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Commodious and well heated and ventilated premises are factors in a business and shorthand education then

THE
W. C. COWAN
College reopens Sept. 1.
J. W. WESTERVELT, Principal.

Men Should Strike

the best possible arrangement between their cash account and their tailor—there is downright economy in getting clothes made for yourself, from the best materials, with good linings, and good workmanship. They hold their shape until the end, wear longer and give evidence of good tailoring up to the very last—provided, of course, that you order from the tailor who can guarantee. We are in the business for that purpose.

O. LABELLE
220 DUNDAS STREET.

The Fall Season

is in full swing. Our goods are open for inspection. Prices the most reasonable in city. Give us a call and we will convince you. Suits, \$15 and up. Overcoats, \$12 and up. Trousers, \$3.50 and up.

A. L. KLEIN & CO.
26 DUNDAS STREET.

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(Successor to John T. Stephenson.)
FUNERAL DIRECTOR AND EMBALMER
Reasonable charges. Best equipment.
Open day and night. Residence on premises.
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SMITH, SUN & OLAFKE
UNDERTAKERS AND EMBALMERS
Lady assistant. Night calls personally attended.
Rubber-tired Funeral Cars.
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The best, the largest and cheapest in London. Open night and day.
ESTABLISHED 50 YEARS.

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Try HYGIENIC BAKERY
HOME-MADE BREAD
Appetizing, Satisfying and Health Giving
Phone 2390. 549 Hamilton Road.

Take Your Choice

Order what you please here and we'll have it ready for you without delay. A hurry order for a special thing is what we like. All Our Meals Are Good, and you would enjoy dining here as a regular thing.

Twenty-five cents a meal.
Olympia Restaurant
and Quick Lunch
175½ DUNDAS ST. PHONE 2097

Success!

It will pay you to attend a school that is well established. Think of the number of brilliant and successful graduates we have in permanent positions.

Western Business College
110 DUNDAS STREET, LONDON.
W. C. COO, C. S. R., Principal.

Alexandra Cafe
AND QUICK LUNCH
Regular dinner from 11:45 to 2 o'clock. Supper, 5:30 to 8.

Special Sunday Dinner

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

FOR SALE

CHEAP, UNDER MORTGAGE, good building lot in London South, frame carpenter shop, and cement foundation for house. No deposit required if purchaser completes dwelling.

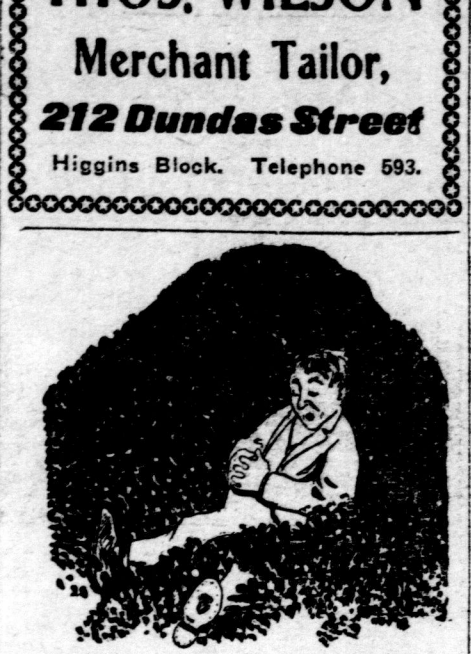
THE LONDON LOAN
AND SAVINGS COMPANY
434 Richmond Street, London, Ont.

Order Hamilton's

Hamilton's Porter is fully aged. It is the best. Ask for Hamilton's when you are buying.

Order Hamilton's

THOS. WILSON
Merchant Tailor,
212 Dundas Street
Higgins Block. Telephone 593.



Some people don't care anything about coal, but you do, and when it comes to the pass when you need fuel we would like to supply your wants. Have you any idea how many kinds of coal are mined? When you wish the all-to-the-good sort, order from D. H. GILLIES & SON, 20 Adelaide street.

Screened
Scranton
Coal
AT
Webster & Kernohan's
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LADIES' SINGLE STONE
Diamond Rings
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Beautiful, sparkling diamond in 14-karat gold mounting. Remember, this is a bargain.

Wholesome
Pure
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Delicious
The Best.

Johnston Bros.
X X X Bread

At all progressive grocers or delivered at your door. JOHNSTON BROS. Phone 944.

City and District

—Elder H. C. Kerr, of Middletown, N. Y., will preach at Poplar Hill in the Covenanted Baptist meeting house on Wednesday, Sept. 3, at 4 p.m.

—Miss Katharine Moore, organist of the Memorial Church, is visiting at her home in Chicago. Mrs. Charles E. Turner is supplying during Miss Moore's absence.

—Mr. Clarence Gilmour will conduct the musical portion of the services in the First Presbyterian Church tomorrow. Mr. Geo. Phelps is summing up the lakes.

—Mr. and Mrs. William Walker, of Thamesford, will have the sympathy of a large circle of friends in the death of their eldest son, George Richard Walker, which occurred this morning after a brief illness. The funeral will be held on Sunday afternoon from the family residence.

Card of Thanks.

Mr. Thomas Jenkins and daughter, of 84 Maple street, wish to thank their many friends for the sympathy extended to them in their recent bereavement.

Meets in Toronto.
The Canadian Institute of Homeopathy will convene in special session

NECKLET CHAINS

Take a look at our Gold-Filed and Solid Gold Necklets. A splendid assortment of Pendants and Lockets also. No better to be had.

SUMNER
The Reliable Jeweller.
380 RICHMOND STREET.

DO YOU
NEED CEMENT?
ALWAYS BUY
ATLAS
IT IS BEST AND
CHEAPEST.
JOHN MANN & SONS
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DIAMOND MERCHANTS
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For High-Grade
WATCHES

374 Richmond Street

Parnell's

Home-Made Bread

The Quality Goes in Before the Name Goes On.

Bear that in mind, and it's quality first with all of Parnell's oven products; no matter what the extra cost may mean to the baker, you always get the same high quality at the same price. Five cents. At your grocer's.

CHILDREN THRIVE and GROW FAT ON OUR EMULSION

It's just the food that children need to make them strong and well. Thin limbs grow round and plump. Roses bloom in cheeks that were pale and hollow. Weak lungs are strengthened. Coughs are cured.

Our way of preparing this Emulsion completely disguises the taste and odor of the Cod Liver Oil—makes it palatable—and easily digested by the weakest stomach. Sold only in 8-ounce and 16-ounce bottles at 40c and 75c each.

Cairncross & Lawrence
Chemists and Druggists
216 Dundas St. LONDON, Ont.

at Grace Hospital, Toronto, on Tuesday next at 11 a.m. A number of London physicians will be present.

Just a Vag.

John Smith, who gave Hamilton as his residence, was brought to the county jail last night from Strathroy, where he had been sentenced to serve six months on a charge of vagrancy. Smith is 28 years of age, and has no trade.

Late Mrs. Baldwin.

The funeral of Mrs. Maurice Baldwin was held from the family residence, 535 Queen's avenue, yesterday afternoon to Woodland Cemetery, and was of a private nature. Impressive services were conducted at the house by Canon Hague, of the Memorial Church, assisted by Rev. Arthur Carleton. The pallbearers were Messrs. J. Childs, A. McCabe, E. Morrison, A. Winnett, J. Denny and J. Sharp.

Sugar Was Delayed.

As a result of a delay of a train on the Grand Trunk this morning certain firms were without a sugar supply for a while, and many persons were signing out what to do with their fruits. The local wholesalers, with the exception of one, were without any sugar, and a canning company threatened to have trouble with a large consignment of fruits which were too ripe to keep over. The train was delayed for about twelve hours.

Quitting Club Tournament.

The Heather Quitting Club of South London has completed arrangements for their tournament, which will be held on the Weston street grounds on Labor Day, at 1 o'clock. A large number of valuable prizes will be given. On account of the small entrance fee a large number of entries are looked for. It will be a chance for beginners to test their skill with a few of the oldtimers. Those desiring to enter should see the secretary, Mr. Charles Ayers, or president, Robert Walsh.

London Chickens.

A number of local chicken fanciers shipped their birds to the Industrial Exhibition in Toronto yesterday. Among those who sent consignments were Kemp and Waterman, W. Monahan, McNeil & Saunders, R. G. Dickie, R. W. Wray, J. Arthur, W. E. McLeod, L. A. Bull, W. A. Gurney, Doldge & McNeil, J. Slesor, Wells Bros., J. Kley, L. C. Sage, Fincham & Toppling, T. F. Adams, W. Steer and W. T. Lenahan. There should be a large number of prizes come to London.

Golden Wedding.
The home of Mr. B. P. Zavitz, Poplar

Hill, Lobo Township, Ont., presented a lively scene on the 1st inst., when over 50 of the relatives and neighbors of Mr. and Mrs. Zavitz came during the afternoon by invitation of the children and grandchildren to honor the 50th anniversary of their wedding day. The few hours were well spent in lively converse and the renewal of kindly friendship. A dainty and generous repast of sandwiches, cakes, tea, cream, and cocoa was served. The youthful groom and blushing bride of 50 years ago were repeatedly congratulated as to the remarkable manner they had preserved their youth and bloom through the strenuous life and trials together for half a century.

Late Joshua Holmes.
The funeral of Mr. Joshua Holmes, who died at the residence of his daughter, Mrs. Green, in South London, on Wednesday, was held this morning to the Grand Trunk station, and interment will be made at St. Catherine's this afternoon. The late Mr. Holmes was 89 years old, and came to Canada from Grantham, Lincolnshire, in 1835. He first settled in the Niagara district, and in 1842 formed a partnership in a carriage works with the late William Greenwood. Mr. Holmes is survived by three sons and two daughters, Col. J. Greenwood Holmes, commandant in British Columbia; William Henry Holmes, B.C.L., Toronto, N. S., author of "A History of the Union Jack"; George R. Holmes, of St. Catharines; Mrs. Walker, of Hamilton, and Mrs. Wm. F. Green, of this city.

Dr. Colon Smith, who has been spending the last two months visiting many of the most noted dental parlors on the continent, and incidentally picking up new ideas, will be ready to resume practice at his office, 290½ Richmond street, after Monday next.

S. & I. IN THEIR NEW BUILDING

Thirty-One Years Ago Monday Since Firm Commenced Business.

Just thirty-one years ago Monday morning next the firm of Smallman & Ingram began business in this city. This morning the firm moved into their new store on Dundas and Richmond streets, and the largest dry-goods store in western Ontario was opened for business.

The new Smallman & Ingram store is a model in every respect, and few stores in Canada are so well appointed and attractive.

In designing the building beauty, safety, comfort and convenience were aimed at, and all of these things are in evidence from the basement to the roof.

The building is constructed throughout of steel and concrete and is as near fireproof as the most modern architecture can make it.

Under every floor there are six inches of solid concrete.

The stairs from the first floor to the second are of marble with brass banisters.

All the other floors the stairways are of slate.

There is absolutely nothing to burn except the stock, and if it should catch fire it would be hard for the flames to spread. Two of the most modern elevators, with the new double sliding doors, run from the basement to the top floor. The elevators run at a speed of two hundred and fifty feet per minute and each will carry 2,500 pounds. They are operated by electricity.

Two Entrances.

The store, which is "L" shaped, has two entrances, one on Richmond street and one on Dundas street. The Dundas street frontage is much greater than on Richmond street.

The show windows are large and splendidly arranged so as to show fine goods to the best advantage.

The store, when completed, will have nearly 100,000 square feet of floor space.

This makes it easily the largest store in Western Ontario.

The stories are all much higher than in the average building so that the first floor, although only five stories in height, is the highest commercial building in the city, and the roof is several feet above all the six-story structures.

The ceiling on the first story is sixteen feet from the floor, thus making the first floor unsurpassed for exhibiting the splendid stock of silks and dress goods that are shown there.

Handsome Fittings.
The counters and fittings throughout are of oak, and the goods are shown on the same plan that the largest and most modern stores in America follow.

Both electricity and gas are used for lighting. The fixtures are of the antique patterns so popular at the present time, and are all heavily nickel-plated.

The electric lights are suspended from heavy antique chains, heavily nickel-plated, and light the store perfectly.

Leading from the first floor to the second is a marble staircase, and half way up it broadens out into a wide balcony, which is set out so that a perfect view of the greater part of the first floor can be obtained.

Marble Stairs.

The floor of the balcony is tiled, and it is surrounded by a handsome brass railing.

Marble stairs lead from the balcony to the second floor.

At the head of the stairs is a large and handsomely fitted drinking fountain.

The second floor is used as a sales-room for linens, wash dress goods, curtains, draperies, quilts, blankets and millinery.

At the north end, set apart from the show rooms, are situated two large and handsomely furnished fitting rooms.

The millinery department is situated in the building facing Richmond street, and the hats and trimmings are shown in a most attractive manner.

On the second floor there is a direct trunk line of telephone, with its own switches and operator, connecting with all parts of the store, and with the

Canada Club LAGER

The Beer of Quality

Fifty years of successful experience enable us to offer the public the very best scientific product in the art of brewing, which is **Canada Club Lager**. It is not an intoxicant, but a Food Tonic, containing the pure extract of Malt and Hops, and has that light delicacy of flavor so sought after by connoisseurs.

Kept by All Dealers
CARLING—London

city service.
On the third floor are shown ladies' goods, corsets, whitewear, costumes and ready-to-wear goods. On this floor is a beautifully-appointed writing-room for ladies, and adjoining it, a ladies' sitting-room.

A Tea Room.
The fourth floor is used as a reserve stockroom, and the end is to be fitted up as a tea room, where light refreshments can be obtained.

The fifth floor is perhaps the busiest in its way of any in the building. Here seated at dozens of humming sewing machines, employees are engaged turning out all sorts of dresses and goods, which go to every part of the Province.

The working-room, as it is known, is a marked improvement over the one in the old building. There is plenty of room, light and air.

The ceiling is almost twice as high as the ceiling in the old building, and from the roof light pours in through numerous skylights.

In case of having to work at night, large are lights are abundantly placed throughout the room.

A Grand View.
Visitors are taken from the work-room up a stairway to the roof from which the finest possible view of London can be obtained. No better view of Dundas street, looking east, can be obtained anywhere, as the course of the road can be followed for miles straight east.

The surrounding country can be seen for many miles, and any visitor after seeing the view can readily understand how London came to be known as the Forest City.

From the roof, in the near future, will wave four flags, two Union Jacks and two Canadian flags.

The roof is several feet above the Bank of Toronto Building, London's next highest structure, and the roof of the elevator shaft gives the Smallman & Ingram building a lead in height that no other edifices except church towers can compare with.

The Old Store.

On Monday next work will be commenced in tearing down the old store. The contractors are under a time contract to have it down in two weeks, and the New York firm who have the contract for the erection of the steel frame, are working under a time limit to have their work all finished and the roof on before winter sets in, so that the work of finishing the interior can be finished during the winter. When the new building is completed London will have one of the largest and best equipped dry-goods stores in America.

Mr. Wm. Murray is the architect of the new building.

LABOR DAY PAPER

Monday being a holiday, there will be but one edition of The Advertiser published.

All subscribers will be served with an early morning paper issued at 4 o'clock.

SPECIAL SALE OF BRASS BEDS

\$40 00 Beds for \$30 00.
\$30 00 Beds for \$25 00.
\$25 00 Beds for \$21 50.
—big reductions in All Furniture.

Joseph F. Crummeys
565 RICHMOND, COR. ALBERT.
Phone 2168, Take Belt, Wellington or Oxford cars.

PURE FOOD INSURES GOOD HEALTH

MAGIC BAKING POWDER

INSURES PURE FOOD.

E.W. GILLET COMPANY LIMITED
TORONTO, ONT.

ROSS'S SPECIAL NOTICE

Here is your opportunity to save money on Men's Furnishings and Hats. This stock must be cleared off ground floor in a few days, as space is required for Furs.

The following articles are quoted at less than manufacturers' prices:

Fancy Wash Vests, regular \$2.50 and \$3, for \$1.10
Soft Shirts, separate cuffs, regular \$1 and \$2.50, for .69¢
Black, Soft and Stiff Hats. Regular \$2 and \$2.50, for \$1.50

Large stock of heavy Underwear at cost and under.

196 DUNDAS STREET

Visitors to Toronto Exhibition

are invited to call at the Cowan Company booth in the Manufacturers' Building.

We will give you a hearty welcome and a cup of Cowan's Perfection Cocoa to cheer you on your way.

The Cowan Company Limited, Toronto

290-1

DR. JARVIS

Dentist

213 Dundas Street
Corner Clarence

HOUSE CLEANING

Made a pleasure by the
Vacuum System

The freshest, purest and most plentiful of all Nature's agents—air.

A world-old problem solved in the simplest manner.

We will save you all the old-time worries and discomforts of housecleaning with our Aero Wagon.

Every nook and cranny of the house refreshed and purified. Renewed life in the carpets and furniture.

No more expensive than any other effective method of cleaning house, and infinitely more satisfactory.

Estimates free and cheerfully given.

LONDON SANITARY HOUSE-CLEANING CO.
Office, Mitchell's Garage, 297 Dundas street. Phone 2394. S. H. Pavey, Manager.

THE Tait-Brown Optical Company,

Eyeight Experts,
237 DUNDAS STREET.
Phone Appointments, 1877.

THE NEW HARDWARE

Something for the Children
The "BEN HUR" is the latest in a Play Cart. Call and see them. We also have a full line of CHILDREN'S RAIL WAGONS, STEEL-BOX WAGONS, AUTOS AND WHEELBARROWS.

W. B. GILLESPIE & CO.
204 Dundas Street, Phone 760

CODYLIGHTS

Use a third less gas, give a half more light than any other gas light. Insist on the famous "Cody" gas light. Arc or single lights. Only gas lights made in Canada, and best on earth.

National Light Co., London, Ont.
Wedding orders. Get our prices before ordering elsewhere. Hueston's.