

London Advertiser

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The London Advertiser Company, Limited.

London, Ont., Saturday, Sept. 8.

Fiftieth Anniversary Should Be
Banner Year of Western Fair

The most wonderful era through which the world has ever passed finds London's great Western Fair, excelled by only one Canadian exhibition, with a great imporing of the products of the country, agricultural, mechanical and commercial, and a worthy display of the domestic arts. It is the week during which Western Ontario celebrates its harvest and its heritage, when London becomes the central attraction of the province, and when trade displays its samples from a monster show case.

Most of London's institutions have endured since the city sunk its roots into the soil between the two forks of the Thames. We may have been a bit slowgoing at times, but it has taken only two generations to advance the community to a place of importance in whatever work it is called upon to share. The war has found London ready to withstand the tempests of doubt and uncertainty that assailed the Dominion with the commencement of war. There is no more certain thing than that the city has been prosperous, but there can be no doubt that the city might have gone under had not a resolute sturdiness been revealed. It is not common to London that the early storms were weathered, but it has become a commonplace saying all over Canada that this city "stood up" when the test came. It is when a city must stand with its back to the wall that the fibre is shown.

The city has always stood by the Western Fair, but not to so great extent as it will in the present year. There could be no doubt as to the country coming to the fair. But there were suggestions early in the war that the fair should be abandoned until the war was over. If the city has responded to the doubters, there would have been no fair today and years would have been required to build again such a work of decades.

The exhibition has prospered. London has been a great military centre since war began. Thousands have been attracted because of the presence of the soldiers, and London in turn has given freely of its facilities in the form of the fair buildings to house the thousands who have passed through since 1914. More thousands of visitors than ever, encouraged by the success of the crops, will be on hand this year. The fair will have added attractions of many kinds. It will not be as great as the new Western Fair to be found in the vision of citizens who now see the tremendous possibilities. But it will be a better exhibition than before the war.

The Western's friends from the country are this year having broader opportunities in the way of fair week trading than ever before. Merchants have united to make a banner week of the period between the 10th and 15th. The best that London has on its shelves will be put forward. Shopping will proceed more briskly than ever and conveniences will be enhanced especially for the week of the big show.

Every citizen should hang out the "Welcome" sign. Every citizen should attend the fair and make of its fiftieth anniversary a notable milestone in its history.

PLANS FOR PEACE.

LET US SHOW the people of Germany the fulfillment of war as a means of settling difficulties, and let us do so by satisfying them that we are in this war for humanitarian purposes only. When they see this fact, they will cease to fight against us, and will overthrow their present Government. This is the proposal of the peace advocate who goes on to declare that the program can be carried out by smuggling into Germany literature explaining the Allied aims.

Sir Edward Carson has another theory: Let us show the Germans the fulfillment of war by decisively beating them, and proving to them that their 40 years of preparation have all been in vain; that the world will unite against the accursed militarism for which their Government stands.

Of the two views, Carson's appears the most likely to succeed. It is all very well to tell the German people that the war is not directed against them, but it is only true if they will dissociate themselves from Prussianism. If they insist upon supporting Wilhelm and his policy, the war must be fought against them as the representatives of the morose regime. There is little hope of reaching the masses by written propaganda to such an extent as to bring about a revolution, which is the plan of the peace advocates.

So weaken the Germans, in a military way, that they cannot disregard peace treaties, is Carson's advice, and no one can doubt the effectiveness of this plan. It will cost many lives on both sides, and entail much suffering, but its results will not be as terrible as another war. In the end it may be the only satisfactory method of dealing with the problem. Certainly a peace treaty now would be worse than useless.

THE ELECTIONEERING BILL. The election bill is a measure such as might be expected from a party whose traditions go back to old country oligarchy. One section of the women of Canada are given a privilege not enjoyed by the other part. This recalls the days of Great Britain before the reform acts.

If there is any ground for discrimination among women besides political intelligence, it should be motherhood. Male suffrage has been said to rest primarily on the ability of each man to bear arms. Much more, therefore, ought the actual bearing of children to entitle the mothers to distinction among their sex. Those who refuse the duty of motherhood or who shirk the duty except to some very limited

seems to be indeed illegal to exclude them from the Dominion lists. Patriotic Canadians have no sympathy with pro-German aliens, wherever they may be found, but the exclusion of such an element and their women from the vote should not be made to exclude the vast majority of patriotic women as well. The section of the bill dealing with the women is a mixture of oligarchy, sentimentalism and the sharp politics that underlie the whole measure.

The disfranchisement of some naturalized aliens may be intended not only to hit at opponents of conscription but at the same time to please the grand opposition of compulsory service, the Nationalist section of Quebec. This latter element, allies of the Borden party, are not to be deprived of their franchise, even though some of them are ripe for jail, and are outside the bars only because of Sir Robert Borden's slackness or favor. But the peculiar antipathy of the Nationalist rhetoricians for years back has been towards the immigrants brought into Canada by the vigorous policy of Sir Wilfrid Laurier's administration. Upon that immigration policy has been built up the prosperity of Canada since 1900, but the Nationalist spokesmen never miss a chance of pouring out their wrath on these new citizens of ours, most of them loyal citizens of Canada, glad to be here and to be fused with the people of this country. The Nationalists of Quebec will be the element most pleased by the disfranchisement of these foreign-born naturalized citizens. It is another piece of obvious party politics of which Sir Robert Borden, in spite of his national government pretensions, seems never to tire.

Wait a Minute!

By J. H. F.

There is one thing about a row in the Senate—no person will commit mayhem. There is hardly a good set of teeth in the house.

Now that Arthur Hawkes has said that Sir Robert Borden is the only man in Canada fit to lead a government, the rest of the eight million folks here should waive their rights to express opinions, and let Arthur do it. His name finally settles the matter. It relieves us greatly.

High heels cause corns, which is probably one reason for high heels.

Mayor Thompson of Chicago, the great pro-German, must be given credit for being a glutton for punishment. His conscience is merely a dent in his diaphragm.

Drinking these imitation beers, remarks a Missouri wit, is like kissing one's own sister. It tastes about the same, but it hasn't any kick to it. Battle Creek Moon-Journal. That is a lot of information for us gentles who never had a sister.

Where is that well-known W. J. Bryan? We have not heard from him in so long that we wonder how he can get along without working for the Kaiser.

A poem should be like a cigarette, says a writer. It does not take much mental effort to smoke a cigarette.

The crown prince may not be as bad as he is painted, as claimed by an American, but he is too dog-gone bad to have hanging round this universe for any length of time.

The heart of Russia is in Moscow, and it is about time somebody asked Russia to get its regular heart a beating.

We see that an expert has written something about teachings hogs to eat. Next thing we know somebody will be instructing fleas to stop.

John Noble pens a note that a representative of the genus homo instructed with the mail route is deleted by the censor—downship should be provided with a microscope to stimulate a defective vision. The dequinted mail carrier left two letters in a mailbox on Monday morning containing matters of vital importance, but this bird will have vision enough to see his finish if he does not have a care.

The women of Canada are placed by the new electoral law as among the alien enemies. Some of the other women are enemies at that.

The gurgles of gush from the Tory newspapers about the new franchise bill makes the ordinary mortal rather suspicious of the whole thing.

If the Russians would only run out of their supply of retreats, the Allies might be very happy.

HIS SMILE. He wasn't rich as dollars go. He didn't have a pile of dough. He didn't own a motor car. He couldn't often travel far. He couldn't dress in costly style. He just possessed a kindly smile.

He had a happy sort of way. He knew how to work and how to play. And he respected women fair. And dealt with men upon the square. And people thought him much worth while. Because he had a kindly smile.

You do not need a store of gold. The love of real friends to hold. Be honest, boy, and kind, and true. And do the work you find to do. Win openly and not by guile. And folks will like you for your smile. —E. A. Guest, in Detroit Free Press.

The TRANSCONTINENTAL

LY. TORONTO 10.45 P. M. TUESDAY, THURSDAY AND SATURDAY
Ar. WINNIPEG 4.30 P. M. THURSDAY, SATURDAY AND MONDAY

Connecting at Winnipeg for all Western Canada and Pacific Coast Points
HOMESEEKERS' EXCURSIONS TO WESTERN CANADA
EVERY TUESDAY UNTIL OCT. 31ST.
Low fares in effect and tickets good for two months.
Time Table and all information from any Grand Trunk, Canadian Government Railways, or T. & N. O. Railway Agent.

Oct. 29 to

Visitors to the Fair will
find a welcome seat at

WONG'S CAFE

Excellent Meals
Prompt Service

RICHMOND ST., NORTH DUNDAS

AUTOINTOXICATION
OR SELF-POISONING

The 'Dangerous Condition
Which Produces Many Well
Known Diseases.

HOW TO GUARD AGAINST THIS
TROUBLE

"FRUIT-A-TIVES" — The
Wonderful Fruit Medicine
—Will Protect You.

Auto-intoxication means self-poisoning, caused by continuous or partial constipation, or insufficient action of the bowels.

Instead of the refuse matter passing daily from the body, it is absorbed by the blood. As a result, the kidneys and skin are overworked in their efforts to rid the blood of this poisoning.

Poisoning of the blood in this way often causes indigestion, Loss of Appetite and Disturbed Stomach. It may produce Headaches and Sleeplessness. It may irritate the kidneys and bring on Pain in the Back, Rheumatism, Gout, and Rheumatic Pains. It is the chief cause of Eczema—and keeps the whole system unhealthy by the constant absorption into the blood of this refuse matter.

"Fruit-a-tives" will always cure Auto-intoxication or self-poisoning—as "Fruit-a-tives" acts gently on bowels, kidneys and skin, strengthens the bowels and tones up the nervous system. Fifty cents a box, 6 for \$2.50, trial size, 25c. At all dealers, or sent post-paid on receipt of price by Fruit-a-tives, Limited, Ottawa.

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OF TORONTO.

Canada's greatest hair goods stores announce

A Display of
Sample Hair-Goods
in private showrooms

At the City Hotel
LONDON

FOUR DAYS DURING THE
LONDON FAIR

Monday, Tuesday, Wednesday,
Thursday

September 10th, 11th,
12th, 13th

The finest and newest creations in Ladies' Transformations, Pompadours, Switches, etc., and Gentlemen's Toupees and Wigs, will be shown for your inspection.

A demonstration of any style, which may be had free of charge, will not obligate you in any way.

Remember these dates—September 10 to 13, inclusive.



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ITS HOMELIKE ATMOSPHERE.

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GARNET PAPERS

IN SHEETS AND ROLLS

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"Wellington" Knife Polish

SILVERSMITHS' SOAP,
PLATE POWDER, ETC.

WELLINGTON MILLS
London, S. E. (1), England.

WATCH FOR 8 TO 12 A.M.
BARGAINS FAIR WEEK.

Knitted Goods
For the Children

KNITTED WOOLEN SUITS,
in silver grey, white, scarlet and cardinal, sizes 24 to 30. Prices\$3.50 and \$3.75 complete

BOYS' WOOL SWEATERS,
Heavy knit, shawl collar, pockets, plain or combination colors. All sizes. Prices\$2.00 to \$4.50

SMALL BOYS' SWEATERS,
Buttoned on shoulder, close knit in navy, cardinal, copen and brown. Prices\$1.25 to \$1.75

—Infants' Brush Wool Sweaters, in silver grey or cardinal, sizes 22, 24. Prices\$2.00 to \$3.50

—All Wool Toques. Prices .50c to 85c

Children's Hats

—Children's Fall Hats, rowdy and helmet shapes, in corduroy velvet, colors are black, brown, navy and copen. Prices\$1.00, \$1.25, \$1.50

—Infants' Bonnets, in velvet or silk, white and colored. Prices 50c to \$2.00

Middy Skirts

—Girls' Black and White Check Skirts, pleated; ages 4 to 10 years. Special. . . .85c

—Girls' Blue Serge Middy Skirts, ages 4 to 6, at \$1.75; ages 8 to 10, at \$2.00

Suitings

—Special bargains in all wool materials for fair suits.

—2 pieces Navy Blue and Black All Wool Serge, 50 and 54 inches wide. Value \$2.00. On sale, per yard . \$1.50

—2 pieces Navy Blue or Black All Wool Serge, 54 inches wide. Value \$2.50. On sale, per yard . \$1.75

—2 pieces Navy Blue or Black All Wool Serge, 54 inches wide. Value \$4.50 and \$5.50. On sale at per yard. . . . \$3.00, \$3.50

—2 pieces Navy Blue or Black All Wool Broadcloth, 50 inches wide. Value \$4.50. On sale, per yard . \$3.00

—2 pieces Self Stripe Suiting, 50 inches wide, in deep copen and navy; \$3.00 value, at per yard . \$2.00

—10 pieces English Worsted Suitings, 54 inches wide, for ladies' tailored suits, on sale at . . . \$1.75, \$2.00, \$2.50 and \$3.00 per yard

..\$1.75, \$2.00, \$2.50 and \$3.00 per yard

Chapman's

"THE BEST PLACE TO SHOP AFTER ALL."

Welcome, Fair Visitors!

Our new fall goods are ready for your inspection.
Every department showing a large range of seasonable merchandise.

Hosiery

—Ladies' Black or White Cashmere Hose, extra fine quality, all sizes. Prices, per pair65c, 75c 85c

—Ladies' Black Cashmere Hose, in O. S. sizes for stout women, extra good black dye. Prices, per pair . . .75c, 85c

—Ladies' Black Fleece-lined Hose

—These would be splendid quality at 50c pair, but owing to an unusual buying opportunity we are enabled to offer them at . . .35c pair

—3 pairs for\$1.00

—Children's Cashmere Hose, black, white and red, in sizes 5 to 8½. Prices, per pair30c to 60c

—Children's Black Worsted Hose, sizes 6½ to 8½. Prices, per pair . . .40c, 50c

CHILDREN'S SCHOOL HOSE

—1x1 rib, all sizes, 5 to 9½. Prices, per pair15c, 20c, 25c

NEW NECKWEAR

—Ladies' New Neckwear, in georgette shoulder collars, lace and net jabots, etc., all the newest shapes. Prices50c to \$2.50

—Windsor Ties for middys. Each . . .25c

NEW FALL COATS, SUITS
and Dresses

—New Winter Coats, handsome brown checks, large velvet trimmed collar, pockets and belts on this splendid new coat. \$13.00

—Girls' and Misses' Plush Coats, in green, rose and brown, showing the new large collar and belted back, lined throughout. \$14.00

NEW BLACK PLUSH COATS

—Fair visitors should make it a point to see our superb range of Ladies' Plush Coats, the best qualities made in new fall and winter styles, with large collar, satin lined throughout. Prices

\$24.50 to \$35.00

CHILDREN'S COATS.
CHILDREN'S DRESSES
RAINCOATS

Black Waists

—Semi-Military Black Poplin Waists, long sleeves and high collar, sizes 34 to 44. Just new in for autumn wear, at\$1.50, \$1.75

—Black Gloria Waists, low collar or military high neck, all sizes, at . \$1.25

—Fancy White Voile Waists, with new pointed collars, advance autumn styles, at\$1.00, \$1.25, \$1.50

Corsets

—Special for Fair Week—Corsets with four hose supporters, fronts strongly reinforced, sizes 19 to 28, at98c

—Stout Women's Corsets, with antipon belt firmly stitched on front, graduating front clasp and rust-proof steels, sizes 20 to 30 . . . \$2.25

—Reducing Corsets, for stout figures, adjustable reducing straps in front and elastic sections in the back. C.C. is a Grace make. Price\$3.50

Art Fancy Work

—About 200 sample pieces of Silk Embroidered Art Goods, including Table Covers, Runners, Centre Pieces, Cushions, Laundry Bags, etc., all high class goods, all worked ready for use. Just right for gifts. Prices . . .35c to \$3.00

J. H. CHAPMAN & Co., 239, 241, 243 Dundas St.

Rheumatism

Muscular and Inflammatory—stiff and swollen joints, pains in the back, etc., promptly relieved. This potent, penetrating oil goes straight to the seat of the trouble, drives out the disease, and establishes a normal condition. The standard family remedy for rheumatism for generations.

Dr. Thomas' Eclectic Oil

25c. a bottle

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SAFETY AND RETURN

The Ontario Loan & Debenture Co.

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Our DEBENTURES Yield 6%

Term One to Five Years

SAVINGS DEPOSITS YIELD 3½% Compounded Interest

H. M. Smart, Manager
Corner Dundas Street and Market Lane, LONDON, CANADA



CANADIAN
PACIFIC
RAILWAY

MANY THOUSAND
FARM LABORERS WANTED

for Harvesting in Western Canada

"GOING TRIP WEST"—\$12.00 TO WINNIPEG.

"RETURN TRIP EAST"—\$18.00 FROM WINNIPEG.

GOING DATES—SEPTEMBER 10th and 12th

SPECIAL THROUGH TRAINS

Further particulars from Canadian Pacific Ticket Agents. W. B. Howard, District Passenger Agent, Toronto. Sept. 10.

RELIEF AT LAST

I want to help you if you are suffering from bleeding, itching, blind or protruding Piles. I can tell you how, in your own home and without anyone's assistance, you can apply the best of all treatments.

PILES TREATED AT HOME

I promise to send you a FREE trial of the new absorption treatment, and references from your own locality if you will but write and ask. I assure you of immediate relief. Send no money, but tell others of this offer.

MRS. M. SUMMERS, Box 12,
Windsor, Ont.

Traction Company

Cars between London and St. Thomas will run on summer schedule until September 15. Between St. Thomas and Port Stanley winter schedule is now in effect.

LONDON AND PORT STANLEY RAILWAY

Timetable Effective June 1, 1917.

To Port Stanley—6:20, 6:40, 7:20, 8:20, 9:20, 10:20, 11:20 a.m., 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20 p.m. Saturdays only, July and August, 11:20 p.m.

To St. Thomas Only—2:21, 6:21, 11:20 p.m.

Limited, Local on Sunday. Heavy type, daily, except Sunday.

2:20 and 6:20 p.m. cars are local between St. Thomas and Port Stanley. Incline Railway, Port Stanley, operates daily 6:30 a.m. till 11:30 p.m.

CANADIAN PACIFIC VISITORS

TO THE WORLD'S GREATEST ANNUAL EXHIBITION TORONTO

(August 25th to September 10th) WILL FIND THE Canadian Pacific

The Convenient Route From All Points in Canada.

EXTRA TRAIN SERVICE To and from Parkdale Station and Exhibition Grounds. From principal points on certain dates.

Particulars from any Canadian Pacific ticket agent, or write W. B. Howard, district passenger agent, Toronto.