

Special Sale
for
FAIR WEEK ONLY
20 PER CENT OFF ON ALL
LINES OF WALLACE &
SONS' CUTLERY.

Now is the time to buy your
Silverware and save money.

YOUNG'S
DIAMOND HALL STORES
2 STORES:
170 Dundas. 674 Dundas.

Our **RETREADING** is
QUALITY Work, Not the
Average

London Tire Repair Depot
184 Wellington Street, Phone 2534.
A. WILKES, Opp. McClary's.
ywt

THE MAKING AND FITTING OF YOUR GLASSES

Our unexcelled facilities for making and fitting your glasses enable you to have the best that careful workmanship and skill can produce.

If your eyes have had treatment and the doctor or oculist gives you a prescription for glasses, please mention that you wish them made by

Carlyle TREBILCOCK OPTICIAN

233 Dundas Street, Phone 2351.
Two Doors East of Majestic.

DEVELOPING AND PRINTING
Any size roll film developed and printed for 25c.
Taylor's 6 Cut-Rate Drug Stores

A BLOW IN THE DARK.
That is what you are going to get some night when your storage battery gives out unexpectedly. Why not bring the battery to us for inspection and have it recharged? It will save you time, trouble and expense.
BENSON-WILCOX ELECTRIC CO.,
254 Dundas. Phone 2871.

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 overrun 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.

DIAMONDS
Diamond Rings from \$5 to \$250, including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
286 Richmond Street.

THE
London Loan and Savings Co.
OF CANADA.
Government Bonds
for sale
To Pay 6%
4% ALLOWED ON DEPOSITS.
M. J. KENT, Manager. ywt

IT'S ALL in the Flavor

The reason why XXX Bread is meeting with such great popularity is because of its delicious flavor—a flavor that instantly appeals and satisfies.

JOHNSTON BROS. XXX Bread

is made with scientific skill. Our sole aim is to bake into this bread a flavor that will make you like it from the first bite to the last crumb.

Your Grocer Sells It!
JOHNSTON BROS. Phone 944.
License No. 5-253.

Ladies' New FALL HATS
BELTZ & CO.
PRACTICAL FURRIERS.
777

HEALTHY ACTIVITY IN ALL LINES OF TRADE

London reports to Bradstreet's that there is a healthy activity in almost all lines of trade. Drygoods men, while complaining of the difficulty in securing goods, anticipate a good fall business. Trading with country points should also be of a sound character. A steady normal trade is being done in groceries, but prices continue to advance. Provisions are higher, and offerings here show contraction. There is a good request for hardware lines, even in the face of advancing prices. Payments are on the whole very satisfactory.

ALLIES' FOOD SITUATION IMPROVED

"W. H. Hoover, on returning to this continent after conferring with the Allied food controllers, states that the general situation with regard to food supplies has greatly improved. It is still necessary to conserve in every possible way, but the restrictions found necessary last year have been greatly modified in the United States.

"Last year wheat substitutes were ordered to be used on a fifty-fifty basis. This has now been reduced to one pound in five."

Bunn the Baker of Bana-Boo

Your Food Situation
will improve when
you start taking
NEAL'S ALOAFA BREAD
(SOLD FOR CASH ONLY)

We use the substitutes ordered by the Government, but by scientific baking methods, produce a loaf that is

WHITE LIGHT DIGESTIBLE FULL OF FLAVOR

One loaf will convince. Ask your grocer. You have a right to the best that's made.

"We invite the table test."

Neal Baking Co., Ltd.
PHONES 1313, 2173
BREAD FACTORIES AT WINDSOR, LONDON, SARNIA, ST. THOMAS.

EAT NEAL'S ALOAFA BREAD
PURITY AND QUALITY

Food Control of Canada License No. 5-448.

FAIR HAS NEST EGG TO CARE FOR LOSSES CAUSED BY WEATHER

No Anxiety On That Score, Says President.

ROADS SHOULD BE PAVED

Country Visitors Have Suffered Greatest Disappointment of All.

In bringing to a close the final meeting of the directors of the Western Fair board, Col. W. M. Garthright, president, reviewed the calamity which befell the fair during the past few days.

"What we have anticipated might happen for a number of years, and what we have looked forward to with apprehension—that we might have a wet week—has happened," said the president, "although it is perhaps worse than we ever dreamed of." It was a great disappointment to the directors, who have worked all year to have the whole fair spoiled by the rain, yet he thought it a greater disappointment to the visitors from the country.

Annual Outing.
Many of the directors, looking forward to the fair as their annual outing, when they gather their families and see their savings and come in for good times. It was rather pathetic to see these people, who had planned to go to the fair, and to see them standing in the rain and trying to get themselves dry. The situation was accentuated by the condition of the grounds, which were placed under a great deal of water.

Nest Egg Ready.
The president, in reviewing the fair, paid tribute to the directors, who provided a nest egg for the fair, which he hoped as has arisen. It leaves the fair in a happy condition and there is no anxiety on that score. He hopes that all the directors would see the year go out with flags flying.

The directors discussed the proposal to turn the full control of the park over to them. Col. Garthright, who is the father of the proposal, asked the opinion of the board in regard to the matter. They approved the resolution, and left the matter to the executive.

There was considerable discussion as to the condition of the roads. Many regrets were heard that the streets of the grounds were not paved.

WORK COMMENCES ON \$400,000 GROUP OF CAMP BUILDINGS

The staff of Bate, McMahon Company, of which Col. Bob Low of Valcartier-Borden-Halifax was the chief, has arrived on Carling Heights, and will commence work at once on the housing arrangements for troops, involving the construction of 23 buildings and the expenditure of \$400,000.

Superintendent George C. Palmer, accompanied by Traffic Manager A. Allen, arrived in the city yesterday, and set in operation the machine which is relied upon to throw up the buildings in two months. The system of battalion housing involves a certain unit of buildings. Two of these units will be required for the troops at Carling Heights this winter, accommodation to be provided for upwards of 2,000 men.

Will Be Eight Barracks.
In the group of buildings, which will be situated at the southeast corner of the heights, there will be eight barracks, two stories in height, 212 feet by 41 feet in dimensions. These will be used as sleeping quarters, and will be two stories high. Two men's messrooms will be 261 feet by 41 feet in dimensions; two battalion-rooms, containing baths and lavatories, will be 58 feet by 31 feet in dimensions; two sergeants' messes will be of the same type of building; two battalion orderly-rooms; two recreation-rooms; and two guard-houses will also be 58 feet by 31 feet in dimensions, while the officers' quarters and mess will be 212 feet by 41 feet in dimensions and two stories high.

Asked as to the period required to build the 23 structures, Superintendent Palmer stated to The Advertiser that he has just completed the last of three units at Halifax, and the time required to complete the last of the three was seven weeks. On that standard the London work should be complete in fourteen weeks' time.

Depends on Labor Situation.
Much will depend on the labor situation, and the firm is advertising for carpenters and laborers up to the number of 250. If the men can be secured in London or Western Ontario the work will go to the local men; otherwise the company will bring in labor which it handles extensively on the many large Government contracts upon which it is constantly working.

Lieut.-Col. R. W. Bishop, in command of the Engineers at Carling Heights, is co-operating with the builders, and Mr. Ross, clerk of works from Ottawa, is also on the job.

The company is advertising for lumber and labor, and has six carloads of material in the city on the way. Mr. Palmer says a local shortage of material will not hold up the construction.

STRIKE IS SETTLED
Electrical Workers and Employers Compromise on Wage Scale.

The electrical workers of the city announce that the strike is all settled. The Commercial Electric Company and J. H. Pollock Electric Company reached an agreement with the union yesterday. While the men asked 55 cents an hour for armature winders and 60 cents for wiremen, they compromised for 50 and 45 cents respectively. These are the minimum prices. Helpers with eighteen months' or more experience will receive 30 cents per hour. The scale for journeymen was formerly 30 to 40 cents. Within the last few weeks before the strike some of the men had been raised to 45 cents per hour. All the men are back at work today it is said.

SAVE GASOLINE SUNDAY

At the request of the fuel controller, until further notice the Blue Bonnet Motor Service will not accept calls for pleasure driving Sundays, and will accept calls only for sickness, accidents, clergymen or emergency cases, and by doing so we can save eighty gallons of gasoline on Sunday, and help the boys at the front in their battle for freedom.

Will You Help Too?
BLUE BONNET, London's Best Equipped, Reliable, Modern Taxi Service.

NEWSPAPER,
magazine, farm paper, trade paper, billboard, street car and direct advertising.

Federal Advertising Agency

T. M. YULL,
Dominion Savings Building,
LONDON, CANADA.

ROWAT'S COFFEE
The best procurable. Please particular people.
55c PER POUND
250 Dundas St. Phone 3051-3052
Canada Food Board License No. 8-3422.

ENABLES SOLDIERS TO FACE FOEMEN WITH BRAVE HEARTS

In connection with the campaign for funds for the Army Hut Association, which is being conducted under the auspices of the Knights of Columbus September 15 to 23, the committee has issued the following statements regarding the work of the army huts, and the necessity of raising more funds:

"There can be no doubt the work of the Catholic army huts overseas is contributing to the vigor of our soldiers by providing them with the means of religious practice and mental and physical reaction. This work is a necessary portion of the co-operative effort that enables our soldiers to face the foe with hearts brave for battle, and with souls clean for death, if death awaits them.

It may be, furthermore, considered a guarantee, as far as can be guaranteed, the return of our men on the blessed day of peace with heads erect and shoulders full square to the breeze of heaven, clear of eye and clean of heart—just as when they went away."

That the work of the huts must be extended in the opinion of the authorities overseas. This extension can be maintained only by a constantly increasing fund, the committee points out. It has every assurance that Catholics will not fail their fighting men and that every one at home will do his duty.

COSTS \$3 TO PASS BY STANDING STREET CARS

A motorist drove his automobile past a street car which had stopped to discharge some passengers at the corner of Grovenor and Richmond streets on September 3. He paid \$3 and costs into the treasury of the police court this morning.

Cutting corners with an automobile cost another citizen \$3, while a similar charge was adjudged until September 17.

Three breaches of the minor bylaws of the city were also noted.

BUSINESSMEN--
If you would do more business and better business, with less tire and fatigue, wear

"ARCH-PRESERVER" SHOE
"The Shoe With the Anchored Arch." For men only. They fit men's feet and they keep men fit. It is the only shoe made that is automatically and mechanically RIGHT for the perfectly good or normal foot to wear. We are selling a great many of the "Arch-Preserver" Shoes to men.

COOK'S SHOE STORE
THE STORE WITH THE STOCK.

ROSS' LIMITED FURS

This season we secured direct from the trappers an ample supply of the highest-grade Hudson Seal Pelts, which will be shown in

THE LATEST UP-TO-THE-MINUTE GARMENTS, PLAIN AND TRIMMED, AT MANUFACTURER'S PRICES.

We will appreciate an inspection of our showing in Furs, as it will afford an opportunity of judging the qualities, values and styles we are offering.

HUDSON SEAL COATS, NATURAL MUSKRAT COATS, SETS, STOLE, CAPES, NECKPIECES AND MUFFS IN ALL THE LEADING FURS OF THE SEASON. FURS REMODELED.

Ladies' Apparel

The styles for fall are now confirmed, and our designers, operators and finishers are busy producing garments absolutely authentic in the most approved modes of the day. The range of materials comprise Silvertones, Velours, Gabardines, Poplins, Tricotines, Serges, etc., in the season's approved shades.



SUITS, PLAIN AND FUR TRIMMED. COATS, PLAIN AND FUR TRIMMED. SILK AND CLOTH GOWNS, TRIMMED IN BEADING, FRINGE, BRAIDING, ETC. JUST THE NEWEST TOUCHES, ARTISTICALLY, YET NOT LAVISHLY APPLIED, SO THAT GOOD TASTE IMMEDIATELY LENDS APPROVAL TO THE EFFORTS OF OUR DESIGNERS.

New Blouses

Just placed on our show counters from the hands of the best modistes known to the trade; in silk, crepe de chine, georgette crepe, voiles, etc.

RADIUM SILK HOSIERY, KAYSER SILK GLOVES, NEWEST NECKWEAR OF THE HOUR.

196 Dundas Street Phone 1319

THERE IS A LEADER IN EVERY WALK OF LIFE

In every business in existence there is one firm that leads. The others may be as large, and as progressive, but because of quality goods, courteous treatment and reputation, one firm stands out above all others like a beacon light on a stormy night.

Parnell's Quality and Purity Breads

lead in the majority of homes in London and Western Ontario. For nearly forty years Parnell's Breads have formed the important part of every meal in thousands of homes. There is a reason for everything, and the reason for the popularity of this delicious and nourishing foodstuff being in such demand is the excellent ingredients used in its manufacture, the sanitary way in which it is manufactured and delivered, and the courteous treatment accorded all people by our bread salesmen.

If you have never tried Parnell's breads you have a treat coming to you. Order a trial loaf today.

FROM YOUR GROCER, FROM OUR WAGONS, OR BY PHONING US.

PARNELL, The Breadman
PHONES 929-1390

NOTICE
Re Port Stanley Fares

Expiry date of Summer Commutation Books to Port Stanley has been extended to October 15, 1918.

Also until further notice Summer Excursion Fares to St. Thomas and Port Stanley will remain in effect for week-ends.

For further information telephone 5301.

THE LONDON AND PORT STANLEY RAILWAY.

CANADIAN PACIFIC

Toronto-Galt-London-Chatham-Windsor-Detroit

TRAIN SERVICE

WESTBOUND

	6:20 A.M.	7:45 A.M.	8:30 P.M.	10:15 P.M.	11:40 P.M.
LV. TORONTO	6:20	7:45	8:30	10:15	11:40
LV. GALT	7:45	8:40	9:30	11:05	12:30
LV. LONDON	9:45	10:33	11:20	12:50	2:15
AR. CHATHAM	11:25	12:10	1:00	2:30	4:00
AR. WINDSOR (M.C.R.) E.T.	1:05	1:50	2:40	4:10	5:40
AR. DETROIT (M.C.R.) C.T.	2:30	3:15	4:05	5:35	7:05
AR. WINDSOR (C.P.R.) T.			10:45	12:15	1:45
AR. DETROIT (Fort St.) C.T.			10:35	12:05	1:35

EASTBOUND

	7:20 A.M.	8:50 A.M.	9:30 P.M.	11:15 P.M.	12:40 P.M.
LV. DETROIT (Fort St.) C.T.	7:20	8:50	9:30	11:15	12:40
LV. WINDSOR (C.P.R.) E.T.	8:50	9:40	10:30	12:05	1:35
LV. WINDSOR (M.C.R.) E.T.	12:40	1:30	2:20	3:50	5:20
LV. CHATHAM	3:22	4:10	5:00	6:30	8:00
AR. LONDON	5:10	5:55	6:45	8:15	9:45
AR. GALT	5:20	6:05	6:55	8:25	9:55
AR. TORONTO	6:55	7:40	8:30	10:00	11:30

Trains 20, 634 and 22 daily. Others daily except Sunday.

Further particulars from Canadian Pacific Ticket Agents, or H. J. McCallum, City Passenger Agent, London.

V.D.L.

The Scientific Anti-Skid With the Powerful Suction Tread.

'Every Size aSupersize'

V. D. L.

Automobile tires are carefully built by hand, not pressed into shape. They are remarkable for their resiliency and wearing qualities, and stand up under all conditions.

Sold in London by London's Rubber Man, Dundas street. See his display.

Manufactured by
The Van Der Linde Rubber Co., Limited
at 142 Weston Road, Toronto.