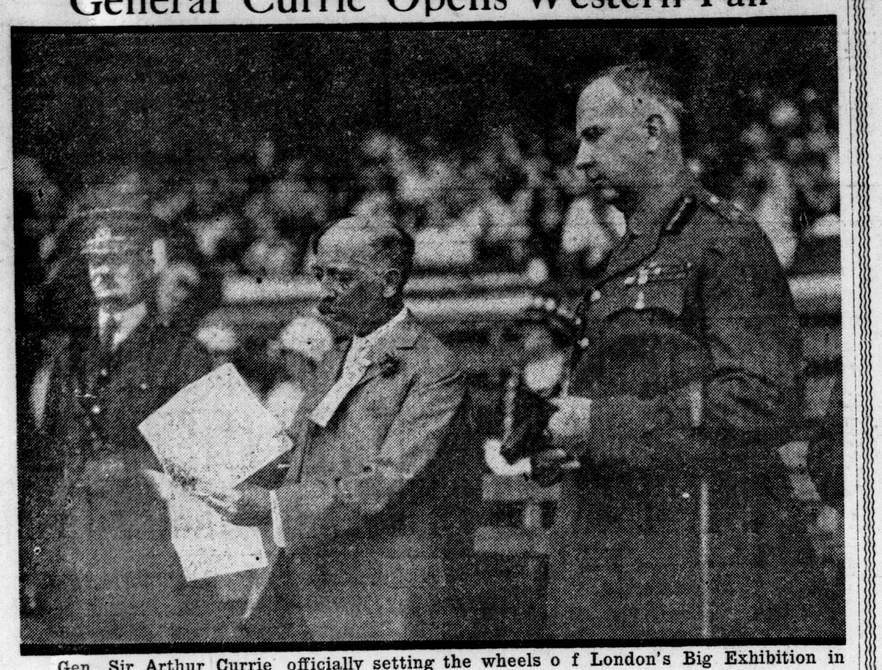
General Currie Opens Western Fair



Gen. Sir Arthur Currie officially setting the wheels o f London's Big Exhibition in motion yesterday. With him is Lieut.-Col. W. M. Gartshor e, president of the fair association, and Brig.-Gen. L. W. Shannon.

THIEVES RAIDED BOOTH IN MAIN BUILDING TWICE AND GOT AWAY WITH THE LOOT

Chocolate Company Lost Novelties, Supplies and Some Money.

On two occasions, the exhibit of the Cowan Cocoa Company, in the Main Building of the exhibition grounds, was raided by thieves, presumably gangs of boys, while it was being prepared for the Western Fair.

The first theft occurred at about 10 o'clock at night. Large quantities of novelties and cocoa were carried away. Besides the monetary loss, this has put the company to great inconvenience, for it is considered doubtful if it has enough supplies to last the week.

To make matters worse the thieving was repeated on the following night. Along with supplies, a small sum of money, the proceeds of the sales of the day, was carried away. Besides this loss, the booth was badly mussed up and, much extra work was incurred in redecorating it.

The matter was reported to the police, and a much closer watch is now being kept.

HAVE YOU ACCEPTED THIS HEARTY INVITATION?

One of the busiest spots on the Fair Grounds is the tent of the Western Farmers' Weather Insurance Company, near the Main Building. Hundreds of visitors are welcomed daily by the officials in charge. These have answered the invitation issued to all agents, patrons and those interested in protecting their property to call at the tent. Have you done so yet? It will mean satisfaction and contentment to arrange business with this strong company.

INSURANCE IN FORCE
$32,000,000.00

Increase of Five Million Dollars since January 1.

Have you a policy with us? If not, write to

EXCELSIOR
INSURANCE LIFE COMPANY

HEAD OFFICE, TORONTO
J. S. HOWELL,
H. H. KIRBY,
Inspectors,
DOMINION SAVINGS BLDG.,
LONDON, ONT.

91 i y

BUY
Catelli's
Milk Macaroni
IT'S A REAL FOOD.
ECONOMICAL—DELICIOUS.
b

Notice to the Housewives of London

We ask you to sample the delicious flavor that we are baking into

JOHNSTON BROS.
XXX BREAD

No matter what make you are now using and no matter how satisfied you are, we want you to try one loaf so you will know by test that this loaf is just a little better. Your grocer sells it. Just you try it.

JOHNSTON BROS. PHONE 944.
ywt

TRUSSES.

$1.50 to $10.00. We have Trusses to fit all needs. Our fitters are experts.

ANDERSON & NELLES.
Shows one of our many lines. 268 Dundas St.

Thieves Pay Return Visit To Doctor's Office; Obtain Loot

Remove Various Articles of Value After Failing To Get Dope.

It is the opinion of one doctor in the city that thieves here have advanced so far that they are using an automobile or other conveyance in which to remove their loot.

Early Saturday morning burglars ransacked his office on Queen's avenue, apparently for dope, but finding none they did not remove anything.

In the early hours of Monday they returned, however, and removed rugs, clock, carpet sweeper, electric lamp and other articles of value, and got clear away without encountering any constables.

It is considered improbable that the raiders walked off with all these articles. Detective T. Nickle is working on the case.

Continued From Page One

THOUSANDS OF VISITORS THRONG FAIR GROUNDS

Gen. Sir Arthur Currie to open the exhibition were the two chief factors in drawing the large crowds Monday.

The evening performance before the grandstands was witnessed by hundreds of people, who declared it the best that had yet been given in London. The program was a widely-varied one, and appealed to all tastes. Tight wire artists and acrobats vied with tumblers and gymnasts in entertaining the visitors, and all succeeded admirably.

A slight accident marred the evening, when a supporting rope gave way on a stand and hurled an acrobat to the ground. He was not injured, fair officials said. Hydro lights failed towards the close of the performance, but this difficulty was easily overcome by holding some of the events in the ring, which was well illuminated by gas lamps.

WOMEN'S WORK THE DAINTIEST EXHIBIT; SOME FROM N. ONT.

No lack of interest in women's work was evident at the fair this year in the women's building, which was crowded throughout the entire evening, causing the crowds to move very slowly around the glass cases containing most beautiful handiwork done by women not only in Western Ontario, but Northern Ontario also. From Port Arthur came some very fine pieces of work which captured first and second prizes, exhibited by Mrs. Elliott. From Drayton, Ont., Mrs. McNab sent some pretty baby articles which also captured first prizes. Mrs. Kester of Thamesford, another first prize winner, exhibited an embroidered set of bed linen which was much admired by visitors to this department. Most generally admired was the baby department of hand-made clothes. Here Mrs. Hymens of Kitchener, carried off first prize for a beautifully-made baby jacket. Miss Carrie Ramm, a London girl who has just returned from overseas, exhibited various embroidered articles which she had worked while off duty. She was a prize-winner for two linen towels, embroidered very prettily.

One of London's young ladies captured the prize for china painting, Miss Lorna McGillivray, of Mount Pleasant avenue, who for several years past has always been successful in carrying off one or more prizes at the Toronto exhibition and the Western Fair. A beautiful little reading lamp, painted in cupids and butterflies was a great attraction along with a pretty little chocolate set.

W. ONT. HORSEMEN WIN PRIZES FOR FULL-BRED HUNTERS

In the centre of the racetrack at the Western Fair the judging of several classes of horses was made yesterday afternoon, and it was witnessed by hundreds of people in the grandstands. Attention was somewhat diverted from the horse show, however, because it took place during the course of the afternoon's racing events and platform performances. Only the saddle horses and hunters in the light class and the registered Clydesdales in the heavy class were judged because of the unusually large number of entries made this year.

James McFarlane Winner.

First and third prizes among the saddle horses, filly or gelding of three years of age, were awarded to the animals belonging to James McFarlane of Ailsa Craig, and second prize was won by the entry from Willowbrook Farm of London Township. Special prizes, donated by Sir Adam Beck, M. P., P., for the best Canadian bred gelding or mare of three or four years suitable for riding or cavalry puposes, were won by the horses belonging to Mr. McFarlane. It was stipulated in this event that the entries were to be sired by thoroughbred stallions, the names of the sires and the pedigree of the dams to be given upon entry and approved by the judges. In the following sections of the class, several beautiful horses belonging to Major Ingram, W. J. Stevenson, W. J. Blackburn and J. E. Smallman of this city, and H. J. Darroch of Listowel competed for the prizes.

In the cattle entries, only class 21 was judged—that of the Jersey breed. The cattle were led out into the ring outside of the cattle building and judged at the same time that the horses were receiving attention in the main ring. There were 27 sections to be judged in this class, but only 24 events were completed. The prizes in these were contested by several perfect specimens of Jersey bulls and cows of various ages, and by bull calves and heifers, so the task of choosing the best cattle was not an easy one.

Better Cattle Stock This Year.

It was stated by the judges that the cattle this year were of better stock and generally better than those of previous years since the outbreak of the war. The majority of the prizes in the two dozen events were won by cattle belonging to A. T. Little and J. Pringle of the city and T. O'Brien of London Township. Other entries which also won a large number of prizes are James Bagg & Sons of Edgely, J. G. Barron of Carberry, H. M. McGee of Islington, J. Lerch of Preston, G. Amos & Son of Moffat, P. DeKay of Elmira and F. Gladhouse & Sons of Weston.

Midway Thrills Complete Fair.

A fair would not be complete without a midway. The two have been coupled together for so many years by custom that if a fair was opened anywhere in the country without its attendant sideshows and midway, the public opinion would be that there was something missing—that it was being cheated of a part of its enjoyment. So the Johnny J. Jones' Exposition, the largest show of its kind on the continent, is satisfying the craving of all visitors at the Western Fair, for thrills and original attractions. All of the sideshows are absolutely clean from a moral viewpoint, and there are so many new features that one is at a loss to select one more striking than the others. Possibly the principal and most entertaining attraction is presented in the trained wild animal arena, which resembles a one-ring circus. Six magnificent lions perform under the direction of fearless girls and trainers. There, too, may be seen several remarkably trained elephants under Capt. Mooney, and Alexander the Great is one of the largest and most human-minded chimpanzees ever brought to America. His antics form an interesting study to those who are familiar with the Darwinian theory on "The origin of man and monkey."

The Midget City created great interest last night. It is a vaudeville performance enacted entirely by tiny people who range in height from 21 to 30 inches, and who are entertaining in themselves. Another unusually good event is the Society Horse Academy, managed by Miss Essie Fay. Her star performer is a beautiful animal called "Arabia," who can distinguish colors, spell and do a number of human-like tricks. "Superba," too, is diverting, and it consists of the reproduction by many pretty models of several of the world's most famous paintings.

The West, as it used to be is depicted in "Dakota Max" wild west exhibition which includes, of course, bucking bronchos and rough riders in their picturesque costumes. After leaving this place of charging horses and cracking pistols, one can get more thrills by visiting the "Devil's Saucer," a motordrome with a track slanting at an angle of 45 degrees, in which motorcycles are driven at top speed. In addition there are many purely mirth-provoking shows and other attractions.

Exhibition of Prize Vegetables.

Perhaps the best display of vegetables to be found in the whole of the Western Exhibition is located in the south wing of the agricultural building by the Ontario Vegetable Growers. This exhibition is the provincial crop competition and has entries in six classes of vegetables—tomatoes, potatoes, onions, melons, cabbage and celery. It is notable that the exhibits which will likely carry off the prizes are uniform throughout, each separate vegetable being as like its fellow as possible. In all there are 120 entries.

The potatoes in this exhibit are attracting a great deal of attention as they are exceptionally fine in a year when the potato crop is a comparative failure.

The object of this competition is to interest the vegetable growers of Ontario in growing a better crop. Each local vegetable association has competed in this field, the winners having a chance in the provincial competition. J. Lockie Wilson, superintendent of fairs and exhibitions, is in charge of the competition, and R. A. Finn, the local representative of the department of agriculture, is taking charge at the fair.

Everyone interested in vegetable growing should see this exhibit and compare it with the rest of the produce shown in the agricultural building.

NEW ADJUSTABLE MATTRESSES.

The Ontario Spring Bed and Mattress Company of London has a most interesting exhibit upstairs in the Crystal Palace. Here an exceptional range of brass and white enamel beds are being shown, as well as mixed mattresses, iron and wooden frame coil springs, bolsters and pillows. Large style brass beds, with satin finish and bright knobs, which will appeal to the most fastidious taste, are shown in this booth, in conjunction with snow white enamel beds with brass knobs. Mattresses displayed here in a variety of art patterns are priced to suit the big and little purse.

One style of mattress, known as the Adjusto, is perhaps the most economical, although the initial cost may be slightly larger. This mattress is fitted with adjustable cords, which may be drawn up at 20 differeat points on all sides of the mattress. In this way the mattress may be made larger or smaller to suit the bed on which it is placed. Another advantage is that the Adjusto is the only mattress which can be brought back to its proper shape, and all mattresses, no matter how high priced, are bound to sag a trifle after years of use. This new style of mattress is indeed worth seeing, even by the woman who has no thought of purchasing a mattress at the present time.

The wares of the Ontario Spring Bed and Mattress Company are on sale at the shops of all high-class dealers. b

SEE THE DETROIT VAPOR STOVE.

Close to the entrance of the Machinery Building may be found the exhibit of the Chown Hardware Company of Dundas street, London, featuring the Detroit Vapor Stove. This stove, although it burns oil or gasoline, gives out an intense heat equal to any gas stove. It is unique in that it possesses no wicks, the gas formed, as the oil is fed into the hot burner, being the direct fuel used.

This stove, as well as the Findlay's Favorite Coal Stoves and Ranges, also on exhibition, are notable in that they require less fuel than the usual product on the market. The Findlay stoves are made in very many different styles, both large and small, and some of them are handsomely nickel-plated. In the manufacture of these stoves economy as well as the greatest convenience has been considered. The Chown Hardware Company, on Dundas street, near Talbot, is the local selling agency. b

KERO GAS, A GREAT BOON.

The Bryan & de Long Company are featuring Kero gas in the Machinery Building. This is a gas generated by coal-oil as it comes in contact with the hot burner of the stove, and gives out an intense heat, equal to commercial gas. It may be installed in any range. A handsome kerosene reading lamp on display is fed on the same principle, and gives a soft light of 250 candlepower.

The "Sani-Can," an indoor garbage receptacle is also being demonstrated at this booth. It is an attractive white in finish, and is used largely in hospitals, as well as private homes. b

I X L COFFEE.

Fair visitors no sooner poke their noses inside the Pure Food Building than the aroma of freshly-made Loyal Blend or Sweetheart Coffee greets them. It comes from the attractive booth of the I X L Spice and Coffee Mills, London, and speaks for the excellent quality of the brands demonstrated here. This coffee is entirely chaffless and steel-cut, the latest machinery having been installed at the factory to produce an exceptional product. Fair visitors who taste it become at once addicted to its use.

Only the choicest high-grade coffee is used to make the brands demonstrated at this booth, so that there is no place on the grounds where a better cup of coffee can be purchased.

The I X L Company are also featuring Sweetheart Brand peanut butter, which may be purchased at the local grocery stores either in glasses or in the bulk. This butter is said to have a most delicious flavor, being manufactured from pure toasted peanuts, from which the skin and germ has been removed. A little salt is the only other ingredient used.

The I X L booth, directly at the entrance of the Pure Food Show, is most attractive, a color scheme of purple and white having been carried out effectively. Large vases of purple asters add greatly to the effect. b

TOLEDO SCALES DEMONSTRATED.

Merchants should ask at the booth of the Toledo Scales Company for their "free weight," to get new customers into their store. This booth is to be found in the Pure Food Show, the handsome brass scales attracting the eye of the passer-by. These scales are noted in that they give honest weight and measure gravity with gravity. Everything from an ounce of spice to 30 tons of steel may be measured with a Toledo scale. Baby scales and scales for use of the housewife are also made by this company, whose local agency is situated at 359 Richmond street. b

DOMINION CANNERS.

A booth at the Western Fair which is attracting great attention is that erected in the Pure Food Show by the Dominion Canners, a concern possessing the largest plant of its kind in the world. Although the booth has been gaily decorated, the bright-colored jars of jam are the chief attraction.

The products of this firm range from pure fruit jellies through various lines of special spaghetti and vegetables put up in the 61 different plants stretching from coast to coast. The fruit is of the best, and all the manufactured goods bear the government stamp of quality. b

Continued on Page Eleven.

SMALLMAN & INGRAM

This Store Opens at 9 a.m. and Closes at 5:30 p.m. Daily.

New Dresses Are Displayed This Week

Visitors Will Be Interested Here

The new Silhouette for autumn strikes a note of grace and charm. Gowns are in many instances longer waisted and skirts oftentimes shorter and fuller. There are neckties and sleeve innovations; the shorter length sleeve from Paris and the long fitted sleeve with the plain cuff. We are also showing smart tailored frocks of the woolen and silk fabrics with tight sleeves fitting into snug shoulders—truly smart.

Here Are Smart Practical Models

New fall stock of Dresses in serge and jerseys, in colors of navy, black, brown and taupe, in styles for misses and small women, very smart models. Prices ..... $22.50 to $62.00

Styles shown vest, coatee and Russian blouse style, on plain one-piece dresses, with touches of braid and embroidery.

Serge Dress shown with round neck, closing under arm, collar, sleeves and pockets trimmed with brown and sand soutache braid, girdle finishing waistline; colors, brown and navy. Price $22.50

Dress of Tricotine Cloth round neck, collar of tricolette, waist shows smart embroidery design, taupe with blue and self, peplum finishing waist at back, navy or taupe. Price $59.00

Serge Dress in coat style, vest of tan tricolette, Russian style, heavy cord girdle, buttons and stitching trimming coat, two-piece skirt, colors navy and brown. Price $47.50

The New Sweater Coats Are Here

Time was when a lady had only one heavy, very plain Wool Sweater to wear when it was very cold. Nowadays a wardrobe is incomplete without at least two Sweaters, a heavy one and a light one. Styles in Sweaters are about as numerous as in suits and dresses. We are showing a lovely assortment of styles and colors in our new department of knitted goods on the Second Floor.

Ladies' All-Wool Knitted Sweater Coats in plain and fancy weave, in all the latest styles and colors. Prices ranging from ..... $3.95 to $15.00

Ladies' All-Wool Knitted Pullover Sweaters, in plain and fancy weave, in a lovely assortment of colors. Prices ranging from ..... $5.50 to $9.50

Ladies' All-Wool Knitted Sleeveless Pullovers, made in honeycomb weave; colors, gold, purple and Kelly. Special $3.00

Several other pretty styles up to $9.50

Girls' All-Wool Sweater Coats, fancy weave, fastens high at neck; collar, cuffs and band down front knitted with scalloped edge; a very cosey and comfortable garment; colors, cardinal, scarlet, brown, navy, grey and saxe; sizes 4 and 6 years $2.95

Sizes 8, 10 and 12 years $3.95

Girls' All-Wool Sweater Coats, made with sailor collar and belt; colors, rose, saxe and paddy; sizes 6, 8 and 10 years. Price $7.50

Ladies' All-Wool Sleeveless Hug-Me Tights, in white, edge trimmed with pink, sky or purple. Price $2.95

Sale of Cashmere Hosiery "Seconds"

Wednesday Morning

79c, 98c and $1.10 Pair

These should bring an early morning rush, as all are cashmere and just the hose you will be looking for in the near future. The price is about half, and their imperfections only slight. Don't miss these.

Seconds in Ladies' Black Cashmere Hose, very slight imperfections.

Ladies' Plain Black Cashmere Hose, spliced heel and toe, seamless, fine quality, sizes 8½ to 10. Price....79c pair

Ladies' Plain Black Cashmere Hose, good winter weight, spliced heel and toe, seamless, splendid value, sizes 8½ to 10. Price ..... 98c pair

Ladies' Outsize Plain Black Cashmere Hose, made especially for stout people, reinforced heel and toe, seamless, sizes 8½ to 10½. Price..... $1.10 pair

Special For Wednesday, 89c and 98c

Ten dozen Bungalow Aprons, made of good firm print, finished with belt across back, made in a nice assortment of light and dark colors. Special 89c

Ten dozen Neat Coverall House Dress Aprons, made of splendid quality print, made in medium and large sizes. Special 98c

Make This Store Your Headquarters

A convenient meeting place, with every convenience for your comfort and accommodation.

Free Checkroom in the Basement.

Information Bureau on Main Floor.

Ladies' Restroom and Telephone Station on Second Floor.

Soda Fountain and Short Lunches Main Floor.

Restaurant on Fourth Floor. Dinner 11 to 2:30.

Grill Service any hour.

Ladies' Crochet All-Wool Hug-Me Tights, in plain and fancy stitch, with or without sleeves, in a nice assortment of different styles, made in all white or white trimmed with sky, pink or purple; all grey, or grey trimmed with pink or purple; black trimmed with purple, or all black. Prices ranging from ..... $3.00 to $6.50

Brushed Wool Sets—cap and scarf for girls and misses; colors, grey with white, saxe with white, rose with grey, and green with purple. Special..... $2.50 a set

Billie Burke Set—tam and scarf, made of fine wool, in rose trimmed white, copen and white, and white with rose. Special ..... $3.50 a set

Brushed Wool Scarfs, in colors of fawn with green, turquoise with melon, rose with nile. Special $1.25

All-Wool Plain Knit Scarfs, with novelty-colored borders, finished with fringe. Price $2.50

Jaeger Scarfs, in French blue, cream, dove, sand and rose. Prices ranging from..... $2.25 to $3.50

Flannel Department

Here you will find seasonable merchandise piling in every day, big ranges and big values for winter garments—Blanket Cloths, Wool Eiderdowns, Kimono Cloths, Bath Robing, Scotch and English Flannels, Vyella and Kremla Flannels, Delaines and Challies; also a fine assortment of Stripe Flannelette and White and Cream Flannelettes. We ask you to see display in this department, and offer the two specials listed below as an attractive feature.

36-INCH WHITE FLANNELETTE, good weight, soft and warm, a real cosy cloth for ladies' and children's winter garments, a yard wide. Special value ..... 38c yard

Ten yards for $3.65

34-INCH STRIPE FLANNELETTE, ten patterns to choose from, extra quality, nice weight, and makes strong, warm garments, fawns, pinks, blues in the range, for men's nightgowns, pyjamas and ladies' and children's wear; 34 inches. Special value at ..... 35c yard

Introducing

Autumn Millinery Modes

Again it is our pleasure to bid you welcome to the seasonal showing of Fashion's newest offerings.

Our display, resplendent with the joy of the times, has been assembled with the certainty that it contains the best of the modes.

VEILS---HALF PRICE

A group of Ladies' Veils to be cleared at half price tomorrow. These are Paris veils; hexagon mesh, pure silk, plain, also bordered with fancy designs; colors, brown, taupe, grey, navy, white and black. All at half price.

Straight-Finished Veils. Sale price ..... 50c, 62c, 75c, 87c, $1.25 to $2.00

Semi-Circle Finished Veils. Sale price 42c

Circular-Finished Veils. Sale price ..... 42c, 50c and $1.00 each

BUY WAR SAVINGS W-S S STAMPS

DEMONSTRATION — How to wash silk, georgette or crepe de chine blouses, silk or satins, silk hose, etc. Bring your soiled garments. Third Floor.

SMALLMAN & INGRAM LIMITED

FREE SAMPLES—Of Lux, at Demonstration, on Third Floor.

BUY WAR SAVINGS W-S S STAMPS