

Manufacturing Co.
ET.

Winter Coats
and \$10.75

Winter weight materials, in-
volut, Kersey and Beaver
length coats, semi-fitted
black, latest style throughout,
a week.

Sale of Ladies
Coats at \$14.45

for these fashionable

COATS FOR FALL
clear at \$1.95, worth up

New one-piece styles,
and other wool materials,
\$5.95, \$8.95, \$12.45
at double what we ask

ALL ALTERATIONS
FREE!

all Deposit and We Will
Keep Any Purchase.

t Mfg. Co.

AGES

annoyances, such as

are entirely avoided by mak-

wings Corporation
LONDON, ONT.

these worries, and at the same
will avail yourself of this in-

MPSELL, Managing Director.

PAPUAN CHIVALRY.

other countries, under the sun
husband more faithfully per-
forms his duty of protection to his
wife than in Papua. While his wife
is in the garden the husband is
ready to direct any intruder that
interrupts her labors.

UP

Calgary Alberta last
announcement by The Land
Company, of Calgary.

of a block of land con-
sisting of 160 acres, situated
in the Township of Carleton
Place, near the city of Calgary.
The land is well adapted for
agriculture, and is well watered.
It is for sale at a low price.
If you are interested, please
write to the Land Company, of
Calgary.

QUALITY

ms'

ears

ome

has

s way

very

road.

LE AGENT FOR CANADA

MONDAY, SEPTEMBER 11, 1911.

Melts dirt and
cuts grease
without disgre-
eable scouring
and scrub-
bing.

COMFORT
100% PURE
LYE
COMFORT SOAP Co.

Large
can with
air-tight, pry-
open cover, only 10c
At grocers.
Save the
labels.

Page of Interesting
News for Women

A SIMPLE WEDDING RECEPTION
[By Cynthia Grey.]

In almost all households, when a
wedding approaches, the arrangements
for the reception or "at home" after
the ceremony are matters of some
consideration, especially when it is not
desired to call in the aid of a profes-
sional confectioner or caterer.

Wedding breakfasts are almost
things of the past, but a pretty little
reception at the home of the bride's
parents is within the compass of all.
It only requires a little thought and
good generosity, and all will go well.
For on these occasions are not all
willing to be entertained, to wish joy
to the bride and bridegroom, and to
make merry?

Have Lots of Flowers.
Let the house be gay with flowers,
not necessarily white, but roses, or
other flowers, keeping in possible to
the light scheme of color. Let the
vases, whether silver or glass, shine,
and let the cushions, be fresh and
bright, and the fresh and bright and
dainty. The presents should be pre-
sented in which ever room is most
convenient.

The wedding tea should be served in
the dining room if the house admits of
this arrangement. The table should
be covered with a white damask
cloth, silver, with white flowers,
and as a decoration, and the china
and silver as dainty as possible.

The mother and father of the bride

added. Apply carefully with a brush
or soft cloth.

To keep fruit and some vegetables
perfectly fresh for a week or more
without opening, look over and pick
out only sound ones. Do not wash,
but if otherwise prepared, but fill
fruit jars, screw covers on tightly,
and place in ice chest. They will
keep perfectly.

It is a good idea to have each stain
on table linen two or three days be-
fore washing, that the stains may en-
tirely disappear.

If you swallow a fish bone, break
a fresh egg in a glass and swallow
it whole. The weight of the egg
will force every particle in the throat
and give instant relief.

Lamp wicks will burn evenly if a
tiny Y is supplied in the centre after
the wick has been cut squarely.

After boiling stiff collars, roll them
tightly and slip them inside of a glass
tumbler until they are thoroughly
dry. In this way they will keep their
shape and occupy less space.

A few drops of bluing added to the
suspense when washing glassware of
any kind makes it beautifully clear
and sparkling.

When peeling onions, if you wear
a cheap pair of automobile goggles,
you can avoid the unpleasant water-
ing of the eyes.

It may be some benefit to those af-
flicted with hicoughs to know that an
almost infallible cure is to pull the
tongue—the harder the better. This
takes the contraction out of the
muscles.

Some drawing pins, such as artists
and draughtsmen used, will be found
an invaluable help in the sewing room.
You need them to fasten long
pieces of slippery silk to your lapboard
or cutting table.

Bronzes may be successfully
cleaned by first giving them a good
dusting, following it by an application
of sweet oil, polishing it with a clean,
soft duster, and finally with a lustrous
cloth of chamols.

When vegetables have been strain-
ed and are being put into the dish, if
a piece of dry toast or bread is laid
at the bottom first, the remaining wa-
ter will be soaked out quite easily by
the time they are served.

Chloroform will take spots of oil
and tar from a tan-colored automobile
coat. Lay a cloth under the stain,
dip a brush in the chloroform and
drive it out of the fabric. Use chloro-
form in the open air.

For convenience in dish washing
have a rubber scraper, also a chain
mop for greasy spots. Dark crash dish-
cloth should be supplied for pots and

pan, and the use of dish towels for-
bidden for this purpose.

A very good way to remove dents
in wood is to take a piece of wet
felt and place it on the dent. Press
with a hot flat iron and the dent will
instantly disappear. This is good for
all cases of dented wood.

If a baby seems restless in its sleep,
and there is no apparent reason for
this, try turning him from one side to
the other. He cannot turn himself,
and we know what a relief change of
position can be at times.

A good way to clean cake tins, pat-
ty pans and all small tinware is to put
them in the copper or saucepan of
water with a good bit of soda, and
boil for some time. They will be like
new—quite fresh and clean.

Gentlemen's white lawn string ties,
when washed and pressed carefully,
make excellent facings and are also
fine for blind sleeves. They are
usually worn away by the men, as
they only wear them once.

If a small box with some breakfast
is kept handy in the kitchen, time and
trouble will be saved. Wet one end
of a cork, dip into the breakfast, then
rub any stain on knives, forks or
spoons, as you are washing them.

If an enameled kettle has been left
on the stove until it has been boiled
dry, it is a mistake to fill it up with
cold water, as this will cause the
enamel to chip off. This will not oc-
cur if boiling water is poured into the
kettle instead.

The New Story

Commencing Wednesday next
The Advertiser will publish a
new serial entitled "White
Roses," by Katherine Hothouse.
Brown, the popular authoress.
The story is one of her best,
and is a clean, stirring tale
that is certain to be widely
read and enjoyed.

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THE LONDON ADVERTISER.



Our Great Bargain Fair Offers Many Unusual Buying Opportunities

Here is a prize-winner in Dress Goods. We have just purchased the surplus stock of Dress Goods of one of the largest manufacturers of Ladies' Suits in Toronto. They comprise Venetians, Diagonals and Tweeds in a big range of colors. They are worth from \$1.00 to \$1.50 per yard. Our sale price is only, per yard.....59¢

Come as Soon as You Can and See For Yourself
40 dozen Ladies' Kid Gloves, in black, gray and tan, all sizes, and all we can get of them, so come early. They are the \$1.00 quality. Sale price, a pair59¢

Prize Winners in Ready-to-Wear

The newest modes for Fall and Winter, marked in such a way that you can easily afford to buy them now.
Ladies' New Ulster Coats, in brown, navy, gray, tan and black, semi-fitted with shawl collar of plaid, Special, at \$8.00
Ladies' Skirts of fine French Panama cloth, navy and black\$3.95
Misses' Coats, in cardinal, navy, gray, tan and black, Varsity or revers collar, semi-fitted, selling at each.....\$7.50
Children's Coats, in cardinal and navy blue, fine serge, hand-somely braided, military collar. Special at.....\$3.50 and \$4.50

AGENTS FOR THE HOME JOURNAL PATTERNS.

GRAY & PARKER

gown will continue to be worn through
the winter for indoor affairs.

Fringe has invaded the outer gar-
ment field and is seen on some of the
handsome of the new wraps.

Hats of velvet and velour are ex-
pected to be two of the strongest fea-
tures of fall millinery.

Nearly everywhere is to be seen the
little unostentatious bag that matches
the gown, with scalloped and initial done
in white and the bit of crochet or
drawn work or lace with which the own-
er's fair fingers are busy in what is car-
ried in it.

Many of the new French skirts show
the exaggerated high waist line and
elaborate shoulder drapery.

A novelty fall veiling has a small
mesh in diamond design with large
squares emphasized by chenille dots.

The deep collar, either square or
notched, is still worn. It in many cases
reaches to the waist line at the back.

Pleats of net or tulle are edged with
bands of colored tulle to match the
shade of the frocks which the frocks
trim.

MOTORING GARB.
Pressing nowadays is not the simple
matter it used to be, and the well-
dressed woman has learned to be pre-
pared for almost any contingency.

For instance, to motor some distance
into the country to a luncheon re-
quires some forethought in the art of dressing.
It is always safe in this case to fall back
on a neat coat and skirt, preferably in a
fine dark blue serge or fine cambric
with a touch of dark blue. These are
a subject on which it is necessary to
hesitate much, serious consideration,
as this should be a nature to sit well
on the seat, so as not to make the
wearer present a dishevelled and un-
pleasant appearance, as is caused by ill-
fitting and inappropriate headgear.

The most common cause of ill-fitting
few women have mastered. It really
takes the exercise of no little skill and
accuracy—and incidentally an unlimited
supply of pins and patience—to make it
separate as it should. The average Cana-
dian woman possesses a wonderful knack
in tying on her veil. On the other hand
there are some women who appear to
entirely lack this faculty, and have
never been known yet to fasten a veil in
either becomingly or securely.

FREAK DANCES ARE
BARRED IN BERLIN

Officials Call Them "Ungraceful and

Berlin, Sept. 11.—The Berlin dancing
masters and ballroom proprietors have
had their artistic feelings sorely shock-
ed by the latest developments of the
dance here. The principal causes of of-
fence are, first, the American cakewalk,
and second, the "freak" dances, which
are an alarming extent in Germany. It
is gratifying to hear, however, that
though possessing a certain amount of

Dr. Morse's
Indian Root Pills

cure many common ailments which
are very different, but which all arise
from the same cause—a system
clogged with impurities. The Pills
cause the bowels to move regularly,
strengthen and stimulate the kidneys,
and open up the pores of the skin.
These organs immediately throw off
the accumulated impurities, and Bil-
iousness, Indigestion, Liver Complaint,
Kidney Troubles, Headaches, Rheuma-
tism and similar ailments vanish.
Dr. Morse's Indian Root Pills 45

Works While
You Sleep

Scalp itch is invariably caused by a
microbe called dandruff. He is a per-
sistent fellow and works while you
sleep and when you are awake. He
feeds on the vitality of the hair roots
and he has chartered the patch and
you are baldheaded.

Parlsian Sage will kill him and stop
itching of the scalp in a few hours.
Parlsian Sage is the most pleasant and
invigorating hair dressing in the world
and the sworn foe to dandruff. Fifty
cents a bottle. Sold by your
druggist, who guarantees it. See that
the girl with the Auburn Hair is on
each bottle and package.

Sold and distributed in London by
Fred A. Taylor, 299 Talbot street, op-
posite market.

To Give Men Better Tailoring Service Than They Have Ever Had Before



The new Semi-ready styles are here. We have the sole selling rights for London.

There are certain and distinctive ideals and advantages about Semi-ready tailoring. It is
real tailor-made, mind you, and not "ready-made" clothes. It represents an organization con-
ducted in a large way, with the power and ability to secure and hold the very best talent
available.

It is specialized tailoring, with never a cheap or careless garment; it is made in
model shops.

With a depot in England, the finest weaves and the latest patterns from the British
woollen mills are quickly bought and forwarded to Canada.

The buyers—the wearers—are protected in every possible way in order that the good name
of "Semi-ready" may retain its prestige, and its fame continue to flourish.

Coupled with a guarantee of absolute service, Semi-ready Clothes are sold at a plain
marked price, and at the same price everywhere in Canada—the same in the West as in the
East—the same price here as in Montreal or Toronto.

May we show you? It's a pleasure to have you come in and just look about a bit.

THE SEMI-READY STORE

TOM L. HAYGARTH
182 DUNDAS STREET

**NA-DRU-CO
DYSPEPSIA TABLETS**

relieve at once the disagreeable sensations that
come from over-eating. The lover of good things may feel
quite safe if he has a box at hand. 50c. a box at all druggists.

National Drug & Chemical Co. of Canada, Limited

MADE ESPECIALLY
FOR AND WORN BY
THE BEST PEOPLE
EVERYWHERE

YOU CANNOT BUY
BETTER ANYWHERE
- Sold by the
Best Dealers -

CEETEE
UNDERWEAR.