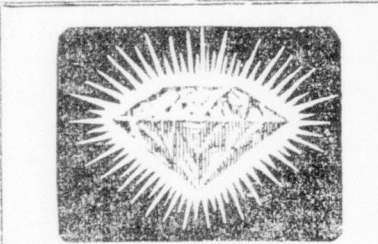


Don't Miss It!
The Hydro Exhibit
—AT THE—
WESTERN FAIR.
Special Cabinet Range, \$65 installed.
PHONE 3180.



DIAMOND RINGS, \$5.00 TO \$500.00.
C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 Richmond Street. Phone 1084.

We have just received a car of
NEW BRUNSWICK POTATOES
They're White, Good Size, Good Cookers
SPECIAL FOR SATURDAY,
50c a PECK or \$1.75 a BAG
No more than five bags to each purchaser.
WILLIS & CO.
365 Richmond Street. Phone 3279.

Fair Visitors,
Our Optical Department
is especially equipped to look after your EYE WANTS.
Special Attention to Optical Work This Week.
A FEW PAIRS GLASSES AT \$1.00.

John S. Barnard
OPTICIAN.
194 Dundas St. Opp. Advertiser.
EXAMINATION FREE. 661

Headache Dizziness Eyestrain
All come from mechanical defects of the eyes. Nothing but proper glasses will correct the trouble.
Consult Our Specialists About Your Eyes
Brown Optical Co.
Optometrists and Opticians.
223 Dundas St. Phone 1877

Taylor's Throat and Lung Balm.
Is guaranteed to cure the worst coughs, colds, or bronchial irritations. Price, 25 cents, and your money back if it fails to cure.
TAYLOR'S SIX CUT-RATE DRUG STORES.

Exhibition Visitors---
While in the city take the opportunity of having your eyes examined by an expert optician.
We grind our own lenses, and can give you the best service in London. Bring your broken lenses for repairs.

Carlyle TREBILCOCK OPTICIAN
233 Dundas St. Phone 2351. 661

USE CONNELL'S COAL!
Phones 770 and 1096.

Quality Store
Buy your Groceries at this store. Every article is fresh and of the best quality that can be bought. You can save a great deal by taking prompt advantage of our specials.

TEA.
Try our 50c Black Tea, the best value in London.
FRESH FRUITS AND FRESH VEGETABLES ALWAYS ON HAND.
PHONES 1024 AND 3323.

Harry Ranahan
515 RICHMOND STREET.

VOICE OF THE PEOPLE

Victory at Last.
To the Editor of The Advertiser:

In a few days the legalized bar of Ontario will have become a thing of the past and our province, along with the others that have adopted prohibition, will have put John Barleycorn, we trust, out of business forever. If it were not for the fact that the great war still overshadows everything else in importance, we think the good people of the province would celebrate in a very fitting and demonstrative way this victory for temperance and sobriety among our people. As it is, we will have to make good our thanks on the part of mothers, wives and children, whose dearest ones have acquired the appetite for strong drink, and who will have to fight for clean living and worthy manhood a second chance.

In this hour of victory, I wonder if we appreciate the shoulder of the work of the temperance pioneers, who for long and weary years, in the face of bitter opposition (opposition from those who should have co-operated with them) and the indifference and coldness of church people, sowed the seed that has at last brought forth a goodly harvest. To the Sons of Temperance, the Royal Temperance others who belonged to no organization, but at a time when it cost something to rise above party and custom and were true to their convictions, we owe a debt of gratitude and need of praise.

It does not cost much to join a popular movement, such as the "Committee of One Hundred," inaugurated, and which we are glad to know has been carried to a successful finale, but in the early days of the temperance movement, when the temperance man to come out openly as a champion of temperance meant that he must often face bitter opposition and open hostility on the part of the community. Such times are happily passed, but in this hour let us not forget the work and sacrifices of those who bore the burden and heat of the day and because of whose untiring efforts we are today reaping the benefit.

We do not think that the eleven-hour effort of the liquor party in which they proposed to deluge the Government with telegrams protesting against the prohibition measure and calling on the Government to submit a plebiscite to the people will cause Mr. Hearst to ever lose heart from his determination to enact and enforce the prohibition bill. We have more faith in Mr. Hearst than many who only see him through party spectacles. We believe that he will have the courage and the courage of his convictions along this line at least. Let us support him in his efforts to enforce a measure, which in other words has already produced gratifying results, and which will be equally beneficial here.

MOILEY L. SWART.

Immediately in Attire.

To the Editor of The Advertiser:
It is encouraging to find at least one reverend gentleman who is not afraid to publicly condemn the vulgar and immodest dress of many young women on our streets. Education is right, but unless it is going to improve the morals, it would be better to return to the days of the corset. To see women of the age ranging from 20 to 50 parading the streets in garments which permit of the greater part of the leg being shown is, in my estimation, disgusting. Our grandmothers, who wore the corset, were not, it is true, too well educated, nor did they have a knowledge of many things considered essential for a young woman's moral training today, but they would be ashamed to expose even their ankles to the view of every street urchin.

If some of the ladies who are immodest enough to show their legs could have heard a few remarks passed by a couple of youths on Dundas street one day last week, they would, I'm sure, prefer a dress reaching from here to the North Pole. A certain lady of mature age was passing on, and had her legs exposed, and to make matters worse, a decent-sized hole was in her stocking, which occasioned the remarks of the said youths. It is not only in the length of dress worn, but the attire in general I object to. The

The Candy Season Is Here
and we invite Candy Lovers to visit OUR CANDY OPENING. Our Candy Department is one of the most artistic in Western Ontario.

We keep the greatest assortment of fresh home-made CANDIES.
And every box of Our Chocolates has a distinct individuality.
PETERS DOLLAR BOX IS "THE TOP OF THE CANDY CRAFT."

Peters
519 Richmond St.
169 Dundas St.

arms and breast should certainly be covered, except on very rare occasions, and only then when the company consists of a number of both sexes of the highest moral character. No one should expose their daughter's flesh to the view of any profligate or scoundrel that might obtain a footing in a home. For my part, I absolutely refuse to permit any woman to enter my house who has not a dress long enough to cover the ankles. If our clergy would only do this in our churches, there would be no more "leg-showing."
RONALD R. A. EMERY.
565 Dufferin Avenue, London, Ont.

"There is a Time to Keep Silence and a Time to Speak."

To the Editor of The Advertiser:
In the course of conversation with a lady friend on Tuesday respecting the recent melancholy Quebec bridge disaster, my friend remarked that it might have been a wise course, through the public press, to have warned all who contemplated being spectators of the arduous and dangerous task of placing the central span in position, to refrain from all acclamation till the huge structure was positively in position. Through such a precaution all responsibility for a mishap in the most difficult task might have been possessed a cooler head, a steadier nerve and a quicker eye. These remarks recalled an interesting event recorded in the history of which I became cognizant in the summer of 1888 while paying a visit to Rome. Baedeker's Rome records this event. The huge obelisk, standing in the centre of the piazza in front of St. Peter's Church, and which weighs 500 tons, was brought from its original home in Heliopolis in the year 1686, and on September 10 placed on its present base, under the superintendence of Domenico Fontana. Fontana had omitted to allow for the tension of the ropes produced by the enormous weight and at the most critical moment, although the ropes were imposed on the bystanders under pain of death, one of the 500 workmen, the sailor Bresco, shouted "Aqua alle funi," (water on the ropes), and the great monolith was in position, where it now stands. As a reward his relations were granted the privilege of providing the palm branches for St. Peter's on Palm Sunday. "There is a time to keep silence and a time to speak."—Ecclesiastes, 3:7.

Sept. 14, 1916. G. ORNUM, D.D.

RELIEF OF BELGIUM IS A SACRED CAUSE

Never Any Chance for Argument in Handling of Great Problem.

Relief of the Belgians, never in need of argument, remains today as it has been from the beginning of the war, a great and sacred cause," writes Arthur Mason in the Sydney Morning Herald.

The words "Sacred Cause" should leave an impression in the mind of every Canadian who reads them. The relief of the suffering, starving women and children of Belgium, trodden under the iron heel of the German conqueror, should be as sacred to Canada as the giving of men for the army and the work of the Red Cross in the civilization. In fact the relief of Belgium is on the same plane with the raising of military units. One is to save the mother country and the other to lend a hand to a sister country, which made possible the saving of the mother country.

The saving of food to Belgium is a sacred duty that must not be slighted. Seven million of the mothers, wives and children of our fellow-soldiers are starving. We have food in plenty, money in abundance and we must send a part of this to help feed Belgium, which has neither money or food.

The small amount of two dollars and fifty cents keeps a Belgian family one month. Subscriptions should be sent to the local committee to the Treasurer, Central Belgium Relief Committee, 59 St. Peter street, Montreal.

AUTO PROCESSION TELLS OF FAIR CROWDS

One Hundred and Fifty Pass Hyde Park Postoffice in Four Hours.

[Special to The Advertiser.]
HYDE PARK, Sept. 14.—The oldest inhabitant of Hyde Park never witnessed such a procession of automobiles and buggies as passed on the Sarnia road to London fair on Wednesday. The cars, which were food in plenty, money in abundance and we must send a part of this to help feed Belgium, which has neither money or food.

SPECIAL TRAINS IN AND OUT OF LONDON VIA GRAND RAILWAY ACCOUNT OF WEST-ERN FAIR.

L. H. and B. Division, Sept. 12, 13, 14. Arrive London, 9:25 a.m. Leave London, 10:30 p.m. Windsor Division, Sept. 12, 13, 14. Arrive London, 9:40 a.m. Leave London, 10:30 p.m.

On September 14, these trains will run only between Chatham and London. Sarnia Division, Sept. 13 and 14. Arrive London, 10:35 a.m. Leave London, 11 p.m.

Main Line, East to Brantford, Sept. 13 and 14. Arrive London, 10 a.m. Leave London, 6:35 p.m., Sept. 11, 12, 13 and 14.

Leave London, 10:15 p.m., Sept. 12. From Jarvis, Simcoe, Delhi, Tillsonburg, Aylmer and St. Thomas, via London and Port Stanley Railway, Sept. 13. Arrive London, 10:30 a.m. Leave London, 9:30 p.m.

From Forest Theodora, Parkhill, Alisa Craig, Lucan, Granton, St. Marys, Thorndale, Sept. 14. Arrive London, 10:17 a.m. Leave London, 10:30 p.m.

Stratford Division, Sept. 12, 13 and 14. Arrive London, 10 a.m. Leave London, 11:20 p.m.

From Guelph, Berlin, New Hamburg, etc., Sept. 12. Arrive London, 10 a.m. Leave London, 11:20 p.m.

WESTERN FAIR VISITORS

Your attention is respectfully called to the display of LEATHER NOVELTIES in our Richmond Street Window. You will find Suitcases, Club Bags, School Bags, Manuscript Cases, Music Rolls, Bill Folders, Card and Photo Cases, Wallets, Military Ties, Wrist Watch Holders, Hairbrushes in leather cases, Ladies' Handbags, Cigarette Cases, Purses, Cases, Collar Cases, and many other equally useful articles in this collection.

Our stock is varied. Our prices are right.

UP-COOK CO.
The Store that Serves You Best.
Two Stores - Dundas & Richmond Sts.

HEAVY HORSES AT FAIR THIS SEASON FINEST IN YEARS

Much Canadian-Bred Stock as Well as Imported.

JUDGES ARE DELIGHTED

Carriage Horses Cannot Be Beaten at Any Fall Shows.

The heavy horses at the Western Fair are a great exhibit, one of the finest yet seen. There always is a good exhibit of heavy animals at the Western, but this year the quality is exceptionally high, and there are plenty of good horses.

In the Clydesdale classes, always a popular class in Western Ontario, where possibly more good quality and well-handled animals of the breed are to be found than anywhere in Canada, there is a right smart showing.

Graham Bros., Claremont, one of the largest importing firms on the continent, have come back with a great string. Thomas McMichael of Seaford, who always has a flock of good ones, is on hand, as are Brandon Bros. of Forest, W. W. Hogg of Thorndale, J. M. & H. C. Robson of Denfield, and W. F. Batty of Brooklin.

There are scores of fine stallions and high-class brood mares in the lot, and the show horses of the fair are doing the work will not lower the quality in the least. With such a foundation of blooded stock, Western Ontario will ever be a show place for the breed.

Many good Canadian-breds are in the lot. In Percherons there are many good horses, the son of T. D. Elliott & Sons, Bolton, being a wonderful animal. D. Jackson of Wilton Grove, W. W. Gordon of Glenora, L. D. Hutchinson of Ingersoll, James Parvill of St. Thomas, and A. H. Dobson of Weston being among the other exhibitors. For bone and quality there can be few superiors to the animals shown.

Judge E. Clancy of Guelph left last night for his home after handling the carriage horses. He stated that the exhibits were the best he had seen anywhere since he had been judging this year.

The exhibit of Sir Henry Pellatt of Toronto was much admired. He won the four-in-hand, and a number of prizes in the carriage classes. His animals were well handled, and deserved to win. The Jumper, The Grey Ghost, was a heavy winner also.

LONDON TO DETROIT AND RETURN, \$2.75.

The Canadian Pacific Railway will run an excursion, London to Detroit, Saturday, Sept. 16, at the rate of \$2.75, including war tax. Tickets good going on the 11:20 a.m. train and returning on all regular trains up to and including Monday, Sept. 18. Tickets and full information at the City Ticket Office, corner Dundas and Richmond streets. H. J. McCallum, City Passenger Agent.

EMERGENCY HOSPITAL PROVES GREAT BLESSING

There are very few minutes in the day at the fair grounds that someone isn't thankful for the wisdom that has inspired and created the emergency hospital. In fact, the emergency hospital of No. 4 Nursing Division, St. John Ambulance Association.

While the ambulance was looking admirably at the inviting white beds, the well-stocked supply cupboard, the kitchenette corner and general cleanliness, and the inviting appearance of the tent, an autumn-haired kiltie with the burr of the bonnie heather, stepped over the "fence."

"Nurse," said "Aye, got a dy in ma eye. Wull ye no tak' it out?" "Come inside," said nursing sister, and in less than time it takes to write it, kiltie faced forth again, one eye as good as the other.

A few minutes later there came a message that Miss Robertson, a young woman assisting in the Grimm exhibit in the machinery hall, had fainted. The stretcher was taken and soon brought back with the patient, who was quickly restored by the skill of the nurse in charge.

A serious case of yesterday afternoon was that of a woman suffering from palpitation of the heart. She walked into the hospital tent, where she rested for a short time. Assuring the attendant that she was feeling all right again, she left to visit some of the buildings. A call came shortly after for the stretcher to bring her back from the main building. She was unable to go to her home later in the day.

THE QUEEN CITY SPECIAL—LONDON TO TORONTO VIA CANADIAN PACIFIC.

The traveling public are directed to the excellent train service between London and Toronto, particularly the "Queen City Special," leaving London at 9 a.m. daily, and arriving in Toronto at 12:15 p.m.

This train stops at Woodstock, Galt, Guelph Junction, West Toronto and Parkdale. The equipment is first-class in every way, consisting of first-class coaches and parlor car.

Particulars from Canadian Pacific ticket agents, or H. J. McCallum, C. P. A., corner Dundas and Richmond streets.

MEN WANTED

For Overseas At Once

239th Railway Construction Corps

TEAMSTERS, LABORERS, TRACKLAYERS, BRIDGE BUILDERS.

Join a workingman's battalion. No delay in Canada or England. They want us now.

Apply Recruiting Depot, Fair Grounds, or at 237 Dundas St., London.

CITIZENS' DAY AT THE FAIR DREW CROWD OF 35,000

Big Exhibition Has Been One of the Best in History.

CHILDREN'S DAY TODAY

Attendance Up to Last Evening Is Estimated at 115,000.

DIRECTORS ARE SATISFIED

Good Balance on Right Side of the Ledger Now Assured.

At least 115,000 persons had passed through the turnstiles at Queen's Park this week up to Thursday night, establishing a record that marks an epoch in the history of the Western Fair.

Yesterday was Citizens' and Visitors' Day, and although a big day, the attendance fell about 5,000 short of that of Farmers' Day on Wednesday. The attendance for the four days, as estimated comparatively by the fair directors, is as follows: Monday, 10,000; Tuesday, 30,000; Wednesday, 40,000; and Thursday, 35,000, making a grand total of 115,000.

Yesterday would have undoubtedly equaled the attendance of Wednesday but for the cloudy weather that prevailed in the early part of the day.

But shortly before noon the clouds displayed a "silver lining," and the weather the balance of the day was all that could be wished for.

The financial success of this year's fair is more than assured, and with today's crowds it can be quite easily predicted that when the board of directors meet on Saturday forenoon and study the receipts that "their faces shall be wreathed in smiles, their hearts with joy made lighter."

There will be a reason, because a goodly sum will be found on the right side of the ledger.

Although known as Citizens' and Visitors' Day, yesterday might be more properly named "Everybody's Day," because those who attended who were not citizens were visitors. The proportion of attendance was about equal, and the fair yesterday was those who remained over-night in the city from Tuesday and Wednesday.

Children's Day.
Today is Children's Day, and thousands of London's and vicinity's "future men and women" are expected, and special attractions provided to appeal to the young.

The fireworks tonight are advertised as the best of the entire week, and the grandstand performances will be presented in ways best suited to please the little ones.

An Extra Attraction.
A special platform attraction in front of the grandstand has also been secured for today in the youngest drummer in the British Empire, wee Bobbie McRobie of Petrolia, son of John McRobie of Petrolia, aged just 4 years. Bobbie, by the way, is the mascot of the 14th Battalion of Lambton. Dressed in a tiny khaki uniform, the little chap was brought by his mother to the secretary's office at the Fair grounds, where he proceeded to demonstrate what he could do in the way of beating drums in an entirely scientific manner.

He was armed just 4 years, and beat a drum, and he was very good. He was the mascot of the 14th Battalion of Lambton. Dressed in a tiny khaki uniform, the little chap was brought by his mother to the secretary's office at the Fair grounds, where he proceeded to demonstrate what he could do in the way of beating drums in an entirely scientific manner.

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There Must Be Quality and Satisfaction

If you purchase from this store we insist you get quality and satisfaction. We would rather refund money than have dissatisfaction.

Pickling Vinegars
Buy your Pickling Vinegars here and be assured of very best quality.

Special Pickling 75c a gallon
XXX White Wine 50c a gallon
XX White Wine 40c a gallon
Cider Vinegar 40c a gallon
Best Cider 50c a gallon
Golden Syrup 50c a gallon
Imported English Malt 85c a gallon

Our Spices Will Always Be Found Best Quality.

Gurd's Ginger Ale
You will find this one of the most satisfying drinks procurable. Has many awards for supreme goodness.

DRY, per dozen, 90c.
SWEET, per dozen, 75c.

California Ripe Olives
The case in selection makes California Ripe Olives absolutely the finest, rich, nutritious and ready for table use.

Glasses, 35c, 40c, 75c.
Tins, 12c, 25c, 35c, 45c, 50c.

Phone Orders
The same care and attention is given as though you "came in." Order early.

T. A. Rowat & Co.
250 Dundas St. Phone 3051, 3062

are proof against salt, acids, alkali, water, and are fire retardant. Our representatives at the Western Fair, Messrs. C. G. Secord, J. A. Virtue, G. N. Huff, W. E. Smith, will be pleased to meet all our friends, old and new, who may be interested in the roofing question.

PERRIN'S BISCUITS ALWAYS GOOD.
There is no need to call one's attention to the White and Gold Exhibit of D. S. Perrin & Co., Limited, in the east corner of the main building. The magnificent ceiling-high display of delectable confections has called forth the admiration of every visitor to the fair.

At first it is almost impossible to get a close glimpse of the exhibit, for always the great front of the booth is crowded with spectators. The exhibit, examined at close range, however, comes fully up to the expectations roused from the first glimpse of it from a distance.

The Dairy Cream soda forms a large part of the display. They are practically indispensable in the well-ordered home, for they enable you to see and taste biscuits which might never come under your notice in casual visits to the grocery store. See them at the exhibition and then ask for "Perrin's" at your dealers.

No housekeeper should fail to see this exhibit. The stock is much larger than it is possible for any grocer to carry, and it therefore enables you to see and taste biscuits which might never come under your notice in casual visits to the grocery store. See them at the exhibition and then ask for "Perrin's" at your dealers.

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CANADIAN PERKINS GASOLINE