Springwell Beverages

rom the Famous Springs at

A PURE DELIGHT FOR THE Ginger Ale \$3.00

Ginger Beer Table Water DOZEN

lanac Ginger Ale \$2.50 urd's Ginger Ale ... \$1.50, \$2.00 hite Rock Table Water .. \$2.75 CLOVER HONEY

Absolutely Pure. Tins 75c and 85c

WHEATSWORTH ole Wheat Graham Crackers. clous, Digestible, Nourishing.

25c PACKAGE. PICKLING VINEGARS

Your Pickles will not spoil if our Vinegars are used. Pure Cider Vinegar, gal ... \$1.00 Special White Pickling, gal \$1.00 XXX White Wine, gal ... 60c XXX Blended, gal. ... 60c Special Malt, gal. ... \$1.25 English Malt Vinegars from 25c to 50c Bottle.

WESSON OIL Makes delicious Salad Dress 40c and 75c tin

HARTLEY'S MARMALADE.

T. A. Rowat & Co.

Established 1887, ERS IMPORTERS Dundas St. Phones 3051-3052

Know a Sick Friend? Say It With Flowers. **DICKS' FLOWER** SHOP.

WEGNER'S

Wholesale and Retail Dealer in Over-alls, Sweaters, Coats, Gloves, Mittens and Raincoats. LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTERS. Exclusive Manufacturers' Agent for the Best Canadian Makes of Overalis Wegner, the Heart of London OPEN EVENINGS. tf



Buy a Wray's Diamond You know you have the best THE STORE WITH THE STOCK.



ANTHRACITE SIZES Egg, Stove, Chestnut, Pea, Scranton and Maderia Hill BITUMINOUS COAL Steam, Lump, Domestic, Cannel, Pocahontas Egg, No.

3 Vein Blacksmith, George Creek



DIAMONDS.

Diamond for an engagement Beautiful Blue White Dia-s set in Platinum, white, green yellow gold. Rings from \$25 to \$1,250.

C. H. Ward & Co.

lenkins Fuel Co.

York St. 2xv Tel. 1391. OLD FRIENDSHIPS

An old friend isn't a friend one has known in old days—and lost sight of, as friendship seems to think. He for she) is a friend whom one has long known and kept. Such friendships are rare. But when they come they are among the most precious things in life. Just like the Perfect Blue-White Diamonds sold by John A. Nash, My Jeweler, London and Windsor, "Where you will eventu-

Radio Programs

SATURDAY, SEPT. 8. CFCA-Toronto Star. 400 Metres. Noon - Weather pening stock markets. 2:30 to 3:30 p.m.-Grain, produce ind dairy markets; news

5:30 to 6:00 p.m.—Closing stock markets; late news. 7:55 to 8:00 p.m.-Baseball scores. 8:00 p.m. to 9:00 p.m.-Concert KDKa-East Pittsburg, Pa.

326 Metres-Wave Length. Eastern Standard Time. a.m.—Music. Union live stock narket report. 11:30 a.m.—Music. Weather fore

11:50 a.m-United States bureau of market reports. 11:55 a.m. — Arlington time sig-

2:00 p.m.—Concert. 2:15 p.m.—Baseball scores of the

WALNUT CAKE

Special For Saturday

Why bake when you can get these nourishing, well-made, tasty cakes at the ridiculous price of

20 Cents Ask your grocer or we vill send one to your

Parnell Baking Company

School Girls Defective

Phone 929

Vision Children often have defective vision from birth. Hard school work develops alarming symptoms that require quick, careful handing.
The natural prejudice of parents

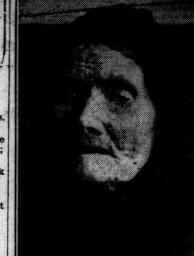
against glasses is soon overcome by the excellent results we attain **Brown Optical** Company

PHYSICAL EYE SPECIALISTS. 223 Dundas St. Phone 1877, London, Ont. Hamilton, Montreal, Windsor

Smithin

Orchard's

GORDON L. FERGUSON
FUNERAL SERVICE.
Private Funeral Apartments.
350 William Street. Phone 656J. Day and Nig



Brantford woman, who received fel-icitations from scores of her friends, 100th birthday.

games being played today. 5:00 p.m.—Baseball scores. 5:15 p.m.—Dinner concert.

6:45 p.m.-The children's period. 7:00 p.m.—Baseball scores. 7:05 p.m.—Humor from "Judge."

WBZ-Westinghouse Electric, Springfield, Mass.

Daylight Saving Time. 12:55 a.m. — Arlington time signals; weather reports; Boston

8:00 p.m — Concert. 9:00 p.m.—Baseball scores. Bedime story for grownups.

345 Metres-Wave Length. Central Standard Time. 8:30 a.m.-Late news and financia

signals. 10:00 a.m.—Market reports. 10:05 a.m.—Weather report.

al comment. 10:35 a.m.—Table talk. 11:00 a.m.-Market reports. 11:10 a.m.—Final market reports. 11:30 a.m.-Late financial com nent and news bulletins.

1:15 p.m.—Late financial comment

2:00 p.m.-Late news and sport

2:30 p.m.—News and sports. 3:00 p.m.—Late news and sport

MRS. ANNIE THOMPSON. when she recently celebrated he

p.m.—Baseball scores. p.m.-Dinner concert con 6:30 p.m.-"Bringing the World to

7:20 p.m.-Concert. 9:00 p.m.—Baseball scores. 9:55 p.m.—Arlington time sig

337 Metres-Wave Length.

Springfield market reports.
7:00 p.m. — Baseball scores of the
Eastern, American and National Eastern, American and National Leagues; dinner concert.
7:30 p.m. — Bedtime story for the children. "Bringing the World to America," prepared by "Our World Magazine." "This Week's Judge."

KYW-Chicago, III.

9:00 a.m.—Market reports. 9:30 a.m.—Late financial news and 9:58 a.m.-Naval observatory time

10:30 a.m.-Late news and finen-

1:30 p.m. - Closing stock quota-

and news bulletins.

3:30 p.m.—News and sport bul-4:00 p.m.—Latest news of the day. 5:30 p.m.—News, market and sport 5:50 p.m.—Children's bedtime story. 7:00 to 7:58 p.m.—Musical pro-7:58 p.m.—Naval observatory time signals. 8:00 p.m. — News and weather eports.
8:05 p.m.—"Under the Evening WGY-Schenectady, N. Y.

380 Metres. Eastern Standard Time. 11:55 a.m.—United States naval observatory time signals.

12:01 p.m.—Stock market report.

12:10 p.m.—Produce market report.

12:17 p.m.—Special harvest weather

12:20 p.m.—Weather forecast. 8:30 p.m.—Program of d p.m.-Program of dance

WWJ-Detroit News.

400 Metres. Eastern Standard Time. 9:30 a.m. — "Tonight's dinner," and a special talk by the woman's 9:45 a.m.—Public health service bulletin, and talks on subjects of general interest.

10:25 a.m.—Official weather fore-

11:55 a.m.—Arlington time. 12:00 noon—The Detroit News Orchestra. 4:00 p.m.—Official weather fore-

4:05 p.m.—Market reports. 5:00 p.m.—Baseball scores.

MIDDLESEX DAIRYMEN HOLD INFORMAL MEETING

Several London and Middlesex dairymen held an informal meeting in the basement of the market branch No chairman was appointed. A number of the dairymen spoke of the various phases of their business. The meeting broke up at 9:05 p.m. No business was transacted and the question of price was not discussed.

THOMAS G. MITCHELTREE TO PLAY AT WESTERN FAIR. The many friends of Thomas G. Mitcheltree, blind concert pianist, will be pleased to learn that he has

been engaged by Mason & Risch, Limited, to play daily at their Western Fair exhibit. Mr. Mitcheltree, who is now organist of one of Toronto's largest churches, will be given a hearty wel-come by his many London friends.— Advt. b.

SARNIANS LIFT TROPHY. Special to The Advertiser. lifted the McGibbon trophy today. 20-16. Wallaceburg was represented by J. Bruce, J. B. Shaw, G. E. Norman and W. Hockin, skip, Sarnia was represented by Houston, Homer, Knowles and Priestley, skip. ONTARIO PUBLIC SCHOOL BOOKS

Red Star News Co.



PUT UP IN A JIFFY Tents to Rent

CARTER, SON & CO.

We Make Everything In Canvas.

351 GLEBE STREET

PHONE 6197.

Announcing the opening of

London's New Millinery Shop

Saturday, September 8th, at 229 Dundas Street.

The ladies of the city and vicinity are invited to attend the opening of our new Millinery Shop

All the newest fall models are shown, and no two designs are alike. They include the new shades of purples, sand, soft grays, rust, henna, browns and black.

Our competent milliner will make up special orders in 12 hours. All work is done on our own

Hats ready to wear, \$2.95 to \$5.95. Pattern Hats, \$6.50 to \$12.50.



The Model Hat Shop

229 Dundas Street. Next Majestic Theatre

A correct Guide to the New Fashions for Fall:

To Visit Our Autumn Opening Is To Know the Correct Fashions

Here the mode finds its truest expression. Here fashton joins good taste, with economy keeping them company. Here will you discover which of the new styles may be safely chosen for their beauty and correctness. Long sleeves in scores of variations. Flares of godets and pleats. Straight lines or bouffant silhouettes. At these autumn displays you will learn the secrets of them all.



CLOTH COATS FOR

The new Hurlingham Coat for fall and winter wear, made of heavy English coatings with plaid backs; styles show single or double pleat in back, patch pockets, belted lined to waist, sleeve with windshield. All sizes for both misses and women. Colors in grays or tans....\$45.00

Misses' Coat for general utility wear, made of good heavy reversible Misses' Coat of Brown Marvilla Cloth, collar and cuffs of fitch opossum. Style-a smart wrap model with one side closing, front and sleeve fin-Tweed Coat with shawl collar of dark fitch opossum, belted, patch poc-

kets, lined to waist. Price \$39.50 Smart Wrap Coat of Fashona Cloth, in mole shade, collar of gray squirrel; closes at one side with string ties; roomy sleeve with cuff; full lined with canton crepe; also inter-lined. Price \$135.00 Wrap Coat shown in Navy Blue Fashona Cloth, with collar of black fox; one side closing, folds of material finishing sleeve and front of coat, full lined with canton crepa Price \$125.00 Wrap Coat of Navy Blue Fashona Cloth, collar of gray squirrel; belt extends from back panels; back embroidered with chenille, full canton lined. Price \$139.00

Wrap Coat of Navy Blue Cordona Cloth, mole collar, stitching outlining blocks effectively trimming sleeve and coat, one-side closing, lined with novelty two-toned silk in rose. Price \$135.00 These fabrics are very rich and lustrous.

Saturday Selling in Basement

Sunlight Soap 15 for \$1.00 Gold and P. & G. Soap......

Panshine 10c Rinso 10c, Surprise Soap 13 for \$1,00 S. & I. Soap Chips, 2 lbs., 29c Princess Soap Chips.... 23c lb. Ivory Flakes 10c pkg. Sani-Flush 30c tin Satisfactory Toilet Paper, per roll 10c

Sani-Crepe Toilet Paper Diamond Toilet Paper, 30c roll

S. & I. Blend Tea....55c pound S. & I. Blend Coffee, 65c pound

"Wearever" Preserving Kettles

8-Quart Wear-Ever Preserving Kettles \$1.69 10-Quart Wear-Ever Preserv-

Perfect Seal Fruit Jars—Pints, \$1.50 dozen; quarts, \$1.75 dozen; half gallons, \$2.50 Jelly Glasses, special, with cov-

ers 55c dozen

at 1-4 to 1-3 Off

ing Kettles \$1.98 12-Quart Wear-Ever Preserving Kettles \$2.19
14-Quart Wear-Ever Preserving Kettles \$2.69
Heavy Red Rubber Fruit Jar Rings 3 doz. for 250
Rubber Rings for old style
Crown Jars .. 3 doz. for 25c Zinc Metal Rings for Crown Jars 20c dozen Glass Tops for Crown or Perfect Seal Jars 30c dozen Canning Racks 75c each Parawax Wax for preserving, per pound 150 Crown Fruit Jars-Pints, \$1.25 dozen; quarts, \$1.50 dozen; half gallons, \$2.25 dozen.

A LA MODE!

For Late Summer Days and Early Autumn

Late summer means new between season hats. And nowhere have we seen more becoming ones than the soft, furry, velours which were just today lifted from their tissue paper wrappings.

Velours, in pokes, demurely drooping, or jaunty, up-tilting brims, indescribably youthful in their effect. Attractive embroideries in contrasting chenille or ribbons. But newest of all are the intriguing chapeaux of softest velour, with leather facing in a contrasting shade.

Predominant in fall shades—and most apt to catch the wayward fancy!—are the varied browns of the autumn woodlands. Here are chestnut, tabac, cocoa with its alluring tinge of red, pheasant brown and amber in many warm and glowing shades.

No smarter nor more useful style there is, nor one better suited for wear between the waning of one season and the approach of the next. Just picture yourself, smartly clad in a tailored English suit, with a leather-faced velour hat and the important accessories of gloves, handkerchief, and bag. It is a combination you will find irresistible for the coming cool days of autumn! Second Floor.

Saturday Selling in China Dept.

Jelly Glasses, 5c each, 55c doz. Plain Tumblers 5c each Tumblers with wreath cutting Plain White Cups....2 for 15c White Egg Cups with gold

Saturday Specials in the Linen Section

band 5c each

The following items featured tomorrow in the Linen Section mean worthwhile savings on wanted merchandise. You will need extra sup-Here's an opportunity!

ALL LINEN HUCKABACK TOW-

Guaranteed all pure Irish linen, made from heavyweight yarns, woven evenly but not too close, insure easy laundering and good drying. All should be cleared tomorrow morning at this price. Size 18x34 inches. 25 dozen, special 35c each, 3 for \$1.00

SHAMROCK LINEN HUCK TOW-

ELS, 49c EACH A Towel woven for wear, choice yarns, heavy weight, beautifully woven, is this special Shamrock Linen Towel, featured tomorrow. Size 18-32 inches, hemmed ends; 30 dozen, special 49c each, \$5.85 dozen

KINDEIRA EMBROIDERED

SCARFS AND SQUARES Daintily embroidered of superior linen finished cloth that will stand up well under wear, finished with both scalloped and hemstitched edges; a good variety of pretty patterns. You can buy a new bedroom set at very

small outlay tomorrow. Size 18x45 \$1.25, \$1.50, \$1.65 each Size 32x32 \$1.35, \$1.65, \$2.35 each

Martha Jane Chocolates 60c Box.

Store Accommodation for Western Fair Visitors For the accommodation of visitors our Check Room will be open until after the night

your way home-RICHMOND STREET ENTRANCE. IN RESTAURANT - Course Dinners from 11 to 3-40c, 65c and 75c. LUNCHEON—Continuous service. SODA FOUNTAIN—Main Floor.

performance at the Fair. Check your parcels or luggage here and call for them on LADIES' REST ROOM—Second Floor. PAY PHONES on Main and Second

INFORMATION BUREAU-Main Floor.

Fresh Assorted Chocolates Saturday 23c box.

Two-Trousers Suits, \$25, \$35, \$45 others



colors and patterns, unbreak-

..... \$2.00 and \$2.50

Ready for fall with a great selection of Two-Trousers Suits; new models in two and three button styles; smart feature styles for young men; fabrics of beautiful West of England tweeds and worsteds; patterns in fine pencil stripes, herringbones and mixtures. You will find value in the tailoring, in the styling, in the high quality materials and in the prices.

Merino Combinations, \$1.69 Men's Merino Combinations, well made, good fitting Underwear for men. Sizes \$1.69

Fall Hosiery

Fine Cashmeres, in black or heather mixture;

plain or clocked. Per pair......75c, 85c, \$1.25

Fall Shirts, \$2.50 New Fall Shirts in neat stripes; good wearing materials. English and Canadian \$2.50 makes. Sizes 14 to 16½. Price..... Boys' Jerseys, \$1.49

Boys' Wool Jerseys, button on shoulder, roll neck. Several colors.

BORSALINO AND STETSON HATS A great showing. All the leading