

WHY NOT?
BUY GUARANTEED GOODS.
Canadian Beauty Irons \$5.00
Canadian Beauty Toaster \$5.00
Electric Fan \$7.50 to \$40.00
Flashlights 90c to \$2.50
Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.

WHILE AT THE FAIR
don't fail to visit our exhibition of Real Office Desks and Filing Cabinets. (In the Palace.)

HAY'S Stationery
173 DUNDAS STREET.
Two Phones, 150 or 53.

FAIR WEEK
Is always a big shopping week for everyone, and it promises to be a very busy week with us. We are, however, fully prepared for it with a most complete stock and an always courteous and competent staff. We invite you to make this your store for SHOES, RUBBERS, LIGHT BAGGAGE, TRUNKS, CLUB BAGS FOR MEN, AND HANDBAGS FOR THE LADIES.

Cook's Shoe Store
THE STORE WITH THE STOCK.

Heavy shell glasses become King Albert. See our window.



King Albert of Belgium

—The tragic crowned head of Europe, who defeated the aims of the Kaiser to overthrow France in 1914. Defeat of that arch-enemy, "Poor Eyesight," may be accomplished through our well-fitted glasses.

BROWN OPTICAL CO.
VISION SPECIALISTS.
Phone 1877. 223 Dundas Street. LONDON, ONT.

Exhibition Visitors— can get satisfactory Meals at

Peters Tea Room

DINNER 11:30 to 2: 25c, 35c, 45c.
SUPPER 5:30 to 7:30: 25c, 35c, 40c.

If you wish to have your lunch on the grounds, take one of our box lunches.

Canada Food Board License 10-4321.

If You Want Something New, Try An **AMERICAN BEAUTY SUNDAY**

ANNIS CANDY SHOP
398 RICHMOND STREET.
Food Board License No. 10-5253.

PURE VINEGARS
for pickling. Extra quality. Delivered in clean jars. Gallon 50c
JOHN DIPROSE.
266 Dundas Street. Phone 2262.
100 Wortley Road. Phone 1397.

ROYAL SHOE SHINE PARLOR
398 RICHMOND STREET.
5c—SHINES—5c
"We Broke the Combine."

PIES
Like Mother Never Could Bake At
RUDDY'S
THERE'S A STORE NEAR YOU:
733 RICHMOND STREET
308 1/2 DUNDAS STREET
874 DUNDAS STREET.

SPRINGS OF AUTO TIRES
DARTIDGE
PERFORMANCE IS PERFECT
REPAIRS AND RETAIL
CHASSIS AND RETAIL
CANADA AUTO DEVICES CO.
100 DUNDAS ST. PHONE 3070
MANAGER

NEVER GIVE UP

Your case is NOT hopeless until Tonal-iron says so. This new French Goldin capsule is working wonders in cases of Anaemia, Impure Blood, System Weakness, Lack of Energy, Nerve Trouble, Heart Ailments, Sleeplessness, Despondency, Hysteria, Backache, Kidney and Liver Complaints, Rheumatism and other diseases due to insufficient or poor blood. They will certainly help you if suffering from any of the above. Easy to take. Nearly three weeks' treatment in a box. Guaranteed to help. At all drug stores or by mail from us for \$1.00 a box. Tonal-iron Company, Box 184, London. zxy

MAJORITY OF ELECTRICAL MEN BACK AT WORK

The Western Ontario Electric Company and the electrical workers' union reached a settlement yesterday, and its men returned to work this morning. This is the fourth company that has reached an agreement, the men say, and they expect the others will fall in line shortly. The majority of the men are back at work now.

WHEATLESS DAYS OVER

"A bulletin just issued by W. H. Hoover, head of the U. S. Food Administration, cancels all wheatless days throughout the United States.

"The bountiful wheat crops harvested in the United States this year are already having their effect in relieving the cereal shortage, much to the joy of the people who so cheerfully complied when restrictions were necessary."

Burn the Baker of Bara-Boo

NEAL'S ALOAFA BREAD

Complies with Government requirements, which compel the use of 10 per cent of wheat flour substitutes.

By modern scientific methods, however, our master bakers produce a loaf in every way the equal of pre-war bread for flavor and nutriment.

You Want The Best Bread!

SAY TO YOUR GROCER: "SEND ME ALOAFA BREAD," AND TRY IT.

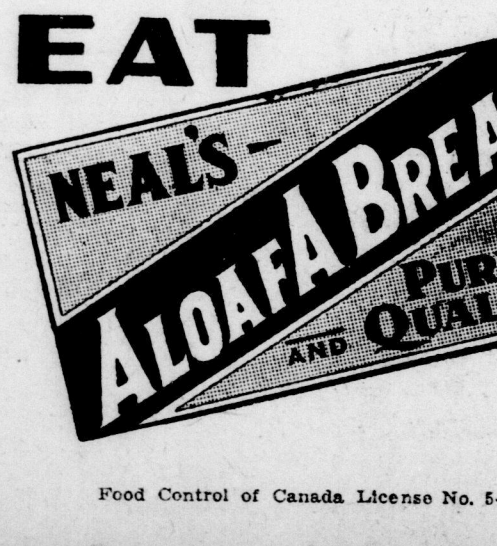
"We Invite the Table Test"

Sold For Cash Only.

PHONES 1313, 2173

Neal Baking Co., Ltd.

BREAD FACTORIES AT WINDSOR, LONDON, SARNIA, ST. THOMAS.



Food Control of Canada License No. 5-448.

MIDDLESEX MEMBER OF "FIRSTS" DIES IN CAVALRY CHARGE

Corp. Isaac W. Bennett of Oil Springs Killed on the Somme.

Another member of the already sadly-thinned ranks of Middlesex boys of the first contingent has made the supreme sacrifice in the person of Corp. Isaac W. Bennett, who was killed in action in a cavalry charge on the Somme front on August 8. Word to this effect has been received by his parents, Mr. and Mrs. George N. Bennett of Oil Springs, who were for many years residents of Melbourne.

Corp. Bennett enlisted at Saskatoon with the 25th Light Horse on August 8, 1914, and met his death on the fourth anniversary of his enlistment. He was with the Royal Canadian Dragoons at the time. Although a member of the cavalry corps, Corp. Bennett has been through practically all of the hard trench fighting with the Canadians during the first three years of the war, and during his long service was only wounded once, but slightly, previous to August 8 last. In a recent letter home he spoke of his extreme "good



CORP. ISAAC W. BENNETT.

luck," but said he had a premonition that this was due to break soon. Born at Oil Springs in 1885, Corp. Bennett moved to Melbourne with his family a few years later, and spent all his earlier life there, having many friends throughout Canada and Ekfrid Township. At the time of his enlistment he was engaged in the mercantile business at Elrose, Sask., near Saskatoon, with his brother, George Bennett. Another brother, A. S. Bennett, was formerly proprietor of the Oil Springs Chronicle. He was the youngest son of a family of seven.

DISTRICT CASUALTIES KILLED IN ACTION

LONDON.
W. C. Hamilton.
TILSONBURG.
J. Bellas.
BRANTFORD.
W. C. Blinn.
OIL SPRINGS.
Isaac W. Bennett.
GALT.
Gilbert Hilson.
OWEN SOUND.
J. H. Becker.
Wesley Latham.
STRATFORD.
Stanley Blough.

DIED OF WOUNDS

BELMORE.
R. Carrigan.
OWEN SOUND.
Bert Minard.

WOUNDED

LONDON.
H. C. Fetterly.
LIEUT. F. C. BETTS.
NOT STATED.
LIEUT. W. C. MACDONALD.
E. Garrett.
A. Black.
J. Black.
DUNNVILLE.
C. H. Lee.
WROXETER.
G. H. Savage.
SARNIA.
Charles Hucker.
George Kemeley.
Edward N. Johnston.
E. W. Boyle.
LIEUT. A. E. ADAMS.
MIDLAND.
C. H. Heber.
PRICEVILLE.
W. J. Arrowsmith.
OXFORD MILLS.
R. J. Patterson.
IVANHOE.
G. Wickens.
AVONMORE.
C. D. MacMillan.
SUFFOLK.
A. Markham.
C. Ogden.
ARTHUR.
CHATHAM.
R. Shaw.
W. Matthews.
M. Buckingham.
John Dittmer.
Harold McCarron.
G. A. Terrill.
David Knight.
ST. THOMAS.
Sergeant Harry Bell.
PORT STANLEY.
Pte. Joseph Oliver.
M. V. Collins.
STRATFORD.
L. E. Cartridge.
J. J. Collins.
H. M. Fraser.
LIEUT. JEFF PRESTON.
John Davidson.
CL. TON.
J. H. Farrant.
OWEN SOUND.
W. J. Elliott.
PAISLEY.
W. J. Devine.
SOUTHWOLD.
T. Cutcut.
DURHAM.
H. B. Williams.
MOUNT FOREST.
W. D. Gordon.
F. F. Noonan.
KIRKTON.
W. J. Gardiner.
MILTON WEST.
J. Harris.
OWEN SOUND.
H. Anderson.
W. C. Brown.
WINDSOR.
A. W. Leaker.
LIEUT. W. C. REPORT.
TILSONBURG.
LIEUT. N. G. CHARLTON.
DASBROOK.
C. A. Caizer.
GILLESPIE.
LISTOWEL.
P. M. Chambers.
GODERICH.
D. Bogle.
ST. MARYS.
W. W. Birch.
GODERICH.
LIEUT. I. H. JORDAN.
COURTRIGHT.
Capt. J. P. S. Fitcher.
COOKVILLE.
C. Taggart.
ST. CATHARINES.
J. E. Bryant.
Pte. MIDLAND.
E. R. Jones.
C. E. Rowland.
GALT.
Harold G. Burgess.
William McLean.
BLENHEIM.
Second Lieut. J. R. Robertson.
Harry Burke.
APPIN.
NEIL G. FLETCHER.
LISTOWEL.
Frank Kelly.
A. Goldmen.
O. Clarke.

GASSED

LONDON.
H. G. S. Aldridge.
STRAITFORD.
George A. Twitcheell.
OWEN SOUND.
J. H. Wainwright.
G. A. Bell.
OWEN SOUND.
E. Wildfield.
BRANTFORD.
W. R. Bacon.
GODERICH.
H. R. Currie.
PORT DALHOUSIE.
V. Lester.
SOUTHWOLD STATION.
C. H. Nichol.
GUELPH.
E. A. Oakes.
DURHAM.
T. E. Stewart.
G. W. Cook.
ALTON.
H. Johnston.
THORNTON.
J. E. Corbett.

ILL.
W. Fennell.
BRANTFORD.
J. Trebble.
GALT.
Albert E. Merrill.

MISSING

WALKERVILLE.
LIEUT. W. F. COLE.
ST. THOMAS.
Pte. Albert Clifford Rolling.

ACCIDENTALLY INJURED

BLENHEIM.
Gunner Wiley.

ADMITTED TO HOSPITAL

STRATFORD.
Lorne E. Cattledge.

PRISONER

WOODSTOCK.
Col. Joseph W. Boyle.

NO RELIEF IN SUGAR

CRISIS TILL THE BEET CROP IS HARVESTED

TORONTO, Sept. 10.—The sugar situation is serious in Canada and will remain so until the output from the beet crop, not yet harvested, begins to come onto the market, according to statements made at a meeting of the Toronto Retail Merchants' Association held today to discuss various phases of the situation. W. C. Miller, secretary of the association, attributed the shortage, to some extent, to the operations of submarines between New York and Cuba.

REV. D. J. CORNISH HEADS HURON COLLEGE ALUMNI ASSOCIATION

Rev. D. J. Cornish was elected president of the Huron College Alumni Association for the ensuing year at the closing sessions of the yearly meeting on Tuesday. The other officers elected are: First vice-president, Rev. H. P. Westgate; second vice-president, Rev. R. Herbert; secretary, Rev. H. C. Light; treasurer, Rev. W. L. Diehl; executive committee, Rev. W. L. Armitage, Rev. S. P. Irwin, Rev. T. G. A. Wright. At the Tuesday morning session Rev. Capt. R. Herbert gave an interesting address on the experiences of a chaplain at the front. Capt. A. Appleby, who was expected to be present, was unavoidably detained. The discussion following the address was participated in by Rev. S. P. Irwin, Rev. R. S. W. Howard, Rev. L. W. Armitage and Rev. H. E. Bray. This year's meeting was said to be the best ever held by the association. The regular sessions closed with a dinner at 1 o'clock, after which the

newly-elected executive met and discussed plans for the year's work.

A FRIGHTFUL FIRE

Causes widespread sorrow—likewise a lively corn causes much pain—the cure is "Putnam's," the old reliable Putnam's Corn Extractor, that never fails and always cures; try it, 25c at all dealers.

IMPORTANT NOTICE

A representative of the LINDLAIR HEALTH RESORT, Chicago, Illinois, will be in the city all of the next two weeks. Anyone desiring information regarding the Lindlair System of Natural Therapeutics please write for appointment. All chronic and so-called incurable cases treated. Address Daniel MacKinnon, Box 142, Advertiser Office. *Sept. 11

WEATHER INSURANCE.

Call and have a talk with the officials of the Western Farmers' Weather Insurance Company. Their tent is on Society Row, near corner of Main Building. The largest weather insurance company doing business in Ontario. Head office, Woodstock. Stu

ROWAT'S COFFEE

The best procurable. Please particular people.

55c PER POUND
350 Dundas St. Phone 3051-3052.
Canada Food Board License No. 8-3422.

TAYLOR'S BEEF, IRON AND WINE

A Restorative and Tonic. Get a large \$1.00 bottle for 50 cents at Taylor's 6 Cut-Rate Drug Stores

JOHN A. NASH

"My Jeweler"

Sells MAHOAGANY GRAND.

FATHER CLOCKS, \$95.00.

206 DUNDAS STREET.

"Where You Will Eventually Buy."

zxy

The Purdom Hardware Co.

124 DUNDAS STREET. PHONES 2800—2801.

See CHI-NAMEL Being Demonstrated

in the Main Building at the Exhibition.

Also the NORTHERN ELECTRIC VACUUM CLEANER

of which we are also sole agents in this city and vicinity. This machine is the best yet to be demonstrated in this city.

Price Being \$45.00 and \$10.00 for Attachment

The Purdom Hardware Co.

We have made preparations for our out-of-town customers and visitors who will be in the city during Fair Week. Make this store your headquarters; leave your parcels here while shopping. Special prices will prevail on many lines during the week.

Fair Week Jewelry Sale

Diamonds, Watches, Clocks, Cut Glass, High-Class China, Silverware, Umbrellas and Walking Sticks

SEE CHINA AND CLOCK DISPLAY IN BASEMENT.

WATCHES

\$12.00 Military Wrist Watch, luminous dial. Special \$10.00
\$14.00 Military Wrist Watch, luminous dial \$10.00
\$15.00 Waltham Red Cross Watch \$12.00
\$20.00 Waltham Military Wrist Watch with luminous dial \$15.00
\$24.00 Elgin Military Wrist Watch, 15-jewel, in gold-filled Fortune case, with luminous dial \$20.00
\$20.00 Waltham Military Wrist Watch, with silver case, 16-jewel \$15.00
\$8.00 Lady's Gold-Filled Wrist Watch, Special \$5.50
\$10.00 Ladies' Gold-Filled Wrist Watches, with fancy enamel front \$8.00 each
\$14.00 Ladies' Gold-Filled Wrist Watches, with fancy dial \$10.00
\$26.00 Lady's Gold Wrist Watch, Elgin movement \$20.00
\$40.00 Lady's Small Size Wrist Watch, 14-k. solid gold case \$32.00
\$11.00 Lady's 15-Jewel Wrist Watch, silver case, with leather strap \$8.00

SOLID GOLD RINGS
1 tray of Solid 10k. Gold Rings, set with stone. At \$1.00 each

\$2—TABLE—\$2

Cut Glass Vinegar Bottle \$2.00
Cut Glass Compot \$2.00
Cut Glass Bon-Bon, with handle \$2.00
Cut Glass Cream Pitcher \$2.00
Cut Glass Salt and Pepper, with sterling silver tops \$2.00
Silver-Plated Butter Dishes \$2.00
Silver-Plated Drinking Cups \$2.00
Silver-Plated Flower Holder \$2.00
Silver-Plated Crumb Tray and Scraper \$2.00
Copper Crumb Tray and Scraper \$2.00
Silver-Plated Vase \$2.00
Double Silver-Plated Photo Frame \$2.00
Pierced Silver Photo Frame \$2.00
Reception Cups and Saucers, in rose and yellow \$2.00 each
Cups and Saucers, in many designs \$2.00
Silver-plated Table Bell \$2.00

DIAMOND RINGS.
See our special trays of Diamond Rings at \$5, \$10, \$15, \$25 and \$50 each

UMBRELLAS AND WALKING STICKS

\$4.00 Silver-Mounted Walking Sticks. \$2.00
\$2.50 Officers' Stick, silver top. \$2.00
\$7.00 Umbrellas, gold-plated handle \$5.00
\$10.00 Umbrellas, sterling silver-mounted handle \$5.00
\$14.00 Umbrellas sterling silver-mounted handle \$10.00
\$5.00 Ladies' Umbrella, sterling silver-mount \$3.50
\$5.50 Ladies' Suitcase Umbrella, sterling silver mount \$4.50
\$6.00 Ladies' Suitcase Umbrella, sterling silver mount \$4.50
\$7.50 Ladies' Suitcase Umbrella, sterling silver mount, inlaid, Broadway top \$6.00

\$1—TABLE—\$1

Silver-Plated Butter Knives \$1.00
Silver-Plated Berry Spoons, \$1.00 each
Half-Dozen Silver-Plated Spoons, in a box \$1.00
Pearl Handle Butter Knives \$1.00 each
Pierced Silver Bon-Bon Dishes \$1.00 each
Cut Glass Bud Vases, floral \$1.00 each
Cut Glass Comports, floral. \$1.00 each
Cut Glass Mustard Pot, with silver top \$1.00 each
Cut Glass Marmalade Jar. \$1.00 each
Grape Shears \$1.00
Ash Trays \$1.00
Small China Comports, in green, rose, mauve and yellow \$1.00
China Plates, many designs \$1.00
China Cups and Saucers, in many designs \$1.00 each
Pearl Handle File and Cuticle Knives \$1.00 each
Salt Dip and Pepper Shaker, in mauve, green and yellow \$1.00 pair
Fountain Pens \$1.00 each

50c—TABLE—50c

Baby Feeding Spoons 50c each
Cut Glass Bud Vases 50c each
China Pin Trays 50c each
China Cream Pitchers 50c each
China Plates 50c each
China Cups and Saucers, in many designs 50c each
Silver Deposit Cologne Bottles 50c each
Nail Files, Cuticle Knives and Button Hooks, in ivory 50c each
Silver-Plated Photo Frames 50c each
Ivory Photo Frames 50c each

AYNSLEY CHINA

1 Pair Yellow Candlesticks, at regular \$3.50 pair \$1.75
1 Pair Rose Candlesticks, at regular \$3.50 pair \$1.75
1 Pair Green Candlesticks, at regular \$3.50 pair \$1.75

PARAGON CHINA

Black and White Stripe, With Rose.
6 Tea Plates, regular 90c each 45c
6 B. and B. Plates, regular 75c each 40c
6 C. and S. Plates, regular \$1.25 each 65c
1 Teapot, regular \$4.50 \$2.25
Cream and Sugar, regular \$4.50 \$2.25
Platters, small, regular \$4.00 \$2.00
Cake Plate, regular \$2.50 \$1.25
1 Rose Dresser Set, Aynsley China \$12.00
8 Odd Minton Plates, \$1.25 each, for 65c
1 Odd Teapot (Spode Copeland's China), regular \$9.00, for \$4.50
1 Odd Sugar Bowl (Spode Copeland China), regular \$7.50, for \$3.75

\$2.00 ALARM CLOCKS.
All guaranteed. Sell regular at \$2.00, special for fair week \$1.50

BAVARIA CHINA

ODD PIECES—ALL ONE PATTERN.

11 Soup Plates, regular 75c each 40c
13 Dinner Plates, regular \$1 each 50c
6 Breakfast Plates, regular 90c each 45c
6 Tea Plates, regular 75c each 40c
6 B. and B. Plates, 50c each 25c
6 Fruit Nappies, regular 50c each 25c
1 Small Bowl, regular \$1.25 65c
1 Round Vegetable Dish, regular \$6.00, for \$3.00
1 Gravy Boat, regular \$3.50, for \$1.75

NOVELTIES.

Fancy Beads, Earrings, Coin and Mesh Purses, Vanity Cases, Hatpins, Beauty and Spot Pins, Laundry Clasps, Thimbles, Tape Measures, Jewel Cases, Service Pins, Souvenir Spoons, at special prices for fair week.

Fair Week C. H. WARD & CO. Week Sale.

DIAMOND MERCHANTS AND JEWELERS. 386 RICHMOND STREET