

SUMMER COLDS are very persistent, and have a tendency to become chronic. Taylor's Throat and Lung Balm is sold on our printed guarantee to cure the worst cough, cold or bronchial irritation. It gives almost instant relief, but will not upset the stomach. Price, 25c bottle, at Taylor's Market Drug Store, 399 Talbot St.

PITMAN SHORTHAND

Typewriting, Penmanship, Etc.
Fall Term Sept. 2
Students Assisted to Positions.

Western Business College
DUNDAS AND TALBOT STREETS,
LONDON, ONT.

3n-wty N. M. McCoy, Principal.
We buy Old Gold and Silver.
S. K. MILROY & CO.,
Maker-to-Wearer Jewelry Shop,
260 DUNDAS STREET.

WRAY'S
Unsurpassed Value in
LOCKETS
PRICES TO SUIT EVERYONE'S
POCKET.
SEE THE GREAT WINDOW
DISPLAY AT
WRAY'S
Wholesale, Retail and Manufacturing
Jewelers.
234 DUNDAS STREET.

ELECTRIFY YOUR HOMES,
THEN BUY AN

**IDEAL ELECTRIC
IRON and TOASTER**
MADE IN LONDON BY
The Ideal Electric Mfg., Co.

Let us all your optical
want. Why? Because
we specialize in optical
work.
Brown Optical Co.
237 DUNDAS STREET.
Phone 1877.

ROSS'

Limited,
London and Edmonton.

NEW FALL SUITS

In all the latest styles. Every
garment guaranteed in ma-
terial and workmanship.

Serge Suits, from
.....\$16.50 to \$19.75
Cheviot Serge Suits, from
.....\$13.50 to \$27.00
Tweed Suits, from
.....\$18.75 to \$27.00
Whipcord Suits, from
.....\$30.00 to \$35.00
Bedford Cord Suits, from
.....\$30.00 to \$32.00
Every Suit an exclusive
model.

NEW FALL COATS

Our range this season is the
most attractive and compre-
hensive showing we have ever
presented, and every garment
a model of correctness in
style and attractiveness in
appearance.

Prices, \$10.75 to \$37.50.

RARE BARGAINS

In Summer Suits, Dresses,
Skirts, Coats, Waists and
Neckwear. Every article in
summer wear reduced from
1-3 to 1-2 regular price.

FURS

Remodelling season is now
here. Special low prices for
early orders, which will con-
tinue for August only.

PHONE 1319.
196 DUNDAS STREET.

Now is the time for summer
vacations, and to keep your va-
luables safe from fire and burglars
in your absence, send them to
London Loan and Savings Com-
pany, who for a trifling charge will
save you against loss.

PHONE FOR PARTICULARS
NO. 424.

A SUMMER'S DRINK

You can't buy better Porter
and Ale than Hamilton's.
First class and made from
the finest hops and malt.
KENT BREWERY
Jos. Hamilton, Prop.

Wedding Rings

When buying your plain ring, the
gift every bride receives, be sure it is
the best. Most everything we sell is
of such weight (and, of course, solid
gold), they last and are as good on
the anniversary wedding day as they
were when first received. For the
latest styles and nicest rings, see ours.
Prices are reasonable.

W. G. Young
Diamond Hall Stores,
214—DUNDAS—674.

Johnston Bros.

XXX BREAD

RICH IN FLAVOR—FINE
IN TEXTURE—
ABSOLUTELY PURE AND
CLEAN.

Let us serve you with this
delicious bread after the
holidays.

Johnston Bros., Phone 944.

LONDON AND DISTRICT

The Advertiser office is open
every night, except Sundays and
holidays, until 9:00 p.m. In tele-
phoning after 6 p.m., call No. 3670
only, business department, for
complaints, change of address,
etc., and other numbers according
to list at top of Page Four. If you
do not receive an answer to 3671,
3672, or 3673, call 3670, and you
can always get an answer before
9 p.m.

Young People's Excursion.—The A. Y.
P. A. of Christ Church held an excursion
to the lakeside Tuesday evening. On
account of a stormy lake the evening
had to be spent in Port Stanley, but was
enjoyable none the less. On Monday
night, at a business meeting, the as-
sociation appointed Messrs. Bert Parkinson
and H. R. Franks to the Dominion A. Y.
P. A. convention in Toronto, Sept. 8
to 10.

Mr. W. A. Dier Safe.—Mr. W. A. Dier,
a former resident of St. Thomas, and a
brother-in-law of Mr. Joseph Poock,
of London, was not drowned in the disaster
to the steamer State of California, near
Juneau, Alaska, the man who was
drowned being W. Dier, a newspaper-
man connected with the Seattle Post-
Intelligencer. Friends of Mr. W. A. Dier,
who is a resident of Victoria, B. C., in
answer to inquiries, sent word on Wed-
nesday that he was well and preparing
for a trip to California.

Social at Rescue Home.—The Sal-
vation Army held a fine lawn social
and musicale on the lawn of the Res-
cue Home Wednesday evening. A
long program of classical selections
was rendered by No. 1 Band. The
audience evidently appreciated the ef-
forts of the players, for they were ex-
ceptionally liberal with their applause.
During the evening ice cream and cake
were served to all present. The large
crowd of nearly 500 people was well
pleased with the entertainment pro-
vided.

Early Morning Blazes.—Two early
mornings blazed one at the Grand
Trunk freight sheds and the other in
East London, gave the firemen little dif-
ficulty this morning. The first one was
to the freight sheds at 1 o'clock, where
a crate of crockery caught on fire. It
was extinguished by a hand chemical.
The damage was slight. The second one
was to 712 Nelson street, at 6:30, where
a small blaze in the kitchen of Mrs.
Ryckman's house alarmed the residents.
It was extinguished with but little dam-
age.

CARD OF THANKS.
Mr. Frederick Cook and Mrs. Oscar
Britney wish to thank their many
friends for their kindness during their
recent bereavement.

Summer Tourist Rates to the Pacific Coast

Via Chicago and Northwestern Rail-
way. Special low rate round-trip tickets
on sale from all points in Canada to
Los Angeles, San Francisco, Portland,
Seattle, Vancouver, Victoria, Edmon-
ton, Calgary, Banff, Yellowstone Park,
etc., during August and September. Ex-
cellent train service. For rates, illus-
trated folders, time-tables and full par-
ticulars, address B. H. Bennett, gen-
eral agent, 46 Yonge street, Toronto,
Ontario.



It's the little intimate every-day
home scenes that make up the home
story we would like to keep.

THE KODAK

Will keep just that picture story for
you. The Kodak will be fun in itself.
Let us show you complete line at
prices from \$1.00 up.
Films developed and finished.

J. H. Back & Co.
210 DUNDAS STREET.

NOTICE OF REMOVAL!

After nearly a quarter of a century
in the Duffield building, we are obliged
to move. Our office is now 425 YORK
STREET. Phone 470.

John Mann & Sons

COAL, CEMENT, CHARCOAL,
BEAVER BOARD, ETC.

CHWARD & CO.
DIAMOND MERCHANTS
SATISFACTION GUARANTEED
OR MONEY BACK.
374 RICHMOND ST. PHONE 1084.

Parnell's Snowdrift Bread

Good for this hot weather,
as it is made PURE and
delivered CLEAN. WRAP-
PED in the factory, to be
DELIVERED CLEAN and
SANITARY.

Phone 929 and have our
wagon call.

HATS OFF!

For a
Good Cleaning

Clean your straw hat. Make it like
new. It will last you for many days
if you brighten it up with a package
of our

Straw Hat Cleaner

A 10-cent package will put your hat
in fine shape. It will bleach it and
clean it at the same time. Save buy-
ing a new hat by getting a package
of our Straw Hat Cleaner today.

Cairncross & Lawrence

Chemists and Druggists.
216 Dundas St., London, Ont.

AMUSEMENTS

George Evans' "Honey Boy" Minstrels

With an all new production of scenery,
costumes and musical features,
George Evans' Honey Boy Minstrels
will be seen at the Grand Saturday,
matinee and night. Headed by the only
"Honey Boy" the comedians of the
organization are John King, Sam Lee,
"Rags" Leighton and Will Cawley. The
principal vocalists are Vaughn Comfort,
James Meehan, William H. Thompson,
Joseph Gillespie, Carl Fletcher and Ed
Lindeman, these in addition to a choir
of twenty picked singers, form an un-
usual singing contingent. The dancing
corps is headed by Tommy Hyde, the
soft-shoe artist, and includes "Rags"
Leighton, Charles Ufer, Eddie Gorton,
Will Newsome and twenty capable
aides. The musical adjunct is under
the leadership of Edward V. Cupero,
one of the most capable directors in
the theatrical world, whose orchestra
of twenty members has been carefully
selected.

MAKE READY NOW.

You naturally aspire to be very suc-
cessful. We know our training will aid
you to achieve success in life. Let us
combine forces. Fall term from Sept.
2. Business and Shorthand subjects.
Westerville School, Y. M. C. A. Build-
ing, London.

Wedding outfits our specialty. Car-
riages or automobiles Hueston's Liv-
eries

CARNIVAL AND PARADE FOR A. O. F. CONVENTION

Fine Program of Entertainment
Arranged for High Court
Delegates.

An elaborate program has been ar-
ranged for the entertainment of the
delegates to the A. O. F. High Court
convention, which opens here on Mon-
day, Aug. 25. The convention promises
to be one of the most successful held.
The official program is as follows:
Monday, Aug. 25.

Receiving of high court officers and
delegates.

Tuesday, Aug. 26.
High court officers and delegates will
assemble at convention hall at 1:45
p.m. Then be conveyed to Springbank
Park.

Grand Masquerade.
7:30 p.m.—A grand masquerade pa-
rade, consisting of military bands,
courts, clowns, circles, rube band,
floats, juvenile courts, Foresters in
Robin Hood costumes, comic charac-
ters, decorated automobiles, motor-
cycles, etc.

Order of Parade.
1. Seventh Fusiliers' Band.
2. High court officers and delegates.
3. Visiting courts.
4. Companions of the Forests (in
carriages).

ROWAT'S Pleases people who
are particular.
COFFEE 45c per pound.
T. A. ROWAT & CO.
250 Dundas St., also South London.
PHONES: 3051, 3052, 969.

PUBLIC SCHOOLS AS SOCIAL CENTRE PLANNED FOR CITY

Effort Will Be Made to Have
Neighborhood "Gatherings"
This Winter.

Object of Idea Is to Build Up
a Better Type of Citizen-
ship For London.

Schools as social centres are this fall
to become an accomplished fact, if
expressions of board of education
members may be taken as any criterion.
The idea of utilizing the public
school buildings as community cen-
tres in the evenings is not a new one
in London. That is, the idea as an
idea is not new, but it has never been
put into practice. There have been
agitations for the social centres, but
they have been little more than agita-
tions. However, it would seem that at
last the dream of progressive citizens
was at last to blossom into a reality.

Social Centre Idea.

Chairman E. R. Dennis, of the board
of education, is a strong advocate of
the social centre idea. He is even now
securing data on the question from
the cities where it has been successful-
ly tried, and he will lead the fight in
the school board to grant the request
of certain organizations for "social
centres." There are members of the
board and there are citizens at large
who regard the use of school buildings
for anything but school purposes as
being little short of profanity. The
school, they contend, is a sacred in-
stitution, and it should not be belit-
tled, that being the term they give it,
by being used as social centres.

Makes Good Neighbors.

The theory of the profanity of
school buildings by being used for
anything but school purposes has been
exploded in those cities where the
community idea has been tried out.
The growth of "neighborly" spirit
and a consequent increased civic
pride and enthusiasm is said to have
grown out of the social centre idea.
Those who have witnessed the idea
in actual operation are unstinted in
their praise of it.

The social centres of some of the
larger American cities have proved
themselves the finest aids in build-
ing up a better type of citizenship,"
was the opinion expressed by one who
saw the centres in full swing in some
large American cities. "Contrary to
the impression that some seem to have
that the social centre is nothing but
an amusement device, it is a charac-
ter builder of no mean significance.
In the first place, having a central
meeting-place brings the people of the
neighborhood together. Topic of civic
importance—better road-building,
street cleaning, gardening, anything at
all are discussed. The social centre
can talk, pickling, canning,
preserving and all that sort of thing.
The husbands and fathers
can gather together—smoke their
pipes and informally, or formally if
they wish, discuss some of the civic
problems, can devise schemes for
securing better pavements for their sec-
tion, and generally act as an improve-
ment society. The women can have
their sewing bees, their 'gossip,' if you
like, and their pickling, canning,
preserving and all that sort of thing.
Good for Community.

"It is really surprising how such
simple topics as these gradually grow,
and there is an awakened civic pride
and a resulting increase in civic im-
provements. Across the line the com-
munity 'improvement societies' and
commercial clubs have the school-
houses as their meeting-places. These
societies and clubs have primarily the
interest of their own community at
heart, but in every city they have a
central organization, to which the in-
dividual organizations send representa-
tives, and this central body wields an
enormous power for the advancement
of the city.

"This is a progressive age and we
can't have too much progress along
the lines of bringing people together
for the promotion of the city's own
development. There can be nothing
better than the social centres to bring
this about.
"However important this civic ad-
vancement phase of the social centre
movement may be, there is no strong-
er inducement to have them here than
our young people. Youth naturally de-
sires company. When it has an oppor-
tunity to congregate in a school build-
ing instead of on street corners it de-
velops a healthy interest, instead of
the morbid, questionable pleasures that
the streets and the pool halls may af-
ford.

"Let them dance in the schools if
they want to, let them have their en-
tertainments, their concerts and what-
ever else they want, but let them have
the run of the building and let it be a
true social centre."

Home Treatment for Removing Hairs

[Beauty Culture.]

Elaborate and expensive treatments for
removing objectionable hair or fuzz are
not nearly as satisfactory as the simple
and painless method which any woman
can employ in her own home. This con-
sists of a paste made with a little pow-
dered detaine and water, which is spread
on the hairy surface for two or three min-
utes, then rubbed off, after which the skin
is washed and it will be free from hair or
blemish. This is quite harmless and the
cost is nominal.

Any woman can beautify her eyelashes
by applying pyroxin at lash-roots with
thumb and forefinger. Thin eyebrows
grow thick and glossy if pyroxin is rub-
bed on occasionally. Be cautious and
don't get any pyroxin where no hair is
wanted.

WHY NOT NOW?

You will use the Gas Range
eventually for these reasons:

Because:

IT IS ECONOMICAL

Consumption of Gas starts
when you start cooking and
ceases when you are through.

IT IS SAFE

There is no dangerous oil to
handle, nor danger of an over-
heated coal or wood stove.

IT IS CLEAN

There is no wood or coal to
carry in, nor ashes to carry
out.

IT IS CONVENIENT

By the striking of a match you
are ready to prepare a light
repat or the most elaborate
dinner.

Any Gas Range bought of us will have
Kitchen Connection Made Free
and may be paid for in monthly instalments with your gas bills

CITY GAS COMPANY

TRADE MARK
DIRECTIONS:
WHEN REQUIRED
HOT PLACE THE
CAN BEFORE BEING OPENED
INTO BOILING WATER
FOR TWENTY
MINUTES
**MAPLE LEAF
BRAND**

**CHOICE SOCKEYE
SALMON**
THE BEST PROCURABLE
IN THE WATERS OF THE
GREAT PACIFIC COAST
PACKED IN
ONE TALL TINS ONE HALF POUND FLATS
EVERY TIN GUARANTEED
FRESH from the FISHERIES
in hermetically sealed tins, this brand of
Salmon comes to your table pure, wholesome
food, ready for serving as a fish dinner
or to be made into Baked Salmon, Boiled
Salmon, Fish Salads, Sandwiches, Croquettes,
and a dozen other dainty nutritious dishes.
ASK FOR
MAPLE LEAF SALMON

second, \$3.

Best Robin Hood costume, first, \$5.
Cakewalk (lady and gent, in cos-
tume), first prize, \$5; second, \$3.

Prize won for best display by courts
to go to members taking part. All those
being paid for their services are not
permitted to compete for prizes.

Wednesday Evening, Aug. 27.
The high court officers and delegates
will assemble at the corner of Dundas
and Waterloo streets, opposite the
Armories, at 7:30 sharp, when Fire
Chief Aitkens will take out the entire
city fire brigade and give an exhibition
of fire fighting.

Thursday, Aug. 28.
High court officers and delegates
will meet at convention hall at 1:45
p.m., preparatory to paying a visit to
the tin and enamel plant of the Mc-
Clary Manufacturing Company.

NORTH EKFRID.

North Ekfrid, Aug. 21.—A number of
the people from this district attended
the Springfield garden party, held on the
school grounds, on Monday evening.

Mr. and Mrs. P. Perry and Mr. and
Mrs. Geo. Kettwell spent the week-
end in Detroit with the latter's sons.

It is reported that North Ekfrid will
have another "court" shortly. The lots in
4, along Maple avenue, have been
considered, however, the location has
not as yet been made public.

The young people at Mr. and Mrs.
Perry's held a most enjoyable social
evening recently. About 25 were present.

Quite a number of the local young peo-
ple attended a picnic in Port Stanley yester-
day.

CAMLACHIE.

Camlachie, Aug. 21.—Rev. and Mrs.
Johnson are holidaying in Brigidon.

Thos. Fraser is moving the barn which he
purchased from Mrs. Cairnes to his
own property.

The men of the congregation are work-
ing at the Presbyterian Church sheds.
The contract is let to erect five closed-
in sheds.

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THE WESTERN FAIR

September 5th to 13th, 1913

LONDON'S POPULAR EXHIBITION.

Prize List Increased This Year by \$2,000.00.

\$27,000.00 In Prizes and Attractions

Entries Close Sept. 4. Dog Show Entries Close Sept. 2.

Make your entry now.

Great Program Twice Daily

The Cora Youngblood Musical Artists, eleven young ladies
in three different acts. Harry Ryan's Clowns in two funny
acts. Staine's Comedy Circus; amusement for everybody. Ben
Ali's Arabs, ten people. The French Acrobats. The five
Marions in their flying trapeze act. The Seventh Field Com-
pany Civil Engineers and many others.

SEVEN BANDS ENGAGED. FIREWORKS EVERY NIGHT

Bring your friends to London during exhibition week.
Single fare over all railroads. Special excursions. All infor-
mation from the secretary.

W. J. REID, President.

A. M. HUNT, Secretary.

1c-ywt

Mr. Dan McLean left from Sarnia for
the West yesterday.

Mr. Wm. Sutcliffe was in London Tues-
day seeing Mrs. Sutcliffe, who is ill in
the hospital there. She is somewhat
improved.

E. C. Killingsworth
FUNERAL DIRECTOR
AND EMBALMER.
491 Richmond Street, Phone 3971

GRIFFITH & WILLSIE
FUNERAL DIRECTOR
104 Dundas Street, London.
Residence on Premises, Phone 459.
Private ambulance service.
Delaware Branch, W. A. Ares, Mgr.

FERGUSON & SONS
FUNERAL DIRECTORS
180 KING STREET.
PHONES 543, 573, 2056.
OPEN DAY AND NIGHT.

GEO. E. LOGAN
FUNERAL DIRECTORS
AND EMBALMER.
418 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1948. Personal Attention.

Smith, Son & Clarke
Undertakers
115 DUNDAS ST. PHONE 586.
625 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.