

Exhibits To See and Where To See Them at the Fair

BUILDERS, CONTRACTORS, ARCHITECTS!

Don't Fail to See



IN THE MACHINERY BUILDING

For Schools, Factories and all Fireproof Buildings.

THE DENNIS WIRE AND IRON
WORKS CO. LIMITED
LONDON
CANADA



Thoroughbreds

DOMINION SEEDS

"WON'T STAY PLANTED"

SEE US AT THE EXHIBITION, IN THE AGRICULTURAL BUILDING.

Poultry Supplies, Buckeye Incubators and Brooders, Full of
Fap Poultry feeds. Success starts with seeds. More eggs come
with better feeds. Autumn Bulbs. Catalogue ready. Ask for it.

DOMINION SEEDS, LIMITED
113 DUNDAS STREET, LONDON, ONTARIO. PHONE 550.

LIGHTNING WRECKS SPIRE OF CHURCH IN BLENHEIM

Elements Play Havoc With Baptist Edifice for Second Time.

Special to London Advertiser.

Blenheim, Sept. 11.—This morning shortly after 5 o'clock the tallest spire in town, that of the Baptist Church, was struck by lightning and almost completely destroyed, the shingles and woodwork being shattered for a considerable distance around. The whole spire for a length of 35 or 40 feet is a complete wreck. Damage was also done to the lower portion, and on the inside of the church the lightning system was put out of commission and plaster knocked off the ceiling. The same spire was struck some years ago, but at that time the damage was not so great as at present. The spire has been, since its construction in 1876, a prominent sky-mark in this district, it being one of

"For the Home"
Hotpoint

It Rests the Wrist

When using the Hotpoint Electric Iron the thumb rests on a firm projection thus, entirely eliminating the tense grip, and severe strain on the wrist obtained by using the old style irons.

The Hotpoint Iron maintains its hot point, no matter how damp the clothes may be. Its mirror-like finish causes it to glide over the heaviest material with the slightest exertion.

HOTPOINT SERVANTS FOR THE HOME

"Made in Canada"

Sold by Electrical Dealers everywhere.

Canadian General Electric Co., Limited
Head Office: Toronto Sales Branches in all Large Cities

FOR SALE BY

The Hydro Shop

This Cosy, Little Farm Was Just the Place They Wanted

THERE comes a story from the Fair which is going on this week of a farmer in his younger days, who had struggled hard to make the little farm on which he lived a success.

After years of toil he was rewarded, for he had planted many crops and they had brought forth much.

The farmer had married, and in the course of time they had a family of three, but they had grown up and departed into the world to shift for themselves.

And now they were alone. For all these years they had planned on the companionship of their children during their old age, but they had practically deserted them.

They were sick of the place now, and longed to be away from it, so the farmer and his wife journeyed to the nearby city, and turned it over to a real estate agency to sell.

When in the papers, the advertisement read: "Cosy little farm of 23 acres, with beautiful house, lately remodeled. This is an ideal place for any one desiring a lovely farm near the city."

After seeing the ad. in the paper they were very sorry to see the old home go, for after all, they would be more homesome without it.

So again they went to the city and to the agent's office. The old farmer then said: "After reading the advertisement of our farm for sale we have found that it is the very kind of a place we have been looking for, so we have decided to keep it for ourselves."

The moral is: That it is sometimes necessary for one to advertise himself in order to see the good points of a thing.

the tallest, and the building, standing as it does on one of the highest points on the ridge, the spire could be seen for many miles. It is considered almost a miracle that the building was not fired, as the woodwork was declared to be very dry.

DEXTER'S---

Snow White Bread Flour

—and—

Eureka Pastry Flour

Exhibited in the Main Building. See this attractive exhibit and learn more about these wonderful flours.

T. Dexter & Son

LONDON, ONTARIO.

MAINTAINS NORTH POLE ACCESSIBLE BY AIRCRAFT

Major Richard Carr Believes Flight From London Could Be Made in Week.

London, Aug. 27.—Modern airships of the German type could make the trip from London to the North Pole, a distance of 4,600 miles, within a week, says Major Richard Carr, aerial expert of the Shackleton Antarctic expedition. Fuel for the entire distance could be carried, and no landings need be made.

"I am fully convinced that we have left far behind the old-fashioned methods, and that in future polar exploration will be done by aircraft during the summer months," Major Carr continues. "Very few persons realize how mild the Arctic and Antarctic summers really are, and the wonderful improvement in aircraft."

Major Carr made important observations on flying conditions in the Antarctic. "During the seven weeks we were in the ice," he says, "the lowest temperature recorded was 5 degrees Fahrenheit, and the average approximately 20 degrees. The wind average was eight to ten miles an hour, and the air and sky were wonderfully clear. So clear was the air that mirage was very frequent. We had more than 300 perfect flying hours."

Canada's Greatest Piano

You will find this Piano in all different styles and finishes, together with our wonderful Phonographs, on display in the Annex of the Main Building.

Gerhard Heintzman LIMITED.

When You're Hot And Tired

From tramping around the fair grounds, just drop around to our booth, in the Pure Food Building, and have



A delicious cup of
Sweetheart Coffee and
a sample of Sweetheart
Peanut Butter free of
charge.

"All we want is for you to test for yourself the wonderful flavor of Sweetheart Coffee and the delicious, different, wholesome taste of Sweetheart Peanut Butter."

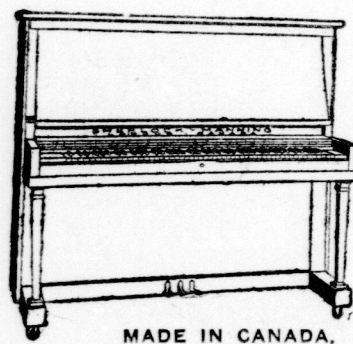
IXL Spice & Coffee Mills

LONDON - ONTARIO.

Pure Food Building - Western Fair.

You Can Buy Our Exhibition Pianos And at Factory Prices

Many handsome instruments, representing the leading models of
Sherlock-Manning Pianos, are on exhibition at the Western Fair.



MADE IN CANADA.

Each year we sell our entire exhibit
before the Fair closes.

Avail yourself of this opportunity to
get "Canada's Biggest Piano Value"
at the factory price.

Look for our two new models.

The Sherlock-Manning Grand Piano

—and—

The Smallest Piano Ever Made In Canada

They'll interest you! They are real Sherlock-Manning achievements.

We are at our same stand—just to the right of the main building
entrance.

SHERLOCK-MANNING
— 20th Century Piano —
"The Piano worthy of your Home"

Sherlock-Manning Piano Co.
LONDON, CANADA.

WESTON'S

English Grade Biscuits

(Assorted)

The hit of Toronto Fair. Don't forget to secure
Your Package.

PURE FOOD BUILDING WESTERN FAIR

BE SURE AND SEE

KEENE BROS.'

gorgeous display of

Home Furnishings

including beautiful Oriental and Domestic Rugs, Draperies,
Lamps, Dining-room and Bedroom Suites. A collection of
beautiful new styles and artistic suggestions for settings
in the home.

SECOND FLOOR—MAIN BUILDING.

WONDERFUL SOAP EXHIBIT

Toilet, Laundry, Shaving Soap

Don't fail to see our Special Exhibition Package—a
complete assortment of all the above soaps—put up
especially for the Fair.

LONDON SOAP CO.

Pure Food Building.

Visitors

are

Welcome

at

McCORMICK'S

Only a few minutes walk east of
the Fair Grounds.

You will always be glad you visited our "Sunshine Palace"—a model factory where choice biscuits and candy are made.

Factory closed Wednesday afternoon. Employees at Fair.