

C. H. Ward & Co.
Diamond Merchants and Jewelers.
Phone 1084. 386 Richmond St.

NEW ARRIVALS

OF MOST INTERESTING ADDITIONS are coming every day to our large stock of up-to-the-minute styles in

FALL SHOES FOR FAIR LADIES.
Cook's Shoe Store
DUNDAS AND RICHMOND STS.



SERVICE STATION

OPEN DAY AND NIGHT.
EQUIPMENT AND WORKMANSHIP

UNEQUALLED

Reliance Garage

Phones: Day 5118, Night 3163.
229 DUNDAS STREET, 7017

WHILE AT THE FAIR

Let Us Inspect or Repair Your Tires

LONDON TIRE REPAIR DEPOT

354 Wellington St. Opp. McCleary's.
Phone 2334. 7212

Western Ontario Electric Co.

237 DUNDAS STREET.
We invite you to visit our exhibit.

25 per cent off Electric Pictographs and Lamps during the Fair. We sell all material for wiring your home. Get our prices before you purchase.

H. M. PETERMAN

HIGH-CLASS TAILOR.
Has resumed business, Room 4, London Loan Block, Dundas street, corner Clarence, and solicits the patronage of his old friends and the public generally.

In Damp Weather Shoes Need Repairing

WE DO MODERN WORK AT MODERATE PRICES.

PHONES—2310, 1066 for our Auto Delivery

The Modern Shoe Repair Co.

505 Richmond Street
142 Bruce Street.

TAYLOR DRUG CO.

Makers of the Famous Taylor's Throat and Lung Balm.

Taylor's 6 Cut-Rate Drug Stores

TIRED EYES

If you know what relief our well-fitted glasses are to tired, strained eyes you would be sure to VISIT US AT ONCE.

John S. Barnard
Optician.
194 DUNDAS STREET. 71

FRESH HERRING

10c. lb.
FRESH CODFISH 12½c. lb.

TO DAY ONLY.
WILSON'S PHONES 5600-5601.

Rim Cuts Can Be Repaired

Satisfactorily If Brought To Us

The oldest tire repair shop in London.

London Tire Repair Depot

354 Wellington, opposite McCleary's.
Phone 2334. A. Wilkes. 7121

The London Loan and Savings Company of Canada

Improved farm for sale under mortgage—181 acres in Township of Arden. Terms: Only \$200 down or secured, balance in installments to suit.

M. J. KENT, Manager.

GOING BACK TO FRANCE.

KINCARDINE, Sept. 14.—Sergeant Maurice Snook is on furlough this week visiting his uncle, Chas. Leggett and family, and H. E. Clark, 4th regiment, Guelph, South. Before leaving for overseas, Sergeant Snook is an original of 1st Battalion, having been wounded at the third battle of Ypres in the second year of the war, and was invalided home. He recently passed as fit for overseas service and leaves in the near future to rejoin his unit in France.

Ask for--
Parnell's

If you have been in the habit of getting any kind of bread from your grocer, say: "Parnell's, please." You'll be delighted and pleased.

TRY IT ONCE.

Parnell The Breadman

PHONES 929, 1390.



Waltham

Wrist Watches

Of all the various articles carried by anyone, the watch is the most useful.

We are headquarters for Waltham Watches.

Wrist Watches for Ladies.

Gold-filled case, gold dial, can be worn as a bracelet or chain.

Same style, 15-jewel movement \$29.00

Wrist Watches for Gentlemen.

Silver timepiece \$10.00

Radium dial \$12.50 to \$17.00

Demi-hunter, gold-filled case \$19.50

YOUNG'S

Jeweler and Optician.
LONDON. EAST LONDON.



Johnston Bros.

X X X Bread

MOST DELICIOUS

White or Brown

Phone 944 Johnston Bros.

CANADIAN MILLERS

MUST PAY 2 CENTS

A BUSHEL ROYALTY

Grain Supervisors' Demand Is Now Effective.

EXPORT ROYALTY 4 CENTS

Definite Destinations of All Wheat Purchased Must Be Recorded.

WINNIPEG, Sept. 14.—The board of grain supervisors of Canada has ordered that upon all wheat purchased by or for the flour mills in Canada between September 12, 1917, and August 31, 1918 (both inclusive), there shall be paid by purchasers a sum of 2 cents per bushel to the board of grain supervisors, and upon all Canadian wheat exported between the same dates the exporters shall pay a sum of 4 cents per bushel.

The sum will be collected by the Lake Shippers' Clearance Association.

It has been ordered by the board of grain supervisors that all purchases of wheat between September 12, 1917, and August 31, 1918, for shipment east of Port William and Port Arthur, for shipment west of Calgary and Edmonton, for shipment from Duluth, for all rail shipments east of Port William and Port Arthur, for Canadian mills, for wheat export companies, shall be reported to the board, giving the names of purchaser, for and from whom purchased, quantities, grades and prices.

A Most Attractive Exhibit

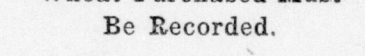
An exhibit that attracted great crowds in the Machinery Hall at the Fair was that of Mr. X. J. Griffith, undertaker, of Dundas street. Mr. Griffith was exhibiting a handsome new Packard Motor Hearse of unusual beauty, which he had just purchased. The hearse was designed especially for Mr. Griffith by Mr. W. S. Hyslop of Toledo, Ohio, and the painting and decoration was executed in London. Revivified glass and artistically carved wood formed the body of the hearse.

It was exceedingly rich in appearance, and was said by Mr. Griffith to be the first vehicle in London regularly designed as a funeral hearse. It weighs slightly over a ton and a half.

ORDERS are often pulled across by a properly worded, rightly planned piece of printing. Let us help!

Federal Advertising Service

Dominion Savings Building,
LONDON, CANADA.



DRAPED VELVET HATS

Black, brown, navy, taupe and sand.

BELTZ & CO.

PRACTICAL FURRIERS.

DAUGHTERS OF EMPIRE

TO RAISE \$1,000 FOR SCHOOL FOR BLIND

Many Returned Soldiers Are Being Taught Trades.

At the meeting of the Municipal Chapter, I. O. D. E., yesterday, in Cronyn Hall, the members unanimously decided to raise \$1,000 to aid St. Dunstan School for the Blind at Halifax, where returned soldiers who lost their sight are taught trades.

The reports of the various chapters were read, each showing untiring efforts and time devoted to making comforts of the soldiers. Mrs. David Williams gave an address on food conservation, and in speaking of the campaign said it was not so much for economy, as to urge upon housewives the importance of conserving beef, bacon and wheat (white flour).

Mrs. E. J. Smith, who recently returned from Halifax, where she visited the school for the blind, where many returned blind soldiers are being taught suitable trades, said she had never witnessed a more pathetic sight.

The school, she said, is handicapped in that more money is required for the extended equipment made necessary by the increase of those who have lost their sight during the war.

The officers responded heartily to the appeal of Mrs. Smith and voted that \$1,000 be raised for the Canadian St. Dunstan School for the Blind at Halifax. The amount will be forwarded to the superintendent, Sir C. Frederick Fraser, who is also blind.

The annual rally of the I. O. D. E. will be held on September 28, and Mrs. Crozier of Hamilton has promised to give an address. It was decided that the Sir George Ross Chapter, I. O. D. E., will have a tag on October 6 to provide funds for the soldiers' comfort fund.

In speaking of the conserving of white flour, said that she had visited three of the large bakeries in the city and had asked the owners if it would be possible to make loaves containing a portion of white flour and made up with a substitute of Graham or other flour.

The baker said that if the housewives demanded such a loaf, they would comply with the request, but could not otherwise do so, as would mean a loss to them.

Mrs. Williams intimated that here and there the canvassers would be asked what other countries, such as Australia, she was doing with wheat. She said she knew of a man who had recently come from Australia, who had said that wheat which was planted on the stations, waiting to be shipped, was being eaten by mice. Men are scarce, and demand exorbitant prices for loafing the wheat. It is impossible to pay such prices, and the result is that the wheat is not shipped for perhaps months after it is ready.

The captains and their teams for the campaign are requested to meet in Cronyn Hall Monday morning at 10 o'clock when they will receive cards and literature will be distributed.

DRUGGIST APPEALS

REVENUE ACT FINE

Wholesaler, Convicted by Magistrate, Seeks Redress.

An appeal against the judgment of Magistrate Graydon in the case of W. E. Saunders, wholesale druggist, who was convicted in police court three weeks ago on a charge of violating the revenue act, was heard by Judge Judd yesterday at a sitting of the first division court. Judgment was reserved on the appeal. The hearing was based on evidence that showed he had failed to attach a stamp to a bottle of Fines, sold by him to a St. George doctor.

J. W. G. Winnett, representing Mr. Saunders, admitted at the time of the trial that stamps were not affixed to the preparation, because Mr. Saunders, the manufacturer, did not regard it necessary, maintaining that it was not a patent medicine within the meaning of the act.

He argued that the formula was printed on the label pasted on the bottle, and that as there was no patent he was not liable to a penalty because of his failure to affix the stamp.

It was also maintained that the consumer was not the doctor to whom the preparation was sold, and if anyone should affix the stamps it was the physician who prescribed the remedy and put it in small bottles.

Judge Judd's judgment in the appeal will be important.

LAMBETH, SEPT. 14.—Mr. and Mrs. Gordon of Thamesville were visitors with their daughters, Mrs. Bourne and Mrs. Patrick.

Mr. and Mrs. Robertson of Toronto were the guests of Dr. J. A. May on Route 1 for a few days this week.

Mr. and Mrs. J. C. Best of Stratford were visitors with Mrs. Carley for a few days, returning home on Friday.

Mrs. Grant and daughter Elberta of Detroit are visitors with Mrs. A. R. Routledge.

New Route to Western Canada Proving Popular

Runs Through Famous Clay Belt of New Ontario and the Cobalt Mining District.

On your next trip to Western Canada, why not travel over a new route, see the wonderful land opened up in Northern Ontario by the Transcontinental Railway, and gain a glimpse of the famous clay belt, where tens of thousands of settlers will make their homes in the future.

The area of New Ontario is 330,000 square miles, fully four times the size of Old Ontario, and is rich in great expanses of good farming land. It has wonderful resources in timber, minerals, water power, fish and game.

The three railways have combined to make the passenger service over this new route the equal of that offered anywhere on the continent. The smooth, straight and level roadbed embodies all that has been learned in three-quarters of a century of railroad building. The greatest travel comfort is assured. Full particulars from any Grand Trunk ticket agent, or C. E. Horton, District passenger agent, Toronto.

Sept. 22-12x

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HATS
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BELTZ & CO.
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Sept. 22-12x

RHEUMATISM WAS
MOST SEVERE

Dreadful Pains All the Time Until He Took "Fruit-atives."



MR. LAMPSON, Verona, Ont., Nov. 11, 1915.

"I suffered for a number of years with Rheumatism and severe Pains in Side and Back, from strains and heavy lifting. When I had given up hope of ever being well again, a friend recommended 'Fruit-atives' to me and after using the first box I felt so much better that I continued to take them, and now I am enjoying the best of health, thanks to your remedy."

"W. M. LAMPSON," If you—who are reading this—have any Kidney or Bladder Trouble, or suffer with Rheumatism or Pain in the Back or Stomach Trouble—give "Fruit-atives" a fair trial. This wonderful fruit medicine will do you a world of good, as it cures when everything else fails.

Fifty cents a box, 6 for \$2.50, trial size, 25c. At dealers or sent postpaid on receipt of price by Fruit-atives, Limited, Ottawa.

DANCING FAIR FEATURE

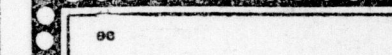
KINCARDINE, Sept. 14.—Kincardine fall fair will be held on Friday, September 21. A big program of Scotch piping and dancing will be a feature, along with two races, a free-for-all and a 250 race.

Printed words cannot do justice to the richness of tone, the marvelous expression capabilities, "natural" effects, or the exceptional durability and general superiority of the

Heintzman & Co. Player-Piano

One must see, hear, and carefully examine this great Canadian instrument to fully appreciate it.

HEINTZMAN HALL, 242 Dundas St.



Let Us Re-Build and Re-Tread Your Tires To Give You Complete Satisfaction

LONDON'S RUBBER MAN Rear 186 King. Phone 5124.

UNO-CRYSTAL BI-FOCAL LENSES HAVE NO ABERRATION.

LONG DISTANCE READING

Invisible Bifocals

Double-vision Glasses, ground on one solid glass; no lines or cement.

On Sale During Month of September

at the same price you would pay for the old-style, cemented in two pieces.

BROWN OPTICAL CO.

EYE SPECIALISTS AND OPTICIANS

223 Dundas St. Phone 1877

LONDON ONTARIO

DRINKING DECREASED
ALL OVER PROVINCE,
DECLARE METHODISTS

Members of Social Service Conference Speak.

TORONTO, Sept. 14.—At the Methodist social service conference this morning there was unanimity of opinion that prohibition had been markedly beneficial.

Rev. J. H. McBain, speaking of conditions in Simcoe and Norfolk County, said that before the passing of the act Simcoe had rather a bad reputation for drinking. It had badly defeated a local option bill during the year. The improvement in conditions has been most marked. Drunkenness has almost totally disappeared. The accommodation at the hotels has improved, and the merchants and businessmen of the district are practically unanimous in commending the effect of the act, which had been well enforced throughout the county.

Dr. Mead of Chatham reported that conditions there had improved beyond all expectation. The city was not under local option a year ago. "A new city has been created. The police force have nothing to do," said Dr. Mead.

Huron County is Best. Rev. J. P. Knight, M.A., B.D., of Hensall, reported that conditions throughout Huron County are probably better than any county in Ontario. The county was under the Canada temperance act a year ago, but the passage of the Ontario act had greatly helped the enforcement of law. The temperance forces of the county have an organization for law enforcement with a paid secretary. "Drunkenness has been reduced to a minimum," said Mr. Knight.

Sam Carter, M.P.P. of Guelph, had two criticisms to make. The first was in regard to the permission to import, and the second related to the attitude of the local inspectors. "Seventy per cent of the inspectors are lax and indifferent," he said. "They are under the control of the local member and subject to the influence of party patronage. Very few cases are brought to the courts through the action of the inspectors." In some cases of offenders against the act as shielded because of political influence.

Has Reduced Drunkenness. Rev. T. Albert Moore, D.D., general secretary of the social service department, is in touch through his work with all parts of the province. He summarized the situation under the three headings of (1) Effect of the act; (2) the question of law enforcement; (3) weaknesses of the act. "The effect of the prohibition law has been to greatly reduce drunkenness everywhere. The

police court records abundantly prove this, but those in touch with social conditions know that much poverty has been eliminated. Children who formerly went barefoot are now wearing shoes."

Dr. Moore declared himself as very favorably impressed with the general enforcement of the law, and had high words of commendation in regard to the present board of license commissioners. Under present conditions he believed that such a board was the more satisfactory method of dealing

with the situation.

Objects to Mail Orders. "I would be glad," said Dr. Moore, "if I could speak equally highly of all of the inspectors. The chief weaknesses of the act were to be found in the inter-provincial trade, backed up by newspaper advertising and the use of the mails. 'The recent action of the Senate in refusing to pass the amendments to the Liquor act, which would render possible the prevention of this trade, cannot be denounced too strongly.'"

At the auction sale of cheese shown at the fair yesterday afternoon the tire exhibit was purchased by T. P. Escoff, Limited.

Plains People Who Are Particular.

50c per pound

COFFEE

Rowat's

BOUGHT PRIZE CHEESE.

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