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is cheaper than any other method.
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"HYDRO"
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DIAMOND RINGS, \$5.00 TO \$500.00.
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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, complains 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 careful examination.

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SPECIALISTS.
223 Dundas Street. Phone 1877.

TAYLOR'S STOMACH AND LIVER CURE
Is guaranteed to cure Indigestion, Dyspepsia, Biliousness, Constipation, Sick Headache, Gas, etc. Price, 25c. And your money back if it fails to cure. TAYLOR'S SIX CUT-RATE DRUG STORES.

DRY HEMLOCK SLABS
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Best Work at Low Prices Keeps Us Busy
CALL 2334.

London Tire Repair Depot
854 Wellington St. Opposite McLaughlin's.

Are your arms long enough? That is 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.

Remember: School Days Are Nearly Here
We are ready now with everything in Books and Supplies. WHOLESALE AND RETAIL.

Hay's Stationery
173 DUNDAS STREET
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THE LONDON LOAN AND SAVINGS COMPANY OF CANADA
4% Allowed on Deposits
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OFFICE, 220 DUNDAS ST.

Do It Now
On your return from your holidays order a trial loaf of

Parnell's
That nourishing bread with the rich nutty taste. You'll be pleased. If your grocer does not keep it phone us. We'll send you a trial loaf.

PARNELL The Breadman
Phones 929-1390.

SILVER-WARE
Our Silver Display should be of great interest to you. The individuality of our silverware commands 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.

Dining-Halls and Booths at the Fair

Let us supply you with bread. Best service assured. Phone 944—the bakery.

Johnston Bros. XXX BREAD

COUNCIL OF WOMEN IS READY TO HELP PURGE THE MOVIES

Has Asked Place for Women on Censor's Board.

SUCCESSFUL IN THE WEST

Mrs. Boomer Points Out Need of Women Joining Hands to Safeguard Children.

To the Editor of The Advertiser: Your own editorial of the 30th August and the emphasis given to it by your correspondents, "A Converted Movie Fan," "Shorecases," and later by "A Grandmother," will, we earnestly hope, keep the subject alive in your columns until a remedy is found for a danger which should surely have no place in any Canadian city. With reference to the suggestion that in the formation of a responsible board of censors there should be a fair proportion of women, I would remind your readers that the National Council of Women has, from time to time, earnestly requested its local branches, not only as individuals, but collectively as a body, to seek out and take any preventive measures whereby to shield our young people from just such insidious evils as your correspondents condemn. The several local councils of Ontario have asked "the powers that be" to appoint women on the boards of censors, though with no definite success, but in British Columbia it has been otherwise with very satisfactory results. Every woman's organization, every mothers' club, every Women's Institute which stands for purity in our homes and the safeguarding of the children of our land, should join hands with our local council in voicing the just claims of women to be heard, through official representation upon the boards of censorship, but

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T. A. Rowat & Co.
250 Dundas St.—Phones 3051-3052.

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The best home-brewed beverage on the market. All dealers.

Kent Brewery LONDON, ONT.

women, as long as they are denied the right, can only speak in whispers, with little hope that their voices will be heard when they plead for reforms, however urgently they are needed. Now that some of the fathers of the city are, with the aid of the press, seeking to grapple with a danger which menaces their children, we may look hopefully forward to definite results, and the assurance that no questionable films will ever again be exhibited in our midst. Thanking you for your ever ready support to every effort for good, Faithfully yours,

H. A. BOOMER, President Local Council of Women.

Saw Nothing Wrong.
I do not desire to uphold questionable moving pictures or plays for one minute, neither have I any particular individual desire to assume any of the responsibilities allotted to our chief censor, yet I certainly would appreciate your granting me a small space to answer "Shorecases" articles in The Advertiser a few nights ago.

I saw the play upon which the criticism was made, and must remark that the moral is there. The picture is not of a degrading nature, and only those constantly looking for the undesirable, can possibly deduce the idea, opinion, or conclusion that "Shorecases" has arrived at. FILM FAN.

NEW PRESSED STEEL INDUSTRY IS IN A THRIVING CONDITION

New Plant of Dennis Wire and Iron Company on Dundas St. Now in Operation.

INSTAL OVENS AND PRESS

Only Factory in Canada Exclusively Manufacturing Pressed Steel Lockers and Shelving.

In these days of civic competition for industries, the thoughts of the average citizen turn to the problem of securing new factories from other cities and very little attention is sometimes paid to the industrial concerns that are growing up right in our own city. Such seems to be the case with the new plant of the Dennis Wire and Iron Company, located next door to the old factory on Dundas street, and doing a thriving business with very bright prospects for the future.

Over fifty skilled mechanics are employed in this new plant and more would be added were it possible to secure them, but on account of the scarcity of skilled men the firm finds it necessary to operate its plant with a minimum force.

The Dennis Company has made a new departure in the industrial field of Canada, and is now the only plant in the country devoted exclusively to the manufacture of pressed steel lockers, and shelving for stockrooms, stores, schools and factories.

The largest press of its kind in Canada, weighing 30,000 pounds, for forming steel lockers, was recently installed in the plant, and is now in operation, together with mammoth power for enabling the lockers and other steel products.

These ovens are the last word in modern construction and were installed under the supervision of one of the most eminent of the country's heating engineers.

Other products manufactured by the Dennis Company are: Stoves and shelving, hospital kitchen cabinets, library book racks, steel stools, elevator inclosures, elevator cars, fire escape, marquee, lamp standards, window grilles, collapsible gates, ornamental fences, brass chair furniture, and in fact anything in pressed steel, ornamental iron or bronze required.

A visit of inspection to the new plant and the old one also is full of surprises, and as visitors are welcomed by the management, anyone interested in this kind of work would find it profitable to go through one of London's rapidly-growing industries.

LARGE CITY CHORUS IS BEING FORMED

Will Be Under Direction of Mr. A. D. Jordan.

Mr. A. D. Jordan, organist of the First Methodist Church, and musical director of the new Musical Art Society, has returned to the city and is busy engaged in arranging for the season's concert. The Musical Art Society's work will have three or four hundred members, who will be carefully chosen, and the directors are anxious that the choir shall be one of the finest on the continent. The Musical Art Society's Symphony Orchestra is also under way, and the citizens of London should be pleased at the prospect of a permanent orchestra for the city. To facilitate the direction of the many musical interests in which Mr. Jordan is engaged, he has arranged for a down-town studio, which will be open Monday, the 11th, at 251 Dundas street, over the Gourlay, Winter & Leeming store. Full information concerning the chorus or orchestra can be obtained there.

THE QUEEN CITY SPECIAL—LONDON TO TORONTO VIA CANADIAN PACIFIC.

The travelling public are directed to the excellent train service between London and Toronto, particularly the "Queen City Special," leaving London at 8 a.m. daily, and arriving in Toronto at 12:15 p.m.

This train stops at Woodstock, Galt, Guelph, Junction, West Toronto and Parkdale. The equipment is first-class in every way, consisting of first-class coaches and parlor car.

Particularly from Canadian Pacific ticket agents, or H. J. McCallum, C. P. A., corner Dundas and Richmond streets.

CONTINUE EFFORTS TO OBTAIN WOMAN FOR POLICE WORK

Local Organizations Believe One Is Badly Needed Here. ARE COLLECTING DATA

Good Results Have Followed Appointments in Other Cities.

Though the women workers of London, philanthropic, social, religious, patriotic, etc., have been disappointed this summer in failing to obtain the appointment of one or more women social workers with police powers for the city, they are by no means discouraged.

Several leaders in prominent organizations have, from time to time, during the past two months, expressed their views on the subject in correspondence addressed to readers of The Advertiser, backing up their own opinions by an array of evidence in regard to the services rendered by such social workers elsewhere, by what ever names they are known, policewomen, parole officers, etc.

The president of one of the organizations which made united appeal to the police commission several weeks ago, said today to The Advertiser: "We are continuing to accumulate data, and all the time are strengthening our regard to the value of the services of a woman social worker with police powers. We make an appeal. London will wake up some day, just like other cities all over Canada are doing in regard to this question. The united efforts of so many of our prominent women, voters in civic elections many of them, at that, will undoubtedly bring results sooner."

The Local Council of Women has taken an active part in the recent campaign for the appointment of women with police powers in London, a campaign launched the end of May at a joint meeting of some 30 local women's organizations held in the Young Women's Christian Association central rooms. The Local Council, embracing over twenty organizations, indeed inaugurated the "policewoman" movement in this city some three years ago, and normally, has taken a keen interest ever since.

Mrs. H. A. Boomer, the energetic president of the council, with a view to obtaining definite information as to the value of the services of a woman social worker with police powers, recently appointed in Halifax, wrote to that city for facts in connection with the work being done by the woman parole officer, Ella M. Paine.

Miss Paine was appointed policewoman in Halifax, N. S., the last of May, 1916. In the first three months she handled 212 cases, not including a large number of repeated visits and attendance at police court nearly every morning for the first three months.

Two cases investigated conditions in homes. Three cases investigated homes where small boys made a practice of running away.

Ten visits to moving picture shows to see if children were admitted alone at night.

Eight visits to families where husbands are on suspended sentence. One wife traced who had left her home.

Three wives of soldiers visited on request of the men.

One man convicted for vagrancy and sentenced to the reformatory.

Four calls taken off streets and accompanied to their homes.

Three girls taken from different places.

Ten lost children taken home.

Four families aided, husbands up for non-support, all doing well.

One visit to Dartmouth to give evidence; man convicted.

Fifty telephone messages answered at home.

Four visits to jail.

Two visits to Reformatory.

Ten letters from mothers asking me to locate daughters.

Three cases where clothes obtained of girls sent home.

One insane woman sent to Nova Scotia Hospital.

One woman reported insane, on examination sent to Y. G. Hospital for treatment.

Four times notified witnesses to come to court.

Two women found places on coming out of Reformatory.

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

All-Day Wednesday Sale!

WEDNESDAY MORNING SALES DURING THE HOLIDAY SEASON PROVED SO POPULAR WITH OUR CUSTOMERS THAT WE BEGIN A SERIES OF ALL-DAY WEDNESDAY SALES FOR SEPTEMBER. TOMORROW IS THE FIRST AND THE STORE REMAINS OPEN UNTIL SIX O'CLOCK.

25c BARGAIN TABLE OF HOSE
About 15 dozen Summer Hose, comprising silk lisle in tan, bronze, old gold, etc.; black cotton with merino sole and o. s. black cotton with maco sole. Regular 30c and 35c values; also 50c silk lises in size 8½ only. All day Wednesday, per pair 25c

LISLE HOSE, 23 CENTS.
10 dozen Women's Black Lisle Hose, 35c quality, but not absolutely perfect in make. On sale Wednesday, per pair 23c

WHITE GLOVES.
5 dozen Women's White Cotton Gloves, sizes 6 to 7½. To clear, per pair 21c

NIGHTGOWNS.
3 dozen Women's Cambric Nightgowns, V-neck, trimmed with fine embroidery, tucked yoke and long sleeves. Regular \$1.00, Wednesday 79c

DRESS GOODS.
Good quality Serges and Tweeds for school dresses. Blue, black brown and green in the serges, 40 inches wide. Wednesday, per yard 47c

200 YARDS HEAVY IMPORTED TWEEDS.
45-Inch, newly received for fall suits and dresses, all dark mixtures. Per yard 85c

HOLIDAY PASSED QUIETLY IN LONDON BUT PLEASANTLY

Railways Report That Traffic Was Unusually Heavy.

SPRINGBANK POPULAR

Big Crowds Also Went Down to Port Stanley on Cars.

Yesterday was not only the last public holiday of the summer season. It was also the last day of the summer holidays. Under the circumstances, everybody wanted to make the most of the occasion.

The higher temperature and the bright sunshine of the greater part of the day made picnicking most enjoyable. Hundreds during the day went to Port Stanley. On the new electric road extra coaches were run each hour, and all were filled to their capacity.

All day long the cars of the London and Lake Erie road carried crowds of passengers, not only bound for Port Stanley, but also for Lambeth, St. Thomas and intermediate points in the country. It was the last day, indeed, for having visits to friends in the country.

Largely Attended.
The Labor Day festivities at Queen's Park attracted many people this afternoon and evening, many also going out in the evening for the boxing match at 8:30 o'clock.

Springbank Park, as always, proved a popular rendezvous, and, apart from the big reunion of the Willis family, several other picnics large and small were held.

Not for many a holiday has the passenger traffic on the railroads been so heavy in all directions.

An especially large number of people have taken advantage of the Toronto Exhibition excursions. The C. P. R. reports the largest exhibition traffic in ten years, many going down on all trains Sunday as well as Saturday and Monday.

Heavy Traffic.
The G. T. R. states that while the traffic to Toronto was very heavy, a considerable number have taken advantage of the special rates of the past few days. The 5:45 a.m. and 9 o'clock trains carried particularly large crowds to Toronto yesterday morning, following unusually well-patronized trains all day Sunday.

With all who turned their faces eastward over the holiday, many remained to take advantage of the excursions to Detroit, both by boat from Sarnia and direct by rail.

With all the people who went out of town by train, trolley and automobile, it was amazing the number of people who seemed to be at home, seeking amusement.

Capacity House.
The new Lyric Theatre, formerly the Auditorium, opened at 2:30 o'clock with a capacity house, many who came later being disappointed owing to inability to obtain admission. In the evening again at both performances, the attractive theatre was well filled, and the audience evidently very much pleased with the bill, which included a remarkable feature film, William Gillette in "Sherlock Holmes," and a clever novelty act, "Mary and Jack."

While the people who have been staying at home made it a point to get away for the week-end, there was a large influx both Saturday and Monday to families returning from summer resorts, in time to let the kiddies get back to school on opening day. The majority of holidaying "stragglers" are closing up their cottages at the various beaches this week, and by fair time, the population of London will be once more, "as usual."

SEASIDE EXCURSIONS
To Lower St. Lawrence, the Maritime Provinces and Newfoundland. Tickets good going August 15, 16, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, and 31. Good returning until September 6, 1916. To Maine Coast resorts. Tickets good going August 25, 26, 27. Good returning until September 11, 1916. Full particulars and berth reservations, apply R. E. Ruse, C. P. and T. A., Clock Corner, Phone 80.

BENSON'S CORN STARCH
and I insist on having BENSON'S. Benson's has lived up to its reputation of 50 years of quality. BENSON'S for many years time.

Our recipe book is full of practical suggestions—lots of good things, easy to prepare. Write for a copy to our Montreal Office. 245 N. MONTREAL, CANADA. CARDINAL, MONTREAL, QUEBEC, PORT WILHELM.

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

JOHN M. DALY
PHONE 348. 19 YORK STREET.

BARGAINS FOR HOUSEKEEPERS

GREY BLANKETS.
50 pairs Grey Flannelette Cotton Blankets, size 72 x 80 inches. Worth \$1.50 and \$1.75. All day Wednesday, special, per pair \$1.25

TERRY CLOTH
50 yards White Cotton Terry (bath toweling), 32 inches wide, 35c value. On sale Wednesday, at, per yard 22c

PILLOWCASES
10 dozen Ready-made Pillowcases, sizes 40, 42 and 44 inches wide. .2 for 25c

TABLELING.
120 yards Bleached Tableling 56 inches wide. Worth 40c. On sale Wednesday, per yard 27c

24 dozen Hand Crocheted Doilies, deep lace edge.
12 dozen at 12½c each
12 dozen at 20c each

FIRST CUT OFF FIFTY PIECES OF 15c, 20c AND 25c EMBROIDERIES AT 12½c PER YARD.
Be at the Embroidery Counter early tomorrow. The first cut off wide cambric embroideries, selling regularly at 15c, 20c, and 25c, for 12½c per yard. These are beautiful fine qualities for petticoat flouncings; some are slightly soiled.

ALLOVER LACES.
200 yards Allover Laces of finest quality guipure, point de Paris and baby Irish, in white and cream. Were \$2 to \$3. All day Wednesday bargain, per yard \$1

SHADOW LACES.
12 to 18-Inch Shadow Lace Flouncings, lovely for corset covers and dainty underwear. Were 45c, 50c, 70c. On sale all day Wednesday, per yard 25c

RIBBONS.
Wide Corded Silk Ribbons, in garnet, emerald, paddy, burnt orange, black and cream. Worth 65c, at, per yard 39c

Chapman's
Open Wednesday until 6 o'clock. Half holidays are over for the season.

he himself would be in town with the exhibit, accompanied by Mrs. Beebe. He asked the co-operation of the Local Council of London in bringing the exhibit to the attention of the various affiliated women's organizations and the citizens as a whole, and in connection with this, requested that if any toys were being made in the city at the present time, the Local Council should co-operate in having samples of them shown in the "toy fair."

\$12 TO WINNIPEG, HARVEST HELP EXCURSION.
In order to facilitate the transportation of the army of harvesters the Grand Trunk Railway will run the following excursions: August 31, from all stations Lyn, Ont., and west to and including Toronto, Weston, Meaford, Palgrave, and north to and including Huntsville, September 2 from all stations Toronto, Caledon East, Owen Sound, Wiarton, and west and south thereof in Canada. Fare \$12 to Winnipeg via the new, transcontinental route. Full particulars from any Grand Trunk agent, or write C. E. Horning, D. P. A., Toronto.

EXECUTIVE TO MEET—The executive of the Red Cross Society will meet in Hyman Hall on Wednesday morning at 10:30.

DEATHS AND FUNERALS

BURIED AT WOODLAND.
The death occurred in Victoria Hospital on Saturday, September 3, of Alma Lynne, infant child of Charles and Elizabeth Modely, aged 7 months. The funeral was held from the family residence, 133 Maitland street, on Monday afternoon, and interment was made at Woodland Cemetery.

FUNERAL OF WM. TRANEM.
The funeral of William Tranem, who was found dead at his home, 713 Central avenue, on Sunday, was held Monday afternoon to Euston Street Baptist Church, where services were conducted by Rev. C. C. Blagden. Mr. Tranem was a member of British Oak Lodge, Sons of England, and a number of the members attended the funeral. Interment was made at Mount Pleasant Cemetery.

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We pride ourselves on our patronage. It is of the best, and we give our Best in service.

London's Rubber Man
185 KING—REAR. PHONE 5124.

See Our Military Shoes
THE KIND THAT FIT, WEAR, AND MAKE WALKING EASY.

You'll find our shoes honestly made of honest materials. As a chain is no stronger than the weakest link, so with shoes. The leather must be properly tanned and seasoned; the thread must be strong and evenly made; the workmanship must be that of well-trained and experienced operatives. Buy shoes that will give you good wear.

Buy shoes that will fit you perfectly. Buy them here for MEN, for WOMEN, for BOYS, for GIRLS, for SCHOOL, for WORK, for DRESS, for SPORT, for LEISURE, for SATISFACTION in every particular. Prices range from 85c (special reduced price) to \$6.00, \$7.00 and \$8.00.

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

School Is Now Started! LISTEN, MOTHERS!

We have secured extra values in School Shoes for the fall season. Soon the weather will be getting wet and your boy or girl will have to go out just the same. See that their feet are properly protected in good, strong and serviceable shoes.

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

BOYS' STRONG SHOES, in colt \$2.25 to \$4.00 pair
YOUTHS' STRONG SHOES, in colt \$1.50 to \$2.50 pair
GUNMETAL CALF, button or lace \$1.75 to \$4.00 pair
GIRLS' STRONG SCHOOL SHOES \$1.50 to \$2.50 pair
WE PAY SPECIAL ATTENTION TO FITTING CHILDREN'S FEET.

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THE POPULAR SHOE STORE.
LONDON. ST. THOMAS.