Good Taste and Right Buying Make

The buying of home beauty things and comforts cannot now be called extravagance, as low prices have

come back again-not perhaps as low as when raw material and labor were at the bottom, but vastly

lower than they have been for years, and perhaps lower than they may be in future. Monday our

display of new home furnishings and things will be complete and we invite you to come and see these

displays, whether you have purchases to make or not. You may get dozens of new ideas for your fall

A SAFE PLACE TO BUY.

"Looks" often deceive, and it is only by getting right down under the surface of things that the worth of an article can be accurately

measured up. And that is why the meaning of the words "high priced" is often misconstrued. This store never was and never will be a so-called "high priced place to buy." It sells goods at a modest advance over the actual cost. It sells tried and tested quality.

Quality for quality and price for price, the selling figures here stand for the uplift of public confidence and maintenance of permanent

New Wall Coverings and Decorations

Wall Paper has proved the best possible background to make walls cosy and homelike, and add warmth to

the surroundings. New, modern hotels are all back to Wall Paper and new dining coaches are covered

with Wall Paper. We are making a special showing of decorations with hangings and coverings to match.

SMALLMAN & NGRAM

What it does not sell is its good name for giving the customer full value received for every dollar spent

a Home More Comfortable

ROWAT'S COFFEE

you relish Coffee with that rich and aroma try Rowat's, the finest 70c POUND. T. A. ROWAT & CO.

Western Fair Visitors Welcome To Our Store-Meet Your Friends Here.

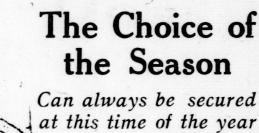
WRAY'S Jewelry LIMITED.

Quality Vulcanizing Only.

ART WILKES

London Tire Repair Depot, 354 WELLINGTON STREET. Opposite McClarys. ywt

FURS!



at this time of the year and from present market indications at lower prices than later on, as raw fur supplies are short, which means an advance in price.

MUSKRAT COAT-This guaranteed garment is made from selected muskrat pelts, full box style, all-around belt. outside and inside pockets; has large deep shawl collar and cuffs, also wide border of reversed skins. Extra well made and lined; 36 inches and 38 inches long. Specially \$140.00

Fur Chokers

Trimmed with head, tail and paws and lined with soft crepe

\$15.00 TO \$22.50 \$15.00 TO \$18.00

Ermine, \$19.50 Sable, Price. \$18.00 Mole, Price. \$12.00 Racoon Price. \$16.00



Double-Furred Neck Ruffs



MANUFACTURERS.

Phone 1319.

196 Dundas St.

Discover For Yourself

How the taste of Homespun Bread

makes you want it regularly. The

secret lies in the Parnell formula

that gives the Bread its delicate

HOMESPUN

BREAD

the latest of the Parnell family of

Bread, is really delicious. It is

light, white and flaky, and is sure

to please the whole family. Try

PARNELL BAKING CO.

Phone 929.

a loaf today.

AS G. T. R. TRAIN LEAVES TRACKS

BELTZ & CO.

Accident Believed Due To Tender of Engine Forcing Switch.

BLOCKS LINE FOR HOURS

the back and head, and Conductor

V. Squires of Cobourg, brakeman



William Johnson of Toronto, who is **DIAMONDS** cut about the head. Diamond for an engagement g. Beautiful Blue White Dia-nds set in Platinum, white, en and yellow gold. Rings from \$25 to \$1,250. C. H. Ward & Co. Diamend Merchants, Jewelers and Opticians.

386 RICHMOND ST.

TAYLOR'S

THROAT

LUNG BALM

has been the favorite house-hold remedy for coughs, colds and all bronchial af-fections. Sheer merit alone has made this medicine the standard cough remedy for over 50 years.

\$5c, 65c and \$1.20

Manufactured and Sold Only at

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New address 390 RICHMOND STREET.

Half Bleck South of Dundas,

Phone 594.

Jackson Grace,

BUILDING CONTRACTOR.

specialty, also houses raised and sidewalks, cellar floors. 252 Grey, Phone xt

022200

Special Sale

of Trays

We have a neat tray that

will fit on the inside

has nine compartments

for pins, pencils, paper-

fasteners, scissors, etc.

Get one while our special

HAY

Stationery Co.

\$1.59

drawer of your desk. It

on train suffered minor injuries The cause of the accident is not definitely known. It is thought it was ing the switch near the crossing. The tender tore up the track, and the baggage car, together with all the passenger coaches, left the rails, with the exception of the parlor car. The express car suffered most, one end being smashed to pieces and the man being hurled through the door. The car finally landed in a field south of the track and clear of the right of way. Against it was piled the baggage car.

The passenger coaches blocked the main line effectively, although none of them were overturned. The engine stood on the track, which was blocked for hours. The scene of the accident was quite a distance from a house and it was some time before word of the accident reached the

The auxiliary car of the Grand Trunk Railroad was sent up from the city with coaches to take passengers aboard and transfer them to their trains for the east while ac-

STATE ELLIS NEVER OFFICIAL HANGMAN

Department of Justice Declares Execution of Murderers Provincial Matter.

OTTAWA, Sept. 15 .- (Canadian ress).-At the present time, Canada

as no official executioner, especially etained as such. Arthur Ellis has een recognized as conducting exeutions, but not, it is announced, as n employee of the department of This curious situation is to light by the delayed execution of Bennie Swim, who was to have been hanged at Woodstock, N.B., oday. Swim was granted a reprieve y the chief justice of New Brunswick, because Sheriff Jones was unable to find an executioner. Sheriff Jones made an affidavit to the effect that he had first engaged Arthur Ellis "once in the employ of the department of justice, but found after wards he had been discharged by the department," and that his efforts t

At the department of justice today it was stated that Arthur Ellis had never been officially in its emplo and therefore could not have beer discharged. He has acted in a number of cases, but not as an employee of the department. It was stated further that the execution of victed murderers is a provincial and not a federal matter and that the department has never employed an

It is understood that Ellis made a request some time ago that he should be appointed official executioner, but the request was refused.

EXPECT TO REACH MINERS SUNDAY

Rescuers Prepare To Enter Lower Levels Within a Few Hours.

JACKSON, Cal., Sept. 15.-Jack son settled down today for another tedious wait for news from its 47 men entombed in the Argonaut gold mine. Hope that some unexpected freak of nature would provide a means for an early rescue have faded. Only the incessant driving mine and begin their search for

It appeared certain today that the honor of first opening, which may mean life to many if not all of the entrapped miners will go to the Ar gonaut crew of muckers and drillers working on the 36-foot drift of the Kennedy mine. They were expected to reach rock face tonight-a 78-foot barrier.

these men have made in battling to unseal the subterranean crypt their fellow workmen, it was esti-

PHONE 6958W. 516 TALBOT STREET. Work called for and delivered. Dry cleaned and pressed. Quick service. mated they might cut through this

If this estimate proves correct, pathway into the Argonaut sealed two weeks ago by fire will be opened THAT EXTRA PAIR Sunday night. Rescue men under Byron O. Pickard of the United States Bureau of

mine and begin their search for the missing men. Experts gave out the cheering news today that a supply of fresh air is entering the lower reaches of the

New Fall 30-inch Blended Leathers and Swirls

in bronze, sand, tan and plaster colors, bandings

30-inch Tiffany Papers with conventional over-

prints, very suitable for hall or living-room use, in mixed colors of bronze, blue, lavender, green,

20-inch English Fabric or Grass Weaves, in blended colors of ivory and mulberry, sand and

Birge 20-inch Decorations, in conventional and

20-inch Canadian and American Tapestry and

Foliage Papers, all colors20c to 75c roll

. \$2.25 rol

121/2c roll and up

blue, blue with gold and terra cotta

Canadian, American and English Chintz Fapers for bedroom use, all colors....20c roll and up Bedroom Papers, in plain and floral stripes, all colors, with cutout borders to match......

Kitchen Papers, in stripe and block patte

with cutout berders to match. 121/2c roll and up Bathroom Papers, in oil colors, washable and do

Linerusta Wall Colorings for hall or dining-

room, dados, etc., brown and tan colors. Specia

Estimates furnished on all interior decorating

Third Floor

Restaurant, Fourth Floor.

Quick Service.

inside or outside painting, etc. Wallpaper, Paint, Wax, etc.

to match in bright Belgium colors..\$1.00 roll up

BLAZE AT NEW ORLEANS CAUSES \$4,000,000 LOSS

NEW ORLEANS, Sept. 15 .- Every available fire-fighting apparatus in the city was called out tonight to fight a fire which started on the river docks near the great government army supply warehouse.

The fire started near the foot of Lessets street and spread along the river until several city blocks of

docks were burning. At least two steamships moored in the river near the scene of the fire were reported to be in imminent danger. Preparations were being made to move them from the danger

It was estimated at 10 o'clock that the loss would probably reach \$4,-

LIBERALS NOMINATE WALES. CANNINGTON, Sept. 15 .- D. W. Wales of Beaverton was this after-noon selected as the Liberal candidate in the next provincial election for the north riding of Ontario at a

meeting of the Liberal party here.



Everyone dependent on glasses for vision should have an extra pair for emergencies, for dress, or for greater comfort.

Let us make that pair. REBILCOCK OPTICIAN

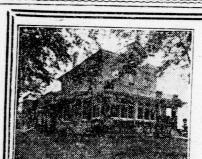
233 Dundas Street, Phone
Two Doors East of Majestic.

Furs Remodeled At Summer Prices BY SKILLED FURRIERS.

ROSS' Limited 196 DUNDAS ST. Phone 1319. ty London, Ont.

The London Loan Company of Canada MORTGAGES AND REAL ESTATE AGREEMENTS

PURCHASED M. J. KENT, Manager.



Special Sale Filet Net Curtains

\$2.48 Pair

Fourth Floor.

A special purchase of a manufacturer's clearance sale enables us to offer these at-

tractive Curtains at a very low price, 150 prs. only, in five splendid designs of filet net curtains, all double-thread goods, suitable for any room, very artistic designs.

Special Sale Double Bordered Scrims

14c Yard

inches wide, in white, ivory or ecru, for bedroom, kitchen or pantry windows, 14c yard

Flat Extension Rods, Sale Price 10c Each

A. L. Oatman DIRECTOR OF FUNERAL SERVICE.

For Sundaes, Sodas, Light

Lunches, etc.

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Day or Night Service.
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weed Cream you wil

receive one 50c box of

ngram's rouge free.

Orii Tea Shop

CRUMLIN Refreshments of all kinds

SPECIAL CHICKEN DINNERS

WEDNESDAYS AND SUN-DAYS, 5 P.M. TO 9 P.M. Provincial highway bus passes

parties and clubs.

N. J. GRIFFITH FUNERAL DIRECTOR AND EMBALMER, 104 Dundas Street, London, sidence on premises. Phone 459.



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Course Dinners, 40c and 65c Ontario Dry Cleaners

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against the hardest rock will open a

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