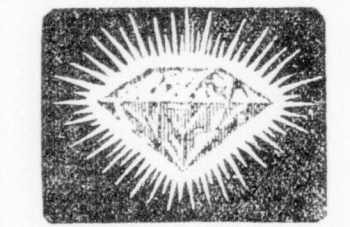


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Our Optical Department
is especially equipped to look after your EYE WANTS.
Special Attention to Optical Work This Week.
A FEW PAIRS GLASSES AT \$1.00.
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OPTICIAN.
194 Dundas St. Opp. Advertiser.
EXAMINATION FREE.

TAYLOR'S CREAM OF ROSES.
A greaseless, emollient cream for sunburn, tan, and all skin irritations. Does not contain one particle of oil or grease. Cannot promote the growth of hair on the face. Price, 5 cents per ounce, and we supply the bottle.
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We are ready now with everything in Books and Supplies.
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Headache Dizziness Eyestrain
All come from mechanical defects of the eyes. Nothing but proper glasses will correct the trouble.

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CALL 2334.
London Tire Repair Depot
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DIVIDEND NO. 90.

NOTICE is hereby given that a Dividend at the rate of 6 per cent, and bonus at rate of 1 1/2 per cent per annum, is declared on the Capital stock of the Company for the current three months, ending September 30, 1916, and same is payable on 2nd of October to Shareholders of Record on 15th of September.
M. J. KENT, Manager.

HAMILTON'S LONDON Porter and Amber Ale
The best home-brewed beverage on the market. All dealers.
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Is "Snowdrift" Wrapped Loaf

It is the very essence of Purity and Cleanliness, being baked in one of Canada's most sanitary bakeries and wrapped in electric power in dust-proof and moisture-proof waxed paper.

The ingredients employed in its manufacture are the very best, including:

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Fleischmann's Yeast,
Redpath Sugar,
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These products are known all over Canada as leaders in their particular lines. That is why we selected them for PARNELL'S BREADS.

ORDER A TRIAL LOAF TODAY.

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Phones 929-1390.

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Never before have we had such a demand for Diamonds. In buying Diamonds here you are absolutely safe, as the stones in our store are perfect in every way.

Such gems can never depreciate in value; they form an investment whose value will increase constantly, and will be a constant source of pleasure to the wearer as well.

Our guarantee is back of every Diamond in our stock. Our prices are better than are to be found elsewhere.

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TWO STORES:
LONDON. EAST LONDON.

Johnston Bros. X X X BREAD

Home-Made Log-Cabin

The name of our delicious Home-Made Loaf is Log Cabin. Ask for it next time—you're sure to like it. Phone 944—the bakery.

REV. J. D. FITZPATRICK FOR BRANTFORD CHURCH

[Special to The Advertiser.]
BRANTFORD, Sept. 13. — After receiving a unanimous call from the board of the Brant Avenue Methodist Church, Rev. J. D. Fitzpatrick has accepted the new pastorate. The present pastor, Rev. A. E. Lavell, at present on leave of absence for a year, is overseas with the 125th Battalion. Rev. Mr. Fitzpatrick has the reputation of being one of the most successful preachers on the Hamilton Conference.

CARD OF THANKS.
Mr. Wm. Bond and family wish to thank their many friends and acquaintances for the kindness shown them in their recent bereavement.

Day and night services, Overland Garage, 75 and 78 York street, London. Brown Overland Sales. Phone 2. 60m

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COL. SHANNON URGES I. O. D. E. TO AID IN WORK OF RECRUITING EVERY ELIGIBLE MAN IN DISTRICT

Big Conference Will Be Held in London Again Next Year—Splendid Reports of Work Done Presented at Yesterday's Session by Western Ontario Delegates.

Members of the Imperial Order of Daughters of the Empire from all parts of No. 1 Military District, attending the conference of workers in the city yesterday, very much appreciated the presence at the beginning of the afternoon session of the commanding officer, Col. L. W. Shannon. Accompanied by Col. H. D. Smith, of the headquarters staff, Col. Shannon not only conveyed a greeting on behalf of the headquarters of the military district, but delivered a most helpful address, in the course of which he emphasized the need of continuing an unrelenting war relief work during the coming year.

After his introduction, during which he contrasted the democracy of Great Britain, in which all consideration is given to the individual, with the autocracy of Germany, in which the state is all important, and the individual a mere pawn, to be moved at the will of the state, "This is just as much Germany's struggle for freedom as the rest of the world's," he declared. "We are engaged in a life-and-death struggle. In the beginning of the third year of the war, thank God, the prospects are that the Allies will come out victorious. But every possible effort must be put forth in every way. Every moment possible must be given to the cause. While the men must fight, there is work for the ladies to do. I do not need to say that the men in training at home as well as the soldiers in the trenches, to whom the military authorities have owed so much since the outbreak of the war, not only for the men overseas, but the men in training at home as well. With such a splendid record behind me, I know you will go forth to renewed effort."

Can Help Recruiting.
"But there is one line in which you can do more—in recruiting." A pause was at this point necessitated by an outburst of applause. "I am glad to hear the applause," continued Col. Shannon, "when he could be heard again. 'That shows you are with me in what I have said. This war is a war for everyone, not for me alone, or the men next door. Every man of military age who is able to go should be in khaki today.'"

His Worship Mayor Stevenson next welcomed the delegates on behalf of the city, paying a glowing tribute to the work done by the I. O. D. E. not only in the city and military district, but throughout the Empire. In an address, listened to with greatest interest, was delivered by Mrs. Kerr of Chatham, who told of her visit to Red Cross headquarters in London, England, during the past summer, to military hospitals, and to the Maple Leaf Club. From what she had seen overseas she had become convinced of the need of the soldiers in the trenches and in training. The British and Canadian Red Cross provide everything for the welfare and comfort of the sick and wounded.

Personal property bags and razors were named among "comforts" especially appreciated. **Send Parcels Early.** Advice passed along obtained from Lady Drummond's department was to send Christmas parcels early, and wrapped in canvas. "Some parcels did not reach those for whom they were intended for Christmas last year until March," she stated. A vivid description was next given of the "Maple Leaf Club" in London, England, the home spot for Canadian soldiers, whether on furlough from the trenches or in London for any other reason.

Concerning pyjamas for overseas, she had been advised to tell the Canadians at home to "make the legs two inches wider." A characteristically witty and forceful address was given by Mrs. H. A. Fuller, honorary regent of the Municipal Chapter, who announced herself as "a kind of a postscript" in extending a welcome towards the close of the meeting. She dwelt eloquently upon the "magic" work of the sisterhood of loving service. In other words, the Daughters of the Empire. In regard to the inspirational value of the conference, she termed it "the blessed infection of loving, faithful, unselfish service."

Before closing, she thanked the chapters and individuals from whom had come contributions to the Lady Beatty fund for the sailors' "guardians of the night" of way of the ocean, and guardians of our shores. **Sends \$200 Check.** She had just received a gift which had given her special delight, a check for \$200 towards the sailors' fund from the "Society of Bachelors" Chapter of Wallaceburg. Count the sailors in your year's work, she admonished, and may God speed you in your work.

Mrs. Niven conveyed the greetings of Mrs. Gooderham, president of the National Chapter, who had also sent regrets at being unable to attend the conference.

Miss Priddy told of an I. O. D. E. Christmas card which the Abigail Becker Chapter has designed and hopes to sell to chapters of the order from Vancouver to Halifax, chapters ordering the cards making a profit of 25 per cent on what they sell.

Mrs. Niven for a second time in the day made an appeal for work for the French war sufferers, and on motion of Mrs. McVean, of Dresden, seconded by Mrs. Fraser, of Wallaceburg, it was decided that the I. O. D. E. of No. 1 military district should take up French

The Store of Shoes! The Store of Prices!
Western Fair visitors are cordially invited to visit this store for Shoes of all kinds, and Shoes at all prices consistent with quality.

We carry a very large and varied stock of Shoes, and many lines of useful leather goods.

Don't think when you come into this store that you are obliged to buy. Our store is an Exhibition. Here where we carry an exhibit of leather goods worthy of a visit, and our staff will be only too glad to accord you every attention, whether you are in need of anything in our line, or not. Make our store your store when you come to town. We're here to please our patrons, and to sell, when they want to.

BUY SHOES AT COOK'S
J.P. COOK & CO.
The Store that Serves You Best.
Two Stores - Dundas & Richmond Sts.

and Miss Alma Price, Port Stanley; Miss Agnes Smith, Mrs. A. C. Callan, Missesburg; Mrs. W. R. Shine, St. Thomas; Mrs. D. J. Hughes and Miss Lella B. Moore, St. Thomas; Mrs. O. McVean, Dresden; Mrs. J. L. Fraser, Wallaceburg; Mrs. M. Patollet, Wallaceburg; Mrs. Clayton Baughman, Wallaceburg; Mrs. James Hissop, S. S. No. 4, Gore of Downie; Mrs. B. Robb, S. S. No. 4, Gore of Downie; Mrs. David Smith, Tilbury; Mrs. Morris Sharp, Tilbury; Mrs. J. M. Goddard, Inwood; Miss Edith Tye, Goderich; Mrs. S. Rumsay, Miss Velma Carter, Miss Irene Eddy and Miss Lily Whillman, St. Marys; Mrs. M. K. Wilson, Paris, Ont.; E. O. Tye, Milverton; Mrs. R. K. Panter, Milverton.

34TH BATTALION MAN WOUNDED IN ARM

[Special to The Advertiser.]
CHATHAM, Sept. 13. — George Goddard, Taylor avenue, received a telegram from Ottawa today conveying the information that his son, Pte. George Henry Goddard, of the 34th Battalion, had been wounded in the arm and shoulder, and had been admitted to the second eastern general hospital at Brighton, England. The extent of the injuries are not known. Pte. Goddard was formerly employed in Taylor's mills in the packing department, and he is well known locally.

TILLSONBURG BOYS READY TO GO OVERSEAS

[Special to The Advertiser.]
TILLSONBURG, Sept. 12. — "C" company, 165th Oxford Battalion, left for Camp Borden Tuesday afternoon on the 2:30 p.m. special train, via Grand Trunk, after their first monthly leave. Rumors that seem to be well founded are to the effect that the men will only have one more leave before going overseas, and the men are jubilant at the prospect of activity.

SEE CORN FLAKES IN THE MAKING.

Visitors at the Western Fair are invited to "come in" and see Kellogg's Toasted Corn Flakes in the making. The factory is conveniently situated just east of the Fair grounds, and on the same side of the street. You will be made welcome at the factory any day during visiting hours, which are from 10 a.m. to 12 noon, and from 2 p.m. to 4 p.m. Guides will cheerfully show you through our new modern plant, and explain the various steps in the process of manufacture. This is an exceptional opportunity for you, as this is the only Canadian factory manufacturing Kellogg's Toasted Corn Flakes—the most popular breakfast food in America. Come in and be our guests.

CARD OF THANKS.
The Trades and Labor Council of this city wishes to thank the press, businessmen, manufacturers and public, for the hearty support that was given them in carrying out their picnic on Labor Day.

There'll be WAR if you don't take your wife home a box of PETERS DOLLAR CHOCOLATES.

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LONDON and EDMONTON

Furs
From Trapper to Wearer Direct, Saving All Middle Profit.
We manufacture and guarantee all our Garments. Best quality, style, workmanship, with most moderate price, is our method.
Coats, Fur Sets, Muffs, Stoles and Neckpieces, in all the leading furs of the season.
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Ladies' Wear
Suits, \$19.50 to \$37.50

We are now showing the latest productions in style from the best makers and reproducing in our own workrooms distinctive garments at prices that outstrip in value any purchased from other makers. Absolutely correct in style, reliable in wear and unexcelled for value.

New Fall Plush Coats
The best value in the market.

Something Wonderful in Waists
Are the lines in:
Voile—98c, \$2.98, \$3.50, \$3.98.
Creme—\$3.75, \$4.50, \$5.00, \$5.50, \$6.75.
Georgette Crepe, in flesh and white—\$6.75.
Wash Silk—\$2.98, \$3.50.

SILK SWEATERS AND HATS COMBINED...
\$13.75.

NEW GEORGETTE CREPE
Collars, cape style and long backs, 75c, \$1.00 and \$1.58.

PHONE 1319.

196 DUNDAS STREET.

Delegates Registered.
The following were among the delegates registered yesterday: Mesdames J. R. Pow, M. Rawden, R. Coll, E. L. Dauphin and P. J. Henry, Ridgeway; Mrs. A. M. Elliot, Miss G. M. Elliot, Goderich; Mrs. E. Gordon, Blenheim; Mrs. P. S. Shillingford, Blenheim; Misses Jean Thomson, Margaret B. Scott, Mildred Mitchell and Mary D. Nettleton, Strathroy; Mrs. Whitney and Mrs. Nesbitt, Woodstock; Miss Isabel Whitelaw, Mrs. Mary R. Heath, Miss Maude E. MacKenzie, Woodstock; Mrs. Bray, Chatham; Mrs. E. G. Kerr and Mrs. Morley, Chatham; Mrs. R. F. Whyte, Windsor; Mrs. Winifred Nichols, Stratford; Mrs. D. Dunsmuir, Stratford; Mrs. D. Mills, St. Pauls; Mrs. R. J. Dunsmuir and Mrs. A. Morrow, Stratford; Mrs. C. Cromwell

ROWAT'S COFFEE 50c Per Pound
T. A. Rowat & Co.
250 Dundas St.—Phones 3051-3052.
LONDON TO DETROIT AND RETURN, \$2.75.

The Canadian Pacific Railway will run an excursion, London to Detroit, Saturday, Sept. 16, at the rate of \$2.75, including war tax. Tickets good going on the 11:20 a.m. train and returning on all regular trains up to and including Monday, Sept. 18. Tickets and full information at the City Ticket Office, corner Dundas and Richmond streets. H. J. McCallum, City Passenger Agent. 63c

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Best prepared. Highest efficiency. Lasts longer. No Chinkers. Greatest comfort. Most economical.

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The most satisfactory coal for furnace or range. Send in your order.

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A Positive Guarantee Against Dirt, Dust, Germs, Soiled Hands

Small Wrapped ALOAFA - 5c
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