

EVERY 25c BOTTLE OF TAYLOR'S THROAT AND LUNG BALM is sold on our printed guarantee to quickly cure the worst cough, cold or bronchial irritation. It gives instant relief, and is very beneficial in Bronchitis and Asthma. This reliable remedy has been on the market since 1868, and has always been sold on this money-back guarantee. Taylor Drug Company, 339 Talbot street, opposite market.

GEO. E. LOGAN

FUNERAL DIRECTORS
AND EMBALMER.
418 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1963. Personal Attention.
wyt

Smith, Son & Clarke

Undertakers
115 DUNDAS ST. PHONE 698.
629 DUNDAS ST. PHONE 675.
Residence on Premises.
Private Ambulance Service.

GRIFFITH & WILLSIE

FUNERAL DIRECTOR
104 Dundas Street, London.
Residence on Premises. Phone 459.
Private Ambulance Service.
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FERGUSON & SONS

FUNERAL DIRECTORS
180 KING STREET.
PHONES 243, 273, 2956.
OPEN DAY AND NIGHT.

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491 Richmond Street. Phone 3971

W. G. Young

Diamond Hall Stores,
214 DUNDAS-674 DUNDAS.
wyt

LOOK!

1,000 Locketts
LATEST DESIGNS
FROM \$1.00 UP.
ENGRAVED FREE

WRAY'S

234 Dundas St. and 384 Richmond St.
Wholesale, Retail and Mfg. Jewelers.

BIFOCAL LENSES

OLD & NEW

The Old Style

Bifocal Glasses, with the near view lens cemented on, is a thing of the past—while the new, or fused, INVISIBLE bifocal, is the LENS of the hour.

Let us make your double view glasses INVISIBLE.

THE BROWN OPTICAL CO.

Eyeglass Specialists,
237 DUNDAS ST. PHONE 1877.

WALL PAPER

We have just received a large shipment of new Wall Paper in the low and medium-priced goods. A large variety of paper at 5c, 8c, 10c, 12½c, 15c, 20c and 25c. All nice new goods, and many patterns and colorings to select from.

COLERICK BROS

212 DUNDAS ST.

The London Loan & Savings Company of Canada

DIVIDEND NO. 78.

Notice is hereby given that a dividend at the rate of 6 per cent per annum has been declared upon the paid-up capital stock of the Company, for the current quarter year, to shareholders of record on the 15th September, 1913.

M. J. KENT, Manager.

HAMILTON'S Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.



We want to get you interested in what we are showing in Diamonds. Our stock of loose stones and mounted is large and carefully selected.

All stones are mounted in 14 or 18 karat, in any style setting you would care for.

We are positive we can satisfy your diamond wants, whether for personal or engagement purposes.

See our values before purchasing, as you will profit by doing so. Prices, \$10.00 to \$500.00.

The convenience our diamond rooms offer in our two stores is a decided feature to the purchaser.

W. G. Young

Diamond Hall Stores,
214 DUNDAS-674 DUNDAS.
wyt

Johnston Bros' XXX BREAD

Bread is the natural food, because it is a wheat product and gives the greatest amount of nourishment. The bread you eat should be the purest, and most wholesome procurable.

JOHNSTON BROS. XXX BREAD stands highest in this regard. The greatest care is taken in making, and the best ingredients are used. You get what you pay for when you buy this bread.

JOHNSTON BROS. PHONE 944.

Notice!

Owing to numerous complaints, The Advertiser wishes to emphasize the importance of calling The Advertiser office before 8:30 a.m., after 6 p.m. and holidays according to the following numbers, telling Bell Central that only the number asked for will do:

3670—Business Department.
3671—Editors.
3672—Reporters.
3673—Job Printing Department.

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.

From 8:30 a.m. to 6 p.m., any day but holidays, ask for 3670, and The Advertiser Central will give you the department or person wanted.

LONDON AND DISTRICT

Notice!

Capt. Eaton Arrived.—Capt. Eaton, C.A.S.C., arrived in the city this morning to take charge of the Canadian Army Service Corps in the first division. Capt. Eaton succeeds Major Dean. Major Gordon-Hall leaves on Monday for Ottawa to take over his duties as director of manoeuvres in the Ottawa district.

Surprise Club.—On Friday evening the Surprise Club of the Adelaide Street Sunday School met at the home of Mr. D. H. Gilles, King street. A very interesting plan to obtain new members and keep up the attendance was outlined and adopted. Teams captained by Mr. W. Donney and Mr. L. Perkins were chosen. During the evening Mr. Downs rendered several piano selections very acceptably. Miss Zella Gilles and Mr. J. Broadhurst also favored the club with solos, which were well received. At the close, the Misses Hazel and Zella Gilles served a dainty luncheon. The meeting closed with the singing of "Auld Lang Syne."

A Peepers Busy.—Residents of East London, in the vicinity of Dame and Egerton streets, are complaining that a man has been peeping in their windows at night. One resident told The Advertiser that just before retiring one night this week she happened to look out and discovered a man peering through one corner of the window. She notified her

husband, but by the time he got outside the man had disappeared. Some time ago a man, who was thought to have been a "Jack, the Peeper," fired a revolver at Mr. Thomas Fitzsimmons, of Elm street, and it is thought that the fellow is now hanging about Dame street.

Arbitration Board.—Word was received at the Grand Trunk depot this morning that the board of conciliation appointed to arbitrate the dispute between the Grand Trunk and the telegraphers will meet on the 1st of October. The arbitrators are: Judge Gurnell, chairman; Mr. E. H. McCann, for the company, and Mr. J. S. O'Donoghue for the men. The conference will be held at the Union Depot, Toronto.

Buy a Victrola.

Enjoyment for All the Family for the Long Evenings.

Everyone in the family finds enjoyment in a Victrola. In the Victrola parlors of Ye Olde Firme, Heintzman & Co., Limited, 242 Dundas street, London, you will find an assortment of these instruments at almost any price.

TORONTO FAT STOCK SHOW.

The fourth annual Toronto Fat Stock Show will be held in the Union Stockyards, Toronto, on Saturday and Sunday, Dec. 6 and 7, 1913. Many prizes are offered, among them cash prizes to the amount of \$700 for the best carload of fifteen steers. For full information address Mr. C. F. Topping, secretary, Union Stockyards, Toronto.

There is no eating in money matters and the absorption of numerous small issues of municipal securities in smaller places has further reduced savings accounts. In other years these issues were placed abroad. Collections in Eastern Canada are about normal, but returns from the crop in the west are not yet felt, and extreme slowness prevails in that quarter. It is remarkable the freedom of failures in this part of Ontario, at least. Local retail trade is good.

You can always get an excellent cup of Tea or Coffee at PETERS' TEA ROOM.

Evening Classes

Classes in Bookkeeping, Shorthand, Penmanship, will be formed Sept. 29 in the Westview School, Y. M. C. A. Building. ywt-Sept. 30

Wedding outfits our specialty. Carriages or automobiles Hueston's Livestories

HAVE YOUR PIANO TUNED.

Phone 708 and we will send one of our expert piano tuners. Satisfaction guaranteed. J. J. Callaghan Piano House, 613 Wellington street. 1910

BIRDMAN KILLED.

[Canadian Press.]
Johannisthal, Germany, Sept. 27.—Lieutenant Schultz, a German military aviator, was killed today when his monoplane capsized and fell with him to the ground from a height of 150 feet, while he was flying over the aerodrome here.

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[Canadian Press.]
Limoux, France, Sept. 27.—Deputy Henri Charles Etienne Dujardin-Beaumais, for many years under-secretary of state for fine arts in the French cabinet, died here today at the age of 61.

WE ARE NOT WORRYING About the "Thaw"

BUT WE WOULD LIKE TO PREPARE FOR THE FROST

Order Your Coal Today

John Mann & Sons
425 York St. Phone 470.

CHWARD & CO

DIAMOND MERCHANTS

SATISFACTION GUARANTEED OR MONEY BACK

374 RICHMOND ST. PHONE 1084.

Eat More Bread

PARNELL'S BREAD

Is the best bread you can eat.

TRY A LOAF.

Delivered to your home.

All flours used in our breads are sifted and blended before using.

JOHNSTON BROS. PHONE 944.

The Cake That "Takes"

Must be made with ...

"PURITY" BAKING POWDER

Only 20c a Pound.

Cairncross & Lawrence,
Chemists and Druggists,
216 DUNDAS ST., LONDON.

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ROWAT'S COFFEE

Pleasant people who like particular 45c per pound.
T. A. ROWAT & CO.
250 Dundas St., also South London.
PHONES: 3051, 3057, 989.

FALL FROM APPLE TREE CAUSED FARMER'S DEATH

Melville A. Ferns of Westminster Township Succumbs to an Accident.

Internal injuries sustained in a fall from an apple tree resulted in the death this morning of Melville A. Ferns at his home, corner Bostick line and concession 8, Westminster Township.

The accident occurred on Friday, the 19th. He was engaged in picking apples in an orchard on the 8th concession, when in some manner he slipped and fell heavily to the ground. He was taken to his home, where he lingered until this morning.

He was 52 years of age, and is survived by his widow and four sons, Orrie, of Medicine Hat, and Olive, Herman and Leslie, at home.

The funeral will take place Monday at 2:30 to White Oak Cemetery. Services at 10 o'clock conducted by the Rev. Mr. Barnby.

ANNUAL CONFERENCE OF LONDON ARCHDEACONRY

Interesting Program To Be Given at Lucan on October 8 and 9.

The Archdeaconry of London will hold their fifth annual conference in Holy Trinity Church, Lucan, on Oct. 8 and 9. Archdeacon Richardson will preside.

It is the desire of those in charge of the conference to bring together the clergy and others for worship and also to consider all topics pertaining to the spiritual life and work in the church. The clergy, church wardens and lay representatives of the archdeaconry are ex-officio members of the conference, and it is desirable that all who can should be present. The services and sessions have been left open to the public. The clergy are requested to bring their vestments for the Thursday evening service.

Arrangements have been made for an interesting program, starting at 4 o'clock on Wednesday, Oct. 8, in the parish hall of the church. The program follows:

Wednesday afternoon 4 o'clock—Opening session in parish hall. 6 p.m.—Tea and social reunion. Introductory, Mr. Chris. Hodgins and Mr. John Fox, the very reverend dean of Huron.

8 p.m.—Evening prayer and sermon. Clergy vested, ritual deans will officiate. Preacher, Rev. L. Norman Tucker, D.C.I.

Thursday morning, Oct. 9, 8 o'clock—Holy communion. Devotional address. Rev. T. B. Clarke.

9:45 a.m.—Opening of conference; chairman, the archdeacon. Prayer, Rev. J. C. McCracken. "The Psalms of the Kingdom," Rev. Professor T. G. A. Wright. "The Work of a Parish," Rev. Canon Davis. "The Church Year," Rev. J. B. Fotheringham and Rev. D. J. Cornish.

Noon—Prayer and intercession for missions; adjournment for luncheon. 2 p.m.—Afternoon session—Chairman, Rev. William Lowe. 1:30 o'clock. "On Confirmation," Rev. C. R. Gunne and Rev. W. J. Doherty. "The Holy Sacraments," Rev. Canon Craig. "Adaptation of the Church to the Spirit of the Age," Rev. C. E. Jenkins. "Religion in the Home," Rev. Principal Waller and Rev. H. Sutton. "The Young People of Our Church," Rev. Arthur Carlisle and Rev. E. Appleby. "The Call from the Mission Field," Rev. Dr. Tucker and Rev. W. M. Shore.

5:30 p.m.—Closing words, prayer and benediction.

TRADE HERE IS GOOD, SAYS DUN'S AGENCY

Dun's Mercantile Agency says: Local conditions are sound, although some concerns supplying basic lines are beginning to feel the slowing up of western trade as affecting general business. The bountiful harvests are very reassuring, and no doubt saved the situation. There is no eating in money matters and the absorption of numerous small issues of municipal securities in smaller places has further reduced savings accounts. In other years these issues were placed abroad. Collections in Eastern Canada are about normal, but returns from the crop in the west are not yet felt, and extreme slowness prevails in that quarter. It is remarkable the freedom of failures in this part of Ontario, at least. Local retail trade is good.

New Plans For Ingersoll Street

[Special to The Advertiser.]
Ingersoll, Sept. 27.—The attitude of the council at a special meeting yesterday afternoon did not indicate that they regarded the trouble that has followed the commencement of the work on Thames street in a serious light. They treated it in a mild-mannered way, and disposed of it without any trouble.

The trouble arose because of the objection of businessmen chiefly to the proposed curb, which, according to the plan, would have two steps before reaching the street level.

The council will endeavor to solve the difficulty by having the engineer amend his plans, calling for one step only, and if these are satisfactory they will proceed with the work.

Another question likely to engage attention at once, to which reference was made yesterday by the council, was the installation of a sewerage system. The feeling seems to be pretty well established that Ingersoll is face to face with this situation, and the councillors are of the opinion, at least a number of them, that if this has to be done preliminary work should be commenced without delay.

MINARD'S LINIMENT LUMBERMAN'S FRIEND.

BUSY LITTLE CITY COUNCIL

All Kinds of Meetings That Have Kept Daddies on the Jump.

THEY WANT A HOLIDAY

Sept. 10—Fire, water and light committee.
Sept. 11—Board of works.
Sept. 12—Finance committee.
Sept. 15—Council.
Sept. 16—"Star chamber" council meeting.
Sept. 18—Board of works.
Sept. 18—"Star chamber" council meeting.

Sept. 19—Special council session.
Sept. 23—Special council session (with board of works).
Sept. 24—Special council session.
Sept. 25—Board of works.

In the past fifteen days there have been almost as many sessions of the council or civic committees. Now the aldermen are going to take a few days off and get acquainted with their families again. The past two weeks especially have been strenuous ones for the aldermen. The special star chamber sessions on the electrification question, the special meeting to ratify it, the special meeting to set the voting day, and the special meeting to set the vote as amended, have contributed to the "strenuousness."

Storm sewers and the West London breakwater also helped along with a special meeting called for last Tuesday.

Want a Holiday.
If this year's council has done nothing else it has at least had more the usual number of meetings, to say nothing of the conferences that have been indulged in from time to time, and where city business has been transacted, though not in the usual formal way.

"I think we are entitled to a holiday now," opined an alderman this morning, as he figured out how little he has been at home in the past few weeks. "This is getting worse all the time. The sooner we get a holiday the better for us."

Rev. Dr. Campbell Leaving Lucan

Stratford, Sept. 26.—Stratford Presbytery met at Lucan on Tuesday to deal with a call from Gravel Hill, Glenora Presbytery, to Rev. Dr. Isaac Campbell. The translation was granted.

Rev. George M. M. St. Marys, interim moderator, will preach at Lucan and Fraser churches on Sunday and declare the pulpits vacant.

CORRESPONDENCE

Springbank Cars.
To the Editor of The Advertiser:

I was very pleased to read the letter re above in your Wednesday's issue. I think it outrageous the way we are treated on this route. I understand the explanation given by the street railway company is that they can make money quicker on the city routes. I suppose this is the reason why on fair week, when extra cars should have been put on, the regular large cars were taken off, and we were given an hourly service with a little tin-pot car only capable of holding fifty when crowded, with the result that dozens were left behind each trip, who, like myself, had to walk all the way to the Wharfedale road to get a city car. It is a scandal, too, that we should be deprived of an evening car during the long winter evenings, when so many would use it in order to go to some place of amusement. I should like to know how long we are to be subjected to this kind of treatment. Yours truly, LUCY PAGE, Springbank.

Latest Victrola Records.

All the newest Victrola Records and a very wide assortment of all kinds—popular and classical music—at the Victrola parlors, Ye Olde Firme, Heintzman & Co., Limited, 242 Dundas street, London. Phone or order by mail if more convenient.

Church Will Work Amongst Russians

The question of undertaking mission work with the foreigners who are locating in London is becoming a live issue with the Protestant churches of the city. The quarterly official board of the Hill Street Methodist Church, at the regular August meeting, unanimously declared in favor of becoming a city mission to do work on English lines, among the Russians in the neighborhood of the church.

Week night classes for instruction in English will be organized, and work will be commenced early in October. A converted Russian, who is a member of Hill Street, and who speaks very good English, will assist in the work. Hill Street Church is almost centrally located in the district into which the Russians have come. As the congregation is comparatively small, they will have to look to the generosity of the Methodists in the other churches of the city to give them financial assistance in this much-needed undertaking, and the pastor, Rev. A. McKibbin, will receive subscriptions and contributions from those outside his congregation who are disposed to give to the mission. If sufficient assistance is forthcoming, it is also intended to give instruction in domestic science to the Russian women and girls. The pastor, who resides at 151 Colborne street, would also like to get into communication with any trained school teachers who could volunteer service one or two nights each week for this work, and any teachers who could give instructions in domestic science after school hours, as a good deal of the work will have to be voluntary.

FERGUSON.

Ferguson, Sept. 27.—The Misses Joe and Mary Monroe visited with Mr. and Mrs. McBride recently.

Miss E. Take, of London, is holidaying at her uncle's here.

Miss A. M. Anderson has returned, after a two weeks' visit in London.

WATFORD.

Watford, Sept. 27.—Mr. and Mrs. Trier, Chicago, are visiting Watford, was a recent guest at Mr. C. Vail's.

Miss Dina Dods, Sarnia, is spending a two weeks' vacation at her home here.

Mr. J. D. Brown's barber shop, on Englehart, New Ontario, to visit his son Sid.

Mrs. A. W. House and Miss Edythe Livingston visited friends in Sarnia this week.

Mr. J. E. Bolton, who has spent the past few weeks here, has returned to Medicine Hat.

Mrs. Eva Crummer has gone to Fingal to fill the position of assistant teacher of continuation classes.

Mr. Chas. McLean, Petrolia, has returned to his home here.

Rev. Dr. John Ross, Toronto, will preach in the Presbyterian Church Sunday.

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THE HURON & ERIE OF LONDON

For every visit there's a welcome.

Start that account now at one of our offices.

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