

**DRAPED VELVET
HATS**
Black, brown, navy, taupe
and sand.

BELTZ & CO.
PRACTICAL FURRIERS.

The Song of Shoe Service
Our Shoes are Shoes of Quality, and
having eyes and tongues, speak for
themselves wherever they go, and al-
ways for

COOK'S SHOE STORE.



**Railroad Accidents
Have Been
Reduced --**

because of better eyesight on the
part of employees. Employers want
keen-sighted men, and employees
should leave nothing undone to
know they have the best vision.
Our examination will tell whether
you need glasses.

If you need them let us supply
you.

**Carlyle
TREBILCOCK
OPTICIAN**
PHONE 2351, 231 DUNDAS ST.
Two Doors East of Market.

**Special! Something
NEW!**
**COTTAGE
Roll Bacon 33c
Per Pound**
No rind or bone. Just the line for boil-
ing and frying. Deliciously flavored.
WILSON'S PHONES 5600-5601.

**Our Work, Best By
Test, Has Been
Proven**

London Tire Repair Depot
354 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's.

Your Child's Eyes
Need every care. They should
be examined and, if necessary,
fitted with a pair of GOOD
GLASSES at a very moderate
cost.

John S. Barnard
Optician.
194 DUNDAS STREET.

H. M. PETERMAN
HIGH-CLASS TAILOR.
has resumed business, Room 1, London
Loan Block, Dundas street, corner
Clarence, and solicits the patronage of
his old friends and the public gener-
ally.

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

English Rheumatism Capsules
Cure the cause of all forms of
rheumatism.
**TAYLOR'S 6 CUT-RATE
DRUG STORES**

Ford
SERVICE STATION
OPEN DAY AND NIGHT.
EQUIPMENT AND WORKMANSHIP
UNEQUALLED
Reliance Garage
Phones: Day 5318, Night 3168.
299 DUNDAS STREET.

Western Ontario Electric Co.
227 DUNDAS STREET.
We invite you to visit our exhibit.
25 per cent off Electric Fixtures and
Lamps during the Fair. We sell all
material for wiring your home. Get
our prices before you purchase.

**The London Loan and Savings
Company of Canada**

Improved farm for sale under
mortgage—181 acres in Town-
ship of Arden. Terms: Only
\$200 down or secured, balance
in installments to suit.
M. J. KENT,
Manager.

Ask for---
Parnell's

If you have been in the habit
of getting any kind of bread
from your grocer, say: "Par-
nells, please." You'll be de-
lighted and pleased.

TRY IT ONCE.

Parnell The
Breadman
PHONES 929, 1390.

**JET
JEWELRY**
Real European Styles, Made in
England.
Best Collection of Jet Jewelry Ever
Shown in Our Stores.
BRACELETS, EARRINGS,
COLLARS, CROSSES,
BEAD STRINGS, BROOCHES.

YOUNG'S
Where You Get the Latest.
TWO STORES.
LONDON. EAST LONDON.

**Johnston
Bros.**

X X X Bread
MOST DELICIOUS
White or Brown
Phone 944 Johnston Bros.

**ATTEMPTED MURDER
STORY EXPLODED BY
COURT OF INQUIRY**

That the bullet wound received by
Pte. J. S. Wilson of the 1st Depot Bat-
talion, W. O. R., while walking on
Ridout street, on Thursday evening,
was the result of a revolver being ac-
cidentally discharged, was the finding
of the military court of inquiry which
has been investigating the affair.
The announcement made today at
militia headquarters explodes the story
first told by the wounded man and the
civilian friend who accompanied him
that he had been fired upon from behind
a fence by an unknown gunman.
The finding of the court shows that
the revolver was discharged while in
the hands of one of the two men. Both
men were absent without leave from
their units and the man who was
dressed as a civilian is still at large.
It is expected that he will be ap-
prehended in the near future.

ORDERS
are often pulled across by a properly
sorted, rightly planned piece of
printing. Let us help!
**Federal
Advertising
Service**
Dominion Savings
Building,
LONDON, CANADA.

JOHNSTON & MURRAY

Midweek Special!

Black calf, with 10-8
heel, as per illustration

Per
Pair **\$5.39**

This is One of the
Season's Newest

Johnston & Murray
London St. Thomas

**WATCHMAN'S TOWER
PARTIALLY WRECKED
IN PECULIAR CRASH**

Big Marine Boiler Struck
Structure From Car.

An unusual and somewhat spectacular
accident occurred shortly after 7 o'clock
last evening at the C.P.R. crossing on
Richmond street, when a huge marine
boiler, which was being shipped through,
struck the watchman's tower, tore the
floor almost completely out, and caved
in one side. Watchman Alex Thorne,
who was on duty in the tower at the
time, escaped with an injured knee.

The big boiler was shipped on a flat
car on the Chatham local and projected
so far over the sides of the car that
the train crew kept a close watch all
the way along, fearing that it might
strike something. Going through Lon-
don yards the train had slowed down to
about five miles an hour and the loco-
motive was quickly stopped after the
watchman's tower was struck.

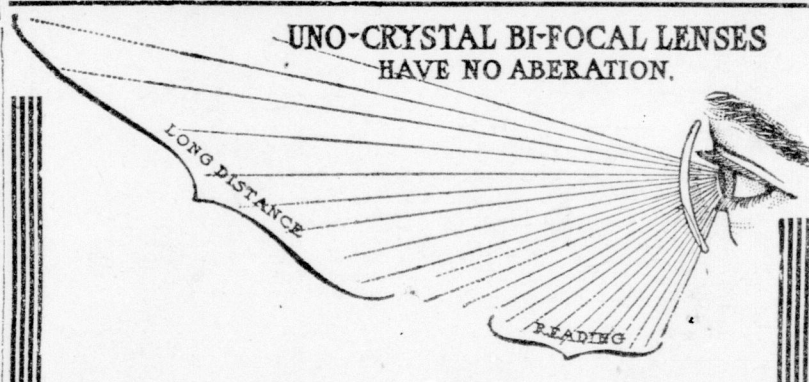
The boiler is one of the most bulky
shipments that the C.P.R. has ever at-
tempted to handle through the city, and
was taken over by them from the Pere
Marquette, to be forwarded to an east-
ern port.

**144 ENLISTED IN
DISTRICT DURING
PAST FORTNIGHT**

Reports for Past Two Weeks
About Average.

Complete recruiting returns for this
district reached military headquarters
today, showing that 144 men joined
the colors during the first half of Sep-
tember in Western Ontario.
This is about the same as the figures
for several similar periods of late. At
the London Mobilization Centre 22 men
were attested, while at the Windsor
centre 32 joined up. Eighteen of those
who passed through the London centre
were sent here by the British-Canadian
Recruiting Mission in the United States.
Infantry units obtained 53 men, for-
estry and railway construction ten men,
and other branches of the service, 81
men. At Woodstock six men signed up,
at Sarnia three, and at Galt twelve.

**To Re-Tread and Re-Build
Your Tires Means SAFETY-
FIRST To You**
LONDON'S RUBBER MAN



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, ce-
mented in two pieces.

BROWN OPTICAL CO.
**EYE SPECIALISTS
AND OPTICIANS**
223 Dundas St. Phone 1877
LONDON ONTARIO

Rowat's Please People Who
Are Particular.
50c per pound
COFFEE
T.A. ROWAT & CO.
250 Dundas St.
Phones 3051-3052.

**ASKING COUNTY TO
REPAIR ITS ROADS**

INGERSOLL, Sept. 17.—At a meeting
of the council tonight a resolution was
passed asking the county council to
make an inspection of the county roads
leading into Ingersoll at once and to
take measures to put them in fit con-
dition for traffic. A copy of the resolu-
tion will be sent to the reeve of each
township.

A committee consisting of Councillors
Bloor, Henderson and Scott was named
to a municipal honor roll of the men
who have enlisted in Ingersoll. It will
be placed in the council hall.

JOAN OF ARC.

This song is a call to the heroine of
France to look down from the sky on the
pollus of France, as they show that
they are still animated by the great
spirit that she typifies. This song is
produced on Victoria Record 1807. On
the other side is "For Your Country and
My Country," a stimulating call to
arms. For sale at the Victoria Parlors
of Ye Olde Firme of Heintzman & Co.,
Limited, 242 Dundas street.

**To Save TIME and
MONEY, Send Your
Shoes To Us**

All work guaranteed and
done in a short time.

PHONES — 2310, 1066

**Modern Shoe
Repair**

505 Richmond Street
142 Bruce Street
79a-yw

**THERE WILL BE A GREAT
CARNIVAL OF SHOE BARGAINS**

**At the Huge Public Money-Saving Shoe Sale
ALL THIS WEEK**

We are going to make this week a real carnival week of bargains by giving the public bargains that have never before
been equalled in this city. Prices have been slashed beyond anything ever before attempted. Everything in our store in-
cluded in this great money saving sale; nothing reserved. Come in and see the magnificent display of up-to-the-minute
styles in footwear for all the family.

Look, Men! A splendid line of
Men's Gunmetal Lace Shoes, round-
toed. Worth \$4.00. For .. \$2.98

Men's Gunmetal Calf Lace Shoes, Eng-
lish last, Acme fibre soles and solid
rubber heels. Worth \$5.50. Sale price
..... \$3.98

Women's, Misses' and Boys' High
White Running Shoes, black soles.
Go at 69c

Extra Special, Men's Black and Tan
Rubber Boots; \$5.00 and \$6.00 values.
For \$3.98

Women's Fine Lace and Button Shoes.
Values up to \$4.00. For \$1.98

Women's Patent Leather Oxfords;
\$4.00 values. Go at \$1.49
\$2.98 buys a pair of Women's Fine
Lace or Button Shoes. Worth \$4.00
and \$5.00.

A big lot of Infants' Soft Sole Shoes,
assorted colors; 75c value. For .. 45c

Ask to see our fall shoes for men and
women. They're beauties, and are in-
cluded in this sale.

Just think of it! A good strong
Work Shoe for Men. Worth \$3.00.
For only \$1.98

Men's Good Solid Tan Grain Work
Shoes; \$4.50 values. Go at \$3.48

Heaps of Women's High Grade Pumps
and Oxfords. Go at 98c

100 Juvenile School Cases; 75c
value go at 29c

THE PEOPLES SHOE STORE

131 DUNDAS STREET.

PHONE 5123.

12 MARKET SQUARE.

**The Only Thing
To Fear Is Fear**

We refuse to be perturbed by the alarmists, the pessimists and by the
timid who see things at night. As prophets in the past they have a bat-
tling average of about .001. The only time they have hit the truth is when
they themselves created the conditions they feared by fearing them. Our
slogan during these earnest times is

"Keep Business Going"

In these times of stress—of urgent need that the business life of the
nation continue at flood tide—we deem it the duty of every patriotic
Canadian to contribute towards making the war period one of prosper-
ity unexampled in the history of Canada.

We shall retrench in nothing, cancel nothing. Our faith in the existing
and eternal prosperity of the Dominion of Canada is immovable.

We believe that this is the very time of all times that you should BUY
WHAT YOU WANT—whether it be in our line or in any other.

The only way to stop your business is to stop the other fellow's. The
only thing to fear is fear.

To show that we have faith in the future we have doubled our orders
for 1918, and will enlarge our already commodious building to take care
of our ever-increasing business.

If everyone would do this, business in Canada would remain as it is—
record-breaking. Conditions are good. Canada is confident. Right now
the people have the opportunity of making Canada one of the largest
producing countries in the world.

**Put Your Shoulder To the
Wheel---It's Up To YOU**

It would be good business to buy your 1918 Bicycle now. You can save
money on it. Increased prices go into effect October 1. Pay a small
deposit on a BRANTFORD RED BIRD BICYCLE NOW and get one
of the few we have left at the old price.

IT SAVES TIME, SAVES MONEY, PROMOTES HEALTH.

**BICYCLE & MOTOR
SALES COMPANY**

Canada's Largest Bicycle Dealers.

425 WELLINGTON STREET.

PHONE 3182.