selective. Speeds—Three forward, one reverse. Location—Unit with Motor.	Gears — Material—3¼% Nickel Steel. Size—7-9 Pitch, 5/8-inch Face. Shafts, Material—3¼% Nickel Steel. Size—1 5-16-inch-7/8-inch. Bearings—Double Row New Dep. Oiling—Heavy Oil in Case. Front Axle. Make—Walker-Weiss. Type—1-Beam. Bearings—Cup and Cone. Tie Rod—Rear. Spindle—1½-inch. King Bolts—¾-inch. Rear Axle. Make—Walker-Weiss. Type—¾-floating. Housing—Mall. Iron. Drive Shafts— Material—Chrome Nickel Steel. Size—1½-inch. Diff. Bearings—Hyatt High Duty Roller. Wheel Bearings—Hyatt High Duty. Torsion—Forked Tube.	Propeller Shaft. Material—Chrome Nickel Steel. Size—1½-inch. Brakes, Type—Inter. and Exter. Size—10x1¾-inch. Lining—Autobestos. Frame. Make—Detroit Pressed Steel. Side Members— High—3½-inch. Deep—1½-inch. Thick—5-32-inch. Material—Pressed Steel. Cross Members— Material—Pressed Steel. Fastened—Hot Riveted. Springs Make—Armstrong. Front, Type—½ Elliptic. Size—2 x 37 inches. Rear, Type—Full Cantilever. Size—2 x 50½ inches. Material—Carbon Steel. Spring Shackles— Material—D. F. 25-30 C. S. Suspension Bolts— Material—15-20 C. S. Case Hardened. Size—½-inch Front, 7/8 Rear. Lubrication—Grease Cups.	Steering. Drive—Left Hand. Type—Irreversible, Worm and Nut. Wheel Size—16-inch. Control. Gear Shift Lever—Centre. Emergency Brake—Right Pedal Service Brake—Clutch Pedal. Spark and Throttle—On Steer- ing Wheel. Accelerator—Yes, right of Emergency Brake. Wheels. Make—Imperial. Type—Wood. Size—30 x 3½-inch. Spokes, Number—12. Size—1-3-16-inch. Bolts, Front—6. Rear—6. Rims—Detroit Demountable. Tire Equipment. Size—30 x 3½-inch. Non-skid rear. Wheel Base —105-inch. Tread —56-inch. Gear Ratio —4 to 1. Weight —2,100 pounds.
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BEEMER & CO. LIMITED

131-133 Queen's Avenue, London. New Phones—Office, 5670; Service, 5671



Price \$850, F. O. B. Chatham



Price \$850, F. O. B. Chatham

GERMANS UNABLE TO COUNTER-ATTACK IN SOMME BATTLE

Surrender Freely to British When Hard Pressed. ADVANCE LINES EVEN British Have Linked Up With the French Forces at Hardecourt.

LONDON, July 14.—11:25 p.m.—Appropriately, on the day of the French national fete, when very Londoners wore in his buttonhole a tri-color ribbon in honor of his ally, came the stirring news of a successful British attack on the German second line, which opened before dawn and carried a number of new positions. The Associated Press correspondent at the front describes the attack as surpassing that of July 1 as a great spectacle and thrilling display of artillery power. Characteristic of the fighting throughout the battle of the Somme, the Germans appeared to be unable to bring up sufficient reserves to make successful counter-attacks. A second point which is emphasized by observers on the allied side is that in fighting the Germans were repulsed in the... (text continues)

NEW YORK ARSENAL SWEEP BY FIRE; ONE MAN KILLED

Half-Million Dollars in Equipment Destroyed. 5,000 RIFLES BURNED State Chauffeur Loses His Life Trying To Save Motor Trucks.

NEW YORK, July 14.—One man was killed and several firemen were overcome by smoke in a fire which swept the New York State arsenal at Seventh Avenue and 35th Street late today. Large quantities of military equipment for the national guard were destroyed. Lieut.-Col. Henry A. Bostwick, quartermaster's department, in charge of the arsenal, estimated the loss in equipment at \$500,000. The cause of the fire, which started in the carpenters' shop, has not been determined. Explosions of a half million rounds of small arms ammunition, 300 rounds of shrapnel and 100 rounds of shell, was averted by quick work in flooding the magazine just before the flames reached it. Among the stores destroyed were 5,000 rifles, five motor trucks and large supplies of clothing, shoes, blankets and tentage. The man killed was Thomas McNally, a state chauffeur. With Andrew Moran, chauffeur for Lieut.-Col. Bostwick, he tried to save the motor trucks, and they brought out two. McNally went back into the burning building, and was not seen until firemen brought him out unconscious. He was found under an automobile badly burned. He died 20 minutes afterwards. BRITISH BOAT SUNK. LONDON, July 15.—12:22 a.m.—A report to Lloyds says the British steamer Silverton has been sunk. Latest maritime records report Silverton, a vessel of 2,522 tons, leaving the River Tyne, England, on June 11, for an unnamed destination. The Silverton was built in West Hartlepool in 1891 and was owned in Leith.

LONDON IS HAPPY OVER THE BREAK IN GERMAN LINES

Telegraph Says Situation of Germany Is Critical. SUCCESS CROWNS PLANS...ect, Says Daily News, Is To Wear Down the Enemy.

LONDON, July 15.—2:35 a.m.—The new British advance on the western front provides the theme for exultant comment in the morning papers. "The situation of the German army is very critical," declares the Telegraph. "The Daily News under the caption 'The Breaking Lines' says: 'The comparative ease with which the second lines have been forced lends content to the belief that they were not as strong as the first lines, undoubtedly were. It may be that the worst and heaviest task was achieved with the carrying of the first lines, which the Germans are said to have held to be impregnable. The important thing is to retain in true perspective the objectives of this western offensive. It is not intended to be a knock-out blow, and if the German lines do crumble sensationally that will be a success not contemplated in the original design. That design is to wear down the enemy, partly by the mere slaughter and capture of his effective, and partly by forcing him to keep his slender reserves continually in a position to meet incessant attacks delivered in widely separated areas. As far as can be judged this plan of operations is succeeding perfectly.' While the tone of the editorials is optimistic they generally add the customary warning to the British public not to attach too much importance to this success. The Express comments: 'It is necessary once more to warn the over- sanguine not to underestimate the enemies' capabilities of resistance. The Germans are brave, stubborn, and a highly organized people, bred in traditions of war. Our goal is almost in sight, but the last round of the fight will be the hardest.'

PHYSICIANS ARE AT ODDS OVER INFANTILE PARALYSIS

Disagree as to Efficiency of Injections of Adrenalin. NEW YORK, July 14.—Medical experts battling against the epidemic of infantile paralysis, which has cost 342 lives in this city, expressed divergent views today upon the efficacy of injections of adrenalin in the spinal column as a remedy for the disease, recommended by Dr. S. J. Meltzer of the Rockefeller Institute. Health Commissioner Emerson announced tonight that physicians who use adrenalin must do so on their own responsibility. Only after hundreds of cases had been treated and the supposed remedy had been fully tested, he declared, could its merits be definitely determined. Federal health experts were more optimistic. They are giving close attention to the use of adrenalin and have observed, it was stated, that patients have been helped in some instances, but they are unwilling at present to predict its potency as a cure. Dr. Louis C. Ager, one of Dr. Emerson's aides, referring to the work being done in hospitals, declared that the percentage of total recoveries will be larger than it had been thought it would be at first. Four deaths from the disease were reported today in New Jersey, two in Newark, one in West New York and one in West Hoboken. There have been 120 cases in that state to date.

OTTAWA, July 14.—Hon. Frank Cochrane is expected to retire from the Borden Government in the near future, owing to poor health. He is now at St. Andrews, New Brunswick, recuperating, and is not expected to return to Ottawa to resume his ministerial duties. The portfolio will be filled by the transfer to railways of Hon. J. D. Reid, minister of customs, who is acting minister of railways at the present time. Hon. Mr. Cochrane will become lieutenant-governor of Ontario on the completion of Sir John Hendrie's term. Sir John Hendrie is expected to contest West Hamilton in the next Dominion elections. COCHRANE TO BECOME NEXT LIEUT.-GOVERNOR is to Retire From Cabinet—Sir John Hendrie May Contest West Hamilton. [Special to The Advertiser.]

**BORDEN TIRED OF IT ALL,
MAY LET WHITE RUN IT**

Toronto Telegram Predicts Cabinet Shuffle—Premier High Commissioner.

TORONTO, July 14.—The Toronto Telegram this afternoon published the following dispatch from Montreal: A big cabinet shift at Ottawa is indicated by private information obtained from a well-informed source here.

The information is to the effect that Sir George Perley will not return to England, but that Sir Robert Borden will succeed him as Canadian high commissioner.

The premier, the story goes, is to be raised to the peerage as a recognition of the part Canada has played in the war. Sir Thomas White is to succeed Sir Robert Borden as premier and a shift in cabinet positions all along the line must necessarily result.

It is said that Sir Robert Borden has long since tired of being pulled hither and thither by the opposing forces in the Government. He has also cherished a secret ambition to fill the high post at London, and now that the

**No Break in Family
For Fifty-Eight Years**

[Special to The Advertiser.]
OWEN SOUND, July 14.—A remarkable record is held by the family of Mrs. James A. Gardner, well known as a Women's Institute worker. There has been no death in her family for 58 years. This record was mentioned in an address by Mrs. Gardner at an institute meeting here recently.

turning point of the war has been reached he feels that he may with honor withdraw from a position for which he has felt he was never fitted and which was never to his liking.

Premier Borden is wealthy and has the qualifications to make him a satisfactory high commissioner.

But there would be interesting times at Ottawa after his departure for the "machine" Conservatives, whatever they may think of Sir Thomas White's business ability, have serious doubts as to the completeness of his political education.

**BUFFALO PLEADS
FOR MORE POWER
TO AID INDUSTRIES**

Delegates Appear Before Congressional Committee.

SESSION ENDS IN ROW

Charge Against Newspapers Arouses Proprietor of Buffalo Courier.

BUFFALO, July 14.—The foreign affairs committee of the House of Representatives listened to further arguments here today in favor of a greater diversion of the waters of Niagara River for power purposes. The speakers were Mayor Louis P. Fuhrmann, E. C. Connell, president of the International Railway Company, and Roscoe Mitchell, representing the Buffalo Chamber of Commerce.

The speakers declared that lack of power is having a serious effect upon industrial Buffalo, and that more power is needed immediately.

There was considerable turmoil at the close of the meeting, which was held at the Country Club, when William J. Connors and Frank C. Perkins of Buffalo became involved in a wordy battle in which the word "liar" was used, and there were threats of bodily violence.

Then it started. Perkins and George C. Hillman, who said they represented the Hydro-Electric Association, appeared unexpectedly at the meeting, which had been arranged by the Chamber of Commerce.

A statement by Hillman to the effect that the foreign affairs committee had not treated the Hydro-Electric Association fairly aroused several members of the committee, and a five-minute adjournment to hear the two men was discussed.

During the talk Perkins declared that it was impossible to get before the public facts in regard to the power situation on the Niagara frontier because of the control of existing companies over newspapers.

Connors, who was in the room, jumped to his feet and called the speaker a liar. He grasped Perkins by the collar and demanded a retraction. During the confusion that followed the meeting adjourned.

STILL IN PORT.
[Canadian Press.]
Manila, July 15.—The agents of the British steamship Chinese Prince have suspended filing a bond pending advices from London. Meanwhile the vessel has not cleared. It is reported that an appeal has been made to the British Government to take up the matter at Washington.

An earlier dispatch from Manila said that the Chinese Prince expected to clear on Saturday for Vladivostok, after being held in the Philippine port since July 11, when she was seized upon the discovery that certain packages were missing.

**"SHOT WITH INTENT
TO KILL" IS CHARGE
FACING BEECHER BOY**

Crown Attorney Says Crime Was Near Murder.

VICTIM WAS SWEARING

Norfolk County Led in Pitiable State of Despair, Going Back To Jail.

[Special to The Advertiser.]
SIMCOE, July 14.—The preliminary trial of Robert Beecher was held at St. Williams today, and the magistrates, Squire John Cope of St. Williams and Squire John Bell of Silver Hill, committed the young lad for trial. The committal is couched in the following language:

"That on the second day of July, 1916, Robert Henry Beecher unlawfully did shoot and shot with intent to kill John Simmons, thereby causing the death of the said Simmons."

The magistrates were inclined to commit him on a charge of manslaughter, but the crown attorney, T. R. Slaght, of Simcoe, pointed out that the evidence showed that when the defendant was apparently not in a reasonable apprehension of himself being slain, it came so perilously close to the line of murder that the law required the magistrate to so word their committal.

Boy in Despair.
The young prisoner was in a pitiful state of nervousness and apprehension at the hearing, and refused to eat either breakfast or dinner. At the close of the hearing when leaving the town hall at St. Williams, he threw himself upon the ground in despair, and Constable G. B. Murphy was obliged to carry him to the motor car in which he was to be taken back to Simcoe jail. He evidently entertained hopes that he would be released, and his despondency when he found that he would have to return to confinement was great.

"Oh, how can I go back there and loaf for months," he said. "There is nothing left in life for me."

He is visibly thinner since the inquest on Monday. Neighbors who know him feel sorry for him, but they feel that some punishment should be meted out or society will suffer.

Shooting a Pastime.
It is a customary thing for the lads in the neighborhood to spend Sundays in shooting, and no restraint has been imposed on any of them, and the general feeling seems to be that some change should be made as to the laxity existing.

The hearing began at 9:30. John Porter appeared for the defendant, and Mr. Kidney, inspector for the Barnard home, was present. The witnesses called were the same as called on Monday. Little that was new was adduced. Mr. Porter cross-examined two

**The Greatest Value
On the Face
of the Earth
31 1/2 H.P.**



\$890

Roadster \$870

- Streamline body
- Electric starter
- Electric Lights
- Magnetic speedometer
- Complete equipment

The new series Model 75 B has more power, more style, more room, more comfort and is more complete than any other car for the price in the world.

Think of a car at this price having a motor that will develop fifty miles an hour!

Think of a car at this price that gets twenty to twenty-five miles on a gallon of gas!

Can you beat it? There is not another car on the market under \$1120 that can equal its performance. Order yours today.

Western Ontario Motor Sales, Limited
YORK STREET (OLD CENTRAL GARAGE PREMISES.) PHONE 4304.

Willys-Overland, Limited
Head Offices and Works, West Toronto, Ont.

Cars Bought, Sold and Exchanged

One Tudhope-Fisher, electric lights and starter, 6-cylinder, 43 h.p. Practically new \$1,000
One Chalmers 5-Passenger Runabout, 4,000 miles, with starter and electric lights. Quick sale \$550.00
One Tudhope, 4-36, in first-class shape \$250.00
One Regal, Quick sale \$275.00
One Ford Car, in first-class shape, 5-passenger \$225.00

BINDNER & MORRISON, Fullarton St.
Distributors for Paige, Detroit; Brisco, Lozier and Winton Motor Cars.

**SLAUGHTER SALE OF
USED CARS**

CHALMERS SEVEN PASSENGER \$1,100
CHALMERS FIVE-PASSENGER \$600
OVERLAND FIVE-PASSENGER \$300
CUTTING FIVE-PASSENGER \$250
MAXWELL ROADSTER \$275

These cars are all in first-class running shape, having recently been completely overhauled.

BEEMER & CO., LIMITED
131-133 QUEEN'S AVENUE, LONDON.
New Phones: Office, 5670; Service, 5671.

**40 HP
FOUR
\$1225**

**A "Made in Canada" FOUR
that speaks for itself**

—and it's a Studebaker of course. While the feature of Value—value that commands a much higher price in other makes, has figured prominently in the success of the series 17 Studebaker FOUR, it is the quality and permanence that has earned for it the reputation which no other car in all Canada enjoys.

Big, roomy and comfortable, it represents the supreme effort of Studebaker design and workmanship—the built-in knowledge of the stability that such a car requires in order to give the best of service that the rough and hilly roads of Canada demand.

It has Power-a-plenty-motor flexibility and endurance that is not even approached in many cars costing much more. Its appearance compels admiration wherever the car is seen.

Let us give you a demonstration, and let this "Made in Canada" FOUR speak for itself.

Studebaker
Walkerville, Ont.

Ontario Garage and Motor Sales, Limited.
S. H. ROWED, Manager.
Dundas at Colborne Street. Phone 2431



**DUNLOP
AUTO TUBES**

**Doughty Process
Exclusive-Perfect**

No other tire maker in Canada can give you tubes made by the world-famous Doughty Process.

Yet the Doughty Machines, used exclusively by us, represent the greatest step forward in the tub-making industry.

Before the advent of the Doughty Machines there was a more-or-less fractional difference in tubes of the same rated size.

Dunlop Doughty-Made means a tube, absolutely true to size, perfectly air-tight and seamless, with the maximum elasticity—flawless in every detail.

Any garage will supply you with Dunlop Doughty-Made Tubes.

Dunlop Tire & Rubber Goods Co., Limited

GREEK SOLDIERS IN RIOT

Said To Have Stormed Train Controlled by Allies.

NEW YORK, July 14.—A Paris cable to a news agency here says: Dispatches from Saloniki report serious rioting at Kavala, when 500 Greek soldiers stormed a train on which they had been refused transportation. The railroad is controlled by the Anglo-French army. Pickets fired upon the Greek soldiers and drove them off.

GONE TO FRANCE.

LONDON, July 14.—Among those who have gone to France are Capt. Herron of Windsor, Ontario.

CENTRAL GARAGE

Ford Runabout, nearly new, \$260.
CENTRAL GARAGE, Phone 4304
76-78 York Street, Phone 4304
YWT

TIRES! TIRES! TIRES!
If you want tires and tubes that are made good and make good, see us at once. We have the largest stock in Western Ontario.
CANADA AUTO DEVICES CO.
Opposite Armouries,
330 Dundas Street. Phone 3876.
YWT

**FOUR CHILDREN BURN;
PARENTS ARE AT DANCE**

Had Been Left in Charge of Neighbor Who Escapes by Jumping.

MUNSON, Alta., July 14.—The four children of James M. Turnbull, a farmer of this place, were burned to death last night while Mr. and Mrs. Turnbull were attending a dance.

The children, who ranged in age from 2 to 7 years old, had been left in charge of a neighbor's wife, an elderly lady, who woke up to find the house on fire. The flames had obtained such a start that she had barely time to jump from an upper window and save her life.

LOBO RED CROSS WORK.
ILDERTON, July 14.—The Lobo Women's Institute will meet next Wednesday at the parsonage, the home of Mrs. (Rev.) Mason, Lobo. As a large amount of sewing and knitting is being done by the ladies, a large bale is expected for Red Cross work. The young ladies of the Ivan Guild are also busy sewing for the Red Cross, as a good load of supplies was brought out last week from London headquarters by the quartet of young people, who motored in.

**FARMERS OF LOBO
SWAMPED IN WORK**

Women Turn In To Help Harvest Hay.

FOUL BROOD IN HONEY

A. C. Attwood Loses Entire Apiary—Autos Grow More Popular.

[Special to The Advertiser.]
ILDERTON, July 14.—The Lobo farmers find the auto almost necessary to the farming outfit, and many new cars have been bought this season. J. McLaughlin, N. P. Campbell and P. Mitchell, road overseer, are the latest purchasers, and Wm. Whillans, Ilderton, and Thomas Paterson, Denfield, are also driving new cars. One Lobo farmer, D. Sinclair, of Komoka, used his "mashine" to unload the hay, and says it saved him much time, and worked well on the rope. D. L. Graham's team of colts became unmanageable on a load of hay on the Naim road, and ran away on Wednesday, but Mr. Graham, by turning them across the ditch, stopped them at the wire fence, and by good luck did not upset the load.

Women Help Farmers.
The farmers have been busy haying for the past week, and some in Lobo have finished the job, but help is scarce, and in many cases the women and girls are helping. One farmer has been hauling in his crop alone, as far as male help is concerned. He had a loader hooked behind to do the pitching. The hay crop is heavy, especially the timothy. Some fields show grass over five feet long, and the crop is being saved in excellent condition, owing to the continued dry weather. The spring crops are in need of rain. Corn and

peas seem to stand it better than oats and barley.

Much Honey—Some Ill-Luck.
The honey crop promises well, but some beekeepers are having trouble with foul brood. A. C. Attwood's apiary is destroyed, and the inspector was busy examining and rejecting comb from the apiary of D. Fraser this week. Some hives had to be destroyed entirely, but the official hopes he has got the pest stamped out. The disease will travel from one apiary to another for some distance, and the Beekeepers' Association is strictly enforcing the act against foul brood wherever found. J. A. McQueen lost a valuable horse on Wednesday, the animal breaking his leg while running at pasture, and had to be killed.

**F. W. HAY'S MAJORITY
IS 567—OFFICIAL COUNT**

[Special to The Advertiser.]
STRATFORD, July 14.—The official majority of F. Wellington Hay, victorious Liberal candidate in the recent by-election in North Perth, is announced by Sheriff Magwood today as 567.

In Mornington Mr. Hays' majority of 97 was reduced to 58, while in Wallace Mr. Makins gained 1.

The following are the revised figures:

	Hay	Makins
Stratford	1,225	1,122
North Easthope	221	102
Listowel	291	237
Milverton	124	85
Wallace	262	278
Ellice	423	223
Mornington	243	255
Elma	246	449
	3,345	2,781

The majorities are:

	Hay	Makins
Stratford	106	
Listowel	54	39
North Easthope	213	
Mornington	68	210
Ellice	210	103
Elma		16
Wallace		686
	686	119

Majority for Hay—567.

Why so happy, Mutt?
Oh, all my automobile accessory troubles have ended. I found a place where I could get anything from a spark-plug to a radiator or tire. The prices are right, too.
Where is that, Mutt?
Why, at **BILLY'S AUTOMOBILE ACCESSORY STORE**, Dundas street. Get the habit and patronize him. You'll save money.
BILLY BRENNEN
298 DUNDAS STREET. PHONE 5446.

PAIGE
The Standard of Value and Quality

Sumptuous Motoring

It is instinctive in us Americans to travel, not only comfortably, but luxuriously. We demand everything that means greater safety, greater convenience greater ease, and elegance of traveling. It is the national habit.

To meet that national standard of luxurious motoring the New Series Fairfield "Six-46" has been designed. And the proof that it has already met that demand is attested by the astounding reception it has received in the short time since we announced it and have had it on exhibition.

We claimed that the New Series Fairfield "Six-46" is "the most completely equipped car that can be purchased on the American market—absolutely irrespective of price." The instantaneous popularity and appreciation of this car have already verified the truth of that claim.

If you have not already seen this car, ridden in it and driven it, we urge you to do so. We urge you to compare it with any other car in the world and see for yourself whether any other car—regardless of price—can offer you so much efficiency, comfort, luxury and intrinsic value as this New Series Fairfield offers you and the price is \$2075

NEW SERIES FAIRFIELD "SIX-46"
SEVEN-PASSENGER
\$2,075 F. O. B. LONDON

NEW SERIES FLEETWOOD "SIX-38"
FIVE-PASSENGER
\$1,550 F. O. B. LONDON

Paige-Detroit Motor Car Company
Detroit, Michigan.

DISTRIBUTORS:
Bindner & Morrison
152-154 FULLARTON ST. PHONE 3475

**STORIES OF BRITISH
NAVAL HEROISM**

[Continued from Page Six.]

the excellent that the latter's bowsprit grazed the after-deck of the Captain's mainmast. On he rushed with a freer sheet and, singlehanded, dashed into the Spanish van. It was a magnificent move, but terribly hazardous. The roar of battle was on. The clash of arms and noise of guns was ear-splitting and terrible. He struck the Santissima Trinidad on its seaward quarter and at the same minute poured shot and fire into the great huge bulk. The impact seemed to shrivel up the little '74 as it met its giant enemy, but the one-eyed Nelson was in his element—alone in action. In a trice he was surrounded. From port and starboard he hurled shot and shell.

"Never mind the aim; just fire the guns," was the cry.

It was a desperate fight. Like hornets attacking an intruder the Spanish ships sprang at Nelson from all sides and fairly covered him with fire. Five, some say seven, ships were at him at the same time. The little '74 was fairly rent in pieces. The wheel shattered to atoms, its foremast shot clean away, topmasts hanging loose like wild birds' broken wings, stays cut and guns dismantled—not a whole sail left, nor a shroud nor a rope, in fact. There was hardly a spot on the little ship left untouched. But what did Nelson care. He had gained his end and checked the rush of the Spanish van. Yet there was fighting still left in the little ship, or rather in the men who manned her. Hard a starboard went her helm and down she bore on the quarter gallery of the San Nicholas. The two gripped. "Follow me," cried this intrepid sailor, and his first lieutenant jumped into the enemy's mizzen chains, while his men dropped from their spritsail-yard on to the enemy's deck. Nelson himself actually squeezed himself through the quarter gallery window and dropped into the officers' cabin. A fight commenced, but Nelson's boarders were at his heels and with a British cheer drove the party on to the main deck, where they met others from the Captain and found Lieut. Berry hauling down the Spanish flag. The prize was Nelson's, but just then the San Jose opened fresh fire and the prize had again to be fought for. The gallant Nelson did not hesitate. "Up to her aides," he cried, and he himself had to be helped up by his chief lieutenant. As he reached the main chains a Spanish officer called out to Nelson, "Every one has heard of the great Collingwood. He at this fight commanded the Excellent. He was the last in line. So soon as he saw what Nelson had done, and came down on the Salvador del Mundo, at quarters so close that the powder stains were seen on the enemy's sides. This great sailor, than whom none could sail a ship better, skillfully thrust himself between the Captain and the San Nicholas, pouring fire and flame upon the latter as she passed on to the Santissima Trinidad. Here he fought with bulldog tenacity, belching forth shell and shot until she struck. All this time the ships of the line led by the Culloden were in amongst the rear ships of the enemy. The check delivered by Nelson had slackened the enemy's rush, and Jervis flung his ships upon the rear end of

SAXON "SIX"
A big touring car for five people

A careful examination of the mechanism of Saxon "Six" reveals many features hitherto found only on costly cars. For instance—the axles are of Timken make and so are all the bearings throughout the chassis. The driving gears are the helical bevel type which eliminate noise and friction. You'll note also that it has a two-unit electric starting and lighting system. And as you proceed you'll find that even in the very minor details there is an unusual standard of excellence.

At the wheel of Saxon "Six"—watching the miles flit magically by—the impression that you are riding in a costly multi-cylinder motor car grows stronger. The smoothness of the power-flow, the acceleration, the speed, the power, the flexibility—all these definitely mark it as a class car. And you are invariably surprised to learn that the price of Saxon "Six" is \$1,115 f.o.b. Windsor.

London Motor Sales Co., Limited
187-189 KING ST., LONDON. PHONE 3479.

(471)

the windward squadron. The Culloden led, then the Blenheim, next the Prince George, the Orion, the Colossus, and they leapt with fire and sword. It became a crashing of masts and bellying of sail as the broadsides poured ball and fire upon the Spanish foe. The blood of the Vikings was in the British tar. He was irresistible, besides which it was a case of magnificent strategy and splendid seamanship, together with superb discipline. Yet there was just one breach of which Capt. Calder of the Victory complained to the admiral. "Nelson," he said, "had disobeyed rule XIX." "He certainly did," replied the admiral, "and if ever you commit such a breach of orders I will forgive you as I do him." Thus ended the great battle of St. Vincent.

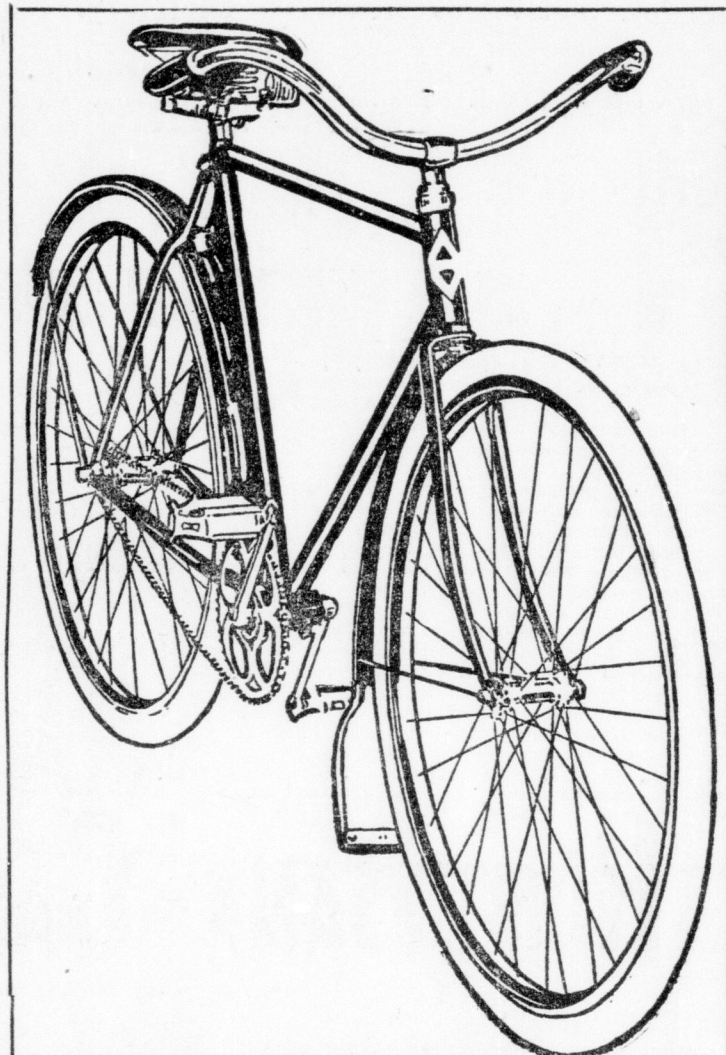
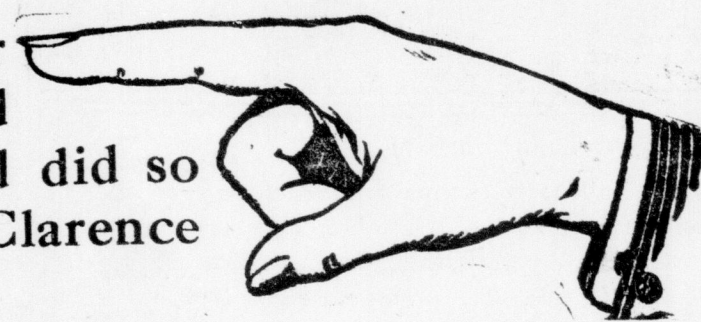


Let Us Get Acquainted!



It Is to Our Mutual Benefit

WE were not always the large house we are today; neither did we number our **S**A**T**I**S**F**I**E**D** customers by the thousands. This big business was not inherited or built upon other people's reputation or foundation. It had to pave its own way, and did so on a new and unique plan. Five years ago we commenced business in a small store on Clarence Street (a mere hole in the wall). We had to make our way against stern opposition.



THE VALUE OF A BICYCLE

A bicycle is an investment, not an expense. Figures show that a man riding a street car four times a day spends \$39 a year. Besides, he loses over 100 hours in unnecessary waits for street cars. Then he cannot always go where he wants to, even with transfers. Sometimes he has to walk great distances after leaving the car. A bicycle will take him wherever he wants to go.

If you have not all the money handy, we will make easy terms.

YOUR CAR FARE WILL PAY FOR IT.

Buy Your Brantford Bicycle Today

SOME FACTS

During the year 1915 we sold in London and district 315 BRANTFORD Bicycles—some sales.

During the first six months of this year our sales totalled 320. **WHAT'S THE REASON?**

These are facts. Our books are open for inspection. Join the crowd of happy, contented Bicycle and Motor Sales Company customers.

BUY YOUR BRANTFORD TODAY!

BECAUSE

WE LABELED OUR GOODS ACCURATELY, HAD AN UNDEVIATING ONE PRICE, sold only standard makes of bicycles and motorcycles with advertised catalogue price, so that the purchasers knew they were getting their money's worth.

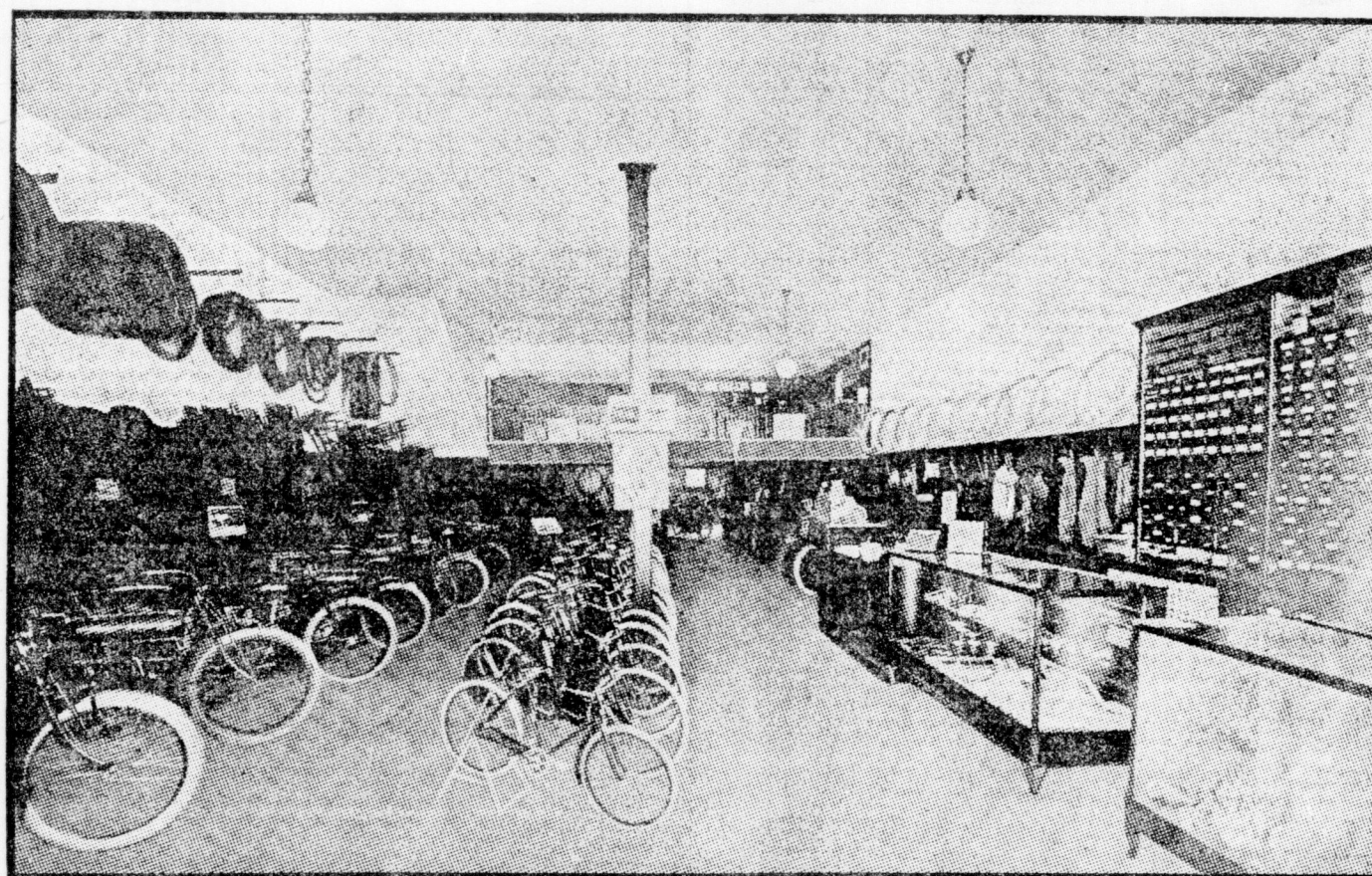
We did business on the square, gave prompt and reliable service, sold our lines at the lowest possible price consistent with good business principles.

Our method was entirely against the past manner of merchandising and was laughed at by our opposition. However, we kept right on, and today we have not only **MET**, but have so **FAR** out-distanced all our competitors, that we are now the largest bicycle and motorcycle house in Western Ontario.

Is It Not Worth Your While To Do Business With a Firm of This Calibre?

If you think it is, come in, inspect our store, our stock, make inquiries about the service we render. Let us tell you why a bicycle will be a big asset to you or your boy, how it will give constant daily service and in doing so improve your health and save your time and money.

WE HAVE THE FACTS. THIS IS NOT THEORY WITH US.



THE MODERN BICYCLE STORE THAT MODERN BUSINESS METHODS BUILT.

In this store everything is before you in plain view. The stock is not cramped and shoved into one corner. You do not have to carry magnifying glasses to examine the bicycles. In short, we are modern bicycle merchants, not agents. We handle only bicycles, motorcycles and accessories, and have a store built especially for the bicycle trade.

Once More We Tell You, Buy a

BRANTFORD RED BIRD BICYCLE!

Stop and consider this fact. This firm, with five years' reputation for square dealing, recommends the Brantford Red Bird Bicycle to you.

Our whole reputation is behind that recommendation. Note the bicycles that pass you on the street or country road. You will find there are more Brantford Red Bird Bicycles than all other makes combined.

Two Brantford Bicycles in one family are common occurrences. Quite frequently we find three, and sometimes four.

There's a reason for this.

FIGURE IT OUT, THEN ACT.

The Price, \$40.00

No more than the common kind.

IN DIRTY, STUFFY, GERM-LADEN STREET CARS

You are open to disease every time you ride. Your seat-mate may be suffering from tubercular trouble or some other contagious disease. You are liable to breathe in and become infected with any of the million germs that are constantly floating through the putrid air.

ON A BRANTFORD RED BIRD BICYCLE

you are breathing God's pure sun-laden air, and are promoting and storing up years of healthful energy for yourself. Buy your **BRANTFORD TODAY.**

Our Accessory Department

This big bicycle house carries a stock of \$15,000.00 worth of bicycles, motorcycles and their accessories. We specialize in this line, and can supply you with anything that belongs to a bicycle or motorcycle.

If We Haven't Got It, It Isn't In Existence!

Our Service Department

We maintain for the benefit of our patrons a full staff of experienced factory mechanics, men who have built bicycles and know the requirements. The service we render you is unequalled in this country. Knowing the bicycle game as we do, we realize the importance of your bicycle to you, and as a result make every effort to make repairs as quickly as efficiency will allow.

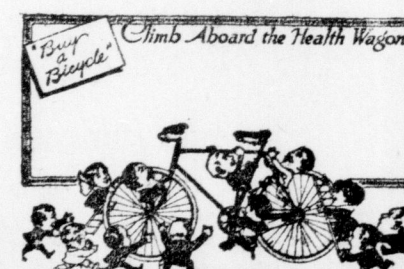
NO LONG WAITS, no experimenting, in this establishment with your bicycle. We know the game.

BICYCLE & MOTOR SALES CO.



CANADA'S MOST PROGRESSIVE BICYCLE MERCHANTS
"YOUR BRANTFORD IS WAITING HERE FOR YOU!"

425-427 WELLINGTON STREET Phone 3182





Before You Buy Your Ticket-- Have you an extra pair of glasses to wear in case you break your regular ones? Come in today.

Carlyle TREBILCOCK OPTICIAN 233 Dundas St. Phone 2351.

Tire Trouble! It's Good Work that secures us Steady Work. "We know how."

London's Rubber Man 186 KING--REAR. PHONE 6124.

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.

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.

Stove and Egg, \$7.00 a ton. Nut, \$7.10 a ton. Large Pea Coal. \$6.00 a ton. CONNELL COAL COMPANY. PHONE 770 AND 1096.

READING Often proves to you the imperfections of your sight. When it becomes necessary to hold the book nearer or further away from the eyes, depend upon it something is wrong. When letters "run one into another," or the eyes ache, when fatigue follows reading, the condition of the eyes should be investigated. This is advisable, not only that your capability for reading may remain good, but also because straining eyes are a direct tax upon the health. We have an equipment which, together with our experience, enables us to determine exactly the state and needs of your eyes. Our methods are scientific and accurate.

Brown Optical Co. SPECIALISTS. 223 Dundas Street. Phone 1877.

Vanity Coin and Mesh Bags The Dorine Vanity Box, the newest fad out. Box on chain, in silver and gilt finish with engraved and fancy enamel tops. Prices \$1.25 to \$2.00.

See our display of Coin and Mesh Bags, in silver-plated and sterling and gold-filled. Prices from 75c up to \$40.00

C. H. Ward & Co. Diamond Merchants and Jewelers. 386 RICHMOND STREET. Phone 1084.

Taylor's Throat and Lung Balm. Is guaranteed to cure the worst coughs, colds, or bronchial irritations. Price, 25 cents, and your money back if it fails to cure. TAYLOR'S SIX CUT-RATE DRUG STORES.

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. THE LONDON LOAN and SAVINGS COMPANY OF CANADA PREMIUM PAID for American Money and Cheques on New York Office, 220 DUNDAS ST. LONDON, ONT.

SAY PARNELL'S

When next you ask for a loaf of bread at your grocer's simply say "PARNELL'S, PLEASE." Not much trouble for you considering the returns in pure, clean bread you get.

If your grocer doesn't keep it phone us. We'll send you a trial loaf.

Parnell The Breadman PHONES 929, 1390.

Sterling Silver Sterling Tea Sets are today a fundamental part of the family silver. We wish to lay emphasis on this department of our business.

Young's LONDON. EAST LONDON. Stereoscopic Pictures \$2.00, \$2.50 and \$3.00.

JOHNSTON BROS. X X X BREAD Sold by all good grocers, or delivered at your door.

THE WESTERN FAIR September 8th to 16th, 1916, London, Ontario.

One of the changes that will be noticed by visitors to the Exhibition in September next, will be the new Progress Building, which has been erected since last year's Exhibition.

CARD OF THANKS. Mr. Frank McGuire desires to thank the many friends who were so kind to the naked eye.

Partial Eclipse of Moon Last Night Although comparatively few Londoners witnessed it, there was a partial eclipse of the moon last night.

SUMMER HEAT HARD ON BABY No season of the year is so dangerous to the life of little ones as the summer.

FRENCH CANADA Can be fully sold through its own language. Your translations must be not only in good French but in SALSIS French.

Federal Advertising Service Telephone 5482. After 6 p.m., 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. Urgent Call for Help for People Around Verdun.

VACANT JUDGESHIP CAUSING TROUBLE IN PARTY RANKS Applicants' Claims Have Been Presented in Many Forms.

Local Committee Stands Behind Him for Post-Magistrate Judd in Running.

ESSERY HAS PATRONAGE The appointment of a successor to the late Judge Edward Elliott, Junior, judge of Middlesex County, will be made shortly.

At the regular monthly meeting of the Municipal Chapter of the I.O.D.E., held in Crown Hall yesterday afternoon, it was decided to arrange to help the French, and after a short discussion a flag day was planned.

There is a vacancy in Kent County. This was filled by a Roman Catholic, and it is thought more likely that a Roman Catholic will be given that position. Police Magistrate Caughlin, Stratford, is a likely man for this place.

NO APPEARANCE OF INFANTILE PARALYSIS FOUND HERE AS YET But Doctors Prepare, Fearing It May Come. EMPHASIZE PREVENTIVES Urge Mothers to Watch for Symptoms and Act at Once.

Although cases of infantile paralysis are being reported from cities, both east and west of London, none to the present time have been brought to the attention of city physicians.

HOTELMEN OPPOSED TO CHANGING HOURS FOR SELLING SPIRITS Ninety Per Cent Want Present Arrangements To Continue. OTHERS AFTER MONEY Few Would Get All the Profits They Can Before September 16.

With this statement, Wesley pulled from his newspaper knapsack a whole handful of tags. Dropping them into a box, "Here, Mrs. Mathewson," he said, "these are tags the people didn't take. Gave me the money and told me to keep 'em. You can sell 'em again."

ROSS' Limited Complete Clearing Out of SPRING and SUMMER SUITS and COATS Bungalow House Dresses, special \$1.00. Special White Repp Wash Skirts \$1.00, \$1.25, \$1.50.

Port Stanley Subscribers Arrangements have been completed for the delivery of both the morning and evening editions of The Advertiser at Port Stanley until September 4, 1916.

HELPED THE SOLDIERS Garden Party at Col. Gartsshore's Was Largely Attended.

FEDERAL ADVERTISING SERVICE Telephone 5482. After 6 p.m., 312 Dominion Savings Building, LONDON, CANADA.

ROWAT'S COFFEE 50c Per Pound T. A. Rowat & Co. 250 Dundas St. - Phone 3051-3052.

and stated that nothing but beer, ale and porter would be served to either soldiers or civilians after 5 o'clock in the afternoon.

"I am only too well pleased with the new order of things, and I never had less trouble in my life with men in the bar since we have been selling only beer, ale and porter after 5 o'clock," said one hotelman whose bar trade is admittedly the largest in the city.

TAG DAY FOR CITY MISSION BRINGING IN MONEY FOR CAUSE Pastebord Diamonds Label Those Who Subscribe. COLLECTORS KEPT BUSY Some Had Sold Out First Supply of Tags by Noon.

Tagged again, you're it! This time you happen to be a very good cause, the cause of the London City Mission, if you happen to be wearing a little pastebord diamond tied with a pink cord.

Wesley Squires, the newsboy, was taking the first assistant to appear at the Mission, eager to be out doing his part.

LONDONER IS FINED. BRANTFORD, July 14.--C. A. Mann of London, was fined \$4 and costs in police court today for cruelty to chickens.

LEATHER GOODS IN THE BASEMENT To save money on your trunk, bag or suitcase is a privilege we offer you. We buy direct from the manufacturer, and have the nicest goods for the least money.

J.P. COOK & CO. 'The Store that Serves You Best' Two Stores - DUNDAS & RICHMOND STS.

ROSS' Limited Complete Clearing Out of SPRING and SUMMER SUITS and COATS Bungalow House Dresses, special \$1.00. Special White Repp Wash Skirts \$1.00, \$1.25, \$1.50.



Let's Improve Our Neighborhood Like This

"This street has improved a hundred per cent. It is a fine example of neighborhood improvement." "A few neighbors started the movement. Each painted his home and planted grass and flowers. Then the spirit of 'Neighborhood Improvement' spread down the whole street with the result that you plainly see."

There is a Lowe Brothers Paint, Varnish, Enamel and Stain for every purpose. A good neighborhood is largely a matter of paint. Start the home improvement habit in your neighborhood by beautifying your home outside and inside with "High Standard" Products.

The Purdom Hardware Co. 124 Dundas Street--123 Carling Street. Phones 2800--2801. June 29, July 15.

BIG CROWD GOING Maccabee Excursion to Detroit on 29th of July.

CANADIAN PACIFIC RAILWAY. CHANGE OF TIME TO TAKE EFFECT JULY 2, 1916.

LEATHER GOODS IN THE BASEMENT To save money on your trunk, bag or suitcase is a privilege we offer you. We buy direct from the manufacturer, and have the nicest goods for the least money.

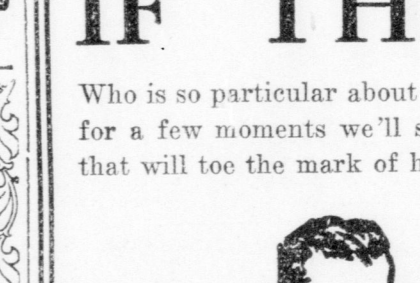
WE BELIEVE IN QUALITY. One Trial Convincing. Satisfaction or No Pay.

The Pillars of Society A. G. GARDNER. Author of "Prophecy, Priests, and Kings and War Lords". Formerly published at \$2.50.

Hay's Stationery 173 Dundas Street. Phone 150.

J.P. COOK & CO. 'The Store that Serves You Best' Two Stores - DUNDAS & RICHMOND STS.

IF THE MAN Who is so particular about his shoes will step into this store for a few moments we'll show him a pair of Men's Shoes that will toe the mark of his requirements. Our Men's Shoe Display Is a Grand One. We are showing the best of Men's Shoes in both high and low cut styles.



Johnston & Murray THE POPULAR SHOE STORE. LONDON. ST. THOMAS.