

GREATEST OF THE WEEK

Was the Attendance at the Fair Yesterday.

Crowd Several Thousand Larger Than Farmers' Day.

Directors Think Fair One of the Most Successful Ever Held.

Confident That They Will Have a Good Financial Balance.

The Speeding Events—Team Record Broken—The Balloon Ascension—Heavy Railway Traffic.

For the directors of the Western Fair and for every citizen who takes pride in the city's annual exhibition, another day of elation has gone by, and congratulations upon its splendid success are rife. The fair at Toronto had not been attended as largely as usual in other years, and only the sanguine permitted themselves to think that London's fair would not go back in a similar way. The early days of the exhibition seemed to show that these buoyant minded ones had not been wrong in their judgment. The crowds streamed to the grounds in numbers larger than on any other day of the year, and all except the pessimists were forced to confess that their predictions of failure had been ill-judged. Wednesday and Thursday were set down as the

days of crucial test, and the days came round, and with them came success as great as ever. Yesterday was only a repetition of the day before, only with vaster crowds streaming continually through the gateways, crushing along the aisles of the main building, viewing the excellent displays in every department, and enjoying themselves thoroughly in every way. Wherever the eye rested the grounds were black with the moving sightseers, walking thither and thither, in and out among the tents, buying souvenirs, laughing and joking among themselves. On every side were evidences of wholesome enjoyment. The railroads did a largely increased carrying business. Baysford alone sent 1,500 people to the fair. A. L. H. and B. special brought down 1,000 people. Two thousand more visitors arrived via the C. P. R. and G. T. R. specials from Windsor and Chatham. Stratford contributed 1,000 persons; St. Mary's sent 1,000 or more, and St. Mary's about 500. In addition, were all the regular trains, each carrying additional coaches, and every coach filled to overflowing. It is probably a low estimate to say that 15,000 people reached the city during the morning over the various railroads, to say nothing of thousands more who drove to town.

The people began to assemble in the grand stands early in the afternoon, and when the band marched along the race track, every seat was occupied and expectancy was written on every face. There was no apparent change in the multitude from that of Wednesday, either on the stands or on the grounds. The directors were jubilant, and although they would not tell the number present, their refusal was accompanied by so many happy smiles that contentment was clearly apparent, and when the directors of the Western Fair show visible satisfaction there is ample reason for it.

The street railway company again gave evidence of its ability to handle the immense crowds in a satisfactory manner. They were transferred from the city to the park and back again in a way that was entirely satisfactory to all, and won many encomiums from the visitors. Anyone who saw the block-lengths of awaiting people realized the difficulties under which the company worked.

THE AFTERNOON.

The special attractions were repeated yesterday afternoon, and, if possible,

with more eclat and brilliancy than ever. In every way the weather was perfect, in fact, everything tended towards, the completest success possible. The Dilworths, who have been exceedingly popular throughout their engagement, as well for the refinement of the act as for its genuine worth, repeated their excellent acrobatic performance; Miss Bessie Gilbert once more won the enthusiastic plaudits of the crowd for her artistic cornet solos; the graceful editorial artist, the Rexos, won instant and continual approval. Cadieux leaped into favor upon his taut wire; the Taskey troupe of cakewalkers were applauded, as usual; La Mondue, Gourlay and La Motte, the Gillets, and the exceedingly clever Wenz family won a due measure of applause by their very meritorious performances. The occupants of the stands were not as phlegmatic as those of the previous day; they laughed easier and with more heartiness, their applause came quickly and so loudly that all the artists were inspired to do the best that was in them.

The regular programme of attractions was introduced by the daily parade of prize live stock before the grand stand. This is always considered one of the best features of the afternoon entertainment, and was never more popular nor more worthily so than this year.

THE BALLOON ASCENSION.

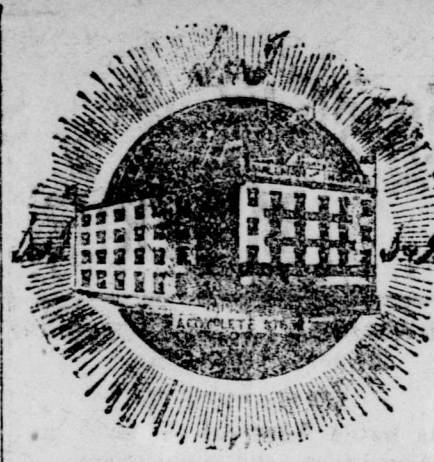
Prof. La Roux and his charming wife made one of the most successful ascensions of their experience at 3 o'clock. The work of this daring couple has been in a high degree satisfactory during their engagement here. Just as the immense balloon was rising from the earth the bottom portion caught fire, and there was a possibility of an ascension until the flames consumed enough of the smoked cotton to cause a calamity. Luckily it was noticed by an onlooker, who dashed a pail of water upon the flames. Several feet of the goods was burned, but the aeronauts have become so accustomed to perilous moments that they treated it as an incident of little moment. A light western wind was blowing as the balloon rose, and the two were carried in a direct easterly direction. Mr. Wm. Moss, the drayman, who follows and brings back the big cotton bag and its controllers, very kindly allowed two representatives of the press to share with him the excitement of the chase in pur-

THE WEATHER TODAY—Winds, clearing, cooler.

EARLY CLOSING—Customers will kindly bear in mind that this store closes at 7 o'clock every Saturday evening to permit employees to enjoy a well earned rest.

MOST STYLISH COSTUMES

Our new fall importations of ready-to-wear costumes make a brilliant showing. No previous fall season ever presented so much newness, brightness and such a variety of pleasing styles. We start the season with convincing values, both in quality and price. There is no question as to our leadership in Ladies' Tailored Suits—that is, the strictly "Man-Tailored Suits," not made by dressmakers. As a proof of the truth of our assertion we invite you to examine the following attractive garments.



Costume of Blue Venetian—Coat double-breasted, Eton style, silk lined, collar and lapels prettily trimmed with applique; skirt lined with linenette, double inverted plait back, slight flare at bottom, all neatly finished with silk stitching. Price..... \$20.00

No. 947—Of Blue Venetian, jacket silk lined, collar, lapels and front beautifully trimmed with black applique, skirt lined with linenette, double inverted plait back, flounce at bottom trimmed with applique to match coat. This handsome man-tailored suit, as illustrated, for..... \$30.00

No. 456—Costume of navy or dark fawn homespun, coat made with fly front, coat collar, two flap pockets, 20 inches long, skirt lined throughout, velvet facing and inverted plait back. This fashionable suit for..... \$6.50

No. 434—Costume of Navy or Black Suiting Cloth, coat, double-breasted, tight-fitting, lined throughout, 18 inches long, skirt lined throughout, velvet facing and inverted plait back. Price..... \$8.50



NO. 947.

NEWEST COLORED DRESS GOODS

We are showing a magnificent selection of New Fall Homespuns, Cheviots, Camel's Hair Effects, Tweeds, etc., the materials that will be so much in demand this season for ladies' costumes and suits. Prices as you'd expect—considerably lower than elsewhere. See the great value we are offering in Homespuns and Tweed. Best goods for the money we have ever shown. Per yard, only..... 50c

See the special values we are showing in Homespun Effects, all the leading colorings, and very popular. Per yard, only..... 65c

See the Camel Hair Goods, in herringbone pattern, very pretty, and very newest goods for the autumn, in grays, brown and violet, and black mixture. Special, per yard..... 85c

See the great variety of Homespuns, Camel Hair Effects, Heavy Tweeds, Plain Homespuns, in all the leading colors. Special, per yard..... \$1.00

SATEENS AND ROMAN SATINS

We direct particular attention to the New Mercerized Roman Satins. These fabrics have the appearance of real silks, but give double the wear. They are particularly adapted for waists, wrappers, underskirts, and wherever a rich lining is required. They come in fast black and colors, also a splendid range of colors suitable for fancy work.

Black Dress Linings, 28 to 31 inches wide, from..... 12½c to 25c
Plain Colored Dress Sateens, 28 to 31 inches wide, from..... 12½c to 25c
Our Black and Colored Sateens are special value, at..... 12½c
Roman Satin, 31-inch, black and colors, beautiful silk finish..... 25c

Roman Satin, 31-inch, black only, rare value and just what you want, at..... 35c and 37½c
Roman Satin, 40-inch, black only, very fine quality, at..... 35c
Roman Satin, 40-inch, in black, light blue, and pink, a beauty, and looks like silk, at..... 50c

VISITORS TO THE FAIR SHOULD TAKE A SUPPLY HOME WITH THEM.

SMALLMAN & INGRAM,
149, 151 and 153 DUNDAS STREET.

WE MAKE NO INFERIOR GOODS. ...

Cowan's Cocoa and Chocolate

Are Always Good Because Always Pure.

THE COWAN CO., Limited, TORONTO.

Ridgetown 2 2
Representative, John Coventry,
Woodstock 3 1
Time—5½, 5½.
A half-mile dash for horses to be ridden bareback, for a prize given by the Massey-Harris Company, was participated in by Donnellybrook, owned by John Kilburn, Kilsyth, and Solid Silver, the property of Jss. Jonathan, of Oshweken. Donnellybrook won easily in 55 seconds.
Mr. George McCormick officiated as starter, and Messrs. John Mero, of Tilsonburg, and J. Hunter, of Durham, were judges for the day.

IN THE EVENING.

Every portion of the stands was again filled last night, when the last of the evening performances was given. The full programme of attractions was presented, to the apparent satisfaction of all the onlookers. Prof. Hand again won great praise for his excellent fireworks. Rockets and other beautifully colored inventions were used in lavish quantities. The attack of the armored train on Beer position concluded the entertainment.

THE POULTRY.

It is needless to go into details concerning the display of poultry that is made this year at the Western. The name of London is famous in the poultry world, for no other one city in America places so many winning birds on exhibition at the great Boston, New York and Kansas City shows. It is quite natural, therefore, to see the poultry shed well filled, as it is this year. It is doubtful if the people of Western Ontario appreciate the excellence of the display that is being made, and many people would be surprised to know that the numbers of the finest birds in America are to be seen at London this week. The city's reputation as a center for thoroughbred poultry is better known to the outside world than here, and it has recently attracted to London a number of enterprising dealers, who have established thoroughly modern poultry plants, and will engage in the raising of "broilers" and securing eggs for export. The superintendent of the department, Mr. John Saunders, has had more difficulty than ever in placing all the entries. He was not successful until he had put as many as four birds in coops only intended for one.

[Continued on page 4.]

The Greatest Event of the Season

...IS THE...

Mammoth Slaughter Sale
of the Bargain-Apolis ...

BANKRUPT STOCK

Of General Drygoods, Millinery, Small-
wares, Jewelry, Crockery, Teas, Etc.

AMOUNTING TO \$13,445.00.

This magnificent up-to-date stock has been purchased by the undersigned on the spot cash principle, at the very low rate of 40-1-2 cents on the dollar, and is now offered for sale to the general public at prices which should clear out the whole stock in a very short time, consequently intending purchasers should call at once, inspect the goods, and secure the greatest bargains that have been offered for some time. A great portion of this stock consists of new and fresh goods.

All to be Sold at Slaughter Prices Without Reserve.

AT THE OLD STAND, THE

BARGAIN-APOLIS STORE,

FORMERLY PIGOT & BRYAN'S STAND,

186 Dundas Street, London, Ont.

This is a splendid opportunity for country merchants, hotel keepers, boarding house keepers, and the public generally to save money by taking advantage of this sale.

Big discounts from regular wholesale prices will be given to milliners purchasing flowers and other trimmings. \$3,000.00 worth of these to clear out.

A. ROBINSON.

suit of the travelers of the clouds. Crowds of bicyclists, pedestrians and carriages followed, and were discernible only once in a while as a gust of wind blew a rift through the clouds of dust. Madame La Roux dropped first, and sailed gracefully to Mother Earth in her parachute. She was found near the Grand Trunk track, right opposite Dr. Sippi's residence. By the time she had her parachute ready for the return trip her husband and balloon had alighted on the south side of the track some distance to the north. They were soon bundled aboard, and on the return trip the reporters soon discovered that both aeronauts are exceedingly interesting conversationalists, with an abundance of thrilling incidents and fecundity of expression, that make the minutes of intercourse pass all too rapidly. While speaking of the rapidity of descent, Prof. La Roux said that they alighted with almost the same force as a person would after dropping from a telegraph wire. He has had many thrilling experiences while making the trip to the earth, and among the souvenirs of these occasions he carries six inches of silver in the place of a broken shin, one rib is out altogether, and only the stubby end of another remains; the tips of his left arm are damaged, his right thumb is smashed, he has nine stitches on the sole of his foot, his arm has been broken often, and some time, while his business is dull between seasons, he intends to count up the minor scars that cover his body.

"Do you know," said the professor, "you Canadians aren't as flighty as the Americans. Over on the other side the people go crazy over a balloon ascension. They follow us in crowds, and men have even paid me for letting them drive me home. Once a man caught Madame La Roux in his arms before she touched the ground. There is one good thing about this country," he went on, "Your forests right around here are not so large as in some places. Up in Maine, we made an ascension some time ago, and the balloon came down in an immense forest. We looked for it a day and a half. We may have passed it a hundred times, but didn't see it. At last I offered \$2 to the first boy to see it, and a quarter to everyone that touched it before it was pulled. Nearly all the kids in the country were after it. About dusk one of them spied it in the top of a tree, and then I gave all the kids a feed."

Once his wife was caught on a house and couldn't get loose. She called to a man at work in the fields to help her, and when he looked up and saw her hanging there, he ran as if he had seen a spectre, and left her to get down as best she might.

"The same thing happened another time," said the professor, "only she was in the water this time. She came down in a river. The parachute sank, and she was there for half an hour. A fellow came along in a boat, and when she called to him he rowed away for all he was worth. She got out all right, though."

This led up to a talk about the gas balloons that carry cages. He owns one, that is used every summer at Coney Island. "It has a 2,000-foot

cable attached," he said, "and we charge \$1 a head for the trip. Business hasn't been as good lately as it used to be. The balloon got away from us twice. Once two women and a boy were in the cage. The boy had seen it worked, and knew how to manage the valve, so they got down all right. Another time it got away with a woman and came down in the bay. She couldn't swim, so she was drowned. That spoils business for awhile."

Prof. La Roux is a high diver himself, and doesn't fear such watery descents.

After today's ascension they go to Boston, then Newburyport, and then to Woodstock, Vermont.

THE RACES.

The races in the afternoon were decidedly interesting, and were made particularly prominent by the fast work of Dr. Routledge's team, Charley and Bobby Hal, who lowered the team race record of Canada on a half-mile track. They made the mile in 2:15½, a full second better than Mr. George McCormick's team's exhibition mile of 2:18, made at the Western Fair. The world's team record stands at 2:15½. Three teams were entered in the race, Dr. Routledge's, Mr. William Collins' and the Shelden horses, Arag and Eric R. The half was made in 1:35½, and when the mile was announced the crowd in the stand cheer-vociferously.

Summary:

Free-for-all team race—
Charley B., bl. g., by Octobron,
and Bobby Hal, b. g., by Octobron, G. A. Routledge, M.D.,
Lambeth 1 1 1
Arag, b. g., by Conductor, and
Eric R., ches. g., by Diplomat,
Horton and Hill, Shelden,
B. 2 2 2
Bonnie Pacer, b. g., by J. L.
Case and Fred Wilkes, b. g.,
by Harry Wilkes, Wm. Collins,
London 3 3 3
Time—2:15½, 2:21½, 2:16½.
The open race found a field of only three horses, but the race was a most exciting one. In the second heat the horses came under the wire neck and neck. Summary:
Half-mile heats, running—
Leal Second, Jess. Jonathan, Oshweken 1 1
Springbok, Murray and Smith,