

The Ideal Ladies' Tailors

Originators of Exclusive Styles for Women



THE wonderful Fall and Winter productions of their expert designers are now ready. Come in and let us show you

their beautiful tailored-to-order Styles for Women and Misses. Each garment is reproduced on a living model with photographic accurateness.

The individuality of style—the elegance of lines—the correctness of every detail—stand out in most convincing proof of their highclassness and superiority.

All garments are made to each customer's individual measurements.

Workmanship always of the first quality. Perfect fitting and satisfaction guaranteed.

There can be no substitute for the quiet elegance of the Tailor-Made-to-Order garment.

We are the authorized home of the Ideal line in Watford.

A. BROWN & CO.

ceipts, 50 head; active and steady: \$4 @ \$12.50. Hogs—Receipts, 2,000 head; active; heavy, \$8.85 @ \$9.10; mixed and yorkers, \$9.15 @ \$9.25; pigs, \$9 @ \$9.25, roughs, \$7.25 @ \$7.50; stags, \$5.50 @ \$6.50. Sheep and lambs—Receipts, 1,200 head, active and unchanged.

The Watford High School Exhibition October 6th, and Collegiate Announcements For the Term 1915.

On the afternoon of October 6th the Watford High School will be open to the public. Education exhibits of the students in art, botany, zoology and the economic woods used in buildings, furniture and fine cabinet work will be especially attractive. The first from work of the term is exhibited chiefly to show the value of efficient public school training as given in a highly efficient school as that of Watford and others in its environs.

The Board of Education has been wisely generous in the work of renovation. The building has been put in up-to-date repair and redecorated so that few schools in the province can surpass it in comfort and convenience. Few regions have boys and girls in whom so much talent is locked up and who with the firm, steady, loyal backing of parents and guardians can do better work in all departments.

The Watford High School offers the four courses which carry scholastic diplomas and certificates of the Educational Department of Ontario. In the Upper School few Collegiate Institutes can offer better facilities for work. Both in material for student work and in equipment these are of the best. Parts one and two of the Upper School work are offered for the scholastic year 1915-16. The work of the Department examinations for Model, Normal, Matriculation, and Faculties of Education is manned with equal efficiency throughout. The school has its student body thoroughly well organized in sports, physical culture and literary work. There are two athletic and two literary associations and societies already well at work and these further constitute larger aggregations known as the Union Athletic Association and the Union Literary Society, as the work of the girls is distinct from that of the boys but all unite in matters of public interest.

ANNOUNCEMENTS
During the fall term the public will be asked to share the pleasures of the student body in the following functions:

The School Exhibition Oct. 6th, Field Day early in November, a reception to the young people of all the churches to be given in the school, a public reception of the staff to be given early in October assisted by the girl students of the Upper Forms, Commencement in November and the open session of the Literary Societies in the Armory to be given in December.

GREATLY DISCOURAGED

OVER BABY'S ILLNESS

Mrs. Jos. Gaudreau, Notre Dame des Bois, Que., writes: "Last autumn our baby was very sick and we were greatly discouraged. The doctor did not seem able to help him and we began using Baby's Own Tablets which soon made him a fat, healthy child." Thousands of other mothers give Baby's Own Tablets the same praise. The Tablets regulate the stomach and bowels, break up colds and simple fevers, expel worms, cure colic and make teething easy. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Cameron—Dormer

(Sault Ste. Marie Star, Sept. 23.)
The marriage took place quietly yesterday at the parsonage of the Central Methodist Church of Miss Emily Helena Cameron, daughter of Mr. A. Cameron, to Mr. Alfred Kenneth Dormer, both of the city. The ceremony was performed by Rev. C. S. Faircloth. After the ceremony luncheon was served at the home of the bride's sister, Mrs. J. A. Rose. Mr. and Mrs. Dormer left last evening for a visit to lake ports.

Petrolea Fair

This year's Petrolea fair will pass into history as one of the most successful ever held. The weather was ideal. Accordingly, all booths enjoyed good patronage. There was a large number of entries in all classes of live stock, and the farmers seemed to take even greater interest than ever before. Many of the contestants were so nearly equal that the judges had a difficult time in deciding the winner.

The second annual exhibition of the Lambton Fruit and Vegetable Growers' Association will be held in St. Andrew's rink, Sarnia, on October 27, 28 and 29.

The London Advertiser

THREE EDITIONS

Morning, Noon, Evening

Western Ontario's Greatest Daily
All the News all the Time

Rate by mail, any Edition, \$2.00 per year.
Circulation Dept., London Advertiser



However;

After all is said and done there is nothing that will take the place of good Glasses. One may move nearer to the light or bring the light nearer to them, they may twist and turn the book or paper, they may do as they please, yet, if the eyes need Glasses they must have them, otherwise there is the inevitable eye strain, followed by headaches. Why not avoid all this discomfort by coming to us. We are here to help eyes.

CONSULTATIONS FREE

CARL CLASS

JEWELER ISSUER OF MARRIAGE LICENSES

GARDEN FARM FOR SALE

Choice garden farm for sale, south part of east half of lot 9, concession 1, N. E. R. containing 37½ acres. Good house, cellar, furnace and sugar bush. For further particulars apply to F. J. FENNER, Watford, R. R. No. 2.

Aug. 27th, 1915.

WANTED NOW

Reliable salesman to act as agent in Lambton and Middlesex Counties

PAY WEEKLY

Outfit free, exclusive territory and money making specialties. Our agencies are the best in the business for we sell the highest grade of stock at most reasonable prices and guarantee deliveries in first class condition. Nursery stock is selling well this year and good money can be made in this district. For particulars write Sales Manager.

PELHAM NURSERY CO. TORONTO ONTARIO

Peaches are \$1.10 a bushel at Leamington.

Convention Call

Petrolea, Oct. 4th, 1915.

The time has arrived for Lambton County to consider some steps for an advanced temperance movement.

The goal is to make the County dry, and means by which this end is to be attained will be the subject for consideration at a County Convention, which is hereby called to meet in Victoria Hall, Petrolea, on Monday October 4th at 1 p.m.

Every Church, every Young Peoples' Society and every Temperance Organization in the County should send at least two delegates, and every one interested in the Temperance Movement will be welcome.

Mr. A. T. Cooper, President Huron County Branch of the Dominion Alliance will be present to advise regarding the working of the Canada Temperance Act in Huron County. H. J. Pettypiece, ex-Mayor of Forest, will give practical advice and Rev. Ben. H. Spence and Rev. John Bailey will represent the Alliance.

A large attendance is expected at this meeting. The County and Provincial situation will be freely discussed, and it is expected definite action will be taken.

Theron Gibson, President, Provincial Alliance. R. Stirett, President County Alliance.

Moon—Hindson

(Regina Leader, Sept. 18th)

A very pretty home-wedding was celebrated at the home of Mr. and Mrs. W. Hindson, 2177 Cornwall street, yesterday at 3.30 when their daughter, Miss Lillian Embury, was married to Bernard E. Moon, chief time-keeper, Saskatchewan division C. P. R. Rev. Dr. Milliken, of the Metropolitan Church, performed the ceremony. Only the immediate relatives and friends of the family were present. The bride entered the room on the arm of her father to the strains of the "Lohengrin" wedding march, played by Miss Florence Hastings, cousin of the bride. The bride was charmingly gowned in ivory crepe de chine, trimmed with embroidered Brussels net and pearls. She wore a Juliet veil and carried a sheaf of white roses and lilies-of-the-valley. Her sister, Miss Beatrice Eleene, made a sweet little flower girl, carrying a basket of white daisies, in which the ring was embedded. The table at which the bridal party sat down was centered by the wedding cake and at the corners of the table were bowls of lovely white asters. Among the many handsome and useful gifts received by the bride was a chaffing dish given by the choir of the Metropolitan Church, of which the bride has been a member for several years.

Mr. and Mrs. Moon left amid showers of rice and confetti for Brandon and will return on Monday to Moosejaw, which will be their future home. The bride travelled in a tailored costume of royal blue broadcloth, with hat to match.

Miss Mary F. E. Munroe, a former resident of Wardsville, who was serving as a Red Cross nurse on the Island of Lemnos, the base of the British operations in the Dardanelles, died from an attack of dysentery.

Westgate—Newton

On Wednesday, Sept. 15th at 4 o'clock a pretty wedding took place at the home of Mr. and Mrs. Richard Newton, of Adelaide, when their only daughter Gertrude, was united in marriage to George Westgate, of Warwick. Rev. Mr. Deihl of Adelaide performed the ceremony. The bride entering the drawing room on the arm of her father to the strains of the wedding march played by her cousin, Miss Eve Pennington, wore a dress of sand colored silk trimmed with cream lace and net and carried a bouquet of cream roses and maiden hair fern. Only the immediate relatives and friends witnessed the ceremony. After luncheon Mr. and Mrs. Westgate motored to London and then left by train for Niagara Falls, Rochester and Syracuse. The bride's travelling suit was a navy blue serge trimmed with military braid, black picture hat with white tips. On their return they will reside on the groom's farm 4th line Warwick.

MARKETS

Toronto

Toronto, Sept. 28—Receipts at the Union Stockyards today were 831 cattle, 165 calves, 916 hogs, 1,667 sheep and lambs.

The market today was active and strong at the advance made yesterday in good to choicest butcher cattle. The run was light and the choice quality rare. Everything of decent quality sold freely at stronger prices, but the poor qualities hardly held their own. Rough cows and canners are 15c to 25c lower than last week.

Good stockers and feeders steady. Eastern light stuff at lower prices. Choice veal calves firm at 25c to 50c higher.

Lambs easier. Hogs steady to firm, several decks selling at \$10 off cars.

To-day's quotations:

Extra prime steers	7 25 to	7 65
Butcher steers, good	7 15 to	7 35
do., medium	6 85 to	7 00
do., common	5 75 to	6 25
Butcher cows, choice	6 00 to	6 50
do., good	5 50 to	6 00
do., common	4 50 to	5 00
Butcher bulls, choice	6 25 to	6 75
do., good	5 50 to	6 00
do., medium	5 00 to	5 50
Feeders	6 75 to	7 00
do., bulls	4 50 to	5 50
Stockers	6 50 to	6 75
do., medium	5 25 to	6 50
do., light	5 00 to	5 50
Canners	3 75 to	4 00
Cutters	4 50 to	5 00
Milkers, choice, each	60 00 to	90 00
Springers, each	50 00 to	90 00
Calves, veal	9 00 to	11 00
do., medium	7 00 to	8 00
do., common	5 50 to	6 00
Yearling lambs	7 00 to	7 25
Spring lambs	8 25 to	8 50
Culled lambs	7 00 to	7 75
Bucks	5 00 to	6 50
Ewes, light	5 50 to	6 00
Sheep, heavy and bucks	3 00 to	4 50
Hogs, weighed off cars	9 65 to	9 90
do., fed and watered	9 50 to	
do., f. o. b.	9 15 to	

East Buffalo

East Buffalo, Sept. 28.—Cattle—Receipts, 200 head; steady. Veals—Ke-

FAIRDAY SPECIALS

A T

The Rexall Store

LADIES' HAND BAGS

Newest shapes in leather, regular \$1.25, for 98c
Good quality of leather, full leather lined, regular \$1.75, for \$1.35
Finest quality leather, silk lined, regular \$3.50 for \$2.75
Special line of ladies' and misses' hand bags, each 50c and 75c

BEADED BAGS

Closely woven beaded bags, regular \$1.50, for . . \$1.00
Beaded bags, in assorted colors, regular \$1.25, for 85c
Two only, best quality black beaded bags, clearing out at \$3.00 each

See our latest pattern in open stock china, THE HAVILAND PARIS Pattern, odd pieces from 40c to \$3.50
NOW ON EXHIBITION IN OUR SHOW CASE WINDOW

PENNANT BARGAIN—Large "WATFORD" pennants, special price to clear out 20c each

DRUG STORE SPECIALS

Special price to introduce "REXALL" CHEWING GUM, two flavors—spearmint and peppermint—regular 5c package 3 for 10c

On your way to the concert get a full pound package of MARISCHINO—Cherries in Chocolate, regular 60c per lb., Special Price Fair Day 45c

FREE, FAIR DAYS—A round Parisian Ivory pocket or hand bag mirror, value 10c. Free with every tin of REXALL TALCUM POWDER at 25c.

YOUR MONEY'S WORTH AND MORE AT THE REXALL STORE
COME IN AND LOOK AROUND ANYWAY

J. W. McLAREN

DRUGGIST The Rexall Store STATIONER