GET A COOL, REFRESHING SODA AT

#### The Annis Candy Shop

398 RICHMOND STREET. and don't forget to take home a box of Canada Food Board License No. 10-8253

ISSUED BY THE CANADA FOOD BOARD. We can eat the scores of other



#### Head Special

Three thousand Felt Hats, English You cannot get them now. We bought them right some time ago from English shippers. They escaped the submarine and now you are to get them. These prices are "big-gun talk."

Just think, they are worth up to

\$3. Better get yours before it's too ate. See display in window. OVERALLS

Fifty dozen blue and white stripe

\$1.69

Down! Down! Down! The prices in everything are down

\$18.95, \$17.95, \$19.95, \$22.95, \$24.95 PANTS.\$2.95, \$3.25, \$3.95, \$4.25, \$4.95

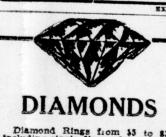
After Saturday. August 17.

## Peters' Shops

## Cash and Carry Plan

"My Jeweler" does not KEEP good watcheshe SELLS THEM; \$10 up. NEW STORE, 206 DUNDAS STREET, Where You Will Eventually Buy

DOYAL SHOE SHINE PARLOR 396 RICHMOND STREET. 5c-SHINES-5c "We Broke the Combine."



H. WARD & CO. DIAMOND MERCHANTS. 886 Richmond Street.



FILING CABINETS SECTIONAL BOOKCASES OFFICE SETTEES OFFICE CHAIRS

Y'S Ctationery

CAKES

**RUDDY'S** There's a store near you.

733 RICHMOND STREET. 3081/2 DUNDAS STREET. 874 DUNDAS STREET.

#### GEORGE M. COHAN "LESS THAN KIN" ACTS LIKE BILLY SUNDAY IN PLAY AT THE PATRICIA

"Hit the Trail Holliday" Is Wallace Reid and Other Stars Showing at Classy Theatre Today and Saturday.

Appearing for the first time in motion pictures in many months, George M. Cohan, the famous author, composer and theatrical manager, was seen in a delightful picturization of his own Broadway success, "Hit-the-Trail Holliday," at the Patricia Theatre, yesterday. To all who have seen Billy Sunday, the famous evangelist, in action, it is quite apparent, and no secret is made of the fact, that this is a "take-off" of the famous baseball revivalist, and that t proved an excellent reintroduction to motion-picture audiences for Mr. Cohan was evidenced by the laughter and ap-plause that was accorded to it by an un-



hit and was voted one of the finest seen in this city in many months.

In this photoplay Mr. Reld appears as Robert Lee, the disreputable son of a capitalist, and Lewis Vickers, a young American refugee, who has fied to Central America after killing a man in defence of a woman. He takes part in a revolution and is compelled to leave the country with other revolutionists after the death of Lee. Vickers and Lee were allke as two peas and Vickers assumes Lee's name and foists himself upon the dead man's relatives who accept him as genuine.

Irreparable loss."

George S. Gibbons, son of the lat George, was elected president unanimous vote.

VOICE OF THE PEOPL

PRAISE FOR THE CANADIA Y. M. C. A.

To the Editor of The Advertiser In your paper of the 28th of In noticed an article on the Canadian article on the Canadia

WALLACE REID in Less Than Kin'

AND "TWO TOUGH

at Popular Playhouse To-

day and Saturday.

TENDERFEET" AT

At the Majestic Theatre Today and Saturday. terday. The ever-popular Wallace Reid is starred, with Ann Little as his leading woman, and both were well received.

The photoplay made an instantaneous hit and was voted one of the finest seen in the attraction.

Further particulars from any C. P. R. Ticket agents. H. J. McCallum. C. P. A., London, Ont. Aug.22

## SO DO THOSE WHO HAVE THEM They're Going Bought Yours?

Cook's Midsummer Shoe Sale We've had a tremendous run on those ALL LEATHER PUMPS and OXFORDS in popular colors, kid

Also, great buying of the ALL WHITE CANVAS HIGH and LOW SHOES at

\$3.49, \$3.98, \$4.98

\$1.98 to \$4.98 Don't put off from day to day what you know you should do right away. Come today and tomorrow for these high values in Summer Shoes. The sale will soon be OVER. The opportunity for you to get your shoes at

these money-saving prices will have past, and then you'll pay the regular COOK'S SHOE STORE



## Just Three Weeks More

They are going fast. Prices will be higher next year. Why not lay in a stock before it's too late? There are wonderful bargains here for everyone in Sults, Raincoats, Hats, Pants, Shirts, etc. Seeing is believing. Come in and see.

#### Our Low Prices Bringing Them! The wonderful prices we offer on Suits and Pants draw the crowds

from miles around. Get in with them and save money. Selling Pants at these prices draws immense crowds every week. Reg-at \$2.95 and up.

MEN'S SUITS—The balance of Spring and Summer Suits, \$12.95, \$15.69, \$18.69, \$19.69, \$21.69, \$24.69, \$27.59. 98c, \$1.25, \$1.50, \$1.75, \$2.25 and others up to \$6.00, to clear, and al BATHING SUITS In the house.

ISSUED BY THE CANADA FOOD BOARD. Not Deprivation, but Conservation, is what is asked of you.

## The Giant Clothing House

LOOK FOR THE BIG BLACK AND YELLOW S. O. S. SIGN Open Evenings Until 9 o'Clock.

### EXPRESS PROFOUND SORROW AT DEATH OF SIR GEO. GIBBONS

THE MAJESTIC Directors of London and Western Trusts Pass Resolution of Sympathy.

> At a meeting of the board of directors of the London and Western Trusts held Thursday afternoon in the offices of the company, the following resolution was moved by Hon. C. S. seconded by Mayor C. R Somerville, and carried unanimously

by a standing vote: "The board of directors of the London and Western Trusts Company record the sense of their profound sorrow at the death of Sir George Gibbons, owing largely to whose efforts this company was founded, and who has watched over its welfare as its president during the 21 years of its existence. Unfailing Sympathy.

"To the constant attention which he gave to its business, to his well-known energy, his keen foresight, sound judgment, wise counsel and unfailing sympathy with all who came to him with their troubles are attributable much of the success that has come to this company to which he was devoted and which he lived to see established on a sound foundation, with its future which he lived to see established on a sound foundation, with its future assured of usefulness and service.

"His many sterling personal qualities caused him to be held in the highest regard not only by the members of this board, but by all his fellow-citizens and the host of his devoted friends throughout Canada and beyond its borders.

Sympathy With Family. "Be it further resolved that this resolution be entered in full upon the minutes of the board and a copy be forwarded to his son as an assurance of the deepest sympathy of the directors warded to his son as an assurance of the deepest sympathy of the directors of the company with his family in their irreparable loss."

George S. Gibbons, son of the late Sir

#### **VOICE OF THE PEOPLE**

PRAISE FOR THE CANADIAN

## PASS 1.25, 1.25, 1.25, 1.25, 1.25, 1.25

## PASS 1.25, 1.25, 1.25, 1.25, 1.25

## PASS 1.25

ple's line.
Purchase through tickets and ask for routing via Grand Trunk to Toronto, thence Canadian Northern.
Information of value to harvest hands is given in a leaflet entitled "Harvesters' Work and Wages," to be had from any C. N. R. agent. A. 21

# a Safe Proposition

Guaranteed pure food and most nutritious

EAT

2173 - Phones - 1313

Canada Food Board License No. 5-448

Canada Food Board License No. 8-8840

#### WE DELIVER Telephone Your Orders Early

Please. Extra quality Vinegars, both white and cider, per gallon......50c Pure Pickle Spices, per pkg.5c, 10c WE MAKE A SPECIALTY OF

FRESH VEGETABLES AND The finest Vegetables from the best growers come to our stores. Hothouse Tomatoes, Garden Tomatoes, Green Corn, Cauliflowers, White Celery, Vegetable Marrow, Green Peppers, Pears, Peaches, Bananas, Lemons, Melons.

## John Diprose South London Store: 160 Wortley Road. Phone 1397.

266 Dundas Street Store. Phone 2262

#### LET IT HELP YOU

The Great Blood-Maker, Nerve Tonic and System-Builder.

and System-Builder.

TONAL-IRON CAPSULES have cured others, and they will cure you, if suffering from any of the following: Anaemia (thin or watery blood). Impure Riood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability. Indigestion, Dyspepsia, Liver Trouble, Pain in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Diseases Peculiar to Women, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline. Price \$1 a box.

Remember, these are capsules and are easily dissolved in the stomach a few minutes after taking.

Tonal-Iron Capsules cure war nerves. If you are suffering from the worry caused by this war, try them.

Sold at all first-class drug stores, or mailed anywhere on receipt of price. Tonal-Iron Company, Box 184, London.

SEPTEMBER IN ALGONQUIN PARK.
September in Algonquin Park Ontario, is one of the most delightful months of the year. A beneficial holiday can be enjoyed with all the comforts of home at "The Highland Inn," situated in the midst of a charming wilderness on Cache Lake. It is also a good month for the camper and canocist. Splendid fishing is found in the innumerable lakes (over 1,500) that nestle in the forests of pine and balsam. Don't leave it until the last minute to make your reservation at the innuand write to Miss Jean Lindsay, manager Algonquin Park station, Ontario, for rates, etc., or to any Grand Trunk Railway agent, or C. E. Horning, D.P.A., Toronto, for handsome illustrated booklet telling you all about the district.

FOR OVERSEAS.

"The boys" appreciate a parcel any time. We have many specials.

T. A. ROWAT & CO,

250 Dundas St. Phones 3051-3052.
Canada Food Board License No. 8-3422.

WASHINGTON, Aug. 15.—France to-day was given a loan of \$200,000,000 by the treasury, bringing the total credits of France to \$2,065,000,000. SEPTEMBER IN ALGONQUIN PARK

California Ripe Olives, delicious and always ready to use. Buy yours early. Regular 15c value.

GURD'S GINGER ALE.

Loganberry Juice, Raspberry Vine gar, Grape Juice, Lime Juice Lime Juice Cordial?

FOR PICNICS.

FOR OVERSEAS.

## Rowat's Special

10c PER THREE 25c

HAVE YOU TRIED PHEZ.

We have dainty canned goods, Cold Meats, Biscuits and also Waxed Paper.

## JOE GRAHAM'S **CASH ECONOMY**

MEAT and FISH SHOP

SPECIALS FOR SATURDAY

Choice Pot Roast ..... Choice Blade Roast ..... Choice Rib Boiling Beef .....

and a choice lot of Spring Lamb and Milk-fed Veal Also a full line of Smoked and Cooked Meats. JOE GRAHAM Cor. Richmond and Picea Next to Clark's Grocery. Cor. Richmond and Piceadilly

WHY NOT?

BUY GUARANTEED GOODS. Canadian Beauty Irons ..... \$5.00 Canadian Beauty Toaster .... \$5.00 VINOL

Western Ontario Electric Co. Taylor's 6 Cut Rate Drug Stores

# Great MIDSUMMER SHOE BARGAINS

At THE AEROPLANE SHOE SALE

GREATER VALUES -GREATER PRICE REDUCTIONS The Order of the Day for August



ROFIT-SHARING with the people has paid us and splendidly paid you. Every day has its fresh surprises in a price way. Every day you will find new lots attractively priced on the BARGAIN RACKS. NO RESERVE is our sale slogan, and we stand back of every purchase you make. Come, bring your friends. It will pay you to come miles to share in this big bargain

Men's Serviceable as Well as Dressy Patent and Gunmetal Shoes, that are worth \$5.00 a pair. On sale for...\$3.98

MILITARY DRESS SHOES. made of select dark brown calfskin, \$8.00 value. Extra

special for Saturday ... \$4.95 MEN'S FINE MAHOGANY ALFSKIN SHOES, guaranteed Acme and Neolin soles and rubber heels, re-

cede toe, \$7.50 value. For ..... \$5.95 Men's Good Solid Tan and Black Grain Leather Work Shoes. Special for Saturday

..... \$3.98 Men's Harvest Shoes ... ..... \$1.98, \$2.48 and \$2.98

Boys' Good Serviceable Gunmetal Lace Shoes, \$4 value. For ..... \$2.98 Barefoot Sandals, Play Oxfords, Tennis Shoes, Two-Tone Canvas Shoes and Misses' and Children's Pastimes, as well as cool, snappy, dressy shoes, are all included in this Great Aeroplane Shoe

SOME VERY ATTRACTIVE BARGAINS FOR THE LADIES

Be sure and see the beautiful assortment of Fine Grade Pumps and Oxfords we are offering at \$1.48, \$1.98, \$2.48 and ..... \$2.98

We are making a clean sweep of all White Canvas Shoes, Pumps and Oxfords. Come in and see the big display. Priced at \$1.49, \$1.98, \$2 48 and .....\$2.98

WOMEN'S GREY KID HIGH LACED SHOES, enameled Louis heels, \$8.50 value. Special for Saturday

White Canvas Shoes and Boys' High Black Running Slippers for the kiddies, a big bargain for Saturday ..... 79c pair

OUTING SHOES FOR EVERY MEMBER OF THE FAMILY. Note the prices.

35 pairs Men's Low Running

Shoes will go at .... 49c pair Men's Low Black Outing Shoes, \$1.50 value. Will go. at ..... 98c pair

Men's Low White Outing Shoes, with black soles. To 

Men's High Black Outing Shoes, \$1.75 value. Marked to clear at ..... \$1.29

Men's and Boys' High White

ning Shoes, \$1.35 value, For Youths', Misses' and Children's High White Running Shoes, with black soles. To clear at ...... 89c Children's White Sandals. To

Shoes. Marked to clear at

Misses' High White Yacht-

ing Shoes, \$1.50 value. To

clear at ...... \$1.19

Children's High White Run-

. . . . . . . . . . . . . . . . . . \$1.23

clear at ..... 79c Youth's Black Running Shoes. To clear at 98c pair Women's High White Outing Shoes, with full rubber heels, \$2.25 value. To clear

at ..... \$1.49 Many other lines too numerous to list here at smash-

Outing Shoes, black soles. To ..... \$4.98 clear at ..... \$1.19 ing reductions.

THE SHOE STORE THAT IS BRINGING DOWN HIGH PRICES PEOPLES SHOE STORE 131 Dundas Street

12 Market Square

# You Can Smile When Prices Go Higher

If You Come Tomorrow For These Specials! Saturday attractions here will consist of a number of items that we are able to offer at prices which have not been ad-

Hall and Veranda Rugs

Only 12 of These To Be

rooms, halls or verandas. These are the famous "Waratah" Rugs.

LAST CALL! ONLY 24 LEFT Window Shades

Green only; Hartshorn rollers; hurry

vanced. However, the quantities are small in every case, and after the present stock of these items is gone we, too, shall be compelled to ask new war prices. So we say to you, be provident. BUY NOW, so that "you can smile when prices go up." A Carload of Dining-Room and **Bedroom Furniture at Old Prices** 

This is a late shipment that was ordered months ago at the old prices and is now just coming to hand. You will find here attractive bargains in Dining-Room or Bedroom Furniture, in oak, mahogany, walnut, Ivory and white enamel. Don't miss this opportunity, for prices go up on

Rush Sale of Bedroom and Living-Room Rugs

Here is an opportunity you should not pass by. Sizes 21/2x3 yards, \$6.50 Up

We Upholster and Crate Furniture

We employ experts at packing and crating furniture for ehipment,

## Notice

educed from 25 to 50 per cent for the balance of this month. Many listed below manufac-

CONGOLEUM RUGS AT MANUFACTURERS' PRICES

Suitable for any room in the

nouse. All sizes and patterns.

## Buy that Bed Now and Save 20 %

For the balance of this month we sell all Brass and Iron Beds at the old prices. Don't wait. Buy now. Big advance on Sep-

WM. TRAFFORD FURNITURE

11 MARKET SQUARE.