

You Can't Help Noticing



The lady who is particular about her dress. She is always impressive. Not that she buys many clothes. She sends them to JACKSON, THE CLEANER, who dry cleans them LIKE NEW for her, at a very reasonable cost.

Jackson the Cleaner
Phone 1721. Wagons Call.
253 DUNDAS ST.
83c ywt

The Tecumseh Grill

OPEN 8 A.M. TO 12 P.M.
Special Attention to Dinner and Supper.
Business Men's 50c Lunches
SERVED IN CAFE 12 TO 2 P.M.

R. K. COWAN

BARRISTER, SOLICITOR, ETC.
County Bldg., next Court House, London.
The Brown Optical Co.
PHYSICAL EYE SPECIALISTS.
237 DUNDAS ST. LONDON

Taxicab Service

Open Day and Night. Telephone 180
Mitchell Garage and Sales Co.
ywt

Ferguson & Sons

FUNERAL DIRECTORS
180 KING STREET.
PHONES 643, 373, 2050.
OPEN DAY AND NIGHT.

GRIFFITH & WILLIS

FUNERAL DIRECTORS.
CARL MILLER, Asst. Manager.
Successors to Messrs. J. Stephenson and D. A. Stewart. Established 1882, 104 Dundas street. Residence on premises. Open day and night. Phone 459. Delaware branch, W. Acres, Manager.

Smith, Son & Clarke

Undertakers
115 DUNDAS ST. PHONE 888.
629 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

Geo. E. Logan

UNDERTAKER
Formerly with Messrs. Stevenson and Stewart. Residence on premises. Parlors, 418 Richmond street. Charges reasonable.
PHONE 1968. tyw

HOLBROOKS SAUCE

DR. JARVIS
DENTIST
Corner Dundas and Clarence Streets

OTTAWA DOG-HERO

DIES FOR MASTER

Saves Lives of Six, but Perishes In Fire.

[Canadian Press.]

Ottawa, Aug. 30.—The lives of six people were saved by a dog in a fire early this morning, which destroyed the residence of Alex. McDougall, near the Ottawa Golf Club. The barking of the animal, a Boston bulldog, awakened the family just in time to get out of the building in safety, though almost suffocated by smoke. The faithful dog, however, lost its life, no trace of it having been found after the fire. The residence was one of the finest country homes around the capital. The loss is about \$25,000.

Touring cars for hire. Hueston's Garage. Phone 423. 774

THE London Loan and Savings Company of Canada

Debenture Rate Raised To 4½ Per Cent

The above rate is available to anyone having \$100 or more to leave with the company for a year or longer.
OFFICE—Corner Dundas Street and Park Avenue.

TRAFFORD'S Big Furniture Sale

Anticipate your fall needs in furniture and housefurnishings and **Save Money**

We know you can do so here, whether it is a single article or the complete furnishing of your home. Let us prove our statements. Every article in store reduced. Sale lasts during August only.

Hamilton's London Porter and Amber Ale

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

Kent Brewery

LONDON, ONT.
FOR UNEXCELLED COAL
Preparation & delivery, try **MAY BROS.**
PHONE 1224. 685 YORK ST.

Remarkable Diamond Values

Truly remarkable values are our Rings from **\$20 to \$100**

The stones are the finest quality, and the rings made in 14K solid gold, with or without platinum tips.

COME AND SEE the assortment of styles of settings we can show you in our **DIAMOND ROOM.**

REMEMBER, our guarantee covers everything we tell you about these Rings.

WE POSITIVELY CAN SAVE YOU MONEY.

Diamond Hall Stores

W. G. YOUNG.
214 and 674 Dundas Street.

Johnston Bros.

XXX Bread AT PORT STANLEY

Mr. S. Dale, the grocer at Port Stanley will supply you with Johnston Bros. XXX Bread, while you are at the lakeside. It is also obtainable at many other summer resorts in Western Ontario.

Johnston Bros.

PHONE 944.
LONDON AND DISTRICT

Asylum Sports.

The 24th annual athletic sports will be held at the Hospital for the Insane tomorrow afternoon. There are 24 events on the programme.

A Delegate.
Ex-Judge A. W. Savary, of the first Canadian Parliament for the County of Digby, Nova Scotia, will be in London next week as a delegate to the Church of England Synod from the Diocese of Nova Scotia.

Carter—Beaumont.
A very quiet wedding was celebrated in St. Paul's Cathedral, the contracting parties being Mr. Robert Carter, of Victoria, B. C., and Miss Annie Brandon, of this city. Mr. Carter is an old London boy, being born in this city, but went several years ago to

Try Cuticura Soap and Ointment Free

Although Cuticura Soap and Cuticura Ointment are sold by druggists and dealers everywhere, a liberal sample of each, with 32-page booklet on the care and treatment of skin and hair, will be sent, post-free, on application to Potter Drug & Chem. Corp., Boston, U. S. A.

KODAK

Vacation pleasure is a joy all the year round when KODAK.

A complete line of Eastman Goods always on hand.

J. H. BACK & CO.

210 DUNDAS STREET.
Stu tw

FOR Best-o-Coal

Order Now At

JOHN MANN & SONS
401 CLARENCE ST.
425 YORK ST.
PHONE 470.

CHWARD & CO

DIAMOND MERCHANTS
SATISFACTION GUARANTEED OR MONEY BACK.
374 RICHMOND STREET.

Holiday Season Is Over

You will be wanting a baker to call. Then call us up over the phone and we will be glad to send out our wagon to your door.

We make that lovely "SNOWDRIFT" Loaf, which is WRAPPED and SEALED in our factory.

Have you tried it yet?

PARNELL

THE BREAD MAN.
Phones 929-1390.

Change the Brand

If your baking is not as successful as it should be—if the Tea Biscuits and Cakes don't do you justice—put the blame where it belongs—on the baking powder. Change your brand. Get "PURITY" BAKING POWDER. That's the cure for "poor" food. "Purity" is always pure, reliable, satisfactory, economical.

ONLY 20c POUND.

Caincross & Lawrence

Chemists and Druggists,
216 Dundas Street, London, Ont.

Music and Drama

If You Visit Toronto.

Visitors to Toronto at exhibition time ought not to fail to take a trip to Scarborough Park, the great amusement resort at the east end of the city.

Scarboro Beach has had the most prosperous season in its history this summer, and visitors who have seen it before will be struck by the many improvements.

The Scarborough Inn is generally considered to be one of the very best restaurants in the city, and during exhibition time will specially cater to out-of-town guests.

The vaudeville entertainment of the permanent houses of amusement surpasses anything else in Canada; the park is one of the prettiest on the continent.

A visit to Toronto would not be complete without a ride down to the Beach, which is in about the same relative position to the east of the city as Exhibition Park is to the west end. Going from one park to another, you see practically all there is to see of the south part of the Queen City.

FIREMEN INJURED.
Chicago, Ill., August 31.—Fighting flames which swept through a four-story building in the downtown district today, ten firemen were slightly injured by an explosion of chemicals and before the fire was extinguished \$100,000 worth of property was burned. The greatest loss was suffered by the Tanager Medical Company, and a number of occupants of the building.

SNOW AT SCRANTON.
Scranton, Pa., August 31.—There was a slight flurry of snow hereabout midnight. It melted as quickly as it struck the pavements. The temperature at midnight was 48 degrees.

AVIATOR INJURED.
Freeport, Ill., August 31.—Fred Heegle, 26 years old, an amateur aviator of Chicago, was probably fatally injured, and a number of spectators were hurt yesterday when Heegle's biplane fell fifty feet during an exhibition of flying. The exhibition was for the benefit of Mrs. Daniel Kremer, whose husband was killed a short time ago while trying for pilot's license in Chicago. None of the spectators were seriously injured.

NEW FALL STYLES IN MEN'S CLOTHING

Semi-ready Store Is the Place to See the Very Latest.

SOME POINTS OF INTEREST

Captain Haygarth Invites Men of London and District To Visit His Store.

Today marked the Fall Fashion opening of the well-known Semi-ready store, the popularity and reputation of which is so rapidly increasing under the management of Captain T. L. Haygarth. A crowd of delighted and enthusiastic visitors all day thronged the bright, cheerful store, the interior of which has been somewhat altered and improved by the Captain.

All were unimpaired in their expressions of appreciation of the quality of the styles, and the high quality of the clothing for the fall season. Since arriving in London three weeks ago, Captain Haygarth has succeeded admirably in giving to it that personal touch or atmosphere which makes one store in ten different from the other nine.

The Semi-ready store is made attractive, it carries an air of difference, of exclusive originality which other stores cannot infringe upon.

One of the very latest and newest styles is characterized by rolling lapels with soft, yielding and natural effects, natural shoulders, precise roundness of coat corners, vest high cut and trousers slim. It is one of the outcomes of the styles worn at the Coronation, and which have been borrowed from the English tailors and newly introduced on this side of the Atlantic. In brief it is marked by a pleasing "English effect," which bids fair to become extremely popular in this city.

Another new creation in men's clothing is the round corner business suit with the square lapels, made either with longer lapels and two-button coat or shorter lapels and four-button, and promises to become a favorite creation.

A Store For Fine Quality.

The Semi-ready store with the greatest amount of delight and surprise to the people of London, has opened its doors and fine quality of the English tweeds which Captain Haygarth exhibits in fine clothes. Speaking confidently, it is difficult to find any other store which equals it in quality, design or variety in this city.

Economy is coupled with the most expert craftsmanship in Semi-ready tailoring and the English tailors' system is accepted today by everybody as the ultimate in the tailoring of men's clothes.

Heartly Welcome.
Captain Haygarth says: "I cannot say too much in appreciation of the welcome I have received from the people of London. Two weeks ago the new Semi-ready store a few weeks ago and have received the very best of good wishes and patronage. Today I am more than delighted, in fact, I am enthusiastic over the display, and so is everyone that has seen it."

"Nothing compares more to our satisfaction than a well-made suit of clothes. There is no denying the fact that once you actually see yourself in a suit of Semi-ready clothes when you look yourself over in the mirror you will realize that at last you have found the highest perfection in men's clothes. You have realized. The Semi-ready Tailor Shop has outdone any previous effort in this season's designs and patterns—every style is a winner."

"Tell your friends if they are interested in seeing something different and distinctive, to come in. It will give them a chance to show them how they can get the best of their money. If they don't want to see anything in particular just now, tell them to come in anyway and hear the music."

Excursions to Western Canada.
The Grand Trunk Railway System announces that on Tuesday, June 13 and 27, July 11 and 25, Aug. 8 and 22, Sept. 5 and 9, 1911. Homeseekers Excursions will be run from all stations in Ontario and Quebec to Western Canada, via Chicago and Duluth, or via Chicago, St. Paul and Minneapolis, at a reduced trip fare.

The well-known double track line of the Grand Trunk from the east to Chicago appeals to the traveller, and with the city service time is offered by this line, including the famous "International Limited," from Montreal daily at 9 a.m., and which is the finest and fastest train in Canada, many passengers will be attracted this way. The route via Chicago is a most interesting one, taking passengers through the principal cities and towns in Canada and in the States of Michigan and Indiana. In addition to this, a choice of seven lines between Chicago and St. Paul and Minneapolis is offered.

Owing to the great number of Canadians who reside in Chicago, St. Paul, Minneapolis, Duluth, and other cities en route, there is no doubt that the Grand Trunk will find many patrons who will take advantage of the opportunity thus afforded them for a brief visit at the stations with their friends.

Canadian citizens are exempt from so-called immigration examination, and there is no detention at any point.

Baggage is carried through the United States in bond without requiring any special attention on the part of the passenger. Inspection is not necessary at any of the points at the border.

Another feature that will appeal to the homeseeker is the comfortable transfer at points like Chicago, St. Paul and Duluth into freshly ventilated, clean cars, avoiding the necessity of travelling a long distance in the same car.

In addition to the above routes, the sale of tickets is also authorized via Sarnia, and the Northern Navigation Company's magnificent steamers, across Lake Huron and Lake Superior.

For further particulars apply to any agent of the Grand Trunk Railway System, or write to Mr. J. Quinlan, district passenger agent, Bonaventure station, Montreal; Mr. A. E. Duff, district passenger agent, Union station, Toronto; or Mr. R. E. Ruse, C. P. & T. A., London.

MIGHTY OVATION FOR SIR WILFRID

Ten Thousand Cheer Premier at Halifax Meeting.

ROUTS HIS INTERRUPTERS

Hundreds of Nova Scotia Conservatives With the Liberals on the Trade Issue.

Halifax, Aug. 30.—Canada's Prime Minister won from Nova Scotia tonight one of the most remarkable demonstrations of his career. At the close of his thrilling speech over ten thousand enthusiastic people rose and wildly acclaimed him. Again and again the wave of cheering was taken up at the far end of the great Arena in which the meeting was held, and rolled forward over the mass of humanity.

For over an hour Sir Wilfrid swayed the vast audience with his eloquence. The strains of an arduous campaign seem to have no effect on him. The voices of other campaigners are worn and gone. His rings strong with his accustomed vigor.

Yesterday he was up for the voyage for Digby in 6 o'clock in the morning. He endured the stormy trip and spoke at no less than seven meetings during the balance of the day, caused them to institute their obstruction. It was the conviction of the present Tory leaders that by closing a secret and unworthy alliance with the Nationalists they could avail themselves of anything to beat Laurier. This was the real inspiration that led those who control the Conservative party today to become opportunists of the worst kind in the desperate hope of wrenching an insignificant victory from the present administration.

There were no further interruptions throughout the whole meeting.

Cheered by 10,000.
The scene which characterized the entrance of Sir Wilfrid and Mr. Fielding was one long to be remembered. The great Arena, which accommodates ten thousand, was thronged to the doors, and the vast concourse which filled the chairs nearly two hours rose in a roar as it gave utterance to its long pent up enthusiasm. Minute after minute the cheering continued, and both the Prime Minister and the Minister of Finance, who were escorted to the platform by Provincial Premier Murray, had to acknowledge repeated ovations. Men and women rose and waved Union Jacks, and the enthusiasm continued until finally the chairs, amid a roar of laughter and applause, "was a good cheer, but it was not as big a one as you gave to Blackadar and Maclean. I am an old bird at campaigning, and I know the staff. I was told that there was a little game organized to get a cheer for the leader of the Opposition and have it sent over the wires to Toronto. I said, 'Do not interfere.' I do not object at all for cheers for the leader of the Opposition. I am only sorry for him, to think that this will be the last chance he will have to get them. But I wondered to hear you cheer the statement that Mr. Borden had changed his views. (Laughter.) And yet I should not have wondered. Can you who were cheering tell me anything upon which Mr. Borden has not changed his views? (Renewed laughter and applause.)

"Where is the so-called 'Halifax platform'? It is gone as the snow of last winter. Two weeks ago another platform took its place, but it was stillborn, and has not been heard of since. (Renewed laughter.) Can any of you tell me what happened the projected Tory convention which was to have been held at Ottawa? Silence followed by renewed laughter. I thought next, but I can tell you. It never took place, because it was found impossible to reconcile the diverse elements of the party. (Cheers.)

"I am not in the secrets of the Conservative party and its present leaders as to why they turned their backs on the policy of their former leaders. But I do not think it was the manufacturers. The manufacturers can have no quarrel with the reciprocity agreement. It does not affect their products, and will help them by making their customers more prosperous. It will be a boon to them as well as to the farmers and the fishermen. (Cheers.)

Borden and Bourassa.
"Unless an greatly misinformed," continued Sir Wilfrid, "the reason for the present campaign was the consummation of an unholy alliance between the Quebec

FREE! FREE! FREE! Unparalleled Offer

In order to give the young people who are contemplating a business course an opportunity of "investigating before investing," and thus avoiding regrets, the Spotton Business College will give every young man and woman who enrolls after Aug. 25 one month's tuition free. If at the expiration of that time you are not satisfied that our textbooks and instructions are high-grade and vastly superior to that of the average business colleges, you will not be charged for the month you have attended, nor be expected to complete your course.

We teach Isaac Pitman shorthand. It is the system of experts, and is the only authorized system in the high schools and collegiate institutions of Canada. Do not be misled by "quick systems," which are "easy to learn," "easy to write," "easy to read," and "easy to forget." Get the best and you will not regret it.

We have the exclusive right for Ontario of the Famous Pitman Book-keeping. It deals thoroughly and in an up-to-date manner with all the modern methods of Banking, Wholesale, Mercantile, Corporation Accounting, etc. This system is the latest on up-to-date bookkeeping. We do not use the same textbooks as were used in our colleges 25 years ago. They are not "out of date" and "rusty."

Let us prepare you. Our special courses insure your success. Largest trainers in Canada. Day and Night Classes. Enter any day.

London Business College

London Loan Building, CORNER DUNDAS AND PARK AVE.
ROBERT KING, Principal. GEORGE SPOTTON, President.

FREE! FREE! FREE!

ROSS' LIMITED

LONDON'S FASHION CENTRE

Furs and Cloaks

High-Class Ready-to-Wear Garments for Ladies

Manufacturing Furriers

Special Orders for Fur Garments and Remodeling

Will receive every attention. ALL WORK done on the premises by Experienced Furriers.

ROSS' LIMITED.

London, Ont., and Edmonton, Alta.
CLOAKS AND FURS.

A GOMBRA SAILOR DROWNED AT BUFFALO

Sombr, August 30.—John Harrover, of this village, one of the crew of the steamer Simon Langell, was accidentally drowned while the boat was lying at the dock at Buffalo.

Deceased was the youngest son of Mr. and Mrs. William Harrover, and was 24 years old.

Greatest Suit Sale Yet Offered

Great Opportunity to Buy Your Fall and Winter Suits

\$10, \$12 and \$15 Suits for - - - - - \$8.40

\$15, \$18, \$20 and \$25 Suits for - - - - - \$12.85

These are special brand, hand-tailored and finished to fit.

See our Dundas street windows. Come early and get first choice.

GRAHAM BROS.

Entrance Dundas and Richmond Streets



GIRL WIFE IN C

John Bologn on Charge ing Lilia

FATHER INCLINED

Asks That You Given a Sh vides a

"Oh, let me go me go to my husba old Lillian Roberts outside the country, when John Bologn charged with add be arraigned.

The girl, having youth in the prison evermore, would had not a couple sustained her.

A little later she Young Bologna possessed throughly a good-looking parent, about 29. He was very nee looked well cared Troubled.

The young cou last week and troubles piling up every side. Beside duction, which h against Bologna, h been served with lin Government return to Italy and of military service pulatory in that cot.

The crown is m matter of layin against his childw having, it is alleg was 18 years of ag marriage license.

The one ray of h self is the attitud Mr. Samuel Bolog stood among the sp the morning.

Mr. Samuel Bolog the charge was reu Magistrate Judd ask yet.

"No," said Bolog "I want the young man first throug from the crowd." Continues on

MAJ. BE MR. M'E

Conservative Ca Cor

The following c speak for itself. J speaking of J both Liberal and in this city, addressed the first beattie.

London Major Beattie, Conservative Can London.

Dear Sir,—I have in the press contin to be addressed by order to put the t write you.

I have always ap posing candidates a new face to face I propose that w ent points in the cl this campaign to yourself and myself to be chairman at ex-Mayor Rumball other three.

You open t hour at the first me for an hour and a close the debate fo hour. At the next reverse the order, a debate in an addre you will reply for quarter, and I will an hour to close th If this is agreea have your secretary tails with the secre

CHARGE MURR

London Junction Home

"Can a man not en fire, if he so d ing charged with a question raised in the county cou connection with th Murray, who was living his house at fire on Aug. 10, at faulting his wife, Crown Attorney had a man wate in print. John arson about he w or some other ma Judge, Macbeth