

**Rowat's Teas**  
From the Better Gardens.  
70c, 80c, 90c, \$1.00, \$1.10 and \$2.00 Pound.

**T. A. Rowat & Co.**  
250 Dundas St. W. Phone 3051-3052

**C. H. Ward & Co.**  
Diamond Merchants, Jewelers and Opticians.  
386 Richmond St. Phone 1084.

It is wise to stock ahead on wood. Then you are sure of your supply.

**GILLIES**  
**COAL and WOOD**  
Phone 1312, Cor. Adelaide and Bathurst

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REMODELED AND REPAIRED.  
All orders receive expert and careful attention.  
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**ROSS', Limited**  
196 Dundas St., London.

Our fitters are experts. We have Trusses to fit all needs.  
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266 Dundas St. W.

**WEGNER'S**  
Wholesale and Retail Dealer in Overalls, Sweaters, Coats, Gloves, Mittens and Hosiery.  
LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTERS.  
Exclusive Manufacturers' Agent for the Best Canadian Makes of Overalls.  
**WEGNER, The Heart of London.**  
371 Talbot St. Phone 1849J.  
OPEN EVENINGS.

**TOYS, DOLLS, SOUVENIRS.**  
**Red Star News Co.**  
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**GORDON L. FERGUSON**  
FUNERAL SERVICE.  
Private Funeral Apartments,  
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Personal attendance; lady assistant.  
Phone 656J, Day and Night.

**J. FERGUSON'S SONS**  
R. R. Ferguson, Manager.  
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Funeral Directors and Embalmers.  
Handsome Motor Hearse.  
Day or Night Service with Promptness, Neatness and Quietness.  
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104 Dundas Street, London.  
Residence on premises. Phone 459.

**The London Loan Company of Canada**  
MORTGAGES AND REAL ESTATE AGREEMENTS PURCHASED

**\$19 PIANOS \$19**  
Good Practice Pianos

**\$1 Down \$1**  
**50c Balance 50c**  
Per Week

Why not start your child when you have an opportunity like this to purchase a Piano?

Seeing is believing. Call and see them at

**YE OLDE FIRME**  
**HEINTZMAN & CO.**  
242 Dundas Street, London, Ont.

Complete Showing of  
**FALL STYLES**  
In  
**Furs and Millinery**  
**BELTZ & CO.**  
PRACTICAL FURRIERS, ywt

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**TREBILCOCK**  
OPTICIAN  
233 Dundas St. Phone 2351.  
Two Doors East of Majestic.

Quality Vulcanizing  
Only.  
**ART WILKES**  
London Tire Repair Depot.  
354 WELLINGTON STREET.  
Opposite McClarys, ywt

WHEN YOU  
Buy a Wray's Diamond  
You know you have the best.  
1-3 off present prices.  
**THE STORE WITH THE STOCK.**

**CLARK'S**  
**ECONOMY STORES**  
CASH AND CARRY  
Friday and Saturday Bargain List.

Quaker Corn Flakes  
2 PACKAGES FOR **25c**

SWEET POTATOES  
4 POUNDS FOR **25c**

QUEEN OLIVES  
Screw top jars holding about 45 Spanish Queen Olives, per jar **39c**

Ingersoll Cream Cheese  
Made for people who like good cheese. Plain, Cream or Pimento—  
2 PACKAGES FOR **25c**

QUALITY COFFEE  
The equal in quality of many high-priced coffees, and only, per pound **49c**

TOILET PAPER  
7 Regular 5c Rolls For **25c**

CARADOC POTATOES  
Sold by weight. 15 pounds in each peck. Per peck **35c**

Choice Creamery Butter  
Fresh churned, per pound **40c**

Magic Baking Powder  
One-pound tins for **34c**

GOLDEN DATES  
2 1/2 POUNDS FOR **25c**

**CLARK'S**  
**Economy Stores**  
719 Richmond Street.  
754 Dundas Street.

## DRIVER HAS CLOSE CALL WHEN TRAIN HITS TRUCK

Anthony Rowe of Ailsa Craig Escapes Death by Narrow Margin.

The engine of the Stratford local and a heavy truck laden with bridge girders figured in a crash at the Asylum crossing on Dundas street east, in which the truck was entirely wrecked and the driver fortunately escaped without a scratch.

The truck, which belonged to David Witherspoon of Ailsa Craig, was coming down Hale street, and when about to turn onto Dundas street at the railway crossing the driver saw the engine of the approaching train bearing down on him. In an effort to save his life, Anthony Rowe, the truck driver, turned his machine and crashed through the fence to the north of Dundas street. The truck stalled when it became entangled in the fence, and with brakes applied, the heavy locomotive crashed into the truck and demolished it completely, while the huge structural girders were thrown in all directions.

Engineer A. J. McMillan, who was driving the engine, said he had never seen a closer call in all his experience. "Had it not been for Rowe's presence of mind in heading for the fence, I am afraid he wouldn't have lived to tell about it. I was not going fast at the time, but with the load he carried on his truck the impact would have been terrific had we collided head on. As it is, I can't back my engine out of the mess. It's lucky that it was the rear of the truck that I hit and not the front," he said.

## RESIGNS FROM POSITION IN MONTREAL FIRM

D. H. McDougall Refuses To Comment On Leaving Steel Corporation.

Canadian Press Despatch. Montreal, Sept. 19.—Following the expiration of a long-term contract originally entered into as president of Nova Scotia Steel and Coal Company, Limited, D. H. McDougall resigned as vice-president of the British Empire Steel Corporation, Ltd., at the monthly meeting of the board of directors, held here today.

A statement was issued at the conclusion of the meeting, which announced that the corporation retains the benefit of his long experience in a consulting capacity.

D. H. McDougall, interviewed here tonight, refused to comment on his resignation further than to say that he was a party to the announcement issued by the British Empire Steel Corporation.

**APPOINTED ORGANIST.**  
Special to The Advertiser. Goderich, Sept. 19.—Mr. Charles A. R. Wilkinson, formerly of St. James' Church, Ingersoll, has been appointed organist of St. George's Church in succession to Mr. Alfred W. Anderson, who has gone to London as organist of St. James' Church there and musical director of the London Conservatory of Music.



## Luxurious Autumn Coats

In fine all wool duvetyne cloth. Straight line styles with large button fastening and side tie. New convertible crush collar. Back of coat and collar trimmed with narrow rows of silk braid. Colors of gray, taupe, deer and brown. Lined throughout with fancy silk brocade.

Very Special at  
**\$23.50**

## Smart Sweater Coats

Women's Sleeveless Sweater Coats. All pure wool. Colors of sand with navy, sand with brown, brown with sand, gray with copen, gray with mauve.

Wonderful Value at **\$3.49**

## New Autumn Skirts

Women's New Fall Skirts for \$4.95. Sale of Women's Walking Skirts in knife-pleated style. Materials are pure wool botany serge, homespuns and flannels. Colors of sand, gray, taupe and navy blue. Sizes 25 to 30 bands.

Specially Priced at **\$4.95**

## Dressgoods Specials For the Week-End

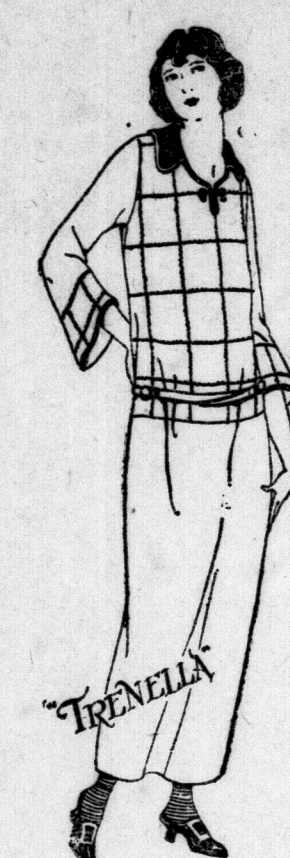
<b>Canton Crepe</b> 200 yards of exceptionally heavy all-silk crepe, Lyons dye—just the material for the one-piece dress or wrap-around dress. 40 in. wide, and worth \$3.50. <b>\$2.98</b>	<b>Homespuns</b> For the children's school dresses or skirts, a good wearing fabric, all-wool in plain and overplaid, 58 in. wide, shades of Gray, Orchid, Sand and Blue. <b>\$1.69</b>
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<b>Botany Serges</b> Extra quality Botany yarn, rich dye, fine twill, 56 in. wide, in shades of Navy, Black, Brown, worth \$2.50. <b>\$1.98</b>	<b>Radium Lace</b> For Overdresses and blouses, rich floral designs, 36 in. wide, shades of Navy, Gray, Brown, Copen Blue. <b>\$1.50</b>
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<b>Satin Crepes</b> Brocade Moroccan Satin Crepe, rich design, heavy quality, 56 in. wide, shades of Navy, Black, Gray, Sand and Brown. <b>\$3.75</b>	<b>Radium Lace</b> For Overdresses and blouses, rich floral designs, 36 in. wide, shades of Navy, Gray, Brown, Copen Blue. <b>\$1.50</b>
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**R. J. YOUNG and CO.**  
LIMITED.  
The Best Place To Shop, After All.  
142 — DUNDAS STREET — 144

# No Autumn Wardrobe Complete Without a Billie Burke Frock



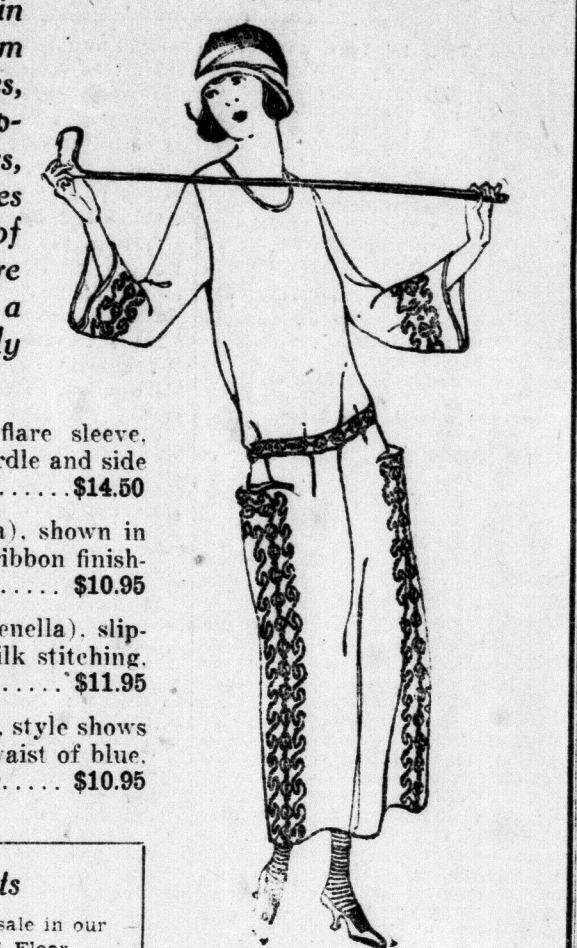
So businesslike are these frocks, so smart in their simple lines, that they will confer charm on any daytime occasion. Lingerie touches, the dominant note of autumn fashions, appears in the most varied ways—as collars, undersleeves, frills, vestees. Embroideries appear in colorful profusion, or touches of contrasting colors. The models listed here are of the favorite Billie Burke (Trenella) a flannel with a broadcloth finish; moderately priced.

Billie Burke Dress shown in dark red flannel, flare sleeve, belted, gray wool embroidery trimming sleeves, girdle and side of dress as cut No. 2. Price **\$14.50**

Billie Burke Dress of All Wool Flannel (Trenella), shown in jade green collar and cuffs of gray, black velvet ribbon finishing collar and girdle. Price **\$10.95**

Billie Burke Dress of All Wool Tan Flannel (Trenella), slip-over style, waist trimmed in blocks, with heavy silk stitching, belted; style as cut. Price **\$11.95**

Billie Burke Dress of All Wool Flannel (Trenella), style shows combination of colors, pleated skirt of gray with waist of blue, in jacquette effect. Price **\$10.95**



## To-day I saw

Parisian Importations! Doesn't the very phrase fill your mind with subtle suggestions of the distinctive charm, the refreshing novelty and the haunting beauty of France?

Direct from the Maison de Rodier have come the exclusive originalities which I saw today. For generations this house has devoted itself to the creation of novelty woolen materials, until now all France acknowledges its unrivaled superiority. The latest inspirations of these master creators have been rushed across the ocean to us. Nowhere can you find a more bewildering array. Even their names are intriguing, though unpronounceable! Crepella Confetti and Graina Rallaine. The crepella confetti is descriptively named. On a background of pure wool crepe in the new camel's hair shade are sprinkled thickly and evenly small woolen dots the size and shape of confetti. They may look as if they had just been sprinkled on, but they are really woven firmly into the fabric.

And the graina rallaine is a novel creation in Congo brown, for Paris favors any shade so long as it is brown! It combines barred velvet with broad stripes of confetti. For a distinctive wrap there is a length of pattern goods, which has a deep confetti border in Congo. Surmounting the border, a conventional motif of confetti has been applied on sheepskin wool crepella. Be sure to come in and see them the next time you are in town! They are conveniently and effectively displayed at our Silk Department on the First Floor. Or if you aren't near enough for that, just write to me about it. I'll enjoy giving you more detailed information about them.

Resides these, there are beautiful and novel effects in Poplavella and Knitted stockinette as well as the more standard and less expensive French fabrics. The stockinette is in a hit and miss design of three colors, silver moon, Chinese green and black; harvest gold, silver and Congo; or wallflower, silver and black.

Aren't colors fascinating? It is a favorite device of authors to weave together a little poem chiefly composed of the names of far-away places of enchantment like Mandolay, Lucerne and Manoa. Why doesn't some one write about Pistache, Clover Pink, Sandalwood and Harlequin?

Judith

MARTHA JANE,  
Home-Made Chocolates,  
60c Box.

## Nemo Corsets

Advertised on Page 12, on sale in our Corset Department, Second Floor.

## When You Buy Your Next Corset You Can Be Fitted In a Nemo

which will meet your exact individual requirements. Ask to have the proper Nemo Model correctly adjusted to your figure by our expert corsetiers. Its superior features will at once be evident to you, and as you wear it week after week you will be more than delighted with the improvement it has made in your general health and appearance.

A few of our new models are described below.

Model 444—For average to full figures, has self-reducing straps which are healthful and comfortable and will hold their shape as long as they last. This model has low bust and medium long skirt. Made of strong white coutil. Sizes 23 to 36. Price **\$4.50**

Model 514—For medium to full figures; very low bust, long skirt, elastic bands at sides to control the thigh line; diagonal boning creating straight lines; excellent for the woman that is full below the waist line. Sizes 23 to 36. Price **\$6.50**

Model 402—For the short stocky figure, heavier below the waist line. Nemo self-reducing bands afford comfortable abdominal support and are ideal for reducing any excess fatty tissue.

Ask to see the new Nemo Models, ranging from **\$3.00 to \$10.00**

**AT THE SODA FOUNTAIN**  
Hot Luncheonettes for business men and women served quickly from 11:30 to 2.

**RESTAURANT GRILL SERVICE—Continuous.**

## RECEIVES S. O. S. CALL FROM UNKNOWN SHIP

Endeavoring To Aid the "Eccedent" in Distress Near New Haven.

Associated Press Despatch. New York, Sept. 19.—An S. O. S. call from the steamship Eccedent, in distress ten miles east of New Haven, Conn., was picked up by naval communications tonight. The ship is not listed in available shipping records.

Efforts were being made by the naval communication radio station to reach steamers plying through Long Island Sound to send them to the aid of the vessel in distress. Although at least one of these is ordinarily at a point opposite New London, Conn., at about the time the S. O. S. was received, no answer had been received to the delayed distress signal.

## DENIES PARTICIPATION IN POSTAL ROBBERY

Hold Amherstburg Bank Clerk in Connection With \$7,000 Theft.

Special to The Advertiser. Windsor, Sept. 19.—James A. Walde, 21 years old, former teller of branch of Canadian Bank of Commerce at Amherstburg, entered a plea of not guilty, and asked for trial by jury when arraigned in police court here today on a charge of having been implicated in robbery of an interurban car carrying mail at Amherstburg September 9, 1921.

Walde, who left Amherstburg more than a year ago, paid his own fare back to Windsor, the police say, to answer charges filed by Royal Canadian Mounted Police after he had been named by Frank N. Snyder, who also is being held. He denies the charges made by Snyder, who implicated an employee of the Hydro-Electric Suburban car, from which the mail bag containing about \$7,000 was taken. This employee, whose name has been withheld by the police, was questioned several times, but received to the delayed distress signal.

**Century Salt**  
OVERSHADOWS ALL OTHERS FOR PURITY AND FLAVOR  
DOMINION SALT CO. LTD. SARNIA ONT.

**MASONS TO VISIT FALLS.**  
Special to The Advertiser. Brantford, Sept. 19.—Ozias Lodge, A. F. & A. M., last evening accepted a special invitation from Clinton Lodge, Niagara Falls, to visit that lodge early in October. A large party of Masons from all the lodges is expected to make the trip.

**COAL, COKE, BRIQUETTES AND WOOD.**  
**JENKINS FUEL CO.**  
PHONE 1391, ywt

Know a Sick Friend?  
Say It With Flowers.  
**DICKS' FLOWER SHOP.**

**Quick Relief**  
WONDERFULLY SUCCESSFUL IN RELIEVING AND OVERCOMING IRRITATION  
**DR. J. D. KELLOGG'S ASTHMA REMEDY**