GREETINGS

Kauf man's Shoe Store

A Happy and Prosperous New Year

Thanking you all for the patron age of the past year. Jewish New Year begins Friday evening, Sept. 6, and ends Sunday, Sept. 8. Monday starts a new year, which we hope will be victorious for the

Allies and bring peace to the world. Respectfully, L. KAUFMAN.

LEAGUE IMPROVE AS **WEEK NEARS CLOSE** Prospects Are Bright For the

Receipt of \$10,000.

DONATIONS TO NAVY

London has come to the fore on the last day of the Navy League campaign, and it is expected that at least \$10,000 will be the mark reached after the count has been made tonight. At noon today the office at headquarters on the corner of Dundas and Tabot streets presented a very busy scene as the promised checks began to arrive. This office was also headquarters for the women's organization, with their many taggers out on the streets. The boxes used for the convass of the city and by the taggers this morning, will not be opened until 5 o'clock tonight, when the final big count will be made. According to reports in from the canvassers, the result will be most encouraging.

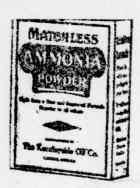
list of subscribers: Hon. C. S. \$500; Col. Hobbs, \$500; J. D. 500; Lord Roberts Chapter, I. O. \$250; William Weld Company. M. Smart, \$100; London Shoe ny, \$100; Greene-Swift, Limited, W. M. Spencer, \$100; W. M. ompany, \$100; Greene-Swift, Limited, 160; W. M. Spencer, \$100; W. M. artshore, \$100; R. C. Struthers, \$100; rincess Patricia Chapter, \$50; E. B. mith, \$50; National Drug and Chemical ompany, \$25; A. E. Turner, \$25; the lisses K. and H. Elliott, \$25; John IcNee, \$25; A. C. Meredith, \$25; Louis . Meredith, \$25; Mrs. J. B. McKillop, 10; S. A. Komposa, \$10; E. C. Mithell, \$10.

It Will Pay You to See Our Latest Models.

National Cash Registers and Credit Files

Over 1,500,000 National Cash Registers in use by 296 kinds of business. What is good for the largest store in the world, and for the smallest store, must also be good for yours.

JULIUS MADDI, Sales Agent National Cash Register Co. of Can. Ltd.



Matchless Ammonia Powder

FOR KITCHEN, LAUNDRY AND BATH PURPOSES IS UNEQUALLED.

An ideal preparation for cleaning floors. Does not injure the most sensitive skin. See exhibit in Pure Food

Manufactured by

KEENLEYSIDE COMPANY

LONDON.

Distributors of: Argo Corn Starch - Liberty Gloss Starch Karo Corn Starch. We Also Handle a General Line of Groceries. Canada Food Board License No. 6-320.

You Would Not Buy a Bond Unless You Fully Examined Its Value

yet you buy your daily bread, the most important item of your food, by simply saying: "Send me some bread," when ordering from your grocer. Why not

Parnell's Bread?

YOU CANNOT MAKE A MISTAKE ON PARNELL'S

It has been the favorite in thousands of homes of London and district for more than thirty years. Its delicious taste, its flakey texture and appetizing crust has lured hundreds of thousands of children into eating more bread, and gaining in health and

ORDER ONE TODAY

You cannot appreciate the goodness of Parnell's until you have tried a loaf.

People just returned from Port Stanley should send in their order as quickly as possible, so that we may start their delivery at once.

Parnell, the Breadman

Food Board License No. 5-065.

IT PAYS TO ADVERTISE HONESTLY



CAPT. FRED. TAYLOR, proprietor of

vertisements are the largest ever carried by any one drug company either in Canada or the United States, and after they appear the company is deluged with business for some time.

Once again they announce a hugh expansion sale, and use the Advertiser should point the way to great savings to those who intend to purchase. In a letter received from Capt. Taylor by Mr. Dann Friday, the former said he had just passed through a big battle in the latest drive with the Canadians, and that he was well.

capt. Fred. Taylor, proprietor of the Taylor Stores, who is now in France fighting with a famous cavalry regiment.

Judicious advertising, courteous treatment of customers, and as low prices as are to be obtained in Canada, with reliable preparations, are the three reasons given by Mr. E. G. Dann, manager of the Taylor Drug Company, for the big success made by this company in London.

The Taylor Drug Company is known in a great many cities of Canada and the United States for the large and excellent advertisements turned out on several occasions each year. These advertisements are the largest ever carried by any one drug company either in Canada or the United States and efter.

WIFE OF SOLDIER IS PENNILESS AND HAS NO PATRIOTIC MONEY

Separation Allowance Has Failed This Month.

THREE SMALL CHILDREN

And Aged Father Has Stood Between Her and Starvation.

A pathetic case for the consideration of the Patriotic Association is that of Mrs. Mary Carroll, of 16 Paul street. this city. Mrs. Carroll has three small children under 6 years of age, and although her only means of support is Government furnishes, her husband bein the trenches, that allowance has them.

Her husband, who, previous to his husband's des enlistment, was employed in the Ham-eliton Steel Wheel Works, joined the 142nd Battalion here, later deserting waited patiently for the required length However, on October 22 of last year he gave himself up, and joined the W. O.

All Cheese and Butter

on exhibition at the Western Fair will be sold at the Dairy Building on

Monday Eve. Sept. 9

at 7 o'clock

Public Auction

During London Fair The Hotel Belvedere Tues., Wed., Thur., Fri. Sept. 10, 11, 12, 13



OF TORONTO. invite you to their display of newest creations in artistic Hair Goods. If your own hair is thin, dull and unbecoming, let us demonstrate just what can be done to supply your lack of hair, and how perfectly it is accomplished. FOR LADIES—Switches, Transformations, Waves, Pompadours, Chignons, etc.

FOR BALD MEN-DORENWEND'S



will make you look years younger and improve your health. Light as a feather and inde-tectable on our sanitary patent structure. charge for

SEPT. 10 to 13 ppointments can be arranged at resi-dence if desired. THE DORENWEND COMPANY OF

Head Office: 103-105 Yonge St

A YEAR FOR RECORDS

cames, trotting records shot to pieces, the gallopers beating Father Time almost every time out, and other events of a like nature, show 1918 to be year of distory in sporting events as in other happenings. It has been remarkable in gar-den production, and other war activities at home. The food problem for 1918 is solved so far as preparation for solved so far as preparation for an increase in production is concerned. The problem now is to save every bushel and every cunce of the harvest. The time for preparing for 1919 will be here soon. Everybody can do something, and it will be necessary to do more, owing to the growing scarcity of man-power. Canada can make 1919 the greatest production year that greatest production year that has been. Look about for some

the separation allowance which the Government furnishes, her husband below that allowance has in the trenches, that allowance has Ing in the trenches, that allowance has failed to arrive for the month of August, leaving the young wife in a state of complete poverty. If it had not been for the kindness of her father, who is 72 years of age, and yet working for his own living, the wife and children would have been absolutely destitute on the non-arrival of the separation allowance.

Mrs. Carroli has received no help whatever from the local patriotic association and asked for heip, she says she was told that an allowance had been sent her during the months of her husband's desertion from December to October of the next year, and that this length of time must elapse after her husband's re-enlistment before she should again receive payments. Although Mrs. Carroli was in Hamilton during the time of her

ting worth while to do, and do either on the farm or in the ace of someone else who is

as the separation anowance has laned to appear.

The case came to the notice of The Advertiser through the Great War Veterans' Association, and it is expected that something will be done about the

Majestic, "Hearts of the World," All Next Week,

GIFTS TO HOSPITAL

The London Military Convalescent Hospital, Ottaway avenue, gratefully acknowledges the following donations from August 15 to 31: Hamilton Gault Chapter, I. O. D. E.-One basket of peaches.

Mrs. F. Beck—Fruit, ice cream and Hyatt Avenue Methodist Sunda

chool-Flowers. Mrs. Taylor-Basket plums flowers.

Mrs. Allen's Sunday School Class of Centennial Methodist Church—Flowers, basket of plums, basket grapes,

dozen pears.
Miss Shaw-Wood-One bag apple SUNDAY BAND CONCERT.

SUNDAY BAND CONCERT.

Under the auspices of the 7th Regiment Chapter, I. O. D. E., a band concert will be given in Victoria Park on Sunday evening by the 7th Regiment Band, under the leadership of Lieut. A. W. Slatter. The proceeds will be devoted to the patriotic work being done by "c 7th Regiment Chapter. The following program will be given: "O Canada" and "The Maple Leaf." March—"Lorraine" Louis Ganne Overture—"Gilderoy" Warwick Williams Warwick William Selection-"Opera Bouquet," Valse—"Babe" Vesse Serenade—"Sizilietta" . Franz von Blo Act III. and Bridal Chorus—"Lohengrin" Wai Selection Nautical—"A Life on the

GEORGE E. LOGAN FUNERAL DIRECTOR AND EMBALMER

418 RICHMOND ST. PHONE 1968. Finest Motor and Horse Equipment

SMITH, SON & CLARKE FUNERAL DIRECTORS. 115 DUNDAS ST. PHONE 58

Private Ambulance Service. Motor Equipment.

FERGUSON'S SONS FUNERAL DIRECTORS. OPEN DAY AND NIGHT. KING STREET. PHONES 643, 373, 2056

N. J. GRIFFITH FUNERAL DIRECTOR AND
EMBALMER,
104 Dundas Street, London,
Residence on premises. Phone 458.
Private Ambulance Service.

Stock Reducing Sale



Electric Goods One-Quarter Off During Fair Time

One-Quarter Off

PORTABLE HEATERS

VACUUM CLEANERS

Each \$32.00

\$5.25 \$6.25 \$8.25

ELECTRIC FIX TURES, READ ING LAMPS WALL BRACKETS, FIXTURE SHADES

30 only, 6-lb Electric Irons \$4.59 3 only, Upright Toasters \$4.59 FLASHLIGHTS.

Regular \$1.25 95c Regular \$1.50\$1.10

ELECTRIC GRILLS AND PLATES. Regular \$2.00\$1.30 WE CARRY A COMPLETE STOCK OF

Tungsten Lamps, Nitrogen Lamps, Carbon Lamps, Wire Lamp Shades, Electric Toys and Supplies. ESTIMATES GIVEN ON WIRING CONTRACTS.

WESTERN ONT. ELECTRIC

237 DUNDAS STREET

The death occurred in this city on

10% Discount

NEWS ITEM SOON FOUND HOME FOR BOYS WHEN

OTHER EFFORTS FAILED Two young lads, belonging to parents

COMRADE J. A. DODDS

H. D. S. A. Adds Five at Friday Evening Meeting. Five new members were received at a meeting of the Honorably Discharged Soldiers' Association, held in its club rooms, 428 Park avenue, on Friday ed.

evening.

A hearty vote of thanks was passed to Ed Lance, secretary of the local branch of the Soldiers' Aid Commission, for assisting the members of the association to secure employment. Comrade J. A. Dodds won the special prize donated by the president to the member bringing in the most new members in three months. Comrade Dodds signed up 24 new members in the time.

time.

tion on the corner of Dundas and Waterleo streets on Sundays and public holidays during the duration of the war, to assist in conserving the gasoline war, to assist in conserving the gasoline war, to assist the Government in their efforts of conservation.

Canadian Oil Companies

Limited

LONDON. b

DEATHS AND FUNERALS THE LATE MRS. SHAW.

There died at her home on John street, London, on Aug. 26, Jane Mc-Nee, widow of Andrew Shaw of Ingerwith large families, were brought be- soil, after an illness of ten days. Mrs. ore the police magistrate recently for Shaw spent her earlier years on the wrong-doing. Persons interested in the 11th concession of East Nissouri, suboung lads, and desirous of giving them sequently moving to Ingersoll, where or them, in which they would be under for them, in which they would be under good influences. After many vain efforts in which time and money were spent, they almost despaired, as no one would take the boys. It was, however, decided to insert a news item in The Advertiser. Through this floods of repiles by letter and telephone came, asking for the adoption of the boys. Two good, comfortable homes have now been found for these lads, one of whom has a father serving overseas. Mrs. Gordon Robinson, who took a particular interest in saving the boys, has written a letter to The Advertiser, through which medium they were placed, expressing her appreciation and the tot the form of the serving the community and blank in her home, the community and medium they were placed, expressing blank in her home, the community and her appreciation and that of the parents of the boys. her from attending public services in

WINS MEMBERSHIP PRIZE Notice to Users of

and she lost no opportunity to attend where interment was made. prayer meetings in her own immediate neighborhood, and enjoyed them to the fuil. Her farewell message, "I am go- Friday of Mrs. Elizabeth M. Tilley in ing home," to those who were at her her 75th year, at her residence, 554 King bedside, gave comfort and hope for a happy reunion. She leaves one brother, Colin McNee, and three sisters, Misses Grace and Bessie at home, and Mrs. James F. McMurry of Thamesford. The funeral was held on Wednesday, August her 75th year, at her residence, 554 King street. Mrs. Tilley was the widow of Rev. William Harrison Tilley, and was well known about this city, having lived here for many years. The funeral will be private and arrangements will be announced later. 10 % Discount

For Monday, Tuesday and Wednesday Shoppers.

10% Discount Off Every Purchase Here is your opportunity to save. Select any SUIT, COAT, DRESS, SKIRT, BLOUSE, UNDERSKIRT, TRIM-MED or UNTRIMMED HAT, MUFF or NECKPIECE, and our clerks will deduct 10 per cent from the amount of your purchase. Visitors to the fair should take advantage

Our Special Discount Offer

The newest designs and latest shades in all these lines are here for your approval.

LONDON READY-TO-WEAR

Are You On a Treadmill?



Hard Work Alone Doesn't Guarantee =SUCCESS=====

It's the young man or young woman with a training who succeeds—who is splendidly rewarded. The knowing how is what counts. Without preparation advancement is slow. Why not get away from treadmill tasks-and rewards? There is always an unoccupied place—an opportunity for the trained young man or young woman.

THE PLACE TO PREPARE FOR A BETTER POSITION IS IN THE

EVENING CLASSES

To Be Organized September 30

AT THE



RICHMOND AND FULLARTON STREETS

Bookkeeping, Arithmetic, Gregg and Pitman Shorthand, Typewriting, Penmanship, Correspondence, etc. Individual and class instruction. Classes each Monday and Thursday evening. For full particulars write or phone 833.

J. W. Westervelt, Jr. Chartered Accountant. Vice-Principal.

J. W. Westervelt, Principal.