FOOD BOARD ASKED TO ENFORCE LAW WHEAT SUBSTITUTES

Western Ontario Bakers Meet at Tecumseh House and Pass Resolutions.

At a meeting of the bakers of Western Ontario held in the Tecumseh House Wednesday afternoon, a resolution was passed and will be forwarded to the Canada food board asking it to enforce the law regarding the selling of wheat flour substitutes.

Sixty-five bakers from the districts between Owen Sound and Windsor and Sarnia and Brantford, including St. Thomas and Tillsonburg, were gathered together to discuss the regulations regarding wheat flour substitutes.

Want Law Enforced.

The bakers present at the meeting objected to the manner in which the Canada Food Board is enforcing the law with regard to the selling of substitutes of wheat flour by the retailers, flour and feed men and others.

They claim that wheat flour is continually sold for domestic consumption purposes without the purchaser being compelled to take the required amount of substitutes.

The bakers claim they cannot sell bread made from wheat flour substitutes, as required by the Canada Food Board, as long as the housewife is allowed to buy wheat flour without substitutes. There was a difference of opinion as to the advisability of the miller selling flour containing the required substitutes. Several of the bakers were in favor of this method to overcome the problem.

Asks For Co-operation.

John Turnbull of Toronto, inspector of provincial commercial bakeries for the Canada Food Board, explained the necessity for the continued use of substitutes for wheat flour by the commercial bakers. He expressed a desire for the hearty co-operation of all the commercial bakers.

Mr. Turnbull stated that he thought the Canada Food Board would improve the wheat flour on the new crop by reducing the extraction point for milling purposes from 76 per cent to 74 per cent, and point three per cent of all wheat milled.

Visitors to the Fair

will find it greatly to their advantage to visit this store before returning. We have several reduced lines of boots, shoes and rubbers, for men, women and children, on which you may save money. Why not equip yourself now for the fall and winter at bargain prices?

Cook's Shoe Store

Heavy shell glasses become King Albert. See our window.

King Albert of Belgium

—The tragic crowned head of Europe, who defeated the aims of the kaiser to overrun France in 1914. Defeat of that arch-enemy, "Poor Eyesight," may be accomplished through our well-fitted glasses.

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London Tire Repair Depot
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GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man
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DO IT NOW.

Send that Storage Battery to us right away. You will need it full of power and pep for winter driving. Our experts will do that for you.

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264 Dundas. w Phone 2671.

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Two Doors East of Majestic Theatre.

THE
London Loan and Savings Co.
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Government Bonds
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To Pay 6%
4% ALLOWED ON DEPOSITS.
M. J. KENT, Manager. ywt

Ladies' New FALL HATS
BELTZ & CO.
PRACTICAL FURRIERS.
ywt

"Still the BEST— As of Old"

Notwithstanding the fact that

Parnell's Breads

are being made with all the substitutes as ordered by the Canada Food Board, they are still the best. Scientific baking retains all its goodness. The change is barely noticeable, if at all.

You will be agreeably surprised if you order a trial loaf today.

PARNELL
The Breadman
Phones 929-1390
Canada Food Board License
No. 5-065.

Special Sale
for
FAIR WEEK ONLY
20 PER CENT OFF ON ALL LINES OF WALLACE & SONS' CUTLERY.
Now is the time to buy your Silverware and save money.
YOUNG'S
DIAMOND HALL STORES
2 STORES:
170 Dundas. 674 Dundas.

What the Doctor Ordered

A mother, worrying over her little boy because he was losing weight, took him to a doctor, and this is what he prescribed: "Feed him lots of bread, say, ten slices a day, butter and milk."

JOHNSTON BROS.
XXX Bread
Its delicious flavor will tempt your little boy's lagging appetite and make him sturdy and strong. Your grocer sells it.
JOHNSTON BROS. Phone 944.
License No. 5-263.

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BUY GUARANTEED GOODS.
Canadian Beauty Irons $5.00
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Electric Fans ..... $7.50 to $40.00
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Any Size Roll Film Developed and Printed For 25c at
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NEWSPAPER,
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MRS. PANKHURST TO ADDRESS CANADIAN CLUBS OF LONDON

Famous Suffragette to Speak at Masonic Temple.

Mrs. Pankhurst, who will address the joint opening meeting of the season of the Men's and Women's Canadian Clubs this evening in the Masonic Hall, has been in Russia since the revolution, and it is out of the fullness of her knowledge and first hand information that she will tell about "Russia Within the Past Two Years."

Arrangements have been made to afford non-members of the clubs an opportunity to hear Mrs. Pankhurst, probably the world's most famous woman lecturer, and tickets are available at present in downtown book stores, as they will be at the hall on Thursday evening.

It was stated today that, owing to the rush of fair week visitors, no accommodation is available in local hotels, and Mrs. Pankhurst, it is understood, will be entertained in the home of one of the officers of the Women's Canadian Club. She is speaking this time in the interests of Belgian orphans who are refugees. Friday morning she goes to Brantford to help in the launching of the Navy League campaign there.

VIOLA DANA

Appearing in "Opportunity," a Metro screen romance of fun and heart throbs, at the Patricia today, Friday and Saturday.

Scene From "Hearts of the World," the Great Production, Showing at the Majestic Theatre All This Week.

The play deals with the love story of a young couple in a village in France just before the war, and depicts, with appealing simplicity, the life of the villagers, and reproduces the atmosphere and the scenery of the locality. The lovers have their little misunderstandings, which, however, only strengthen their mutual affection, until the day is fixed for their wedding. Their dream of happiness is rudely interrupted by the sudden order for mobilization issued by France, and the declaration of war against Germany two days later. The young hero of the story and his male associates are enrolled in a small company for the defence of the village.

The ardent patriotism of the French, their love of country and of their small homes are graphically portrayed, as also their desperate resistance to the assaults of the invading Huns. And there are touches of pathos in the revelation of the patient suffering of both the old and young under the exactions and brutality of the Germans. The village is bombarded and out of all shape, and those of the inhabitants who have not sought safety in flight take refuge in cellars and the ruins of their homes.

MILITARY NOTES

MUST GAIN CONSENT.

The superintendent of the insurance department, Ottawa, has been notified to the effect that particulars regarding the physical condition of a soldier or an ex-soldier, can be given only on the written consent of the man himself.

BECOMES CAPTAIN.

Donald Eric Douglas, formerly of the 29th Regiment, has been promoted to the rank of captain, his promotion taking effect on the 26th of August.

ON C. E. F.

Capt. F. G. Sanderson, Major A. Cory, Nursing Sister L. K. Baillie and Nursing Sister V. R. Keene, have been taken on the strength of the C. E. F.

TAKEN BACK.

Pte. G. L. Drulard, a deserter from the 1st Battalion, C. G. R., having been apprehended at Windsor on Sept. 5, has been taken on the strength again with effect from September 5.

IN "PEN" AT CHATHAM, TOO.

CHATHAM, Sept. 11.—Harry Jutting, who was arrested at Tilbury Sunday, suspected of being a German agent, was in custody in Chatham some time ago on a charge of making pro-German utterances, but was allowed to go, as the evidence in the county police court was not considered strong enough to hold him. He has a brother, who, it is alleged, was interned in a camp in Canada because of seditious utterances.

PTE. ARTHUR WATSON PRONOUNCED GUILTY BY COURT-MARTIAL

Woodstock Man, Charged With Desertion, Convicted on His Own Evidence.

Pte. Arthur Watson, aged 24 years, and long a resident of Woodstock, was tried by a general court-martial yesterday afternoon and found guilty of desertion. Pte. Watson told the court, when asked if guilty, that so far as he knew he was guilty, as the military authorities consider it desertion when a man absents himself from his majesty's forces. He was sentenced and the sentence will be confirmed at Ottawa before being promulgated.

Said He Was Drunk.

When asked by the court if he cared to make a definite statement on oath, Pte. Watson replied in the affirmative. When advised that he had three choices, namely, to withhold any statement whatever, make a statement on his oath, and make a statement without taking his oath, he still persisted in making the statement on oath.

In the statement which followed he claimed to have been under the influence of liquor, and had not the least idea that he had enlisted. He claims to have left his home with the intentions of getting a drink. After fulfilling his intentions he went to a friend's house, and while there drank some hard cider. After that he then left with some friends for the hotel, where he again had another drink.

He does not remember leaving the hotel, as he was then entirely unconscious of any further happenings. When he came to himself again he was home in bed, this being the following morning. On the same morning his wife asked him if he had enlisted, and he replied, "Not that I know of."

Visits Capt. Spencer.

Feeling restless about it, he went to Capt. Spencer, the O. C. mobilization centre in Woodstock, and asked him if he had enlisted. Capt. Spencer informed him that he had done so on the previous evening. Watson asked if there was anything that could be done, as he explained that he was drunk at the time. Capt. Spencer told him he had seemed somewhat drunk when he enlisted, and he would see what he could do for him. Capt. Spencer later advised Watson to come to the London mobilization centre.

Watson came to London the following day, but claims that he was again under the influence of liquor. On his arrival he went to Carling Heights, and after looking around for a time for some of the officials, and not finding them, he returned to Woodstock. Feeling ashamed of his disgraceful conduct he then left Woodstock and went to Toronto, where he obtained employment with the Simpson Company. After working there for some time he returned to Woodstock, his wife having given birth to a child.

Resumes Work as Knitter.

He again resumed his work as a knitter with the Oxford Knitting Company. Some few weeks later a Dominion police officer asked him if he was a deserter. He replied that he was not, and then told his story to the Dominion police official, who laughed, and told him not to worry, as they would try and fix it up for him.

Pte. Watson has never had the uniform on, and has not received pay from the militia, since his enlistment. This proved a very strong subject for conversation, and if, as stated, he enlisted why had he not received pay or been issued a uniform? The sentence will be announced when confirmed by the Ottawa authorities.

CLERGY ON MIDWAY LOOKING FOR SHOWS SUSPICIOUS OR WORSE

But Only With the Idea of Seeing, None Are Allowed.

There was something interesting brewing on the midway at the Fair on Wednesday forenoon, though not of a nature to call for interference on the part of the Canada temperance act. Four prominent local ministers were discovered at one and the same time, holding what appeared to be a little social gathering. Possibly they met by chance. In any case, it was right in front of the only really suspicious-looking show on the whole midway, boasting, flamboyant "girl" posters.

"No, I didn't go in," said one of the clerical quartet, "but I saw what was going on outside. Some girls came out and danced, and it was the hootchy-kootchy, nothing more nor less."

On Serious Business.

It was to be gathered that it wasn't a case of "a day off" for the ministers, but the serious business of making sure that all attractions at the fair are placed above suspicion.

It seems they weren't the first on the ground for this purpose. They had been preceded as soon as the shows opened on Tuesday by a group of women who have the public welfare at heart.

One of these came along just as the clerics were discussing the "hootchy-kootchy," and related her experiences of the preceding day.

"See anything objectionable?" she was asked.

She hadn't: just something which looked "rather suspicious."

Feminine Suspicious.

It seems the "Girl Show" had not been going or even entirely set up when she made her trip the previous day with her committee.

"There was one place," she said, indicating the show meant, "where there were no ladies or children going in. We felt we couldn't under the circumstances. Some things the barkers said had a suspicious sound. While all the other showmen were inviting men, women and children to come in, he excluded the children and emphasized his invitation to the men. They crowded in and we didn't once see a woman going in."

"It was probably nothing at all," pronounced one of the ministers. "It was likely just a ruse to get the crowds. A year or so ago there was a show on the midway that aroused suspicion. It was only towards the close of the Fair it was brought to my attention. It was a show in which it was emphasized that there was something inside which every man should see and only men were allowed to enter. On investigation, it proved the exhibit was nothing more nor less than a pair of braces, ordinary braces."

Whereupon a brother member of the ministerial alliance commented: "How Barnum would have appreciated that!"

LAMBETH LADIES PROVE SUCCESSFUL CANDIDATES

The following young ladies of Lambeth have successfully passed the final St. John Ambulance examinations in first aid and home nursing: Agnes MacArthur, Alice Carley, Mrs. Meek, Ethel Winter, Bessie Norton, Christina Tilden, Mrs. Newton Howlett, Lillian Robinson, Mrs. Laura Clement, Pearl Page, Doris Ead, Bernice Walker. This class passed exceptionally well, all making over 95 per cent of the total number of marks.

ORVAL S. UPSHALL LISTED WOUNDED

Pte. Orval S. Upshall of this city has been listed among the wounded, according to word which came to his father, W. G. Upshall, 671 William street.

Pte. Upshall went overseas a year ago in July as a dispensing chemist in the Army Medical Corps, and previous to his donning the uniform he was manager of the Wellington street branch of Taylor's drug stores. He has been about three months in France.

SOCIAL AND PERSONAL

Readers Are Invited to Phone All News of This Kind to the Society Editor. Phone 3670.

Mrs. G. W. Patmore and children of Cranbrook, B. C., are the guests of Mrs. J. W. Holliday, 140 Horton street, city.

Mrs. Jessie McDonald, lady superintendent of St. Luke's Hospital, Chicago, has returned home after spending the month of August at the Invererie Hotel, Port Stanley, with Mrs. Lamb of Dufferin avenue.

A very quiet wedding took place last evening in the parsonage of Adelaide Baptist Church, when Mrs. Ellen Hollaway was united in marriage to Albert McNamara, the Rev. J. H. Boyd officiating. The bridal couple were attended by Mr. and Mrs. Chas. Taylor, of Cherry street. They will reside at 610 William street, this city.

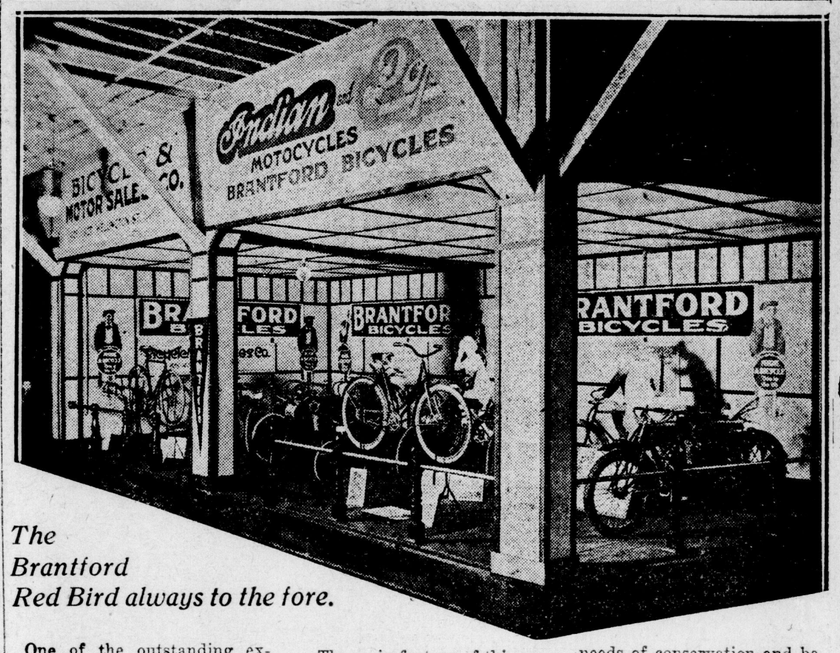
A quiet wedding was solemnized on Wednesday afternoon, Sept. 4, at the parsonage of the Hyatt Avenue Methodist Church, when Robert C. Ellwood and Beatrice Lake, both of this city, were united in marriage. The groom was attended by his cousin, Everett Morgan, while Miss Lovada Lake, the bride's sister, acted as bridesmaid. The happy couple left soon after the ceremony for Toronto and points east, and upon their return will reside in this city.

CHILD DIES SUDDENLY.

SARNIA, Sept. 11.—Mary Helen Elizabeth, little daughter of William Perkins, died this morning after a brief illness. The funeral will take place Thursday afternoon.

ROWAT'S COFFEE
The best procurable. Pleases particular people.
55c PER POUND
250 Dundas St. Phones 3051-3052.
Canada Food Board License
No. 8-3422.

At the Fair find out why
The BRUNSWICK
is "all phonographs in one"
CRAWFORD PIANO COMPANY'S BOOTH
in the Annex to Main Building.



The Brantford Red Bird always to the fore.

One of the outstanding exhibits in the Main Building at the Western Fair this year, and one that is attracting considerable attention, is that of the Bicycle and Motor Sales Company. This is located in the Main Building to the left of the entrance, and is, as in former years, the only exclusive bicycle exhibit at the Fair.

The main feature of this exhibit, as is to be expected, is the display of Brantford Red Bird bicycles, and one by standing and watching the interest and attention it attracts is easily convinced of the popularity of this well-known bicycle, and of the fact that the bicycle, through needs of conservation and because of its utility is coming back, and coming back rapidly.

Mr. Wenige of the Bicycle and Motor Sales Company, who handles the Brantford Red Bird exclusively in London and district, reports a good sale of bicycles at the Fair.

Smart Pumps Street Wear

We Have Just Received Eight New Lines of

LADIES' DRESS PUMPS

FROM ONE OF THE LARGEST PUMP MANUFACTURERS IN AMERICA.

COME IN AND SEE THEM

In widths A to E.

Prices: $6 to $9

Johnston & Murray
BOOTS — SHOES — TRUNKS
LONDON — ST. THOMAS

ROSS'
LIMITED
FURS

FUR SHOWROOMS ARE NOW OPEN WITH A DISPLAY OF THE SEASON'S NEWEST FUR GARMENTS, FUR SETS, STOLES, CAPES, NECKPIECES AND MUFFS.

Not for the last decade has there been a showing made so handsome, rich and alluring.

Having forestalled the later advances in the fur market by early purchases direct from trappers in the west and north country, we were able to place before our patrons the choicest furs at most reasonable prices.

IN OUR FUR FACTORY EXPERIENCED DESIGNERS, CUTTERS AND OPERATORS ARE BUSILY PRODUCING THE LATEST FASHIONS OF THE HOUR, WHICH WE ARE PLACING BEFORE OUR CUSTOMERS AT

Manufacturers' Prices

Hudson Seal Coats, plain and trimmed.
Natural Canadian Muskrat Coats, plain and trimmed.
Ermine Sets, Stoles, Capes, Neckpieces and Muffs.
Sable Sets, Stoles, Capes, Neckpieces and Muffs.
Hudson Seal Sets, Stoles, Capes, Neckpieces and Muffs.
Mink Sets, Stoles, Capes, Neckpieces and Muffs.
Black Fox Sets, Stoles and Muffs.
Black Lynx Sets, Stoles and Muffs.
Black Wolf Sets, Stoles and Muffs.
Natural Raccoon Sets, Stoles and Muffs.
Beaver Sets, Stoles and Muffs.
Red Fox Sets, Stoles and Muffs.
Natural Lynx Sets, Stoles and Muffs.
Manchurian Wolf Sets, Stoles and Muffs.

Fall and Winter Apparel

JUST FROM THE HANDS OF OUR DESIGNERS AND OPERATORS.

The very latest productions in the fashion world, in absolutely reliable cloths, in the leading colors of the season.

Our cloths are purchased at first hand from the mills; manufactured in the factories on the premises, and placed before our patrons at MANUFACTURER'S PRICES.

FALL SUITS—Plain and fur-trimmed, in velours, broadcloths,, poplins, serges, gabardines, tricotines and silvertones.

FALL COATS—In velours, broadcloths, serges and poplins.

SILK GOWNS—In charmeuse, duchess, taffeta, poplin, etc. The very newest and most distinctive expressions of fashion.

BLOUSES AND NECKWEAR

For many seasons our success in this merchandise has been most marked, having succeeded in meeting the most exacting demands of ladies exercising the highest taste in dress.

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