

WHO'S WHO IN HOLLYWOOD

YOU CAN WIN A PRIZE FOR NAMING THESE "STARS."

1st Prize—\$10 in cash.
2nd Prize—\$5 in cash.
Next 6 Prizes—A set of four tickets to Loew's Theatre, good any time.
Address all inquiries and answers to The "Hollywood Manager," care of The Advertiser.

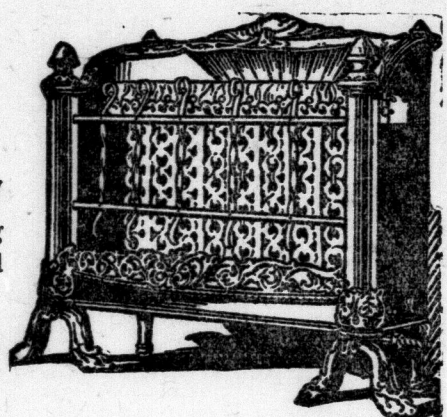


For the Chilly Evenings at Home when you do not see the "Stars"



A GAS HEATER

Instant Heat—Always Ready
Sends forth nothing but clean, pure and healthful heat.



No Fires To Build
The room is flooded with heat, cheer and firelight.

Sold On Small Monthly Payments

CITY GAS CO. OF LONDON

213 Dundas St.

COMMERCIAL DEPT.

Phone 835.



A Fashion Salon Befitting the Most Gorgeous Salon.



FIRST FALL FASHIONS ARE HERE

All that is new in Fashion, all that Paris has sponsored in feminine apparel, is now on display at the new Artistic Ladies' Wear. Frocks, suits, cloaks. You will take a genuine pleasure in viewing the many developments in the Mode for fall of 1923. A cordial invitation is extended to every lover of beautiful clothes to see them.



The new Artistic Ladies' Wear is a fitting place for any "star" to select her wardrobe. Nowhere in Ontario will be found a more complete, more magnificent Fashion Salon, with such an array of garments, all at popular prices.

SALE OF FURS.

The Annual Sale of Furs is now on. This is our greatest Sale of Fine Furs, and the savings are great enough to interest every woman.



The Artistic Ladies' Wear
158 DUNDAS STREET.

How well do you know the Movie Stars? Here's a contest to test your "bump of memory." All these stars appear in "Hollywood," the great feature film starting Monday at Loew's.

Two stars appear in each advertisement. It is up to you to identify them. Prizes are stated in the column opposite. Sets of answers are judged as they are received, so get busy now.

NOTE.—In several of the ads blank spaces appear. It is necessary that you fill these with the names of the stars whose pictures appear in those ads.

Remember, you must get ALL the stars correctly named. There are 12 of them.



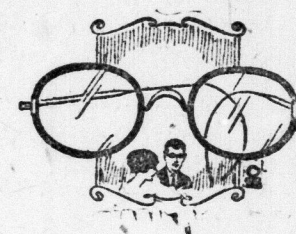
Good Eyesight, like Good Acting, Is Necessary to Succeed.



Poor Vision Never Helped To Make a Play Enjoyable

Not only the theatre but every other form of pleasure will lose its attraction if your eyes are not "up to par." And 70% of all people have defective vision. It is a serious thing, this question of good and poor eyesight, and unless your eyes are attended to now you will suffer later on. Perhaps you do not need glasses—but it is satisfying to know just how your vision measures up. An examination takes only a few moments, and is painless.

Good eyesight is invaluable to and They wear glasses "on location" to preserve their vision while working under the strong kilig lights of the movie studios.



It is a fact that hundreds who could not enjoy the pictures for reason of headaches from poor eyesight now enjoy the theatre as much as anyone, after having their eyes corrected with glasses.

You may choose YOUR glasses from dozens of designs. There is one to suit your features, to fit your face and your pocket-book.

F. STEELE

REGISTERED OPTOMETRIST.

210 DUNDAS ST.

LOEW'S

Monday, Tuesday, Wednesday, Aug. 27-28-29.

NO ADVANCE IN PRICES.

Afternoons, except Saturday and Holidays, 15c; Evenings, 35c.

20 REAL STARS and 30 SCREEN CELEBRITIES
JESSE L. LASKY PRESENTS
"Hollywood"
JAMES CRUZE PRODUCTION
A Paramount Picture

Canada's Premier Showing

LOEW'S

Monday, Tuesday, Wednesday, Aug. 27-28-29.

NO ADVANCE IN PRICES.

Afternoons, except Saturday and Holidays, 15c; Evenings, 35c.



Beautiful Furs—Fit To Grace a "Star"

Our August Fur Sale Continues

—but only another week remains for these special reduced prices in fur coats.

Our stock is truly a beautiful collection of the newest inspirations in fur fashions.

Buy now and save from \$35 to \$100. The present August sale prices will not be offered again this year. Furthermore, the stocks are now complete.

A deposit will store your coat free until required.

ROYAL MILLINERY AND FUR CO.
246 DUNDAS STREET



Not All the Stars Are In the Movies



The 'Star' of all Pianos is the Gerhard Heintzman

No Movie Star ever gained prominence except by merit, and it is the same with pianos. The Gerhard Heintzman has gained an enviable position among instruments because it has proven its merit through years of critical usage. That is why today it is called everywhere Canada's greatest piano.

If and ever came to London they would undoubtedly prefer the marvelous Gerhard Heintzman.

At the Western Fair the Gerhard Heintzman will be on display in the Main Building.



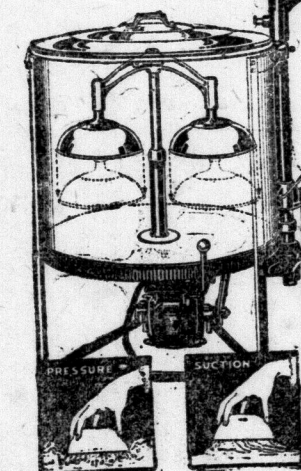
Always, in our showrooms, you are welcome to see the many models of the famous Gerhard Heintzman.

GERHARD HEINTZMAN, Limited
222 Dundas St.

Next Week Is the Week To Buy Your EASY ELECTRIC WASHER—Big Premium Free.



Practical Demonstration All Next Week.



With every Easy Vacuum-Electric Washer sold from Monday till Saturday next week the Hydro Shop will deliver TWENTY PACKAGES OF LUX FREE!

You know the Easy.

Famed for its big, clean-cut copper tub. So easy to operate and so easy to care for. Easy to drop the clothes into. Easy to lift them out.

It starts and stops at the touch of a button. The wringer swings wherever you need it. It washes swiftly, gently, positively, by the alternate pressure and suction strokes of the vacuum cups that work like human hands.

Cost of Operation is Next to Nothing. Sold on Easy Terms.

The Hydro Shop

DUNDAS AND WELLINGTON STREETS.

Phone 7000.



GREAT STORY OF THE MOVIES IS JAMES CRUZE'S PRODUCTION OF "HOLLYWOOD" AT LOEW'S NEXT MON., TUES. AND WED.

To Hollywood come Angela Whitaker and her grandfather, Joel, who has been ordered West for his health, but Angela's object is a movie career. Behind them are left Aunt Margaret, Lem Lefferts, Angela's "steady," and old Grandmother Whitaker. After days searching for work, Angela returns home discouraged, to hear her grandfather announce that all day he has been "in pictures." Angela is delighted, for this means a prolonged stay in Hollywood, and they move to a bungalow in a court uptown. It is here that Angela meets Horace Pringle, a young scenarist and author of a picture story, "Beware, the Avenging Hand!" Almost at once he recognizes that Angela was born to be the star in his play. So he haunts the path of a movie magnate with cards bearing the in-

scription, "Beware, the Avenging Hand!" which sinister inscription reduces that individual to a state of nervous apprehension. By this time Joel has become a rather swagger and gay old sport and is regarded as a regular feller by the boys and, likewise, by some of the girls. Back in Centerville, Lem, while pressing pants, is taking care of Grandmother and Aunt Margaret. They hear of the change in Joel, and there is but one thing for the trio to do—go to Hollywood and rescue the brands from the burning. So the trio arrive in Hollywood prepared for the worst. Immediately Margaret sounces over to the studio to yank Joel out of that movie hell if she has to drag him out by the scruff of his neck. At that moment, when the great, remote Cecil B. De Mille is quietly explaining the urgent need of a cyclonic woman, Margaret bursts in as if conjured by his thought. She continues to battle with her umbrella, indiscriminately. Mr. De Mille is delighted, and before Margaret realizes what has happened she is engaged to play a part. Further, Grandmother is ordered to be on hand tomorrow to play a part, too.