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Let us show you the optical work. Why? Because we specialize in optical work.

Brown Optical Co.
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LOCKETS

PRICES TO SUIT EVERYONE'S

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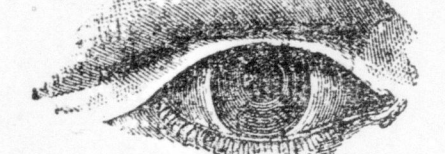
DISPLAY AT

WRAY'S

Wholesale, Retail and Manufacturing

Jewelers.

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G. R. GRICE

OPTOMETRIST.

Optical Parlors Upstairs, 180 1/2 Dundas St. zzt

We are leaders in the growing and

dentition of

CUT FLOWERS

F. Dicks & Son

235 Dundas St., Phone 1297. zxx

Pictures

In framed and unframed we have a great variety and at bargain prices. You can probably find a place for one or more good pictures. Buy them now and save money.

A. E. JOLLY & CO.

190 DUNDAS STREET

zxt

\$1,000

REWARD!

For information that will lead to the discovery or whereabouts of the person or persons suffering from Nervous Debility, Fits, Skin Disease, Blood Poison, Genito Urinary Troubles, and Chronic or Special Complaints that cannot be cured at The Ontario Medical Institute, 263-265 Yonge Street, Toronto.

ED. WEST

CHOICEST CUT FLOWERS

AND PLANTS.

Phone 2187. 249 Dundas St. zxx

TO

The Drink Habit

THE NEAL THREE DAYS

TREATMENT

For the liquor habit will break

these shackles. A simple, safe

and effective treatment. Write

or phone for particulars.

NEAL INSTITUTE,

78 St. Alban's Street,

TORONTO.

zxt

EAST END FLORAL STORE

J. H. TAYLOR. PHONE 719.

All kinds of Flowers in Season

613 Dundas Street

zxt

Usual Way—"Who are we going to

blame this week on?" "Anybody

kill?" "One man." "Blame it on

him, of course."—Washington Herald.

"Can't serve you with liquid re-

freshment, sir. This town is dry." "All

right. Bring me a bottle of something

extra dry."—Baltimore American.

"I believe in calling a spade a spade,"

declared the stranger. "It is danger-

ous to call one a card of any other

suit, if you sit in a game around here,"

warned the native.—Buffalo Express.

QUALITY STORE

Anglo-Indian Pickles

Prepared by L. Lazenby &

Sons. 20c per bottle

PHONES 1024, 3323.

Harry Ranahan

615 RICHMOND STREET.

LONDON AND DISTRICT

The Advertiser office is open

every night, except Sunday 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 the 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.

Alleges Breach of Promise. — W.

R. Meredith, acting for Mrs. Ada

Crutcheley, of this city, has issued a

writ for damages for alleged breach of

promise of marriage against Mr. Geo.

Stinson, also of this city.

Writ Against Railway. — Gibbons,

Harper & Gibbons, acting for the wife

and mother of the late Robert Henry

Hughes, killed at Guelph Junction,

while making a coupling, have issued a

writ against the Canadian Pacific

Railway. Mr. Hughes was employed as a

brakeman and the plaintiffs al-

lege that his death was due to the

negligence of the defendants.

zxt

SELLS-FLOTO CIRCUS

COMES TOMORROW

Grand Parade at 10:30 Through

Down Town Streets—Two

Performances.

Look, folks! The big holiday is al-

most here!

Because some time tomorrow, in the

early morning hours, the Sells-Floto

Circus will be shunted to the siding

at the railroad tracks, and whole

carloads of real joy and gladness will

be unloaded. It doesn't matter whether

you are young, old or middle-aged, if

you really want to experience the "get-

happy-idea," you will make a trip out

there and view the spectacle with ap-

proving eyes.

There is always something about the

coming of the circus that carries with

it a universal appeal, except with the

pessimistic folks, who frequently

argue that all circuses are alike. Bro-

thers and sisters, don't you believe a

word of this. Every circus has been

different to real thinking people since

circuses were invented. They are dif-

ferent because each succeeding year

sees them coming along with more

beautiful ladies, more captivating

horses, more ponderous elephants and

funnier clowns than the last time. It

doesn't matter how many you've seen,

the next one is always the best, or you

think it is, which practically amounts

to the same thing.

The Sells-Floto Circus perform-

ances have always been excellent, up-

to-date, and refined. It is especially

worthy of patronage because of the

fact that it was the first big tented

attraction to cut the price of admis-

sion in half, a policy which it has

adhered to ever since.

The time-honored parade will be

given at 10:30 o'clock tomorrow morn-

ing. It is promised by the management

that this year the spectacle will be of

more than ordinary merit. Two per-

formances will be given tomorrow —

in the afternoon at 2:15 and in the

evening at 8:15. The doors will be

open one hour earlier. The tents will

be pitched at Princess avenue and

Charlotte streets.

The price of general admission is

25 cents.

AN OBLIGING HORSE.

A doctor and a clergyman were ex-

ercising their horses one morning in a

country lane, when an argument arose

between them as to which of the ani-

mals possessed the sweeter disposition.

"Till wager that if their respective

temperaments could be tried," said the

doctor, "mine would be far away the bet-

ter."

"That's all nonsense," retorted the

clergyman. "My mare has the best

temper of any horse in the neighbor-

hood."

"Well, here's a stiff hedge, let us try

their leaping capabilities," suggested

the doctor.

"Right you are," agreed his friend.

The doctor's hunter quietly refused

the jump, although put at it again and

again. The clergyman's little mare also

DRIED BEEF AND COOKED HAM

Two excellent cold meats for

luncheon or making sandwiches.

45c Per Pound.

T. A. Rowat & Co.

250 Dundas Street, Phone 3051-3052

Wortley Rd. and Craig St. Phone 969

The More You Know About Watches

The more likely you will be to be

pleased by what we have to show

you.

Our showing represents the high

est quality of watches in watch

construction.

We sell watches that stand for year-

in and year-out service.

Which last for 20 years or longer.

Providing they are given half

decent treatment.

Call and let us demonstrate.

C. H. WARD & CO.

Diamond Merchants and Jewelers.

374 RICHMOND STREET.

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McKENZIE'S

MAGIC

LINIMENT

Rub it on and rub it in and

it reaches the spot almost

instantly. Nothing finer for

stiff joints, sore muscles, sore

throat, etc. Large bottle for

25 cents.

Cairncross & Lawrence

Chemists and Druggists,

216 Dundas Street, London, Ont.

zxx

EARLY SHOWING

Ladies'

Fall Hats

BELTZ & CO.

PRACTICAL FURRIERS.

FAIR BOARD SHOWS

DEEP REGRET AT

COL. LITTLE'S DEATH

Resolution of Sympathy Was

Passed at Meeting Tues-

day Afternoon.

Citizens Asked to Decorate

Their Homes During Week

of the Exhibition.

The Western Fair Board, meeting in

the association rooms, Dominion Sav-

ings Building Tuesday afternoon, passed

a resolution of sympathy to the

family of Lieut.-Col. J. W. Little, who

was vice-president of the association

at the time of his death. President W.

J. Reid also spoke of the loss sustained

by the association in Lieut.-Col. Lit-

tle's death.

Secretary A. M. Hunt presented a

financial report of the work of the

grounds and building committee in

Queen's park to date this season. With-

out including the cost of the new heat-

ing system, which is being installed,

\$8,617 has been expended on improve-

ments to the grounds and buildings.

Grounds in Good Shape.

Mr. W. J. Reid and Mr. William

Moore verbally reported on the im-

provements made and several of the

other directors, in expressing their ap-

proval, declared that the grounds were

in unusually excellent condition this

year. Mr. Moore recommended that

after this year's fair, all the buildings,

and particularly the grandstand, be

thoroughly cleaned.

It was decided to add a hackney class

for ponies to the prize list. Two sec-

tions were made, one for stallions and

one for mares.

Commissioners to Toronto.

Ald. W. J. Saunders and Mr. William

Moore were appointed to attend the

Toronto Industrial Exhibition and look

after the interests of the Western Fair.

A resolution was carried to ask the

citizens and merchants of London to

decorate their premises, homes and

stores during exhibition week. The

opinion was expressed that the citizens

have been rem