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The Finest Procurable.
70c Pound.

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DIAMONDS

A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold. Rings from \$25 to \$1,250.

C. H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
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You can't make a mistake when you buy Edison Mazda Lamps

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HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, OPTOMETRIST.
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A Guarantee of Cleanliness

FOLLOWING the example of progressive manufacturers who wrap sugar, crackers and other foods, as a guarantee of cleanliness, we have wrapped

DE LUXE BREAD

This is just another step in the perfection of this excellent loaf. For years we have been baking a loaf of Bread that meets the most exacting requirements of a particular people. Only the purest ingredients, mixed and baked by skillful bakers, go into the making of this delicious Bread.

We Also Make PURITY BREAD.

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262 OTTAWA AVENUE, LONDON, ONT.
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Western Fair Visitors Welcome To Our Store—Meet Your Friends Here.
WRAY'S Jewelry LIMITED.
254 DUNDAS STREET.



DON'T neglect the child's EYES.

The time to correct optical defects is when they first show up. Consequently if your child complains of weak eyes and headaches from eyestrain don't neglect doing the proper thing. And that is getting glasses here at once for the little one.

"WE SEE THAT YOU SEE."

BROWN Optical Company

Established 28 years.
223 Dundas St. Phone 1877
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Abbey's SALT
EFFERVESCENT
Regulates the Stomach



For Keeping Tidy

THE ROYAL is quite equal to all occasions—for this machine with its attachments cleans everything! Its cleansing air-stream gets all the dirt—not merely lint, threads and surface litter, but the germ-breeding dirt embedded in rugs, clinging to draperies and upholstery—hidden in out-of-the-way places.

It leaves every room in the house sweet—clean—sanitary. And it cannot injure even the finest rugs or fabrics for the

ROYAL ELECTRIC CLEANER
Cleans by Air Alone!

For your own sake and the health and happiness of your family, you ought to investigate this cleaner. We'll be glad to give you full information and arrange for a demonstration in your home at any time. A demonstration places you under no obligation whatever. Just call us up.

Made in Canada

J. H. POLLOCK

Electrical Contracting and Appliances.
337 Clarence St. Phone 5762W.

BLACKSMITHS COAL

Delivered to all parts of the city.

ORCHARD'S

45 York St. Phone 384.

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BUILDING CONTRACTOR.
Brick work and cement foundations a specialty, also houses raised and moved, sidewalks, cellar floors. 262 Grey, Phone 21.

FURS

of Reliable Quality Describes What Is Offered In Our Showrooms

Every article bearing our label carries the guarantee of the firm, which never fails to protect and assure the buyer that it represents the best value in the market, and possesses the most durable wearing properties.

Super-Quality Hudson Seal Coat



made from the choicest selected Northern muskrats, is 40 inches long and has a large roll collar of full-furred pure dark Gray Siberian Squirrel and deep cuffs of same. Lined with either pure Silk Swiss Brocade or new All-Silk Pussy Willow in latest tints. Has two outside and two inside pockets and girdled with a pure silk rope at waist. Price \$395.00

A full range of Fur Coats in all the popular furs of the season is now in our showrooms.

Specially popular and seasonable Chokers in Fox are now being shown. Prices.

\$27.50 and \$30.00

Northern Mink Chokers. Prices. \$18.00 to \$25.00

ROSS' LIMITED

MANUFACTURERS.

Phone 1319. 196 Dundas St.

ASK DOMINION LABOR PARLEY FOR FULL VOTE

Western Municipal Representatives Demand Same Rights As Provincial Delegates.

CALGARY MAYOR SPEAKS

Protests Government Plan To Restrict Civic Members To Speaking.

OTTAWA, Sept. 5.—(By Canadian Press).—The question of admission, with full voting and deliberative powers, of the representatives of municipalities, labor and soldier organizations and similar representations arose in the very early stages of this afternoon of the conference between the federal and provincial authorities on unemployment.

The invitations had been extended only to representatives of the nine provinces through their premiers, and all except Prince Edward Island had sent government officials to the conference. When the prime minister, Right Hon. Mackenzie King, opened the conference he called attention to the fact that today's proceedings had been intended to be restricted to the representatives of the various governments.

Hon. James Murdock, minister of labor, and chairman of the conference, also stressed this point and asked the representatives of municipalities and other bodies to withdraw until tomorrow morning, when, after organization, they would be given an opportunity of presenting their views.

Calgary Mayor Protests. Mayor Adams of Calgary protested and urged that full powers of representation be given to municipalities and other bodies. The outside delegations left the room to return for tomorrow's meeting. Subsequently it was decided to admit these delegates to the meetings and to the discussions, but without voting power. This decision was reached after considerable discussion.

The understanding in calling the conference, it was claimed, was that only the federal and provincial governments would participate in the conference, and the latter would secure the views of the municipal and other organizations and be able to represent them. However, many Western municipalities, instead of falling in with this view and presenting their ideas to the provincial governments, had sent delegations to attend the conference without direct invitations.

When the question of admitting the municipalities was settled the conference heard somewhat optimistic reports on unemployment prospects from all provinces of the Dominion. With the exception of the Ontario speaker and one of the Nova Scotia delegates, all declared that employment conditions in their provinces at present were normal or

Man in Stolen Car Runs Into Constable's Machine.

Special to London Advertiser. OWEN SOUND, Sept. 5.—A Chevrolet car was stolen last night, and the thief headed south toward Toronto. At Chatsworth he literally ran into the high constable for Grey, Major Pembroke, who was returning from a fire investigation. The two cars crashed and the driver of the stolen car jumped clear and ran across the fields. The stolen car was brought back to Owen Sound. This morning Roy Cross was arrested, charged with the theft, and will appear before Magistrate Cressor tomorrow.

better. These two speakers warned that the conference must prepare for emergencies this winter before adjourning.

Manitoba's delegation sounded a direct warning to unemployed single, physically fit men, that they would receive no relief during this winter. Those not physically fit and the married men might need assistance, but fit single men would get none.

The conference continues at 10 o'clock in the morning when the municipal delegates will be present with their status definitely established. The war-time tendency toward centralization in federal and provincial questions was dealt with by Premier King. One of the purposes of this gathering should be to define what were federal and what provincial matters affecting unemployment. An instance of the centralization during the war was found in the Canada wheat board where the federal government during the war had taken power to control wheat marketing. Last year it had been found there was no power to renew such control under federal power alone.

The government had also taken steps to meet unemployment crisis in the past which were not actually federal matters.

Cites National Debt. The premier advised the delegates to keep in mind the increase in the national debt during the war. This had increased more than the provincial debts because the federal government had shouldered some burdens which were more properly matters for the provinces. Some of these burdens were continuing and they were a serious matter for the government to face. The prime minister also dealt with the two methods of progress in individual or collective effort. Progress through self-reliance was better than through depending on central government or other action. During the war the public mind had come to accept many things as part of the duty of the federal government which had previously not been thought such. Canada must get back to a basis of self-reliance on the part of both individuals, municipalities and provincial governments if she was to progress as she should.

CANADIAN PACIFIC, CANADIAN NATIONAL EXHIBITION, AUG. 26-SEPT. 9, 1922, TRAIN SERVICE.

During period of Canadian National Exhibition, Toronto, Canadian Pacific trains will leave London for Toronto daily at 8 a.m., 1:25 p.m., 7:15 p.m., and daily, except Sunday, at 7:30 a.m. and 4:30 p.m.

Returning trains leave Toronto Union for London daily at 8 a.m., 3:20 p.m. and 7 p.m., and daily, except Sunday, at 7 a.m. and 11:40 p.m.

Saturday, Sept. 2, Monday (Labor Day), Sept. 4, Tuesday, Sept. 5, and Wednesday, Sept. 6, special trains will leave London at 4:50 a.m., arriving Toronto Union station 8:30 a.m.

Returning Labor Day, Sept. 4, special trains will leave Toronto Union at 6:15 p.m. and 10:15 p.m., from Pakdale, 6:25 p.m. and 10:25 p.m., for London.

Special return fares to Exhibition. Full information and tickets at city ticket office, 161 Dundas street, London.

DRURY GOVERNMENT SETS DATE FOR BY-ELECTIONS

TORONTO, Sept. 5.—The Drury government at a cabinet meeting this afternoon fixed the date for the by-elections in Southeast Toronto and Russell County for October 23.

The former riding was made vacant by the death of John O'Hall, Liberal, and the latter by the death of D. Racine, Liberal.

FARMER'S WIFE REGAINS HEALTH

Gives Credit to Lydia E. Pinkham's Vegetable Compound

Fork River, Manitoba.—"I saw in the newspapers where Lydia E. Pinkham's Vegetable Compound was doing so much good to women, and as I needed something I began to take it. I used to be very sick but I am not now. I live on a farm in the homestead district and we have to do all our own work. I tell all the women I see what Lydia E. Pinkham's Vegetable Compound does for me. I think it saves me from going to a doctor and is the best medicine women can take."—Mrs. WM. COULTAS, Fork River, Manitoba.

Lydia E. Pinkham's Vegetable Compound is a medicine for the ailments peculiar to women. It is prepared from medicinal plants, with care and accuracy. It can be taken by women of any age. Women make a serious mistake in allowing themselves to become so weak and nervous that it is well-nigh impossible for them to attend to their necessary household duties. Such symptoms as pains and irregularities, all those feelings, backache, headache, hot flashes, nervousness, with a general run-down condition, indicate some form of female trouble. The Vegetable Compound has brought relief to thousands of women suffering from such ailments. Let it help you.

The Autumn Opening

Today and Following Days



Hat Modes for Fall Emphasize an Oriental Splendor and an Historical Significance

FALL MILLINERY EXHIBIT, SECOND FLOOR.

Catharine of Russia might have inspired the striking tiara turbans—or the incomparable Pavlova herself the modes Ballet Russe that millinery lists emphasize for fall. Egyptian Toques—Persian Turbans, adeptly swathed—dashing Dress Hats adapted from court modes of France during the empire—these are hat modes for fall, 1922.

The Autumn Exposition--Modes Athrill With Old-World Charm

Athrill with the gift of rich color, with the zest of new, exquisitely achieved fabrics, with styles whose inspiration has been those most beautiful ones of foreign lands ever lauded in song or story—the rich robe of the Oriental—that of the Russian—bizarre modes from Persia—the native dress of the Annamite, seen at the Paris races. Truly fall modes surpass any of previous years. You are cordially invited to see them here exposition week.

Arrived In Time for the Opening

Handmade Blouses

In Silk Crepe de Chine, Selected White French Voiles

SHOWING ON SECOND FLOOR.

Your selection in these hand-made Blouses may be made either in lovely heavy quality pure Silk Crepe de Chine, or of a selected fine quality of White French Cotton Voile. The work on these Blouses is all by hand, even to the hand-drawn designs. Irish Crochet and Filet Lace are employed as additional trimmings.

The Voile Blouses range from \$7.50 to \$10.50 each
The Silk Crepe de Chine Blouses \$11.50 to \$17.50 each
Blouses of Radium Lace in black, navy, brown, sand and American beauty. The range is complete and gives a splendid variety of styles. All the latest trimmings and finishings. Ranging in price from \$11.50 to \$20.00
Smart Crepe de Chine and Canton Crepe Blouses, featuring all the new shades—scarab, salmon, opal, yellowstone and also the always good conservative shades. Smartly beaded and embroidered. Prices \$10.50 to \$25.00



Blouses From New Angles

Have You Sufficient Sheets and Pillow Slips for Fair Week?

Are you short of Sheets or Pillow Cases for your visitors during fair week? We have been preparing for just such a contingency with nice, crisp, new stocks of these necessary goods. Famous makes known the world over for reliable quality, fine finish and excellence in wear. Also the more popular priced goods in most serviceable qualities.

Double Bed Sheets

Strong, well bleached, well made Sheets, made in our factory of sheetings we know to be good in value, and the kind you like to use.

70x90 inch, the well-known Wabasso Sheeting, \$3.00 pair
70x90 inch, a sheet of more weight \$4.00 pair
72x90 inch, the sheets of quality, "Spero Brand," \$5.25 pair
80x100 inch, an extra size in same "Spero Brand," \$6.50 pr.
80x100 inch, special fine hemstitched English Sheets \$7.25 and \$7.75 pair

Special Pillow Slips

42-inch only, strong useful Pillow Cases, just a clearing line and only a few dozen pairs of these good Hemstitched Slips 75c pair

IRISH HEMSTITCHED PILLOW CASES, 44-in. only \$1.95 pair

HOMELIKE AND COOL.

A pleasant spot to enjoy your noon-day meal. Restaurant—Fourth Floor, 40c, 65c and 75c Dinners.

SMALLMAN & INGRAM LIMITED

See the New Fall Neckwear, Centre Aisle, Main Floor.

PROBE DISAPPEARANCE OF REGISTERED MAIL

LONDON, Sept. 4.—(Canadian Press cable).—The British postal authorities have completed their investigation into the loss of registered letters from mail bags from Canada about the middle of August, and developments are expected. It is now ascertained that the mails were taken from the hold of the steamer Regina when off the

Irish coast. They were first missed when postal authorities met the mail train from Liverpool at Euston station, London.

GRAND TRUNK RAILWAY SYSTEM, SPECIAL TRAIN SERVICE ACCOUNT CANADIAN NATIONAL EXHIBITION.

Special train will leave Exhibition Grounds 10 p.m., August 31, September 2, 4, 6 and 8, for London, stopping at Sunnyside, Port Credit, Oakville, Burlington, Hamilton, Brantford, Paris, Woodstock and Ingersoll. For particulars of reduced fares apply to ticket agents.

STATE ATHOLSTAN OFFERED MILLION

MONTREAL, Sept. 5.—It transpired today that it was Lord Atholstan of the Montreal Star who offered through the president of the local board of trade to relieve the Montreal fuel situation by financing the importation of a million dollars worth of British coal to meet the local shortage.

ECZEMA
You are not exempt from it when you use Dr. Chase's Ointment. It relieves at once and gradually heals the skin. Sample box Dr. Chase's Ointment free if you mention this paper and send 10c for postage. Dr. Chase's Ointment, 10c. Dr. Chase & Co., Limited, Toronto.



OUR STOCK IS NEW

Tents For Hire

We Make Everything Made of Canvas.

351 GLEBE ST., PHONE 6197.

Purdell Hardware
PHONES 2800 2801
124 DUNDAS STREET.

FIRST COAL FREIGHTER ARRIVES FROM WALES

MONTREAL, Sept. 5.—The movement of Welsh coal to Montreal is now well under way and the first of the Canadian Government Merchant Marine freighters, 10, being over a fortnight in the Canadian Conqueror, is being followed by half a

dozen other C. G. M. M. ships and also by quite a number of tramp steamers which have secured coal contracts for this port.

STEAMER ARRIVALS.
NEW YORK, Sept. 5.—Mount Clinton, Hamburg. President Garfield, London, Manchuria, Hamburg. ROTTERDAM, Sept. 4.—Rotterdam, New York.