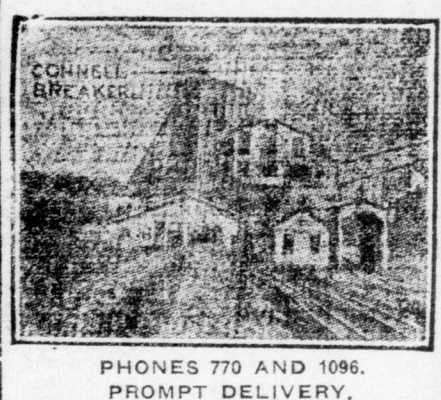


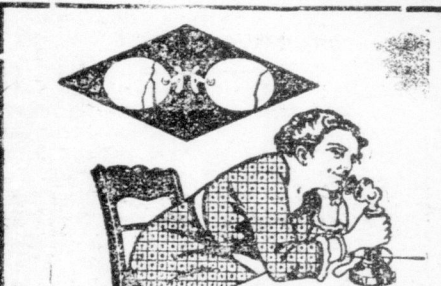
Let Us Show You  
The New Fall  
Wallpapers  
The Newest and Best  
**GRAVES, LIMITED**  
815 RICHMOND STREET.  
PHONES 1024, 3323.

Use **CONNELL'S COAL**  
Freshly Mined, Clean and Dry.



PHONES 770 AND 1096.  
PROMPT DELIVERY.

**LOOK!**  
1,000 Locketts  
LATEST DESIGNS  
FROM \$1.00 UP.  
ENGRAVED FREE  
AT  
**WRAY'S**  
234 Dundas St. and 384 Richmond St.  
Wholesale, Retail and Mfg. Jewelers.



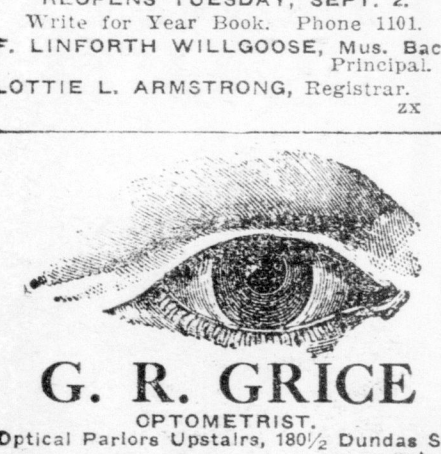
**"HELLO"**  
Is that the Brown Optical  
Company? "Yes." "Well,  
I've just broken my glasses  
and can't see without them.  
What shall I do?"

"Send a few of the broken  
pieces to us, and we will have  
your Glasses ready at 4  
p.m."

**ED. WEST**  
CHOICEST CUT FLOWERS  
AND PLANTS.  
Phone 2187. 249 Dundas St.  
ZXV

**TRUE SIGHT OPTICAL CO.**  
EYESIGHT SPECIALISTS.  
We guarantee all our work and all our  
lenses.  
Room 6, Higgins Block, over 212 Dundas.  
ZXV

**London Conservatory of Music  
and School of Elocution, Ltd.**  
REOPENS TUESDAY, SEPT. 2.  
Write for Year Book. Phone 1101.  
F. LINFORTH WILLGOOSE, Mus. Bac.,  
Principal.  
LOTTIE L. ARMSTRONG, Registrar.  
ZX



**G. R. GRICE**  
OPTOMETRIST.  
Optical Parlors Upstairs, 180 1/2 Dundas St.  
ZXV

**COMFORT SOAP**  
Positively the Largest  
Sale in Canada.

**Have You  
A Picture**  
That needs reframing? If  
so, bring it in and let us  
show you some of our  
moldings and give you a  
price on it. We know we  
can please you.

**A. E. JOLLY  
& CO.**  
190 DUNDAS STREET  
ZX

**Quality Store**  
OKA CHEESE.  
SWISS CHEESE.  
CANADIAN SWISS CHEESE.  
CREAM CHEESE.  
ROQUEFORT CHEESE.  
FINLAND CANADIAN CHEESE.  
PHONES 1024, 3323.  
**Harry Ranahan**  
815 RICHMOND STREET.

**LONDON AND DISTRICT**

**Notice!**

Owing to numerous complaints,  
The Advertiser wishes to emphasize  
the importance of calling The Ad-  
vertiser 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.

Mr. Elliot to Prosecute. — Mr. Hume  
B. Elliot, K. C., of this city, will act  
as crown prosecutor at the fall ses-  
sions.

A Social Evening. — The Ladies'  
Auxiliary to the Order of Railway Con-  
ductors held their first social evening  
of the season at the home of Mrs. G.  
Wiley, 453 York street. A very pleas-  
ant evening was spent by quite a  
number of friends and members.

Mr. Bowen Moves Up. — Mr. D. H.  
Bowen, formerly manager of the C. P.  
R. Telegraph office in this city, but  
who has been acting as superintendent  
of the Lake Superior division with  
headquarters at Sudbury, has been  
permanently appointed to that position.

"Y." Is Popular. — That the Y. M. C.  
A. is ever increasing in popularity has  
been much in evidence during the  
past week. In the boys' department  
alone, eight new members signed up  
with several others who will probably  
belong to the association shortly. Last  
night there were over eighty boys in  
the plunge, and to say that the young-  
sters enjoyed themselves would be put-  
ting it mildly.

Two Jury Cases. — Two more cases  
were entered on the jury list for the  
fall assizes this afternoon. Mrs. Sarah  
Euchman has entered suit against Sil-  
verwood's, Limited, for \$5,000, for the  
death of her son, Alex. A., who was  
killed while operating an elevator in  
their plant last January. Mrs. Mar-  
garet E. Auchman is also suing the Grand  
Trunk for injuries received in July,  
1912, when she was knocked down by  
a locomotive at the Grand Trunk sta-  
tion.

St. Mary's Dramatic Club. — The St.  
Mary's Dramatic Club met last evening  
in St. Mary's Hall and organized for  
the coming season. Rev. Father Mc-  
Keon, the honorary president, made an  
opening address, in which he welcomed  
the new members and encouraged the  
club to further success. An entertain-  
ment committee was appointed to look  
after the monthly social evenings and  
other matters in connection with the  
club's work were dealt with. It was  
decided to send flowers to the popular  
past president, Justin Hoy, who is at  
present in Woodstock hospital, suffer-  
ing from injuries sustained when he  
was crushed between two railway cars.  
The club has some new plays in pre-  
paration and expects to put on several  
this winter.

Grand Jury Selected. — The following  
have been chosen to serve on the  
grand jury at the coming assizes to be  
held in the new Masonic Temple.

**For Sallow, Blotchy,  
Rough or Greasy Skins**

[From Woman's Tribune.]  
Some skins require constant grooming  
to keep them from becoming oily, muddy,  
blotchy or rough, or if such condition has  
developed, to overcome it. In such chronic  
cases it is particularly inadvisable to keep  
piling on cosmetics which clog the pores,  
collect dust and dirt, making the complex-  
ion worse than ever. It's a lot more sen-  
sible to use ordinary mercerized wax,  
which literally absorbs a bad complexion.  
Apply the wax like cold cream, before  
retiring; next morning, in washing it off,  
you'll wash away fine, flour-like particles  
of the unsightly cuticle. Repeat for a  
week or more and you'll have an entirely  
new skin—soft, satiny, spotless and beau-  
tiful as a child's. One ounce of mercer-  
ized wax, procurable at any druggist's, is  
all you'll need.  
If the skin be wrinkled or flabby, here's  
the best possible remedy: Mix half pint  
witch hazel and one ounce powdered sax-  
atite and use as a face bath. It works like  
a miracle, yet is entirely harmless.

Wedding outfits—our specialty. Car-  
riages or automobiles Hueston's Liv-  
eries

**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. 100tf.

**LIGHT  
FLAKY  
PASTRY**  
that melts in your mouth is  
surely a treat.

You are sure of this when  
you buy Peters Pastry—  
made with the finest short-  
ening in the world—choice  
Canadian butter.

Tarts, a dozen.....15c  
Turnovers and Banburys, a  
dozen .....25c

Pies—Apple, Lemon, Pump-  
kin and Blueberry, each 20c

**PETERS CAKE and  
CANDY SHOP**  
ZXV

**CHINA**

A piece of Royal Crown  
Derby China makes an ac-  
ceptable gift at any time.  
We carry a complete line of  
the Mikado, the 2451 pat-  
tern, and the 1128 pattern.  
We also carry the Min-  
ton, Coalport, Gold Band,  
Dresden and Hand-Painted  
China.

**C. H. WARD & CO.**  
374 Richmond Street.  
Phone 1084.

**Our Customers  
Enjoy It!**

Polite service is what we  
aim to offer at all times. Our  
customers enjoy it. Why not  
become one of them? We  
will strive to please you in  
every way. Spend your money  
with us; get value for it.

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

**SHOWING  
FURS  
SHOWING  
LADIES' HATS  
BELTZ & CO.  
PRACTICAL FURRIERS.**

Oct. 6: Messrs. Lewis Beach, farmer,  
Caradoc; Hugh Brodie, farmer, Caradoc;  
John H. Chapman, merchant,  
London; James Cobban, drover, El-  
frid; Archibald A. Campbell, man-  
ager, London; William L. Corbett, farmer,  
McGillivray; Thomas Gerry, builder,  
London; Henry Harris, farmer, Dor-  
chester; Alexander Ironside, farmer,  
London Township; J. W. Johnston,  
farmer, West Williams; George Lewis,  
farmer, Metcalfe; Percy McK. Mil-  
man, insurance agent, London; John  
J. Shields, farmer, Mosca.

**SEPTEMBER WEATHER**

Comparison With Last Year Shows  
Some Interesting Changes.

The official temperature and rainfall  
reports for the month of September  
were given out this morning and a  
comparison with that of September,  
1912, reveal some interesting changes.  
The highest temperature on record  
for the past month was 91 degrees.  
Many of the citizens will remember  
the 2nd and 3rd as the days in question,  
when the thermometer, feeling rather  
skittish, moved fully near the top of  
the tube, while the long-suffering  
fat man sighed and mopped his brow,  
and the thin man smiled complacently.  
The greatest drop occurred on the  
14th, when the mercury registered 33  
degrees. A year ago, in September the  
maximum temperature was also 91 on  
the 5th of the month, while the lowest  
was also 33, making a strange coinci-  
dence.

The rainfall for September, 1913,  
shows a decided falling off from that  
of the same month last year. Official  
report for last month shows a rainfall  
of .52 against that of 5.19 of a year  
ago.

**Scheme To Help  
Habitual Drunkards**

City Mission May Have a Representa-  
tive in Court at Daily Sitings.

Superintendent H. E. Wilson, of the  
City Mission, is working on a scheme to  
benefit habitual drunkards and vagrants  
who appear in the local police court day  
after day.

If Chief Williams and Police Magistrate  
Judd offer no objection, he told The Ad-  
vertiser, he will get together a commit-  
tee, one of whom will be in court every  
day and who will interest himself in any  
unfortunate who appears before the  
magistrate.

"We are only too willing to do all in  
our power to help those unfortunate,"  
said Mr. Wilson. "In fact, that is one of  
the main objects of our mission, and if the  
police officials will grant us permission  
to attend the court and interest our-  
selves in those people we will do so."

Asked if he would offer any objection  
to such a course, Chief Williams said he  
certainly would not. "The scheme has  
been tried before," said he, "but whether  
it is a success or not, I cannot say."

Magistrate Judd, when asked, refused  
to commit himself in any way.

**DR. A. W. CHASE'S 25c.  
CATARRH POWDER**  
Is sent direct to the diseased parts by the  
Improved Blower. Heals the ulcer,  
clears the air passages, stops drop-  
pings in the throat and permanently  
cures Catarrh and Hay Fever.  
In a box, 10 blower free. Accept no  
substitutes. All dealers of Edman's,  
Bates & Co., Limited, Toronto.

**Choice Biscuits**  
We have just placed in stock a  
fresh supply of Biscuits.  
From 20c to \$1.00 a pound.  
**DRIED BEEF.** An extra good cold  
meat, ready to serve  
at all times.  
45c per pound.  
**T. A. Rowat & Co.**  
250 Dundas St., Phone 3051-3052—  
Wortley Road and Craig  
St.—Phone 969.

**JEWISH NEW YEAR WILL  
BEGIN ON WEDNESDAY**

Special Services To Be Held in  
the Local Synagogues  
For Two Days.

This evening at sunset begins the  
Jewish new year. It is the year 5674  
from the creation of the world, accord-  
ing to Hebrew chronology. Special ser-  
vices will be held in the local synagogues  
on Thursday and Friday mornings from  
7 o'clock to 1 each day. All orthodox  
Hebrews in the city will close their  
places of business on both Thursday and  
Friday. The usual Sabbath Day services  
will be held on Saturday following.

Saturday, Oct. 11, will be the Jewish  
day of atonement. On this day it is be-  
lieved that the fates or destinies of all  
men are decided by God for the coming  
year. The day of atonement lasts from  
sunset on Friday, Oct. 10, to 1 p.m. Sat-  
urday, about 26 hours in all. During  
this time the faithful Hebrew must  
neither eat nor drink. In some parts of  
Europe many devout Jews spend the  
entire 26 hours in the synagogue in medi-  
tation and prayers, hardly moving from  
their seats. Next to the Jewish new  
year, it is the world over, the most im-  
portant holy day in the Hebrew calendar.  
Atonement must be made on this day for  
the sins committed during the past year.

**Poor Turnout to  
Drill of Seventh**

Multiplication of Units in City De-  
pleting the Old Corps.

Monday night's turnout of the Sev-  
enth Regiment proved a disappoint-  
ment, to the officers, and as a result  
Lieut.-Col. Campbell, at a meeting fol-  
lowing the drill, intimated that the of-  
ficers and non-commissioned officers  
that a large increase in the numbers  
attending drill was desirable if the  
regiment was to be kept up to a state  
of efficiency. He intimated several  
regiments in much smaller towns that  
turned out a greater number to their  
weekly drills than the Seventh.

The Seventh has a large number on  
its roll, but many of these, it is claim-  
ed, seldom, if ever, turn out. It is pos-  
sible that failure to do so will result  
in a request that they turn in their  
clothes and cease to be members of  
the corps.

Speaking of the disappointing at-  
tendance one of the officers stated to-  
day that the multiplication of units in  
the city was partly responsible for the  
decrease. "Many of our men have left  
to join some of the more recently-or-  
ganized corps, and, of course, this de-  
pletes our ranks to some extent," he  
said. He stated, however, that the  
reaction was likely to be only of a  
temporary nature, and there were  
prospects of good turnouts in future  
drills.

**All Kinds of Coal  
Up 25c Per Ton**

Coal has again soared in price. At  
a meeting of the Coal Dealers' Asso-  
ciation, held last night, it was decid-  
ed to advance the price on every kind  
25 cents a ton. Under this new ar-  
rangement the prices will be: Chest-  
nut size—Tons \$8, half-tons \$4, quar-  
ter-tons \$2.10. Stone and egg size—  
Tons \$7.75, half-tons \$3.90, quarter-  
tons \$2. Pea size—Tons \$6.50, half-  
tons \$3.25, and quarter-tons \$1.75.

The only comforting words handed  
out were to the effect that it was im-  
probable that there would be another  
increase in price.

**Ingersoll May  
Have New Band**

[Special to The Advertiser.]

Ingersoll, Oct. 1.—Citizens have long  
felt the want of a good band in Ingersoll.  
The Citizens' Band disbanded  
some time ago and since that time  
there has been practically nothing  
whatever in the line of band music. In-  
dications are now somewhat encourag-  
ing for the organization of a band. Mr.  
J. A. Coulter, of the John Morrow  
Screw Company, has stated that he has  
been approached in regard to the pro-  
ject in connection with the factory.  
Owing to the large number of em-  
ployees and the number of them who  
come from outside points, it probably  
would not be difficult to organize a  
first-class band. Mr. Coulter has in-  
dicated his willingness to assist in the  
movement, and it is likely some definite  
move will be made shortly.

**Offer Holiday For  
Best Attendance**

[Special to The Advertiser.]

Ingersoll, Oct. 1.—Principal Stalker,  
of the Central school, is very desirous  
that the attendance should be kept at  
a high average. To accomplish this he  
would offer some inducement to the  
pupils. To begin with he has no faith  
in the "excuse" system, by  
which boys and girls are permitted to  
come in late and remain at home. To  
encourage their regular attendance he  
would offer a half holiday once a month  
to the pupils reaching an average at-  
tendance of 91 per cent. The plan is  
one that has already been endorsed by  
the board of education.

**WANT AN EXCHANGE**

Byron and Harrietsville to Have Tele-  
phone Connections Soon.

[Special to The Advertiser.]

Belmont, Oct. 1.—Representatives  
from the Harrietsville and Byron Tele-  
phone Associations met the officers of  
the Belmont Telephone Association last  
night to arrange for exchange of mes-  
sages between Byron and Harrietsville.  
No agreement was made. No mes-  
sages are allowed to pass from  
Byron to Harrietsville at present, but  
an agreement will likely be made soon.

**Let the Pennant Float in the Breeze  
Show Your Patriotism**

Suitable for  
Library, Den,  
Living Room,  
Summer Cottage  
or Motor Boat

Just clip  
the heading  
from the  
Front Page of  
today's Paper  
and present it  
with 20 cents at  
**The London  
Advertiser  
Office**

Add 3 cents if to be  
mailed.

Hundreds have taken advantage of this opportunity.  
Don't miss it yourself. **TAKE HOME A PENNANT  
TODAY.**

**Be Loyal to the Forest City**  
**GET A PENNANT OF  
LONDON**

A consignment of London Pennants has arrived, and are now available to  
our readers. They are equal to the best, and have on each the city's coat-of-  
arms in colors and the word "London" in white.

**Secure a London Pennant While They Last**

**BAPTIST SOCIAL**

Seven-Cent Gathering Proved a Great  
Success at Ingersoll.

[Special to The Advertiser.]

Ingersoll, Oct. 1.—A very successful  
seven-cent social was held in the Ba-  
ptist Church last evening. The fee was  
fixed at seven cents, with an additional  
seven cents to get out, while every  
seventh person was admitted free.  
There were numerous unique features  
about the event, which apart from the  
financial side, was most successful.

**BOARD OF TRADE**

Industrial Work Will Be Discussed at  
Ingersoll Meeting.

[Special to The Advertiser.]

Ingersoll, Oct. 1.—A meeting will be  
held in the council chamber at eight  
o'clock tonight, at which Mr. Heaton,  
of Heaton's Industrial Agency, will  
speak. Various matters pertaining to  
industrial development will be discus-  
ed, and members of the board of trade,  
councillors and others are expected to  
attend.

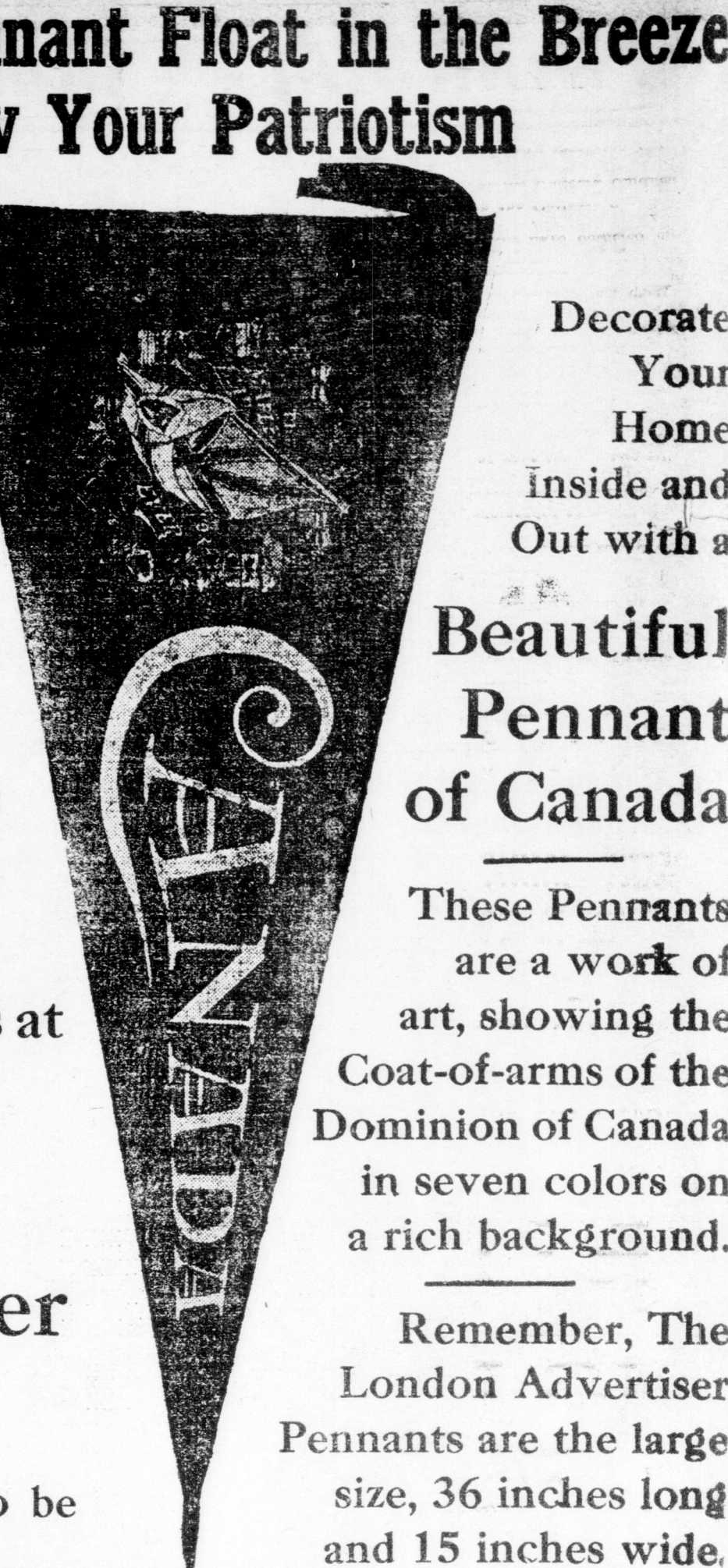
**LAUGHLIN-GIBSON.**

On Sept. 20, at Winnipeg, Miss Bea  
Gibson, of Detroit, formerly of Lon-  
don, was united in marriage to Mr.  
H. A. Laughlin, by the Rev. Mr. Roy,  
of the St. George's English Church.  
Mr. and Mrs. Laughlin will reside in  
Windsor, Sask., where Mr. Laughlin  
is manager of the Bank of Toronto.

**DRINK  
HABIT**

**RELIABLE HOME TREATMENT.**

Thousands of wives, mothers and sisters  
are enthusiastic in their praise of OR-  
LINE, because it has cured their loved  
ones of the "Drink Habit," and thereby  
brought happiness to their homes. Can  
be given secretly. ORLINE costs only  
\$1.00 per box. Ask for Free Booklet.  
W. T. Strong, 184 Dundas street, Lon-  
don.



Decorate  
Your  
Home  
Inside and  
Out with a  
**Beautiful  
Pennant  
of Canada**

These Pennants  
are a work of  
art, showing the  
Coat-of-arms of the  
Dominion of Canada  
in seven colors on  
a rich background.

Remember, The  
London Advertiser  
Pennants are the large  
size, 36 inches long  
and 15 inches wide.

**VARICOSE VEINS  
ABOVE ANKLE**

Broke Into Sore. Itched and Burned  
So Badly Could Scarcely Sleep.  
Red and Inflamed. Cuticura Soap  
and Ointment Entirely Cured.

217 Greenwood Ave., Toronto, Ontario.—  
"My trouble was varicose veins above my  
ankle. It broke into a sore which was pain-  
ful. The sore itched and burned so badly  
that I could scarcely sleep. The skin around  
it was red and inflamed. I could not wear  
a shoe for eight weeks. I tried several oin-  
tments but they didn't seem to do it any good.  
Then I was recommended to use Cuticura  
Soap and Ointment. I bathed with the Cuti-  
cura Soap and put a little Cuticura Oin-  
tment on and they gave the greatest relief.  
In a few weeks the sore was entirely cured."  
(Signed) Mrs. MacGregor, Feb. 21, 1912.

**SALT RHEUM ON BABY'S HEAD**

Woodstock, Yarmouth Co., N. S.—"My  
baby was about three weeks old when he  
had salt rheum on his head and forehead.  
It began in a little fine rash, which came  
on his head and down over his forehead  
and formed a hard, brown crust. It looked  
terrible, and it must have bothered him  
quite a lot, as he would not sleep. I used  
to wash him with the Cuticura Soap and  
hot water and put the Cuticura Ointment  
on, and in three weeks his head and fore-  
head were clear. I can't speak too highly  
of the Cuticura Ointment and Cuticura  
Soap." (Signed) Mrs. George B. Allen,  
Nov. 18, 1911.

Cuticura Soap and Cuticura Ointment are  
sold by druggists and dealers everywhere.  
A single set is often sufficient. Liberal  
sample of each mailed free, with 32-p. Skin  
Book. Address post card Potter Drug &  
Chem. Corp., Dept. 64D, Boston, U. S. A.

**SALTS FINE FOR  
ACHING KIDNEYS**

We Eat Too Much Meat, Which  
Clogs Kidneys, Then the  
Back Hurts.

Most folks forget that the kidneys,  
like the bowels, get sluggish and clog-  
ged, and need a flushing occasionally.  
Else we have backache and dull mis-  
eries in the kidney region, severe head-  
aches, rheumatic twinges, torpid liver,  
acid stomach, sleeplessness and all  
sorts of bladder disorders.

You simply must keep your kidneys  
active and clean, and the moment you  
feel an ache or pain in the kidney  
region, get about four ounces of Jad  
Salts from any good drug store and  
take a tablespoonful in a glass of  
water before breakfast for a few days  
and your kidneys will then act fine.  
This famous salt is made from the  
acid of grapes and lemon juice, com-  
bined with lithia, and is harmless to  
tough clogged kidneys, and stimulate  
them to normal activity. It also neu-  
tralizes the acids in the urine so it no  
longer irritates, thus ending bladder  
disorders.

Jad Salts is harmless, inexpensive;  
makes a delightful effervescent lithia-  
water drink, which everybody should  
take now and then to keep the kidneys  
clean, thus avoiding serious complica-  
tions.

A well-known local druggist says he  
sells lots of Jad Salts to folks who  
believe in overcoming kidney trouble  
while it is only trouble.