

London Conservatory of Music and School of Elocution, Limited

Reopens Sept. 5 at new premises, 354-6 Dundas street. Ask for our new curriculum, F. LINFORTH WILLGOOSE, Mus. Bac., A.R.C.O., principal; LOTTIE L. ARMSTRONG, registrar.

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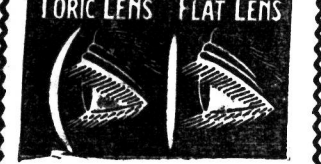
DR. DE VAN'S PILLS.
A reliable regulator. Never known to fail. Dr. De Van's Pills are very powerful in regulating the generative portion of the system. Refuse all cheap imitations. Dr. De Van's Pills are sold at 50¢ a box, mailed direct on receipt of price, from the Scotch Drug Company, St. Catharines, Ont. Sold by all drug stores in London.

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.
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Carpet, Linoleum and Rugs
Of all Sizes and Qualities,
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Invisible Bi-Focals
Double Vision Glasses having no visible line of division.
Manufactured in London at our own factory.

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Physical Eye Specialists.
237 Dundas Street. Phone 1877.
LONDON.

Delaware, Lackawanna and Western Scranton Coal.
BEST COAL IN MARKET.

Now is the time to fill your coal-bins. Be sure you get the best coal. You will have trouble when heat is needed. W. H. WINNETT handles none other. All sizes in stock. Well screened. Prompt delivery.

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Open Day and Night. Telephone: 180
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STEAMERS ARRIVED.
At New York: Cedric, from Liverpool; Mesabi, from London.
At London: Montrose, from Montreal; At Avonmouth: Montagu, from Montreal.
At Dublin: Brayhead, from Montreal and Quebec.

"I have a word of confidence in Chamberlain's Cough Remedy for I have used it with perfect success," writes Mrs. M. I. Bastford, Poolesville, Md. For sale by all dealers.

THE London Loan and Savings Company of Canada
Debiture Rate Raised To 4% 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 Fall Furniture DISPLAY

Well worth a visit. Prices right, 129 Dundas Street. 11 Market Lane.

Through the kindness of the miners of our

Scranton Coal

We invite you to call at the MACHINERY HALL at the WESTERN FAIR, and inspect a miniature

Electrically Operated Breaker

After seeing how carefully the coal is prepared at the mines, call at our yards and see how we RE-SCREEN and prepare our now famous

Screened Scranton Coal

Without extra cost to you. ONCE USED—ALWAYS USED.

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FOR UNEXCELLED COAL

Preparation & delivery, try **MAY BROS.**
PHONE 1224. 685 YORK ST.

Hamilton's London Porter and Amber Ale

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

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Nearest Approach to Mother's Bread

In taste and flavor Johnston Bros.' XXX Bread is the nearest approach to the home product. In quality and thorough baking it is ahead. There is always the same goodness about

JOHNSTON BROS. XXX BREAD

Try it today. At your grocer's or delivered daily.

JOHNSTON BROS.,
PHONE 944.

LONDON AND DISTRICT

Stolen Hose.
Some citizen who has lost 50 feet of fine new garden hose can secure his property by identifying it at the police station. Detective Nickle learned this afternoon that Joseph Hamilton, a man who was remanded this morning on a charge of drunkenness, sold the hose yesterday. He located it and secured it. A long brass nozzle is attached to the hose, and it has couplings. By its appearance the hose has only been used a few times.

Deputation Returns.
The board of health visited Toronto yesterday to make inquiries into the matter of establishing a garbage disposal system for the city of London. The deputation was met by Dr. McCullough, provincial medical officer, who showed them about the city. The question of the pollution of Carling's Creek was also taken up, and the local board were informed that the pollution would have to stop. It is proposed to tile the creek. Those who went to Toronto were: Harry Clarke, chairman; Dr. Stevenson, Dr. Burdon, Dr. Williams, R. A. Carothers and John Graham.

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Treasure for all time the happiness of today. Kodaks, Brownies and everything for picture making.

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Best-o-Coal

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Then you will want a baker to call with good bread, so be sure and telephone PARNELL, THE BREAD MAN, and he will send one of his obliging delivery men.

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Silk Elastic Stockings

And Everything in Pure Rubber Goods at the very lowest price.

Cairncross & Lawrence
Chemists and Druggists,
216 DUNDAS STREET.

A STORY OF SAINT-SAENS

Uses a Toothbrush in Opening Door of His House.

Paris, Sept. 8.—The Cri de Paris tells the following story of Saint-Saens, the composer: A rare visitor to Paris, he is on his visits much sought after as a social lion. One lady recently succeeded in persuading him to accept an invitation to dinner, promising to send to fetch him and also to deposit him at his door when he left, his only stipulation being that he should be allowed to make his adieux at 10 o'clock.

The son of his hostess was dispatched in good time and found M. Saint-Saens in a velvet coat seated before his piano. He rose at once, however, and asked for ten minutes to dress at the end of which he appeared, tying his white cravat. As he was shutting his door behind him he ejaculated:

"Good gracious! One minute more! I have forgotten my toothbrush!"

The young man to his amazement saw his guest dive into his dressing-room and reappear with a toothbrush, which he put away in his breast pocket. On arriving home he told his mother, who in some uneasiness informed her friends, and everybody was the wonderment as to what the great composer was going to do with his toothbrush.

Every eye was fixed on him throughout the dinner, watching him as he ate and drank and used his finger glass. In the drawing-room Saint-Saens talked with the ladies and played any piece that was asked of him till 10 o'clock struck, when he bade farewell politely to the company.

The journey home was without incident, and when they reached his house M. Saint-Saens simply offered to shake hands and say good-night. Curiously was too strong, though, for the youth, who said:

"Excuse me, maitre, but I should so much like to know why you so particularly wanted to take your toothbrush with you."

"Oh, my young friend," replied Saint-Saens, "it is very simple. My lock is very stiff, and I always hurt my fingers in turning the key. So I now pass the handle of my toothbrush in the ring of the key and turn it easily. Voilà!"

Touring cars for hire. Hueston's Garage. Phone 423. 77tf

Of Interest to Women.
Word has been received by Mr. A. M. Hunt, secretary of the London Fair, that the "Easy" Washer Company, of Toronto and Syracuse, N. Y., manufacturers of the famous "Easy" line of household utilities, will remove their large exhibit from the Toronto Exhibition to London, and expect it to be in operation on Monday. The special features of their electric and hand power washers are that they heat the water in the machine, a feature which is a great help to any woman, and should be an attraction to the London Fair ladies. Don't fail to see this exhibit.

Low Colonist Rates to the Pacific
Via the Chicago, Union Pacific and Northwestern Line daily from Sept. 15 to Oct. 15 from all points in Canada. Pullman tourist sleeping cars daily. For the London Fair ladies, particularly apply to B. H. Bennett, general agent, C. and N. W. Railway, 46 Yonge street, Toronto, Ont. A 12, 10, 8, 5, 2, 1, 3.

The Benefits of Business Life Insurance.

The Northern Life Assurance Company of Canada, on the 20th day of November, 1910, issued a joint life partnership insurance policy on the three partners of the firm of The Cook-Fitzgerald Company, shoe manufacturers, in London, Ont., for the sum of Fifteen Thousand Dollars.

Mr. Cook, the managing director of the company, caught cold during one of his business trips which developed into pneumonia and other complications, resulting in his death on the 25th of August, 1911.

This being a joint partnership policy (although only one premium was paid), the full amount of \$15,000 became payable to the surviving partners. The promptness of the Northern Life in settling claim is shown by the following copy of the letter received by the company from the firm:

(Copy.)
Sept. 1, 1911.
John Milne, Managing Director, Northern Life Assurance Company of Canada.
Dear Sir:—We wish to thank you for your prompt adjustment of the \$15,000.00 business insurance carried by this firm. Our late managing director, Mr. J. P. Cook, died on the morning of Friday, Aug. 25, and we hereby acknowledge receipt of check in full payment one week later, the proof papers being filed yesterday. Such promptness encourages us to renew the risk on the lives of the present members of the corporation, and you may send a representative to us at your convenience to take up the matter. Very truly yours,
THE COOK-FITZGERALD CO., LTD.
(Signed), C. J. Fitzgerald, President.

TO CUT CABLE RATES

Messages in Plain Language To Be Sent at Half Present Rates.

[Canadian Press.]
London, Sept. 8.—In the report of the Pacific cable board, issued as a parliamentary paper yesterday, the following statement is made regarding the question of rates for messages not of immediate urgency, which the British Postmaster-General some time ago announced would be taken up with foreign governments:

"As a result of such measures a general agreement has been reached, and there is every prospect that within the next few months it will be possible for messages in plain language to be sent at half the existing rates, subject only to the condition that the transmission of them must wait for a period, not exceeding a 24-hour interval, during which the cable is not in use for traffic at ordinary rates."

A Coal Breaker.
W. H. Winnett, coal and wood merchant, has received word from the miners of D. L. and W. Coal, of which he is an agent, that they will show a miniature coal breaker run by electricity at the Western Fair. The public are invited to see it in the Machinery Hall.

Nearly the whole stock of boots, shoes and leather goods that W. B. Lawson is disposing of in his retiring sale at 194 Dundas street is new and up-to-date. This has been a live, going concern, and it is not a bankrupt stock. Everything, the very newest, as well as the older lines, will be sold at greatly reduced prices.

Ross' Limited
London, Ont. Edmonton, Alta.

Furs and Cloaks Manufacturing Furriers

We cordially invite you to call and inspect our stock of FURS, which comprises a complete assortment of the season's latest styles.

All the manufacturing is done on the premises by expert furriers; this insures the highest degree of perfection in artistic workmanship and fit.

Any garment made by us is guaranteed to be made in the best possible manner, and the skins employed are the best of their kind.

We have an established reputation for superior and reliable Furs, and we are convinced that if favored by a visit from you the superiority of our goods and the fairness of our prices will appeal to you immediately.

Ladies' Ready-to-Wear Garments

FALL DISPLAY OF SUITS AND COATS—A Collection of Beautiful Models from the Leading Fashion Centres.

Ross' Limited
196 DUNDAS ST., LONDON

Mason & Risch Pianos

An exceptionally fine exhibit of Mason & Risch Pianos will be on view at the local warerooms during Fair Week. Call and inspect the special and exclusive features of these superb instruments.

Mason & Risch

LIMITED

231 Dundas Street T. C. Wright, Manager

WHY We Are Not at the Fair

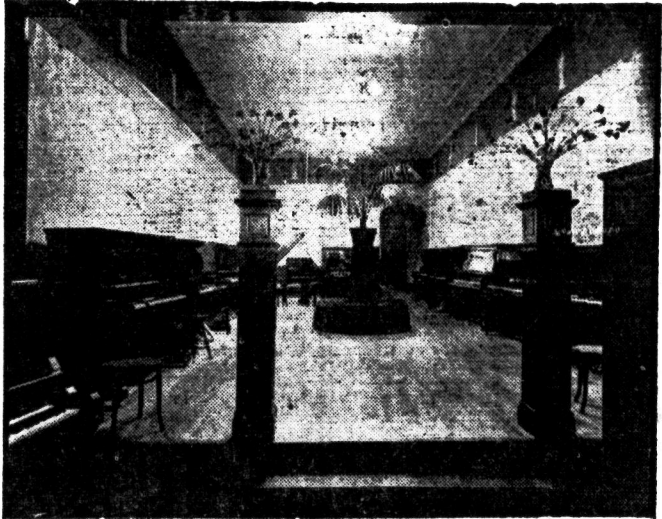
THE WILLIAMS PIANO CO., CITY.

Gentlemen,—Yours of March 7 received re space. We regret to say that we have no space left in our main building large enough for a piano exhibit.

I have not had an opportunity of bringing this matter before the committee yet, but it appears to me that there might be arrangements made whereby you could secure ground space near the main building for your exhibit. I would be pleased to talk this matter over with you at any time you might wish to call at this office.

We are always anxious to secure exhibits, but there is, of course, a limit to the size of the building.

Yours truly,
A. M. HUNT, Secretary Western Fair.



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