

Rowat's Teas
Used in Homes Where Quality Rules.
From 70c to \$2.00 Pound
T. A. Rowat & Co.
250 Dundas St. W. Phone 3051-3052

COAL
Egg, Stove, Nut and Pea Coal,
the best obtainable.
Prompt delivery to all parts
of the city.
Orchard's
45 York Street. Phone 384.
22V

Our fitters are
experts, \$1.50 to
\$10.00. We have
Trusses to fit
all needs.
**ANDERSON &
NELLES**
Dundas St.
Cut shows one of our
many lines.

**MILITARY RIBBONS,
BADGES AND BUTTONS.**
Peel's! Peel's!
10 MARKET LANE
NOW AT RED STAR NEWS CO.

\$9 GLASSES FOR \$5
Regular \$9.00 Shell Rim Glasses,
with round Toric lenses (curved),
in eyeglasses or spectacles guar-
anteed to fit your vision and facial
measurements. For \$5.00, by our
Mr. Lee, druggist-eyeglass special-
ist, who will examine each eye
separately and thoroughly free of
charge. Note, Mr. Lee does nothing
else but examine eyes and fit
glasses exclusively at C. H. Ward
& Co., jewelers and opticians, 336
Richmond street.

**SCHOOL DAYS AND
YOUR CHILD**
If your boy or girl has trouble
with schoolwork, if they have
any symptoms whatever of de-
fective vision bring them to us
for an examination. If glasses
are needed, we will prescribe
them.
**CARE FOR THE EYES THAT
CARE FOR YOU.**

BROWN OPTICAL CO
QUALITY BEYOND
QUESTION.
223 Dundas St. Phone 1577.
Branch: Hamilton.

**23 DOZEN
FELT HATS**
Values up to \$6.00
NEW FALL STYLES
ALL SIZES ON SALE \$3.95
Wegner Clothing Co.
The Heart of London.
371 TALBOT ST. Opp. Market

**SUNDAY SERVICE BATHS
SHOWERS**
9 a.m. to 1 p.m.
NATIONAL BARBER SHOP
ORVAL J. STRACHAN, 197 Dundas St.
02, 16, 23, 30

— FOR —
AMBULANCE SERVICE
PHONE 1983
HEATED INVAID COACH
GEO. E. LOGAN
371 DUNDAS ST. 22V

**Always Ask For
PARNELL'S
GENUINE
BUTTER-NUT
BREAD**
Rich As Butter—Sweet As a Nut
MADE ONLY BY THE
PARNELL-DEAN BREAD CO.
PHONE 929.

That Extra Five Minutes
—that little extra time which Steele's take on
each eye examination is the reason that Steele's
Glasses Satisfy.

When Your Eyes Are Examined
at Steele's you are assured that you will receive
the finest optical attention possible. With every
scientific instrument at our office, and every
member of the staff holding the highest govern-
ment diploma, your eyes will be examined
properly.

**THOROUGH EXAMINATIONS
SATISFACTORY GLASSES
MODERATE PRICES**
F. STEELE
London's Leading Optometrists
Opposite Loew's Theatre.

Liberals of Bruce County Confident of Double Win Despite 3-Cornered Fights

Sexton Advises Put Up, Shut Up

Canadian Press Despatch.
Liverpool, England, Oct. 1.—
One of the speakers at the Labor
party conference being held here
declared that the British empire
must be smashed if the condition
of the workers was to be improved.
James Sexton, M. P. for St.
Helens, the dockers' leader, iron-
ically retorted that those young
men who were demanding the
abolition of the capitalist system
and the monarchy, and who want
an international republic, self-
determination, and a bloody revo-
lution and birth control, had con-
tributed to all these movements
the magnificent sum of 39 shil-
lings.

FOR GLENCOE BRIDE.
Glencoe, Oct. 1.—An interesting af-
fair was the shower and presentation
recently for Mrs. Albert Clark, for-
merly Miss Edna McKee, a bride of
the week. The single ladies show-
ered her with miscellaneous articles
of the married ladies presented her
with a silver service and flat silver.
Her marriage to Mr. Albert Clark of
the Fletcher Mfg. Co. staff, took place
Wednesday.

THE HERB JUICE MAN REACHES LONDON

**FIRST 50 PERSONS TO GET FREE
TREATMENT ON SATURDAY,
OCTOBER 3.**

It will, no doubt, be of vital inter-
est to all sufferers, as well as the
public in general, to know that the
Herb Juice man has arrived in this
city, introducing a most remarkable
product of nature, known as Herb
Juice, which is prepared into liquid
form from herbs, roots, barks and berries
that are placed on earth for the heal-
ing of all mankind. The Herb Juice
man's supposition, based on the re-
ports made to him, are that many
of the diseases and sufferings now
prevalent in this section are caused
by an accumulation of poisonous
waste materials in the body, due to
stomach diseases, imperfect diges-
tion, causing liver and kidney trou-
ble and many other ailments, and
that nine out of ten of these dis-
eases are directly attributable to lack
of the digestive organs to properly
function, which is a more serious
cause of illness than most of us realize.
If the eliminating organs are
working properly, the food is con-
verted into rich blood. If they are
not working properly, the fermented
mass generates poison that is ab-
sorbed into the blood. Good health,
therefore, depends largely upon the
vigorous, harmonious, healthy action
of all organs that assist in ridding
the body of poisonous waste. He states
that Herb Juice, the new herbal
stomach remedy, acts on the organs
of elimination—not on the bowels
alone. It helps to tone and strengthen
the stomach, liver and bowels, and
stimulates these organs to more vig-
orous activity in a mild, gentle, nat-
ural way without discomfort or dis-
turbance, and the only after effect is
glorious relief and benefit.

**FIFTY BOTTLES TO BE GIVEN
AWAY ON SATURDAY.**
The representative from the Herb
Juice Laboratories has established
headquarters at STRONG'S DRUG
STORE, DUNDAS STREET, where
he will meet the local public daily
between the hours of 9 a.m. and 12
noon, and 2 p.m. and 5 p.m. for the
purpose of explaining the merits of
Herb Juice and how to get the best
possible results from its use.—Adv't.

Splendid Record of Malcolm Insures Re-election in North Riding.

LONDON MAY RETIRE

**Dr. Hall of Walkerton Has
Good Chance of Win-
ning South.**

Special to The Advertiser.
by a Staff Reporter.

Port Elgin, Oct. 1.—Bruce county
has three-cornered contests in each
of its two ridings in the general elec-
tions on October 29. It was assumed
for some days that the Progressives
would not put up a man in the North
riding, but at a second convention,
after two had declined to accept the
nomination, Nathan Landon, former
reeve of Eastnor township, in the
Bruce peninsula, was chosen. The
action taken at this convention of
the Progressives was a surprise even
to the farmers themselves, who had
given up hope of taking any action.

Mr. Landon, it is believed, may yet
drop out, as he promised to contest
the seat only on condition that he be
provided with \$1,000 campaign ex-
penses. The amount may not be
forthcoming, and if it isn't Mr. Lan-
don will probably drop from the race.
In any event, he has no possible
chance of being a winner, and the ad-
vantage of his campaign will be to
take votes from James Malcolm, the
Liberal candidate, or Hugh Clarke,
the Conservative. Local politicians
differ as to whom Mr. Landon's cam-
paign will most injure. He was a
Conservative formerly, and lives in a
portion of the riding which had Con-
servative tendencies before the ad-
vent of the farmers' movement. He
is unknown in the southern portion of
the riding, where the big Liberal vote
is cast.

Three In S. Bruce.

S. Bruce has had three men in the
field for some weeks. Dr. Hall of
Walkerton is making his debut in
politics. Fred Lippert, Conserva-
tive, also of Walkerton, was defeated
when he ran for the legislature in
the last elections. J. E. Findlay, the
Progressive candidate, represented
South Bruce in the last parliament.
The Progressives, however, in South
Bruce have been losing strength, and
it would not be surprising to see Mr.
Findlay defeated this election with
the candidates of the two old parties
fighting it out for first place. Dr.
Hall is very popular, and particu-
larly strong in the rural parts around
Walkerton. He is an active cam-
paigner, and local Liberals are con-
fident of his success.

James Malcolm, who represented
North Bruce in the Liberal interests
in the last house, has made rather a
spectacular record in politics for one
with only four years' active service
at Ottawa. He has been chief On-
tario whip and prominent in the
councils of the party. At various
times he has been mentioned prom-
inently for the cabinet, and is with-
out doubt a probable minister if he
chooses to accept further responsi-
bilities than those of a private mem-
ber. Mr. Malcolm is a manufacturer
who regards the King tariff policy
as best adapted for all the various
interests of Canada.

Col. Hugh Clarke is an old-time
candidate in Bruce county politics, having
represented Bruce ridings at both
Ottawa and Toronto. During the
Union government regime he held 34
years' office as secretary of the
United Farmers of Canada. He is a
man who understood that he had quit pub-
lic life for good. However, he was the
only man available in the Conserva-
tive party in the riding who could
even make a good showing, let alone
be elected. The Conservatives have
haven't another man in the riding
who could hope to get within 1,000
votes of the Liberal.

Have False Hopes.
His party had made considerable
noise about H. H. Stevens of Port
Elgin and W. Mitchell of Kincardine,
both former Liberals, coming into the
Conservative support. There is
nothing new in it, however, as both
men opposed Mr. Malcolm at the last
election, and saw the extent of their
influence in the big majority given
to the Liberal candidate. The usual
threats about closing factories are
being made, but they were made four
years ago, and Bruce county factories
are operating now on a greater scale
than ever. Conservative manufac-
turers have cried "Wolf, wolf" too
often.

Two Progressives, ex-Reeve Wm.
Begg of Bruce township and C. A.
Start of Tara, dropped out of the
race after having been offered the
nomination. Both knew they didn't
have a chance. The choice of Mr.
Landon was a last-minute thought.
At the same time as the Bruce Pro-
gressives were putting a man in the
field, the Liberals in the bordering
riding of North Grey were declining
to put a Liberal up, and were
planning to support the Progressive
candidate, Col. D. Carmichael.

Col. Clarke Was Third.
In the last election, Col. Clarke was
a bad third in North Bruce, the vote
standing: Malcolm (Liberal), 4,178;
Stacey (Progressive), 3,074; Clarke
(Conservative), 2,553. Col. Clarke
represented the riding from 1911,
when he won by 82, until the last
elections.

The seat was previously Liberal,
having been held by the late John
Tolmie. South Bruce in the last
election went strongly Progressive,
the vote being as follows: Findlay
(Progressive), 4,752; Truax (Liberal),
3,849; Purvis (Conservative), 2,232. It
will be seen that the anti-Conserva-
tive vote was overwhelming, and Mr.
Lippert has a tremendous task to re-
duce it.

Few public meetings have yet been
held in the county, but they will be
started next week. It is expected
that some of the leading men of all
the parties will be visitors before the
campaign is finished.

**COTTAM MERCHANT FINED
FOR PURCHASE OF EGGS**
Leamington, Oct. 1.—R. J. Goslin of
Cottam was fined \$25 and costs, a
total of \$45.00, in Magistrate's
Court today for purchasing
eggs without candling and grading
or making returns as provided in
clause 10-1 of the regulations
governing egg purchases.

The First Saturday In October



Fur-Trimmed Coats \$35.00

Beautiful winter weight Coats, some having gored
underarm with flared bottom, others being straight.
The colors are the season's latest, dark wine, almond,
navy, rust, mahogany, reindeer and brown. The col-
ors are either the new deep shawl collar or the gath-
ered or straight style. The coats are richly trimmed
in fitch opossum (mandel), baby coon (mandel) and
electric seal (dyed coney). The coats are full lined,
in printed or plain crepes and satin de luxe. They are
well made, stylish coats, in sizes 15 to 17 years and
36 to 42 bust. Price\$35.00

Second Floor.

Week-End Candy Treat

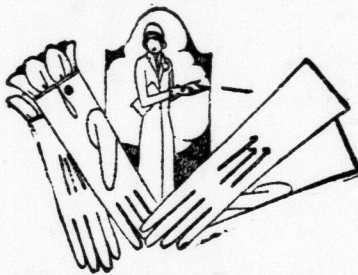
When going home over the week-end, why not
take with you a box of chocolates or some toffee?
100 lbs. assorted Chocolates, mandarin, almond
top, vanilla cream, chicken bone, walnut tops, etc.
All hand-dipped pieces. Special 34c lb.

NEW FALL LINES

Horehound Twist 40c lb.
Cream Grenobles, with walnut tops. 40c lb.
Halloween Jelly Beans, black and orange assort-
ed 30c lb.
Satinettes for party favors 50c lb.
Glaze Fruit Drops, assorted fruit centers, 50c lb.

Main Floor.

Fancy Chamoisette Gloves \$1.00 Pair



There are a variety of styles to choose
from at this popular price, both in slip-
on style and pretty flare and petal
cuffs. Fashion's shades of oak, putty,
tan, covert gray, mode and leather.
Sizes 5½ to 8.

Main Floor.

Velveteen Holds Sway In 2-Piece Frocks



One of the newest versions of the two-piece frock is
the velveteen model. Made with straight skirts, in
some cases velveteen, in others plaid, with velveteen
blouse, or sometimes the mode takes on plain cloth
blouse, combined with a velveteen skirt. In our
selections you will find blue, brown and black.
Metallic and contrasting trimming is used effectively
alone or combined with leather. The prices range
from\$20.00 to \$30.00

Dress Department, Second Floor.

Smartly Trimmed Velvet Hats

\$5.00.



Large, medium and
small styles for
bobbed and un-
bobbed heads, as
well as matrons.
Feathers, pins and
ribbons make effec-
tive trimming on
these modish hats.
Black, wood, sand,
purple, henna, pencil
blue and black
prince are the colors
and the price is only
.....\$5.00

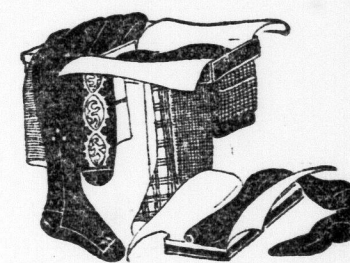
Main Floor.

Ladies' Pure Irish Linen Handkerchiefs 19c Each 3 For 50c

50 dozen Ladies' Pure Irish Linen
Handkerchiefs, hemstitched, 14-
inch hem, solid colors, in mauve,
blue, orange, rose, maize; dainty
embroidered corners; assorted de-
signs. These are a real bargain.
Saturday, 19c each, or 3 for 50c

Ladies' Hose, \$1.00 Pair

The cool days call for warmer Hose,
particularly for the outdoor woman.
We have a selection of Ladies' Cash-
mere Hose of fine botany wool. These
are full fashioned, and the range of
colors is excellent—chiele, pampas, fog,
black and white. All sizes. \$1.00 pair



Main Floor.

A BUSY SATURDAY IN STAPLES

Counters, shelves, display tables just piled high with attractive new goods, merchandise suitable for useful autumn and winter wear. Select your supplies from these plentiful displays. You will be delighted with qualities, especially as many fabrics are either a little lower in price or better in quality for this season's business.

FANCY SATEEN LININGS, 75c

38 inches wide, and in so many patterns and
colors you can't fail to find just what you need
for your new winter coat. Extra value 75c

BRITISH NURSE CLOTH, 29c

For men's shirts, boys' blouses, suits, girls'
dresses, nurses' uniforms, rompers. Many are
the uses for this excellent value, on sale to-
morrow. It is a strong, durable cloth, in plain
shades of open and delph blue. 29c yard

Also Work Shirting in black and white; extra
strong; guaranteed fast colors. 35c yard

PILLOW COTTON, 49c

October means preparation for bazaar and
making of Christmas gifts by many, and in
anticipation we offer you a very special value
in pure bleached circular cotton, linen-like fin-
ish. It's ideal to work on: 40-inch, 42-inch,
44-inch and 46-inch 49c yard

Fur Coat Linings, \$1.25 to \$2.00

A new lining for your coat, and it looks like a
new coat. Our range in the lining depart-
ment is very complete, from Italian silk serge
to lovely Rayon broches, rich brocade designs,
and the popular color effects for fur coats.
\$1.25 to \$2.00 yard

DELAINETTES, 25c

Most useful material, patterns for rompers,
school wear, house dresses, quilt linings, etc.,
and they wash well and are very durable; 30-
inch 25c yard

BABY FLANNEL, 75c

The famous English all-wool flannel at this
price, in a nice cream shade. It's a necessity
for the health of your baby this changeable
weather. Other qualities, too, we list, finer or
wider, all the same well-known make
75c, 90c, \$1.00 and \$1.25 yard

BRACKENS THE NEW COLORS FEATURED THIS FALL IN THE NEW MEN'S, YOUNG MEN'S, STUDENTS' SUITS



Brackens are the rich brown shades that are the predominating colors in the metropolitan centers this fall. These include heatherland shades, grouse browns and others. The patterns—overchecks, in distinct Fair Isle effects, in dusted patterns, geometrical designs, fabrics, English and Scotch fine tweeds.

These new fabrics, along with new fancy serges, herringbones, unfinished worsteds and chevots are fea-
tured in the new

English Single and Double-Breasted Jackets The "ASCOT" The 'RENFREW'

A "style right" model with wider button spacing, is a
three-button double-breasted, wider shoulders slightly
tapering to the hips.

A new two-button jacket with a new lapel
effect; wedge or regular shoulders; snugger at
the hips.

SEE THESE MODELS TOMORROW.

\$32—\$37.50—\$45

OTHERS \$15 to \$75.

"Marcheta"
I.O.D.E. Production, Oct. 1, 2, 3,
Grand Theatre.

SMALLMAN & INGRAM
LIMITED

Special
French Perfume and Toilet
Water Atomizers, Saturday, 79c