

GIVE YOUR FAIR WEEK VISITORS THE BEST YOU CAN

Select your Groceries at Rowat's and you are assured supreme quality. Satisfaction with every item.

KEELER'S MARMALADE
An Old Country favorite that will delight you.
4-lb. tin \$1.15

GILLARD'S PICKLES
It's been impossible to buy this popular brand. We have them now.
50c and 75c Bottles

PIN-MONEY PICKLES
Made in the famous kitchen of Mrs. Kidd. You will surely find them "like mother makes."
Priced—35c to 65c

We have a range of extra quality Olives. Priced from 15c to 50c

CHOICE BISCUITS
You'll find a favorite here.
35c to 75c per pound

GURD'S GINGER ALE
We recommend it as the best, with every confidence.
1.20 per dozen.

BUDDED WALNUTS
These are from California. You better buy some.
65c per pound

SHIPPON'S POTTED HAM
That English Sandwich Paste so many homes desire. It's here for your use Fair week.
35c a jar

Dried Beef and Cooked Ham of a quality that pleases most particular people.

ZWIEBACK
A delicately flavored, nutritious treat. Good for everyone, particularly children and invalids.
35c a package

Telephone orders to Rowat's always give satisfaction.
T. A. ROWAT & CO.
250 Dundas St. Phones 3651-3652.

Fashion's Latest Designs in Fall Footwear Now On Display

Models from the world's greatest makers, featuring the styles that are but a few hours old. We are exclusive agents for many of the high-grade factories of America. Make your selection from this vast assortment.

COOK'S SHOE STORE



Diamonds

Loose and mounted stones.
Rings \$5.00 to \$500.00
Lavalieres .. \$15.00 to \$275.00
Earrings ... \$25.00 to \$250.00

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

KEEP KOOL!

ELECTRIC COOKING APPLIANCES for the warm weather. Cook by wire during your vacation.
WESTERN ONTARIO ELECTRIC CO.
437 DUNDAS. PHONE 4071

BIG SHOE SALE

Every pair of White and Sport Shoes to be sacrificed at cost. We must have the money, so the shoes have got to go.
CHILDREN'S RUNNING SHOES, 50c up.

SAMUELS' SHOE STORE,
290 Dundas Street, East of City Hall. Phone 6977. Open Evenings.

Annis' Chocolates

Our Chocolates are made from the finest confections daily in our own candy kitchen, made to retain the full strength and flavor. Healthful as well as delicious. Take home a box today.

Annis' Candy Shop
398 Richmond, Opposite Smallman's.

While at the Fair

VISIT OUR
OFFICE FURNITURE EXHIBIT

Hay's Stationery
London's Leading Stationer.

DAINTY BEDROOM CHINTZES

Charming Chintzes, in dainty designs and colorings, suitable for use in bedrooms and dressing-rooms.

COLERICKS'
212 DUNDAS STREET.

NORMA TALMADGE IN NEWEST ROLE SCORES GREAT SUCCESS HERE

Appears in Feature Film at the Grand Theatre Today.

"The Way of a Woman," a Select picture featuring Norma Talmadge, and adapted from Eugene Walter's famous play "Nancy Lee," is the screen attraction at the Grand Theatre today and tomorrow. Eugene Lockhart in vaudeville is also drawing big crowds, and many were turned away, unable to gain admittance last night.

As Nancy Lee, the beautiful young daughter of an aristocratic but poverty-stricken family in Virginia, Miss Talmadge plays the stellar role. Forced to comply with her father's request, Nancy forfeits Anthony Weir, the man she loves, in order to gain social standing and prestige.

Marrying riches in the form of a New York cad, Nancy hopes to aid financially her mother and sister, but learns soon after marriage that her husband is living beyond his means. When her need of monetary assistance Nancy is forced to borrow money from a relative of her former sweetheart, Anthony Weir.

Meanwhile her husband dies and leaves Nancy penniless, and as a result of the assistance rendered her by Anthony's relative, a charge of theft looms up. However, love triumphs and by dint of great sacrifice Nancy forestalls the evil day, and all is well that ends well. The plot is rather weak in this vehicle, but demonstrates the power of devoted love to conquer obstacles.

Starring Norma Talmadge, the film gives her ample scope to demonstrate her screen ability, and the opportunity is not neglected. As usual, this local screen favorite scores a great success in her newest role.

Eugene Lockhart in a vaudeville bill that is delightfully different continues his good work at the Grand for the latter half of the week. His clever pianologue number brought forth the loudest roars of laughter that many miss a pun or two, as put over by this versatile artist, owing to the tumult. His repertoire has been changed for today and tomorrow, so that local admirers who heard him earlier in the week may enjoy further laughs. A comedy film and Gaumont News Weekly conclude the above bill.

GEO. WALSH DELIGHTS PATRICIA AUDIENCES WITH NEW COMEDY

Two Other Big Comedies and Vaudeville Act on Splendid Bill Now Showing.

George Walsh, athlete, sprinter, baseball player and motion picture actor, is the principal attraction at the Patricia Theatre again today and Saturday. He is seen in a new William Fox comedy drama entitled "Help! Help! Police!" which involves a new version of the "eternal triangle," said triangle in this case being composed of business, love and police. The business—that of the manufacture of safety razors—cuts in frequently on the love affair and the police do likewise, both seeming to have keen-edged cases of jealousy. Eventually, however, the love affair establishes itself on a business basis, and the villainous police become disgraced interlopers.

George's propensity for getting into scrapes and his remarkable facility for getting out again provide a great deal of the action of the play. At one time the police are holding him on seven charges, ranging from speeding to burglary and abduction, but he fights his way through them in a most interesting manner and comes out thoroughly vindicated. The girl in the case is Alice Mann, and as a new Walsh leading lady is reported to be a pretty success. The picture was directed by Edward Dillon.

In addition to the above feature a special Big V comedy, "Yaps and Yekels," and a Mutt and Jeff animated cartoon are shown.

In vaudeville, the National Comedy Trio presents a classy singing act.

SMASHING SCENES IN FILM "CHECKERS"

Big Production Creates Wide Interest at Massey Hall.

Much favorable comment is being heard on all sides relative to the magnificent production of the sensational William Fox production of racing life, "Checkers," is being exploited at Massey Hall. The picture, which opened last Monday, played to capacity houses all week and owing to the numerous inquiries regarding seats for this week the management has decided to hold the picture over for a second week.

In the big scenes such as the racing train and the burning box car the scenic effects provided bring more realistically to the audience the terrific impact of the crashing trains. Then again in which the box car, running away after plunging through an open bridge into a raging river the attendant clamor which marks such an awful catastrophe is produced in such a manner that one is visualizing an actual happening.

The scene where "Checkers" fights his way out of an opium den into the East River, New York, and flees to safety in an open boat is also dramatically portrayed. An innovation in pictures is the rescue by a gigantic sea-plane of three people from the boat. The sea-plane rushes at whirlwind speed over the water and gives the impression that it is about to come right into the audience.—Toronto Mail and Empire, August 25.

This wonderful screen attraction will be shown at the Patricia all next week.

CLEARINGS INCREASE.—The bank clearings for this week were \$2,940,986, and for the corresponding week last year were \$2,234,451. These figures show an increase of \$706,535 over last year.

Never did a Christian people suffer more nobly as, tried by every ghastly ordeal known to savagery, hunger, thirst, filthy unspeakable cruelties, every conceivable horror that barbaric Turkish soldiery could think of, than did the 500,000 Armenian maidens led captive from their ravished homeland. The bloody arenas of Nero, where Christians were thrown to the lions, is rivalled only by the Turks tying the almost naked women on to their horses to prevent their escape at night. The piteous screams of some girl dragging at the end of a rope under the smashing hoofs of some frightened brute, made the night a hideous nightmare. In ancient times Christians were sold as slaves into lifetime drudgery, but their moral courage never broke. The helpless Armenian women were dragged across the burning deserts into the public slave markets of Turkey, and sold at auction for 50 and 75 cents apiece into the harems and houses of bad repute, there to meet unspeakable fates and untold cruelties.



Mary Pickford, the world's most famous motion picture star, appearing at the Majestic Theatre today and Saturday in "Rebecca of Sunnybrook Farm." Co-starring with Miss Pickford is hand-picked actors in London. This picture is replete with funny situations, thrills and romantic scenes.

HELPLESS ARMENIAN WOMEN ARE DRAGGED FROM HOMES AND SOLD BY TURKS IN SLAVE MARKETS

"The Auction of Souls," a Super-Sensational Film Production Revealing Such Scenes as These, Will Be Shown at the Majestic Theatre All Next Week—A Startling Revelation of Turkish Lust and Cruelty.

for the Christian, clean and high-principled mission from the new world. Presented with a big orchestra, and in continuous performances. No one under 21 can be allowed to see this picture.

FLOWERS WANTED.
The London Horticultural Society will have an exhibit at the Western Fair "as usual" in spite of the poor season. Members are requested to help make a good showing by bringing whatever bloom they can to A. J. Morgan's store, Dundas street, by 5 o'clock Monday afternoon.

BUILDING ACTIVE.—Building promises to continue fairly active during September. Ten permits have been taken out already, for sums totalling \$18,190. J. A. Cole will erect two 1 1/2-story dwellings on William street at a cost of \$2,000 each.

WILL NOT USE BREAD CARDS.
Paris, Wednesday, Sept. 3.—Reports have been current during the past few days that the Government intended bringing bread cards into use again. To meet these rumors, the food ministry today issued a denial that any such intention existed.

TO A FRIEND OF MINE.
Good friends are set in memory's golden claret.

Like jewels in a ring, each bright and fair;
Each one of worth and held by love enduring.

But friends like you are set in solitude,
John A. Nash, My Jeweler, makes each customer a friend by selling that better class of jewelry. His store is 205 Dundas street, "where you will eventually buy."

BROWN OPTICAL CO.
HAVE YOUR EYES EXAMINED
223 DUNDAS ST. LONDON. PHONE 1816

London Business College
CORNER DUNDAS AND RICHMOND STREETS, LONDON, ONTARIO
London's Most Up-To-Date Commercial School.
All new equipment. Efficient Teachers. Courses outlined to suit all business requirements.

FALL TERM OPENED SEPTEMBER 2ND.
NIGHT CLASSES START SEPTEMBER 15.
J. MERRITT, Principal. Phone 7380. N. STONEHOUSE, Vice-Principal.

MR. WEGNER SAYS

To serve the public faithfully and well is a worthy ambition—and the reward for such service is always adequate!

LIVE WEGNER, THE CLOTHING KING.
Each Business Day Brings to Us Our Reward for Serving the Public With Serviceable Clothes.

High-Grade Suits and Overcoats

VISITORS TO THE WESTERN FAIR KNOW WEGNER, THE MEN'S OUTFITTER.

You know we do what we say, make or break our Victory Sale prices. This year will make them sit up and take notice. New stock and old stock complete. Transportation will cost you nothing. The same gasoline that takes you to town will take your goods home.

FALL AND WINTER UNDERWEAR, WORK MITTS AND GLOVES, OVERALLS AND JACKETS, RAINCOATS AND SLICKERS, OIL PANTS, NEW FALL SHAPES IN HATS, SOCKS, UMBRELLAS AND SWEATERS.

Men's Work and Dress Pants, 1,000 Pairs Less Than Maker's Prices. Work and Dress Shirts, Silk Shirts and Silk Fronts and Cuffs. Big Fall Shipments To Select From.—WEGNER.

Special Pant Week

Note prices: \$2.69, \$2.95, \$3.69, \$3.95, \$4.95, \$6.25, \$6.95, \$7.25, \$8.25.

WORSTEDS AND TWEEDS RIGHT FROM THE TAILORS. PANTS THAT WEAR AND FIT. PRICES EQUAL TO WHOLESALE.

WEGNER'S Giant Clothing House

120 DUNDAS STREET, LONDON.

The Purdom Hardware

Visitors to the Fair "Exhibition Week" are cordially invited to make our store their headquarters.

DISTRIBUTORS OF **YALE** Locks and Hardware

See our HARDWARE EXHIBIT and CHI-NAMEL DEMONSTRATION IN THE MAIN BUILDING.

Chi-Namel

AUTO ACCESSORIES

A. C. Titan and Champion Spark Plugs

Johnson's Carbon Remover

Gas Power Tablets

Radiator Cement, "Se-ment-ol"

Spoke Brushes, Sponges, Chamois

Conaphore Auto Headlights

Mohair Top Dressing

Chi-Namel, Auto Enamel

Columbia Batteries

Air-Tite Auto Patch

Mosbury Wrenches

Valve Grinding Compound

Gargoyle Mobile Oil, Polarine Oil

Pelouze Electric Iron. Price, \$7.00	Canadian Beauty Electric Toaster. Price, \$6.00	Nickel-Plated Teapots. Price \$2.50 and up	Sternos, Complete Outfit. Reg. \$1.00. Price, 65c each.	Lanterns. (Same as cut) Price, \$1.25	O Cedar Mops. Round or Triangle. Price \$1.50. Polish ... 25c up to \$2.00
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Yale Night Latches "Yale" is the sign of security. Put a Yale Night Latch on your doors and be sure. Price, 75c up to \$4.00	BATHROOM FIXTURES. All Brass Nickel-Plated, and will not rust. We carry a large assortment and solicit your inspection.	WEAR-EVER ALUMINUM. "Wear-Ever"—the only kind to buy; it costs a little more but is the cheapest in the end. We have a large stock to choose from.	CHI-NAMEL GRAINING OUTFIT. This outfit comprises: 1 quart First Coater 1 pint Compound 1 quart Varnish Graining Tools and 3 Brushes. Enough to grain 100 square feet. Price \$4.75
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Cut Glass Specials for Fair Week Only

Cut Glass Bowls, regular \$5.00, at \$2.00	Cut Glass Candy Jar, regular \$2.50, at \$1.50
Cut Glass Dish, regular \$5.00, at \$2.50	Cut Glass Pickle Dish, at \$1.50
Cut Glass Vases, regular \$5.00, at \$3.00	Cut Glass Water Set, Pitcher and 6 Tumblers, regular \$7.00, at \$5.00
Cut Glass Nappies, at \$1.50, \$2.00 up	

Beautiful Silverware Always Gives a Good Impression

The good taste of the hostess is often judged by the beauty of the table silver. No brand is so well known for beauty of design and durability as **1847 ROGERS BROS.**

"Silver Plate that Wears"

We carry a good line in all the popular styles. Ask to see the Cromwell and Old Colony patterns. The Silverware that lasts a lifetime. Our stock is complete.

Gillette Razors, Auto Strip, Ever-Ready, Gem, Durham Duplex and English

We carry a large stock of these Razors. Also the Blades.

The Purdom Hardware Co.

124 DUNDAS STREET. PHONES 2800-2801.