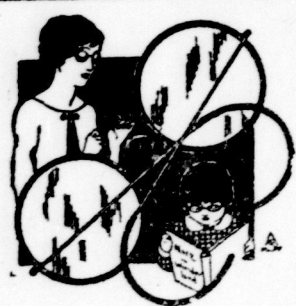


School Opens
Tuesday
September 5th

Are You Ready For School?

School Opens
Tuesday
September 5th



How About Your Children's Eyes?

Before starting the children back to school a thorough examination of the eyes should be made. This eliminates many troubles during the coming term, and insures health and happiness. Phone for an appointment.



223 DUNDAS STREET.
PHONE 1577.

BROWN OPTICAL CO.

Established 26 Years.
Branches at Montreal
and Windsor.

School Bells Ring Tuesday to Tune of Books and Slates

Children Regretfully Turn From Swimming Holes and Playgrounds to Begin Work Again, After Long Holiday.

DOWN through the ages bells have imparted messages of great import to man. But, it is safe to remark, none have given a more fateful one than the school bells after the long summer vacation. Tuesday morning a score of them will ring out the dread news that the swimming holes and the playing fields must be forsaken between the hours of 9 a.m. and 4 p.m. five days each week by thousands of London school boys and school girls. They tell young London that pleasure is ended, that work lies ahead.

London school children and their teachers will find that London merchants are prepared to comply with every demand.

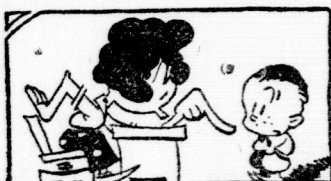
After a purchasing expedition in London business section, no child will be able to return to school and truthfully say he could not fill his wants. A few of the books may be



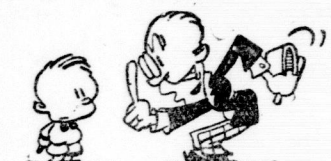
It is with regret, mingled with curiosity, as to what will be encountered on the next lap of the road of learning, that the pupils listen to doleful tones issuing from every school belfry.

However, the call to studies must be answered. And it behooves every pupil to prepare himself for the next year's work.

As new ground must be broken in the quest for learning, new tools are needed. Books, and still more books.



must be purchased. Pencils, rulers, scribbles and pens, cast away in June, must be replaced in September. Good tools are necessary to accomplish good work. London stores have seen to it that the quality of the school supplies this year is of the best. Contemplating a rush they have laid in a heavy supply. And they have not forgotten to place reasonable prices on all their goods.



COURTRIGHT

Special to London Advertiser.
COURTRIGHT, Aug. 30.—Miss Lillian Mannix, Detroit, spent the week-end at her home here.

Mr. Findlay is away on his vacation.

Several from here attended the shower given in honor of Miss Stella Brown, Saturday evening.

George Day, Detroit, spent Sunday in town.

The Women's Institute held a sale of homemade baking in the council chamber, Saturday afternoon.

Mrs. R. G. Stewart was a Sarnia visitor Saturday.

The citizens of Courtright are very sorry to learn that Mr. Hoskins intends leaving here in the near future. Mr. Hoskins carried on a very successful hardware business while here. He expects a man from Stratford to carry on the business.

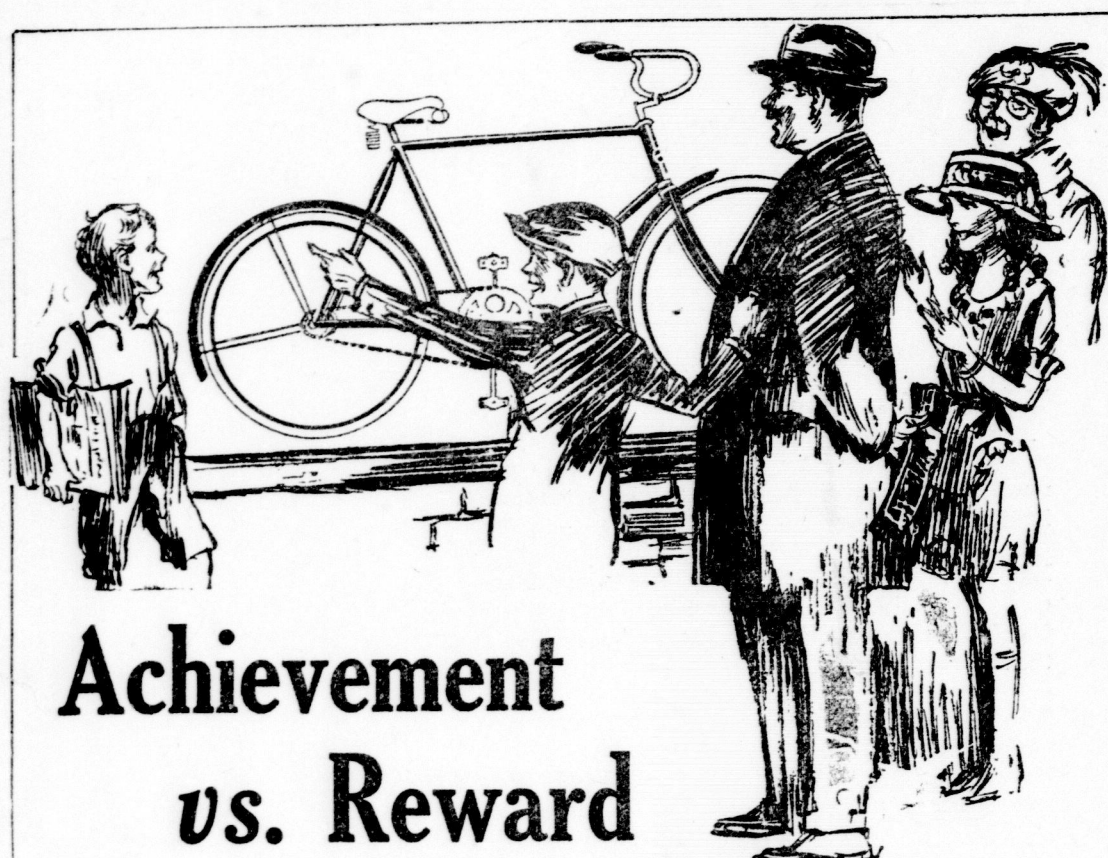
School Opens Sept. 5th

Now is the time to have the kiddies' clothes made presentable for school. It is wonderful, sometimes, what we can do with a boy's suit or a girl's dress. We clean (or sometimes dye), press neatly and make minor repairs. By using this service, which you will find cheap, you can save many dollars. Call 558 for one of our service wagons to call. A bundle from every house. A plan for each pocketbook.

SOME WAY AND SOME HOW

The Parisian SHOULD BE YOUR Laundry

Launderers, Dry Cleaners, Dyers and Rug Cleaners.



Achievement vs. Reward

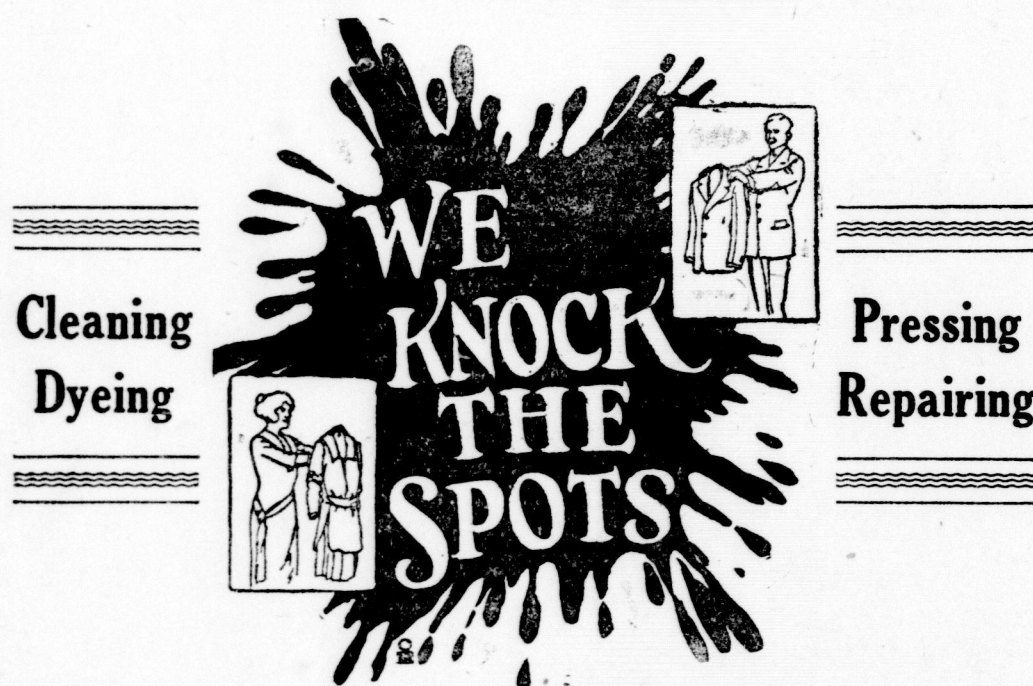
Unceasingly studying, ambitious to enter higher grades, thousands of boys and girls attained this goal of success. Have you shown your appreciation for their efforts? If not, it's not too late. Buy him or her a

CLEVELAND BICYCLE
\$45.00 and \$50.00
EASY TERMS IF DESIRED.

The healthful and economical way of transportation for the school boy and girl.

WM. GURD & CO., SPORTING GOODS
185 DUNDAS STREET. PHONE 800.

BEFORE THE OPENING OF SCHOOL, SEND THE KIDDIES' SUITS AND DRESSES TO US.



BIG OR SMALL

IT makes no difference how big the spot is, nor how bad it appears, we'll take it out, so that you'll never know it was there. Our up-to-date, modern, cleaning facilities will do just that for the dress or suit you think ruined.

What a saving it is to have such a garment restored to newness, and at such small cost. It surely pays to take advantage of this convenience.

JACKSON THE CLEANER

253 DUNDAS. "My Valet," Prompt and Satisfactory Service. PHONE 4680

Leather Goods

SCHOOL BAGS

Large assortment of styles and prices.

School Cases

Club Bags

Suit Cases

Trunks

Week-End Cases

Overnight Bags

Music Cases

J. Darch & Sons

London's Largest Leather Goods Store.
379-383 TALBOT STREET. 4 Doors From King Street.

Back To School Again and

Back Again

---To---

Rowland Hill's For Their Shoes



PROBABLY your boy already wears our standard-made, all-leather school shoes—they'll need no introduction. The standard is still maintained, the prices alone being changed—they are considerably lower. No wonder we can justly guarantee the wear and satisfaction.

NEW LOWER PRICES

\$2.75, \$3.50 to \$4.50

The Same Rigid Qualities Are Also Found In Our Girls' Shoes. Send the Children for free Blotters.

ROWLAND HILL
RELIABLE FOOTWEAR
189 Dundas St. and 429 Hamilton Road.

THE BOYS' STORE



Back to School

Oak Hall Boys' Clothes are built to stand the gaff of recess, noon-time and after school hours. Yet they have that refined tailoring which gives the same success in appearance you want the boy to have in arithmetic or geography.

Two-Knicker Suits For School Wear

The fabrics are sturdy and have the satisfying quality of staying in shape. They stand up well under the red-blooded activities of the playground.

\$8.95, \$10.75, \$13.75

Boys' Bloomer Pants of Good Quality

Our Boys' Bloomers are carefully tailored for extra service. They won't play out after the first spurt. We consider them unusually good values.

\$1.95, \$2.25, \$2.50

DOES HE WANT A SWEATER?



Almost every boy wears one in school. It's real economical; saves his coat. We have a big range just now.

\$1.95, \$2.50, \$3.00, \$3.95, \$4.50

Boys' Caps In Fall Weights

These are well made, of sturdy materials, in popular shades. Special \$1.00 and \$1.25

BOYS' BLOUSES

In light and dark colorings, nicely finished. Special \$1.25

STOCKINGS

In rib cotton, wool and cashmere; golf and standard styles.

50c, 75c, 95c up to \$1.50

OAK HALL