

The Taylor Drug Company

Holds the exclusive agency for Toronto City Dairy Ice Cream Bricks, the best on the market. Phone any one of our four branches. We deliver promptly.

Nip the Trouble in the Bud

Your eyes are everything to you, and any little trouble should be looked after at once by our expert opticians. Delay costs a lot.

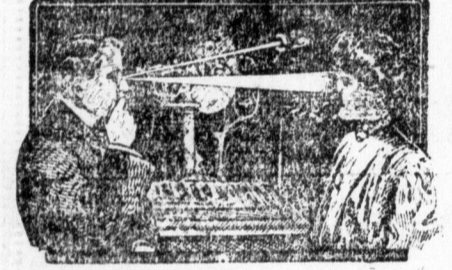
JOHN S. BARNARD Optician and Jeweler, 194 Dundas Street.

USE CONNELL'S COAL.



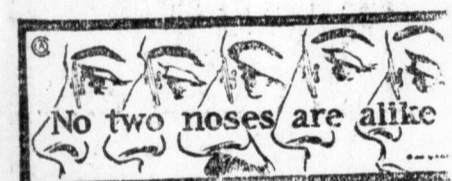
London's Largest Jewelry Manufacturers and Importers. We have just received a shipment of Military Wristlet Watches, which are accurate timepieces. Regular price, \$2.75.

W. J. Wray & Co. 234 Dundas Street.

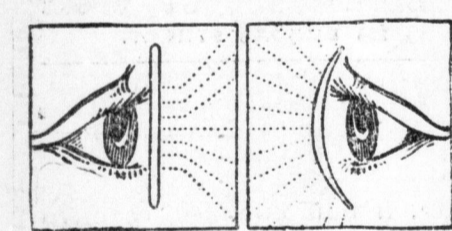


SCIENTIFIC EYE EXAMINING

Double Vision Glasses, made in one solid piece. No lines in the lenses.



Special Glasses made to suit individual requirements.



TORIC LENSES. Give a wider field of vision and have no aberration.

The Brown Optical Co. Eyesight Specialists and Manufacturing Opticians. 237 DUNDAS ST. Phone 1877

Let Us Paper Your Bedrooms for \$6.50 Each. Including the labor. Hundreds of papers to select from, with pretty cut-out borders.

Also for \$10.50 complete we have a fine line of heavy embossed flats, with handsome cut-out borders, bases and cretunes to match, in subdued colors and shadow effects. These are some of the finest goods shown. Come and see.

COLERICK BROS. Come and get your sample of "Rontek". 212 DUNDAS ST.

THE LONDON LOAN AND SAVINGS COMPANY of Canada DIVIDEND NO. 82. Notice is hereby given that a dividend at the rate of 6 per cent per annum for the current quarter-year has been declared on the stock of the company, together with a bonus at rate of 1 per cent per annum, and will be payable on the first day of October to shareholders of record on the 15th of September, 1914. M. J. KENT, Manager.

A box of Peters' Sweets will please her. Try it.

LEST YOU FORGET CALL PHONE 470, AND ORDER YOUR COAL JOHN MANN & SONS Corner York and Burwell.

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

SPECIAL SALE

Before moving we are making some wonderful reductions on our highest-class Jewellery. Ladies' Waltham Watches, \$10.00. Gents' 15-Jewel high-grade, gold-filled Watches, \$10.00. Gents' 17-Jewel Watches, regular \$15.00, sale price \$12.00.

W. G. YOUNG 214 Dundas-674 Dundas.

Good Health is gained and kept by eating good bread like JOHNSTON BROS. XXXBREAD. It is wholesome, pure and sweet. JOHNSTON BROS. PHONE 944

ANOTHER WAR IN 'MEXICO'

Outbreak of Trouble On Midway at the Fair Over Menu. The Mexican trouble came home to London last night when several of the "breesies" in the midway concession "Mexico" at the Western Fair, started something that resembled a small riot before they were finally restored to order. The trouble, it is stated, arose over the supper that was served them. The sombrero gentlemen decided that it did not meet with their cultivated tastes, and an altercation ensued, which finally terminated in a "free-for-all." It is rumored that the "Greasers" may be sent back to their native land, bag and baggage, this not being the first trouble since they decided to enter the "big ring" as a means of earning a living.

FAREWELL TO MISS SHIPLEY

Presbyterian Missionary Leaves Friday For Chinese Field. Farewell addresses were read to Miss Minnie Shipley, of Carlisle, Ont., at the King Street Presbyterian Church last night, by representatives of the women's missionary societies throughout the London Presbytery. Miss Shipley will leave for China on Friday, where she will take up missionary work, under the Presbyterian Church of Canada Foreign Missions. Because of the uncertainty of Atlantic and European travel, caused by the war, Miss Shipley will cross the continent to San Francisco and sail for the Orient from there.

Now is the time to prepare for spraying. Sharman & Baker can supply you with materials at lowest prices. Lime Sulphur, Sulfur Sulphur, Arsenal of Lead, etc. Sharman & Baker, London, E. C. No. 4. Office, corner King and Tait.

APPEARANCE, COMFORT AND DURABILITY

Are embodied in ASTORIA SHOES. You cannot appreciate these facts until you have tried them. Sold in London by

J.P. COOK CO LIMITED THE STORE THAT SERVES YOU BEST

Let the Children Have a Brownie

A simple little camera that will train the children to observe—so efficient it pleases big folks, too. We have all the latest goods from the Kodak factory. Guaranteed work in our developing and finishing department.

J. H. BACK & CO. 210 DUNDAS STREET.

CANADIANS CHAFING BECAUSE THEY CANNOT GET TO FRONT

Claim That Contingent Is Well Trained and That War Will Be Over Before They Are Transported.

Letters received in this city from London men at Valenciennes express disappointment at the failure of the troops to leave for the front. One soldier stated that the delay was chafing the men, and that while other troops were going through Canada to the front the Canadian soldiers were stationary. There was a feeling that the war might end before the Canadian troops got into action, and the men are eager to participate in the contest.

LONDON AGAIN STARTS CIVIC CONSTRUCTION

City Gives Employment to Many Through Its Public Works. PREFERENCE TO CITIZENS Householders and Ratepayers To Be Given First Opportunity for Employment.

Householders and Ratepayers To Be Given First Opportunity for Employment. London started a new construction craze yesterday when many city gangs were placed back on public improvements that have been hanging fire for some time, owing to the present financial situation.

The resumption of work is an indication of the restoration of stability which is taken to be but the forerunner of better conditions throughout the industrial life of London and of Canada generally.

Department Work. Under the direction of the city engineer, a number of curb and gutter gangs were started Monday, with cement sidewalks laying, and a concrete pavement on Windsor avenue, from Ridout street to the Traction Company line, as well as the laying of the cement floor on the new Wharfedale Road Bridge, these works will be done departmentally.

D. O. E. CHAPTER BUSY Lord Roberts Members Sewing for Second Red Cross Assignment. A most enthusiastic gathering of members of the Lord Roberts' Chapter Imperial Order Daughters of the Empire assembled yesterday afternoon at the home of Mrs. Ernest Smith, the regent, and accomplished considerable sewing upon men's shirts for the second Red Cross assignment.

ALUMNI WELCOMED Bishop Williams Opens Annual Huron Session. The Alumni Association of Huron College opened a series of meetings at the college last night. The session opened at 8:30 o'clock with prayer, and at 9:30 o'clock the alumni took supper together.

I. O. F. EXECUTIVE MEETS Officers of Order in Convention in This City. The executive of the Independent Order of Foresters is meeting in the city today. The officers in attendance are: C. N. Greenwood, H. C. R.; George W. Wanda, P. H. C. R.; J. H. Laughton, H. V. C. R.; W. A. Henderson, H. Sec.; J. H. Handley, H. Treas.; John Porter, H. Conclor; Dr. Chaston, H. Physician; George A. Mitchell, assistant supreme chief ranger, and Fred J. Darch, supreme secretary, are also present.

BODY FOUND IN BAY. BARRIE, Sept. 14.—The body of John Leckie was found in the bay here yesterday with the pockets of his coat weighted with stones. He had been despondent for several weeks.

Marconi Club Contributors

Following is the list of Marconi Club members who contributed to the London and Middlesex Patriotic Fund: Societa Italiana, \$100; Marconi Club, \$100; Catalano & Sansone, \$100; R. Mascari & Son, \$15; Joseph Dambr, \$10; A. Mascari & Son, \$10; Frank Fenech, \$10; Joseph Russo, \$10; Famularo & Caravella, \$7; D. Cusolito, \$5; A. D'Amore, \$5; Tony Cortese, \$5; B. Sidoti, \$5; John Fraumeni, \$5; Frank Casaceli, \$5; Joseph Creaci, \$5; A. Furanna, \$5; G. Sidoti, \$5; S. Peirone, \$5; Jim Catalano, \$5; B. Caravella, \$5; S. Badalato, \$5; Luigi Poggolini, \$5; Giuseppe Malorana, \$5; Simone N. Chiera, \$5; F. Manetti, \$5; Nick Zocano, \$5; J. Chiera, \$5; Tony Cortese, \$5; Joe D. Cusolito, \$5; Luigi Martin, \$5; N. Bonardo, \$5; Pete Pensa, \$5; L. D'Amore, \$5; G. Logiudice & Son, \$5; Tony Cortese Jun., \$5; Ralph Benenati, \$5; Vincenzo D. Amecchino, \$5; Guy Briglia, \$5; J. Cipriani, \$5; Giuseppe Moneta, \$5; Prof. Venuta, \$5; Joe Merlino, \$5; Joe Chancel, \$5; Joe Cusolito, \$5; Paul Cusolito, \$5; John Russo, \$5; Joe Boletta, \$5; Raffaele Menga, \$5; John Benenati, \$5; Y. Crisafulli, \$5; M. Caravella, \$5; S. Sansone, \$5; D. Zino, \$5; A. Cichinelli, \$5; G. Pasquazi, \$5; G. Briglia, \$5; A. Favalaro, \$5; B. Favalaro, \$5; G. Niosi, \$5; Mrs. Paladino, \$5; E. Scarpone, \$5; G. Curatola, \$5; Tony Vito, \$5; F. Raffaele, \$5; N. Russo, \$5; R. Tenaglia, \$5; A. Latella, \$5; P. Ciampoli, \$5; T. Favetta, \$5; S. Valente, \$5; F. Peirone, \$5; D. Amecchino, \$5; G. Mascaro, \$5; P. Gandolfo, \$5; M. Vito, \$5; P. Furanna, \$5; F. Baratta, \$5; M. D'Ada, \$5; A. Moschella, \$5; G. Calla, \$5; J. Furanna, \$5; V. Cusolito, \$5; B. Peirone, \$5; G. Peirone, \$5; J. Benenati, \$5; T. Loschavo, \$5; J. Giordano, \$5; Luigi, \$5; T. Miles, \$5; G. Maria, \$5; Baratta, \$5; D. Bonardo, \$5; A. Gaudio, \$5; P. Ponzarelli, \$5; D. Richichi, \$5; G. Achenzi, \$5; G. Collura, \$5; G. Buscetti, \$5; D. Crisci, \$5; G. Speccinelli, \$5; A. Najoletano, \$5; F. Altamonte, \$5; C. Suraci, \$5; V. D. Fezza, \$5; P. Russo, \$5; P. Nunari, \$5; A. Gandolfo, \$5; P. Beccaria, \$5; G. Forti, \$5; V. Gullio, \$5; N. Gullio, \$5; F. Ripelli, \$5; J. Calabresi, \$5; A. Scuderi, \$5; A. Fradare, \$5; D. Suraci, \$5; G. Daniels, \$5; D. Iati, \$5.

BACK FROM GERMANY

London Teacher Returns From European "War Zone." Miss Emma E. Tarrey, of 559 Colborne street, a public school teacher, who was in Germany when war was declared, returned home Monday.

The first intimation that our party had of the war was when we were on our way through Belgium to Germany," said Miss Tarrey. "We saw the Belgian troops being mobilized, and when we got to Heidelberg we saw thousands of German soldiers on their way to the front. In Heidelberg there was great excitement. A French spy was arrested at the hotel where we were staying."

Miss Tarrey stated that her party, under the guidance of Mr. Cuthbert, of Toronto, was allowed to pass through Germany and make all its stops as scheduled. The party, of more than 80 members, visited Switzerland and Italy before returning to England, via France.

AIDED RED CROSS

CLINTON, Sept. 14.—In response to a call from the Canadian Red Cross Society the Clinton Branch of Ontario Women's Institute made a canvass of the town, which resulted in the sum of \$250.50, being collected, which was sent to the headoffice at Toronto.

ROSS' LIMITED 196 Dundas St. LONDON and EDMONTON

Complete Clearing Sale On Second Floor, Wednesday and Thursday Mornings, Sept. 16 and 17, for One Hour Only, 10 to 11 o'Clock a.m.

THIS IS ANOTHER OF THOSE FAMOUS SALES WHICH DELIGHT AND PROFIT EVERY ONE WHO ATTENDS.

The Following Lines Comprise the List.

- 38 Fall and Winter Coats, sizes 16, 18, 34, 36, 38, 40, in Mixed Tweeds, Broadcloths, Blanket Materials, Serges, etc., in various shades of grey, blues and browns. Regular \$11.00 to \$20.00, now... \$2.75
13 Short Coat Coats, sizes 34 to 42. Regular \$7.50 to \$10.50, now... \$1.00
12 Fall and Winter Coats, sizes 16 to 38, in Mixed Tweeds, Wales, Serges and Broadcloths. Regular \$11.75 to \$20.00, now... \$3.75
3 Fall and Winter Coats, sizes 16 to 38, in Mixed Tweeds, Wales, Serges and Broadcloths. Regular \$11.50 to \$16.50, now... \$4.75
14 Dresses, in fancy and plain lustrous; assorted colors; sizes 18, 34, 36, 38. Regular \$12.00 to \$13.50, now... \$1.00
2 Velvet Dresses, navy and black. Sizes 18 and 36. Regular \$18.00 and \$22.00, now... \$9.75
1 Brocade Velvet Dress, maroon, size 18. Regular \$18.00, now... \$9.75
4 Black Voile Dresses, sizes 16 and 18. Regular \$18.00, now... \$10.75
3 Serge Dresses, in cream. Sizes 16 and 18. Regular \$7.50, now... \$3.75
9 Serge Dresses, in navy and black. Sizes 14 and 16. Regular \$7.50, now... \$4.75
16 Serge Dresses, in navy, copenhagen, green, brown and cream. Sizes 14, 16, 18, 36 and 38. Regular \$10.50 to \$21.00, now... \$7.98
4 Serge Dresses, in navy. Sizes 18 and 38. Regular \$12.75 to \$16.50, now... \$9.75
5 Silk Dresses, sizes 16, 18, 36, 38, in grey stripe, tan stripe, black silk and brown shot. Regular \$18.00, now... \$7.98
13 Silk Dresses, sizes 16, 18, 34, 36, 38, 40, in black, navy, copenhagen, tan and reseda. Regular \$13.00 to \$20.00, now... \$10.75
11 Crepe Silk Dresses, sizes 36, 38 and 40. Regular \$22.50 to \$30.00, now... \$15.00 to \$18.50
5 Taffeta and Charmeuse Silk Dresses, sizes 16, 18, 36 and 40. Regular \$22.50, now... \$15.75
31 House Dresses, sizes 36 to 46. Regular \$1.00, now... 89c
8 dozen Blouses, in tailored, sailor and lawn styles. Regular 79c to \$1.50, now... 49c
30 Silk Waists, regular \$3.00 to \$5.00, now \$1.00
Neckwear and Belts in great variety at 10c, 12 1/2c and 15c

YOU CAN BUY A GENT'S Egin or Waltham Gold Filled Watch Guaranteed movement, warranted 20 years, for \$3.75. This bargain is worth buying today. ZWICKER'S FORMER STAND, 650 DUNDAS STREET.

Palace Livery ROSS & BOSS. Carriages for funerals and all other occasions. Automobile service. 619 DUNDAS STREET. PHONE 838.

Wegner Clothing Co. Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats. LONDON'S LARGEST WORKINGMEN'S OUTFITTERS. Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls. 571 TALBOT ST., OPP. MARKET. Open Evenings.—Phone 1849.

Fill Your Bin With Our Coal The Best Coal Mined

Heaman & Son York and Burwell Streets, Phone 312

TRoubled With CANCER, TUMOR OR GROWTH? You can be cured; that is, if it is not too late, by the treatment of the late Henry Edwards. Write for testimonials. J. LEVITT, 388 RIDOUT. Phone 2666.

A Third of Your Life is Spent in Bed. Why Not Spend it in Comfort? KEYSTONE MATTRESSES and Pillows will give you that comfort. Warranted sterilized and mothproof. Made in London by the KEYSTONE BEDDING COMPANY.

FAIR VISITORS give special attention at FRANK EDY STUDIO Artistic Photos in Sepia, Platinum, Etchings and Fine Groups. PLEASING PICTURES OF CHILDREN London Loan Bldg., N.E. cor. Dundas Street and Park Avenue. Phone 3691.

HALF-CENTURY OF PROGRESS. INCORPORATED 1864.

What Is a Huron and Erie Debenture?

Simply a bond of the Company to pay you a sum of money on a definite date, with half-yearly interest meanwhile. The promise of this strong old Company is backed by over sixteen millions of Assets.

The Huron and Erie Loan and Savings Co. Main Office—412 Richmond Street, London. Market Office—4-5 Market Square, London. T. G. MEREDITH, K. C., HUME CRONYN, President, General Manager.

Rowat's Coffee. Please people who are particular. 75c per pound. T. A. ROWAT & CO. 253 Dundas St.—Phone 3051-3052.

CANDY SPECIALS Assorted Kisses, 20c a Pound. Chocolate Caramels, 25c a Pound. SATURDAY ONLY. J. M. CHIVAS 117 DUNDAS STREET.

TRUSSES The adjustment of Trusses, to make a perfect fit, is scientifically performed at B. A. Mitchell's Drug Store, 114 Dundas Street.

YOU NEED NOT BE SICK. OXYGEN Nature's Greatest Curative Agent. Administered by the Oxyphor. W ill Expel D...

GENUINE PLYMOUTH COAL Get together with your neighbors and order a car. Prices on Application—Phone 2694. JAS. H. HERRICK, Agent

STOVES, BANNER STOVES AND RANGES. LONDON FURNITURE CO. 375 CLARENCE STREET. We will extend credit to you on any stove or baseburner.



HE IS HERE AGAIN! From Frisco

He Came All the Way At Our Request TO SEE THE GREAT WESTERN FAIR AND TO TELL THE PEOPLE OF LONDON AND WESTERN ONTARIO OF THE QUALITY AND CLEANLINESS OF

MADE CLEAN PARNELL'S DELIVERED CLEAN BREAD

PARNELL'S BREAD IS SO GOOD THAT IT IS USED IN OVER FIVE THOUSAND HOMES IN LONDON DAILY, AND IT SHOULD BE IN YOURS.

IT IS GOOD FOR THE CHILDREN; IN FACT, IT IS THE BEST FOOD YOU COULD POSSIBLY GIVE THEM. IF YOU DOUBT OUR WORD, ASK YOUR PHYSICIAN; THEN PHONE US.

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