

Special Exhibit Mason & Risch PIANOS

At 231 Dundas Street

During Fair week I have arranged to have some of the Pianos direct from the Toronto Exhibition. They will be on view in my warehouse.

T. C. WRIGHT
SOLE AGENT.

FERGUSON & SONS
Funeral Directors
180 KING STREET.
PHONES 543, 373, 2058.
OPEN DAY AND NIGHT.

GEO. E. LOGAN
UNDERTAKER
Formerly with Messrs. Stevenson and Stewart. Residence on premises, 182, 184 Dundas street. Charges reasonable. Open day and night.
PHONE 1963. tyw

Griffith & Willisie
FUNERAL DIRECTORS.
CARL MILLER, Asst. Manager.
Successors to Messrs. J. Stephenson and D. A. Stewart. Established 1882, 184 Dundas street. Residence on premises. Open day and night. Phone 459.

SMITH, SON & OLARKE
UNDERTAKERS
115 DUNDAS ST. PHONE 688
629 DUNDAS ST. PHONE 678
Residence on Premises.
Private Ambulance Service.

The Frank Cooper Studio
829 Dundas Street, Opposite Armouries.
Phone 529 for Appointment.

Corliss Engines

Standard modern pattern, tandem and 'cross-compound with water tube, or return tubular boilers and accessories.

E. Leonard & Sons
SALES AGENTS
LONDON, ONT.

The Best Meal

In the city for Twenty-five Cents can be secured in our restaurant. The food, cooking and service are also guaranteed. Whenever you decide to eat down town try it.

LONDON CAFE

L. H. MARTYN, Proprietor.
201 Dundas St. E. A. Smith, Manager.

R. K. COWAN
BARRISTER, SOLICITOR, ETC.
County Bldgs, next Court House, London.

FATALLY BURNED.

Philadelphia, Sept. 16.—Mrs. Mary Green, aged 78 years, is dead, and her husband, Richard Green, aged 81 years, is dying from burns received last night when the woman's clothing caught fire from a candle she was carrying. Green, who is very feeble, was being assisted upstairs by his aged wife, when her clothing became ignited. In trying to assist her he was terribly burned.

Fifty cents a week will rent any square piano or organ on our floors. If renter pays rent to amount of sale price, they will be given the instrument. Williams' Piano Company, Limited, Opposite Advertiser. 75-17

Special attention paid to wedding orders. Hueston's Liveries.

SPECIAL ANNOUNCEMENT.

Mr. Maurice Pours has been re-engaged as head of violin department for season 1910-11. For terms, hours, etc., address Registrar.

London Conservatory of Music
LONDON, ONT.

**Banking Attraction
For Fair Week**

Four per cent interest allowed on deposits, as a special inducement for new accounts, opened between Sept. 11 and 17, inclusive.

London Loan & Savings Company
Corner Dundas Street and Park Avenue, City.

Hamilton's London Porter and Amber Ale

Always in first-class condition. Brewed from finest foreign and Canadian hops and malt.

The Kent Brewery
LONDON, ONT.



For Chilly Evenings

Try our Cannel Coal in your grates. Nothing gives the house such an air of comfort and cheerfulness as a bright grate fire. Price, \$7.50 per ton.

D. H. Gillies & Son
PHONE 1312.

FOR UNEXCELLED

COAL

Preparation and delivery try

MAY BROS.

PHONE 1224. 685 YORK ST.

Light on a

Dark Subject

COAL --- of course.

A universal fuel derived from prehistoric vegetation—about 85% carbon—varying in color from brown to black.

Coals have all been classified and only the grades known to be best for heating find their way here.

Try our black carbon—nothing prehistoric about its quality—it's this year's

FRESHLY-MINED COAL.

Webster & Kernohan

Phone 1383. 534-yt

Vacations are over—all back to work. Now's the time to fortify your health to withstand the campaign of work by eating

Johnston Bros.

XXX Bread

It has building power untold. So delicious and appetizing.

Johnston Bros. Phone 944

LONDON AND DISTRICT

—Prof. Thomas Trotter, B. A., D. D., of McMaster University, Toronto, preaches in Adelaide Street Baptist Church on Sunday, at both services.

They Know a Good Thing.

The Advertiser's Strathroy correspondent says: "At the local G. T. R. ticket office they sold 900 tickets for the Western Fair this year. This is the largest number sold here in many years."

Poultry Prizes.

In your report of the poultry show at the Western Fair, you state, all single-comb Rhode Island Red cockerels were won by T. A. Faulds. This is a mistake. H. E. Talbot, Askin street, city, won first cockerel, also the Rhode Island Red Club special for the best single-comb cockerel, and two other special ribbons.

Death of Rodney Lady.

The death occurred in Victoria Hospital last night of Mrs. Mary Wright, of Rodney. Deceased was 31 years old and had been ill for about three weeks. She was a daughter of Mr. Neil Brodie. The funeral was held from the undertaking parlors of George E. Logan, and interment will be made at Rodney.

Mr. Black Appreciated.

Mr. Archie Black, who has been looking after the Machinery Hall during the fair, was pleasantly surprised last night when the exhibitors presented him with a well-filled purse, and thanked him for the splendid services he had rendered throughout the fair.

Wright—Bell.

A very pretty wedding took place on Wednesday, Sept. 14, at the residence of Mr. and Mrs. Wm. Bell, Langbank, when their daughter, Lottie Mae, became the wife of Mr. Herbert Wright, of Oakdale. The ceremony was performed by Rev. W. Whaley, of Florissant, in the presence of relatives and immediate friends. The bride was handsomely gowned in white wool tulle with satin trimmings, and was escorted by a dainty wedding party. The couple left for Paris, Brantford and Galt. The bride's going-away gown was of grey broadcloth, with black picture hat.

Cook—Noyes.

A quiet but very pretty wedding was celebrated on Sept. 3 at 5 o'clock in St. Luke's Church, Hamilton, by Rev. Mr. Burns, when Miss Olive, eldest daughter of Mr. Albert E. Noyes, of Denfield, was united in marriage to Mr. William Cook, of Hamilton. The bride looked charming in white silk, with all-over lace, with bridal veil and white roses, and carried a beautiful bouquet of bridal roses. She was attended by Miss Marguerite Moore, while Mr. Grey assisted the groom. Only the immediate relatives were present. Mr. and Mrs. Cook will reside in Hamilton.

PASSES CUT OFF.

Chicago, Sept. 17.—The Western Passenger Association, comprising the lines between Chicago and the Rocky Mountains, have adopted a recommendation that after Jan. 1, 1911, no complimentary annual passes be issued to the officers and agents of other railways below the rank of assistant general passenger agent. This will cut off from the privilege thousands of general passenger agents, and local representatives of the roads in various cities.

The recommendation is contingent, however, on its adoption by the freight and express lines.

HUNTERS MURDERED.
Globe, Ariz., Sept. 17.—The bodies of Fred Kibbe and George Hilltop, trap businessmen, who were found shot dead last Monday, have been found shot dead at an abandoned stage station on the Fort Apache ranch. Fosses are searching for the murderers.

Robbery is supposed to have been the motive for the crimes.

FULLER'S ESTATE.

Chicago, Sept. 17.—The wills of the late Melville W. Fuller, chief justice of the United States supreme court, and his wife, Mary E. Fuller, who died in 1904, were admitted to probate yesterday. The late chief justice died possessed of an estate valued at \$950,000, while the estate of his wife is placed at \$115,000.

"VERIBEST"
COAL and CEMENT
ORDER NOW.
Pea Coal \$6.00; Chestnut, \$7.00; Stove and Egg, \$7.00.
John Mann & Sons
401 CLARENCE ST.
425 York St.

**Ralph Connor's
Books**
50c

The Mallagh Bookshop

PARNELL'S MALT-EXTRACT BREAD
Housekeepers

Why burden yourselves with the difficulty of choosing the bread your friends will enjoy best, when you have so many other problems to solve, regard to your table? Let us take the responsibility for you.

Parnell's Home-Made Bread

delights the heart, and the taste, too, of all who use it. We add a "touch" of Malt Extract, to add to its quality and give it tonic value.

PHONE US!

Phones 929 and 1390.

**SPLENDID
VALUES**

Everyone wonders how we are able to offer the bargains we do each Friday and Saturday. So many have proved that these bargains are genuine, and that the goods are always high quality that we find crowds of people watch for them each week. Notice these:

SPONGES, regular 10c, 15c, 20c, your choice at 5c and 10c

TOOTH BRUSHES, regular 15c and 20c, at each 10c

COMBS—Ladies' Combs, for two days only, regular 25c to 60c Combs, at 25 per cent discount.

PERFUMES—12 Superb odors on Friday and Saturday, at half-price.

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

LONDON HEALTH INSTITUTE
Corner Maple and Talbot Streets—
Phone 2565.

Today we have in America and Canada four great systems of drugless healing, which are the oldest and most minor points differing. The names of these modern schools are known as Naturopathy, Osteopathy, Chiropractic and Mechanotherapy. The basis of all four are for the purpose of adjusting the human body and rendering the same harmonious in its ramifications.

The cause of their amazing growth and popularity is, in very plain English, because of the terrible amount of mental and physical suffering which humanity has endured for centuries, and the evolution of time has decreed that disease and suffering, mental and physical, can be mitigated if not eliminated. All this past suffering has caused the people to pause and think, and the result of such perambulation of thought has been the organization and practice of the modern schools before enumerated. Therefore, the modern systems of drugless healing are now being utilized, and the results have been so exceedingly satisfactory that these schools of healing are now thoroughly pleasing to the general public. Noting one important factor, the huge army of chronics and incurables has alone been of sufficient importance to compel sane recognition of the new systems of modern drugless healing. The liberal, broad exponent of these schools uses all and any curative agent to assist his suffering patient. The curative measures used embrace dietetics, hyeotherapy, scientific manipulation, anatomical adjustments, vibration, electricity, curative physical culture, Swedish movements, suggestive therapeutics, relaxation and numerous other curative appliances, which the drugless physician may deem advisable for the complete recuperation of his patient.

It might be further noted that the modern drugless physician is a teacher; his endeavor is to show the people how to live strong, sane lives, to duly and plainly explain how disease may be successfully guarded against, both mental and physical. Example, the appalling dietetic error; spinal derangements, mental and physical excesses, the value of hygiene and sanitation, to avoid spinal curvature, and poor lung capacity, the mad folly of contracting consumption and other non-essential diseases. Thus one sees the modern drugless physician is of paramount value to any community. His cures it would be superfluous to enumerate. From Maine to Oregon cures; yes, marvellous cures, have proved the value and efficacy of the Naturopath, Osteopath, Chiropractor and Mechanotherapist.

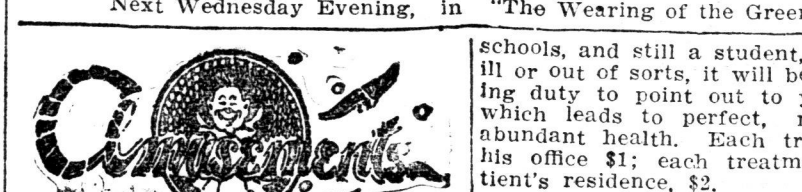
R. C. Barklie, of the London Health Institute, being a graduate of these

Shiloh's Cure

quickly stops coughs, cures colds, breaks the throat and lungs.



FISKE O'HARA.
A Favorite Irish Comedian, Who Will Next Wednesday Evening, in "The Wearing of the Green,"



Melba in Ottawa.
Ottawa, Sept. 15.—Mr. Cyril Dwight-Edwards, London, Ont.: Melba's appearance here tonight occasioned a scene of fervor and enthusiasm never before witnessed in Ottawa. Six thousand people packed the vast Arena from floor to ceiling. At the conclusion the audience rose en masse and cheered the diva. Hundreds were unable to gain admission. Waited outside the entire programme.—F. Shipman.

A Capacity House.
Another capacity house greeted the Leah Stoddart Company at the Grand Opera House last night, and thoroughly enjoyed the performance. Three capacity houses in a row is good business, and it was well deserved. Miss Stoddart herself made many more friends, and the company demonstrated once again that it is well balanced and clever.

Favorite Irish Comedian.
Fiske O'Hara, the Irish singing comedian, comes to the Grand Opera House on Wednesday, Sept. 21, in his latest success, "The Wearing of the Green."

It has been Mr. O'Hara's policy to present a new play each year, and since his advent on the stage he has followed a practically alike, yet faithfully. Last summer he began looking for a suitable play, and entered into correspondence with Mr. Sayre, the author of the present play, with the intention of securing another piece along similar lines; but ere the summer was half gone, letters and requests began pouring in, asking for dates and offering bonuses until finally Mr. O'Hara decided to retain "The Wearing of the Green" for the time being, and open in a new play next season.

THE JOHN MARSHALL CO.
Fine Display of Hats, Caps and Furs at Western Fair.

Almost everyone who visited the Made in London annex of the Main Building at the Western Fair remarked on the attractive display made by the John Marshall Company, of this city, the long-established manufacturers of hats, caps and furs.

The exhibit includes, as one of its main features, the high-class and popular line of "Thoroughbred" hats and caps, which are worn by people who appreciate fineness of style and quality, all the way from Halifax, N. S., to Prince Rupert, B. C. "Cravettes" and "Dradnoughts" are also shown, together with the world-famous "Battersby" by far the best and oldest renowned line of English hats. The John Marshall Company are general agents for the celebrated "Battersby," which they carry in addition to their own makes of sterling quality hats.

The John Marshall Company have been established in business since 1873, and are the oldest hat and cap

ROSS' LIMITED
Store for Women
196 DUNDAS STREET
LONDON

**Manufacturing Furriers
Ladies' Outer Garments**

Latest approved styles of Ladies' Outer Garments in our Ready-to-Wear Department.

**Suits, Skirts,
Coats, Waists,
Dresses, Neckwear**

FURS

All "Manufacturing of Fur Garments" is done on the premises. This insures the highest degree of perfection in fit and workmanship. Buy direct and

Save Middle Profits

All kinds of Fur Garments made to special measure.

LONDON'S FASHION CENTRE
196 Dundas Street

Shiloh's Cure

quickly stops coughs, cures colds, breaks the throat and lungs.

Shiloh's Cure

quickly stops coughs, cures colds, breaks the throat and lungs.

Shiloh's Cure

quickly stops coughs, cures colds, breaks the throat and lungs.

Shiloh's Cure

quickly stops coughs, cures colds, breaks the throat and lungs.

Shiloh's Cure

quickly stops coughs, cures colds, breaks the throat and lungs.

Shiloh's Cure

quickly stops coughs, cures colds, breaks the throat and lungs.

Shiloh's Cure

quickly stops coughs, cures colds, breaks the throat and lungs.

THORO
FRANK C. HOOPER,
ADVERTISER BUILDING.
THE PICK OF THE MARKET!
Our famous
\$2.50 Hats
FRANK C. HOOPER
THE "THORO" MEN'S FURNISHER,
ADVERTISER BUILDING.

New Gowns For Old!

Our specially-trained expert cleaners can make a soiled gown look almost as good as when it came from the dressmaker's—can remove spots and banish stains you doubt could be removed—can double the life of your wardrobe. And we charge so little! Many of your friends in London economize thus. Why don't you, madame?

**Furs, Feathers, Furbelows
Rejuvenated!**

The prettiest things you wear are those most likely to get soiled. Let us prove they can be made as good as new again. Our work equals that of the skilled cleaners of the great cities—because we employ those they trained. Just try us. Our wagons call anywhere. Our fee is small.

MY VALET 253 DUNDAS
PHONE 1721

SIGHT MADE RIGHT

THE BROWN OPTICAL CO
PHYSICAL EYE SPECIALISTS,
237 Dundas St. Phone 1877. xtz No charge for consultation.

company in Western Ontario, if not in the entire Dominion. They are the sole proprietors of the Western Cap Factory, which is the oldest cap manufacturing concern in Canada.

In their local factory at 68-70 Dundas and Carling streets, they employ some 30 expert and efficient workmen. Their offices and salesrooms are located at their city warehouse, 331 Richmond street. They manufacture all their furs in their own factory, and have a national reputation for the high quality and fine workmanship of their various lines. In addition to a large weekly output of furs, they manufacture between six and seven hundred dozen hats and caps per week. As is easily apparent from their fine display at the exhibition, their line includes the very latest models, the newest in Parisian and New York shapes and creations, being reproduced by their own designer, who has been thoroughly equipped for fine designing by an extensive experience in New York, previous to his connection with this company.

The John Marshall Company is at present composed of Messrs. S. Munro, Walter Simson and H. E. Buttery. Mr. Munro, the senior member of the firm, has been connected with the company for the past 27 years. Mr. Simson for 27 years, and Mr. Buttery for 10 years. Mr. Munro visits the British and continental markets of Europe twice yearly, principally to select skins and materials for the cap factory.

PHYSIOGNOMY OF THE SALESMAN.

The nose of a travelling salesman generally bears the appearance of breadth just above the wings. This is the nose that indicates the ability to acquire property, make good sales, secure returns through bargains and fine talking, and get large orders even when persons have indicated that they did not wish to buy or make a bargain. The thickness of the nose above the wings is the true facial sign of acquisitiveness, and a travelling salesman and a good businessman have generally this characteristic strongly developed. We find it large in George Peabody, Andrew Carnegie and the Rothschilds, all of whom have made large fortunes.

The lips of a good salesman are regular and fit appropriately together. The chin and jaw of a successful salesman are indicated by their squareness and roundness combined. The roundness gives the power of appeal, and the squareness gives the capacity to clinch the bargain.

The lines that show in the forehead of a good and bad salesman are, in the former, straight and perpendicular between the eyes; in the latter, or bad salesman, the lines are light and irregular.

The voice of a successful salesman is bright, cheery, optimistic. Its intonations are hopeful and airy, not heavy and dull. The salesman possesses a silvery-toned voice which is so allied to its subject that it knows exactly what to say, and says it without hesitation.

The handwriting of a good salesman is neat, regular, connected. It shows firmness, force in the lines that cross the 't's, and ambition is manifested in the tails of the 'g's and in the height of the 'h's, 'l's, etc.

The eyes of the honest businessman who is engaged as a salesman or a credit man are generally small, piercing and keen in expression.

The ears of a good salesman are broad, and give to the person vitality, strength, good digestive power, and comradeship. Such a person generates life readily, and is social, genial and a good conversationalist.

BIG COAL FIND.
Seward, Alaska, Sept. 17.—Prospectors returning from Kukarn, a branch of Cook's Inlet, report the discovery of an immense field of bituminous coal that promises to be one of the most valuable in the country.

**New Soft Hats
For Young Men**

In brown, navy, green and slate.

\$1.25 and \$1.50 Each

VERY STYLISH.

Graham Bros.

Graham Bros.

Graham Bros.

Graham Bros.

Graham Bros.

Graham Bros.

Graham Bros.