

DIAMOND RINGS, \$5.00 TO \$500.00.
C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 Richmond Street. Phone 1084.

USE CONNELL'S COAL!

Phones 770 and 1096.

Your Child's Eyes-- Do They Need Help?

Though we sympathize with the child who is compelled to resort to glasses, yet, if the eyes need them, it is wrong to deprive them of this comfort. If your child evinces a desire to avoid study, complaints of headaches or drowsiness, it may be due to imperfect refraction of the eyes. At all events, don't be in doubt about this, but have us make a careful examination.

Brown Optical Co.

SPECIALISTS.
223 Dundas Street. Phone 1877.

Dr. Morin's Kidney Tonic.

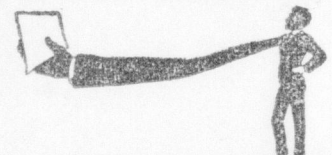
A guaranteed remedy for all kidney and bladder affections. Unlike pills, it does not contain one particle of saltpetre. Soothing and effective action. Get a \$1 bottle for 49 cents at TAYLOR'S SIX CUT-RATE DRUG STORES.

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 512.



Are your arms long enough? That is are you so far-sighted that you can't get reading matter far enough off to bring it into focus? Such being the case, see us about glasses.

Carlyle TREBILCOCK OPTICIAN

233 Dundas St. Phone 2351.

Best Work at Low Prices

Keeps Us Busy

CALL 2334.

London Tire Repair Depot

354 Wellington St. Opposite McGlary's.

We repair Tires of all kinds.

We repair Storage Batteries of all kinds.

We do all kinds of Rubber Repairing.

We know how.

We're doing it now.

London's Rubber Man

186 KING-REAR. PHONE 5124.

YOUR CHILD'S EYES

Need every care. They should be examined, and, if necessary, fitted with a pair of GOOD GLASSES at a very moderate cost.

John S. Barnard

Optician.
184 DUNDAS STREET.

Scranton Coal

Delaware, Lackawanna and Western Coal Company's

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY

PHONE 348. 19 YORK STREET.

THE LONDON LOAN AND SAVINGS COMPANY OF CANADA

4% Allowed on Deposits

5% to 5½% Allowed on Debentures.

M. J. KENT, Manager.

OFFICE, 220 DUNDAS ST.

STRUCK BY LIGHTNING.

TORONTO, Sept. 1.—Lieut. Andrew Whyte, one of the officers of duty at the island, was rendered unconscious by lightning during the storm this afternoon. He was inside the barracks when a bolt struck the ground near him.

SILVER- WARE

Our Silver Display should be of great interest to you. The individuality of our silverware commends itself at once, both for gift giving and for home use.

To those contemplating the purchase of silver, our display affords many suggestions for the coming season.

Tea Services, Table Silver, Flatware, Silver Novelties.

YOUNG'S

LONDON AND EAST LONDON.

There's no food so important to the health of the family as bread. Provide the best for your table—insist upon having

Johnston Bros.

X X X BREAD

Your grocer has it, or call the bakery. Phone 944. After the holidays is a good time to begin.

ALL READY FOR BIG LABOR DAY PICNIC AT QUEEN'S PARK

Program Will Be Most Extensive in Many Years.

BABY SHOW A FEATURE

Three Tugs-of-War Planned and All Kinds of Races.

Full arrangements for the Labor Day picnic, to be held at Queen's Park on Monday afternoon at 2 o'clock, were made at a meeting of the committees last night. No parade is to be held this year, the money being expended for other purposes. The picnic, it is stated, will exceed anything ever promoted by the labor unions here for years. There will be four bands in attendance, the Marconi band, the Hussars band, the London pipe band, and as one of the special features, "Susie's" band. This last-named unsupervised aggregation of musicians will produce its music from extremely varied and unique musical instruments, assisted by kazoo, etc.

There will be a full program of sporting events, as well as several feature attractions. A boxing match between Mutt and Jeff is scheduled to be "fought to a finish." The Lewis aerial trio will present a number of novel "stunts."

The Baby Show. All the babies are to be given a chance to capture a few honors. The two best baby boys under twelve months will carry off silver cups. The heaviest baby boy under twelve months will also be presented with one of the silver trophies. Baby girls will also have a chance, there being the same contests for them. Four silver cups will go to the four best twins on the grounds, and the best-looking mother with a baby under twelve months of age will also be a prize-winner, as will the youngest father with a baby under twelve months.

The sports program includes three tugs-of-war, one open to teams from

Know Your Store For Shoes

This is an old and reliable repository for shoes of all kinds, sizes and lasts to suit all kinds and classes of patrons. The stock carried is not only large and comprehensive, but having been selected from the different manufacturers' output with care and discrimination, based on many years' experience in meeting our local trade requirements, we have shoes for every purpose, to meet every taste, and fit every foot.

You'll never experience any anxiety if you develop the habit of buying here and placing your shoe problem in our hands. The average man does not want to be constantly troubled with the selection of suitable shoes. Leave it to us. We do not sell to sell. We sell to please and satisfy.

See our Shoes and Oxfords for men and young men at \$3.49 to \$8.00.

J.P. COOK & CO.

The Store that Serves You Best!
Two Stores - DUNDAS & RICHMOND STS.

A LITTLE MONEY

for advertising goes a long way when applied to your selling problems by

Federal Advertising Service

Telephone 5482. After 6 p.m.,

315 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.

No. 1 Military District, for which the prize is a silver cup, donated by the Returned Soldiers' Association; second, light teams, 750 pounds, open to the trades and labor council, and heavy teams, 900 pounds, open.

CONFIDENT NEW MACHINE WILL PRODUCE RESULTS

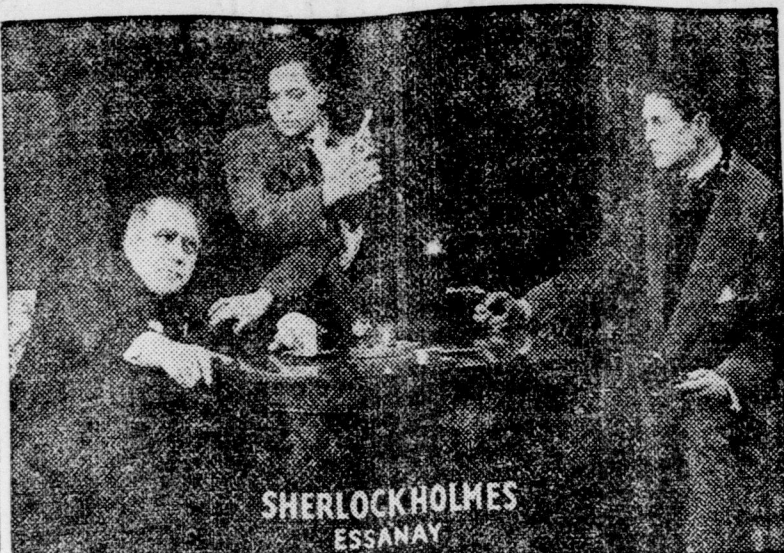
Board of Control Expects Great Things of Flusher.

The new street flusher has arrived and will be officially tested this afternoon. It is a fine looking machine and the board of control is confident that it will produce results.

Superintendent W. B. Walker was instructed today to make arrangements for insuring it, and engaging two chauffeurs.

The machine will be operated sixteen hours a day on the paved streets.

Lovers of old-fashioned chocolates will at once recognize Peters Colonial Chocolates as an artistic achievement.



SHERLOCK HOLMES
ESSAY

Wm. Gillette made this play famous, and as a picture play it is also receiving the same public patronage. It is the opening picture play to be produced at the Lyric Theatre, commencing Monday.

COMPROMISE ARRANGED FOR SCHOOL DISPOSAL

Richmond North Building for Broughdale, St. Michael's for "U."

An arrangement which will be thought satisfactory to the Western University and the residents of Broughdale as to accommodation has been

worked out by the board of education officials, and will be submitted to the various bodies.

Both wanted the Richmond street north school, the Broughdale people for a school, and the university for a biological department.

It has been suggested that the Richmond street school be given to the Broughdale residents for \$20 a month, and St. Michael's school on Chesapeake street, now vacant, be given to the Western University.

This, it is thought, will satisfy all parties. The proposition will be submitted to those interested this week.

LAMBETH.

LAMBETH, Sept. 1.—Miss Martia Pincomb is visiting friends in Detroit. William Robinson is home on a short visit, having been in the Cobalt mining district for the past few months.

Quite a number of the village people attended the Sharon picnic at "Port" n Wednesday.

Miss Eva Davay of South London was a visitor with Mrs. King on Thursday.

ROSS' LIMITED

FURS

SECURE ALL ADVANTAGES BY PLACING ORDERS EARLY FOR SPECIAL GARMENTS AND REMODELING.

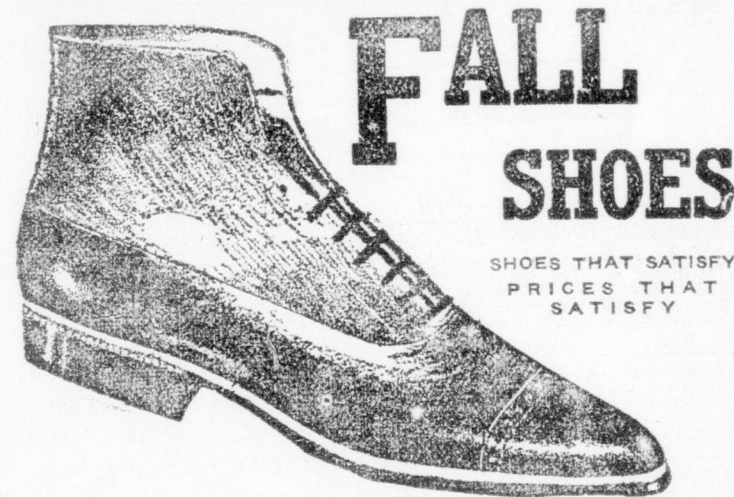
From Trapper to Wearer

THIS SEASON FINDS US PREPARED TO MEET THE FALL AND WINTER BUSINESS WITH THE LARGEST VARIETY AND BIGGEST STOCK OF SELECT FURS SHOWN IN LONDON.

Having purchased our pelts direct from the Northern fur trappers, and controlling the preparation of the skins as well as manufacturing the garments ourselves, money is saved and quality is secured, and our guarantee is given with every article.

PHONE 1319.

196 DUNDAS STREET.



FALL SHOES

SHOES THAT SATISFY
PRICES THAT
SATISFY

WE'RE SHOWING THE SEASON'S BEST! HANDSOME STYLES EVERY PAIR OF THEM.

Our cut shows one of the new style, plain, receding toe, flat heel models. A swell shoe for smart dressers.

THERE ARE OTHERS.

Gunmetal calf leathers, bright leathers, and the new mahogany tans,

\$4.00, \$5.00, \$6.00, \$7.00

Every shoe a good fitter, and every shoe a splendid value for its price.

Our Men's Working Shoes are the best money can buy, and our prices are low when quality is considered. Give us a trial—

\$2.50 to \$4.00

Johnston & Murray

LONDON.

ST. THOMAS.

THE WESTERN FAIR

September 8 to 16, 1916

Grand Military and Patriotic Day

Tuesday, September 12

COME AND SEE THIS FOR YOURSELVES. WE CAN NOT DESCRIBE IT.

Best program ever presented, twice daily. Fireworks each night.

ENTRIES CLOSE SEPTEMBER 7.

City offices will be closed after September 2 until September 18.

All business done at the General Offices at grounds on and after September 4.

MAKE YOUR ENTRIES NOW.

General admission, 25 cents; children, 15 cents. Grand Stand Reserved Section, 50 cents; Covered Stand, 25 cents; Open Stand, 15 cents.

LIEUT.-COL. W. M. GARTSHORE, Vice-Pres. A. M. HUNT, Secretary.

Rev. S. Anderson and sons, Gersheim and Nelson, are in Sarnia this week and will remain over Sunday to attend anniversary services.

Miss Hope Finch entertained a few of her girl friends Tuesday afternoon. Alex Rasmussen attended the W. O. W. Grand Lodge session at Niagara Falls.

Miss Eva Burch of Brown City, Mich., was a visitor with D. B. Burch for a few days this week.

Miss Eva Williams gave a picnic for

ROWAT'S COFFEE 50c Per Pound

Please people who are particular.

T. A. Rowat & Co.

250 Dundas St.—Phone 3081-3082.

her school class of girls Wednesday afternoon.

Mr. and Mrs. Lashbrook and daughter Reta were the guests of Mrs. S. Anderson on Thursday.

The Western Fair Is Yours

See that you get its benefits. Why not plan to spend a couple of days in the enjoyment of the various exhibits and amusements?

The businessman, the mechanic, the farmer, no one interested in the progress of Western Ontario can afford to miss the educative influence of London's big annual Fair.

If you live out of town, you are invited to call when in London and inspect our offices.



LONDON (Two Branches) and ST. THOMAS

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

Ever-Increasing Business Proves Its Popularity!

In spite of the increase in the price of bread, our telephone is constantly ringing—"Please have your driver call." New customers are always welcome, and receive a prompt and courteous service.

Parnell's HOME-MADE BREAD

The quality of Parnell's Bread is already famous. The public are welcome to look through our bakery, and we gladly show the kind of flour we use. Millers all over Canada know that the only kind of flour that the Parnell Bakery will buy is THE BEST.

If you want STANDARD WEIGHT BREAD—24-ounce loaf, 7 cents; 3-pound loaf, 14 cents—ring us up.

Call the Bakery---Telephone 929

School Opening

We Are Ready, Boys and Girls!

We Have All the Books! All the Supplies!

AT RIGHT PRICES!

OURS is the STORE That SERVES You BEST!

Free! Free! Free!

To the first 600 Boys and Girls who buy their Books and Supplies from us A BEAUTIFUL FOUNTAIN PEN.



OR A MAGIC PROPELLER KNIFE.



Blotters Free Book Covers Free Rulers Free
COME EARLY! :: Bring Your Lists :: COME EARLY!

Hay's Stationery

173 Dundas Street

Phones 150 and 53

There Is Drudgery in the Task of Home Baking

Mr. Husband, have you considered the injustice of keeping your housewife yoked to the heat and health-destroying task of making bread?

Neal's Wrapped AloafA Bread

will please and in every way satisfy the taste. It is made from absolutely high-grade ingredients, in the most cleanly manner possible, and guaranteed as protected from soiled hands, dust or soot.

NOW, THAT
VACATION
TIME NEARS
AN END,

is the opportune time to test the quality of "Neal's AloafA" or "Neal's Brownie Bread."

ASK YOUR GROCER
OR TELEPHONE
2173

NEAL LONDON BREAD CO. LIMITED