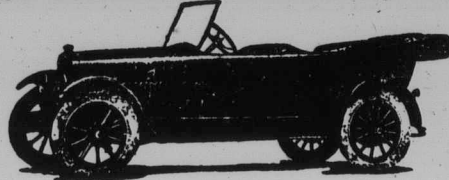


\$15,000 in Prizes Free

THE LONDON FREE PRESS offers a pleasant and profitable diversion to the residents of Western Ontario

AUTOMOBILES, PIANOS, BEAUTIFUL FURNITURE SETS, FURS, GRAMOPHONES, CABINETS OF SILVER, SCHOLARSHIPS, KITCHEN CABINETS, CASH COMMISSION PRIZES, ETC., TO BE GIVEN AWAY ABSOLUTELY FREE TO ENERGETIC AND AMBITIOUS MEN, WOMEN AND CHILDREN OVER 16 YEARS OF AGE.

FIRST PRIZE Value \$2,345.00



60 H. P.

First prize in The Free Press Automobile Contest is a 7-Passenger 60 h. p. McLaughlin "Big Six" with a cash value of \$2,345. The McLaughlin "Big Six" holds some of the most coveted automobile records of the day. Its 60 horsepower develops the utmost in power and speed. Purchased from and on exhibition at the McLaughlin Carriage Company, Richmond street, London, Ont.

THE FREE PRIZE LIST

- \$2,345.00 McLAUGHLIN "BIG SIX" TOURING CAR.
- \$1,435.00 GRAY DORT "SPECIAL" TOURING CAR.
- \$1,325.00 OVERLAND TOURING CAR.
- \$700.00 FORD TOURING CAR.
- \$500.00 SHERLOCK-MANNING UPRIGHT PIANO.
- \$450.00 SHERLOCK-MANNING UPRIGHT PIANO.
- \$400.00 SHERLOCK-MANNING UPRIGHT PIANO.

And numerous other articles, among which will be three \$300.00 Sherlock-Manning "Baby Grand" Phonographs, three \$165.00 Rayolas, three \$150.00 Furniture Suites, three \$60.00 Rayolas, six \$50.00 Satin-Lined Cabinets of Rogers' 1847 Silver, three \$45.00 Kitchen Cabinets, three \$25.00 Sets of Rogers' 1847 Silver, three \$25.00 Rayolas, cash commission checks and other prizes, which will be announced later.

It will take votes to win the free prizes. Secure the votes by clipping them from The Free Press or by securing Free Press subscriptions and renewals.

PRIZES FOR ALL. One of the unique features of The Free Press Contest is that subscribers who assist candidates in the contest will also have an opportunity to win an automobile.

THERE WILL BE NO LOSERS. Everyone who makes an earnest effort in the contest will receive something for his or her efforts. Cash commission prizes are provided for non-winners.

ENTRY COUPON

GOOD FOR 5,000 VOTES.

(Enter your own name or that of a friend.)

Prize Contest Dept. of The London Free Press.

Gentlemen—I hereby nominate as a candidate in your Automobile Prize Contest:

NAME

ADDRESS

NOMINATED BY

NOTE—Only the first entry coupon received for each candidate will entitle the candidate to the 5,000 votes.

OBEY THAT IMPULSE

Send in your Entry Coupon TO-DAY. Receipt books are ready at the Contest, Department of The Free Press, London, and there is nothing to prevent you from getting a runaway start while others are making up their minds as to whether they will enter or not.

As soon as you have sent in your Entry Coupon see all your friends. Tell them you are going to enter the competition and that you would appreciate their support. Phone or write all of those whom you cannot personally see.

NOT LUCK! NOT CHANCE! EFFORT ALONE WILL WIN THE PRIZES!

ADDRESS ALL COMMUNICATIONS TO
Prize Contest Department of The Free Press
LONDON, ONTARIO.
PHONE—LOCAL AND LONG DISTANCE, 100.

FALL TERM OPENS SEPT. 3.

ELLIOTT
Business College

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TORONTO, ONT.

Gives—

High Grade Training for choice business positions. Our courses are unexcelled in Canada.
Demand for our Graduates more than five times our supply.

Write for catalogue. Our College is open all summer. Enter any time.

W. J. Elliott, Principal.

The Value of Good Roads.

In the state of Indiana it is asserted that the average selling price of farm land has been increased about \$6.46 per acre by the improvement of the roads, and the farmers estimate that if all the roads were improved land values would be increased \$9 per acre. This really means that poor roads are depreciating the value of every 100 acres about \$900. Another investigation carried on by the Office of Road Inquiry at Washington shows that good roads increase the values of farm land from \$5 to \$20 per acre. Every farmer knows that proximity to a good market increases the value of a farm, and the good road really brings the good market closer to the farm. The advent of the auto has done

a good deal to stimulate the demand for good roads, and Governments are wisely taking hold of the matter and helping to secure the construction of such roads. Then the consolidation of schools and even of churches is emphasizing the advantage and the necessity of roads which are always not only passable, but readily passable. Good roads are a help to community life, and a stimulus to good farming, and the man who helps to secure them is doing a patriotic and a good work.

Banning Passenger Automobiles

The manufacturers of automobiles in the United States were notified last week that the United States Government expected them to turn their plants into war work channels as quickly as possible, and in any event not later than Jan. 1st, 1919. This order came in response to a letter from the auto manufacturers to the Government, offering voluntarily to curtail the output of passenger cars fifty per cent. The War Industries Board declares that the present situation in regard to steel and other material necessary for war purposes leaves no probability of there being any to spare for the manufacture of passenger automobiles. The letter to the manufacturers says: "Fairness to your industry impels us frankly to state that the situation, as it is presented to us to-day indicates very clearly that there will be little, if any, of the principal materials required in the construction of passenger cars available for non-war industries after the war requirements shall have been provided for, and the War Industries Board cannot at this time make any promise whatsoever regarding the supply to your in-

dustry of steel, rubber, or other materials for any definite period in advance." This action of the board has naturally caused quite a flurry amongst the automobile manufacturers, and there is no doubt that it will cause of them a great deal of inconvenience and even heavy loss, and at the same time it will be resented by some of those who think that they need a new auto whenever the season comes; but the people generally will bow to the inevitable and prepare to make the best of the situation. Armed autos in France are of vastly greater value just now than highly polished and richly upholstered machines in America, and old Dobbin will have to take the place of the "tin Lizzie." And if this rule is enforced in the United States it is hard to see how Canada can evade similar action.

Gets Tempting Offer from the West.

Mr. N. C. McKay, B.S.A., who has been District Agricultural Representative of Bruce County, with headquarters at Walkerton, ever since the opening of the office here six years ago, received an offer on Tuesday from an old Bruce boy, Hon. Duncan Marshall, Minister of Agriculture for Alberta, tendering him the position of Instructor in Animal Husbandry in the big Agricultural School at Claresholm, Alberta, at a salary of about \$2100. As Mr. McKay gets \$1900 per year here, the position offered him in Alberta is embellished with a considerable increase in pay. That he has not definitely decided yet to accept the Western offer leaves room for hope that arrangements may be made to retain Mr. McKay in Bruce, where he has given most able, satisfactory service, and has made his department such a marred success. He has established rural school fairs in different parts of the County, which has created keen interest and rivalry amongst farmers' children and brought field and garden exhibits from young Canada that would have been a credit to trained adult agriculturists. The attendance at these fairs rivals the fall shows. The short courses in stock judging, identification of seeds, etc., which he has been conducting in various centres of Bruce have also been of immense interest and value to the farming community. As a citizen of Walkerton he has taken an active interest in practically every public enterprise of the town, and his departure would be a severe loss to Walkerton as well as to the County as a whole.

The Store That Serves You Well.



License No. 2-1097
License No. 2-8108

The Harvest is nearly over and the delightful September days are here. The Hot, Dusty Days will soon be forgotten and evenings are becoming cooler and you will be looking for new wearing apparel to suit the season, such as Sweaters, Underwear, Dressgoods, Hats, Caps and Shoes.



Our Display

Of novelties and staple dress fabrics, newest trimming and daintiest ribbons and laces was never more complete.

Every farsighted dressmaker is preparing her yard goods needs for Fall.

The present prices cannot be duplicated later.

New Pussy Willow dress goods, an extra fine silky poplin 40" wide at \$2.25 a yd. 36" silk poplins, all shades at 1.50 and 1.75.

We are showing the largest and most complete range of black and colored Taffetas, Paillette and Duchess silk at \$1.50 and \$3.00 a yd.

You Will Surely Relish

Our sweet Pickles, Olives, Pork and Beans, Sardines, Haddie & Kipperd Herring on your motor trip.

Sweaters Sweaters

What is nicer than a stylish soft all wool Sweater to slip on for a cool day or for an evening spin or for a stroll after the days' work.

Our stock, though still incomplete, gives you a splendid range of choice Mackinaw Knitt Sweaters. Prices up to \$9.00.

New Curtains

in harmony of soft colors do more than almost anything else to make your home cheerful and attractive for the coming fall days.

We have received a large import shipment of daintiest scrim, marquisette and drapery.

Splendid assortment; newest designs; fine values; good qualities. 20c to 50c a yd.

House Dresses

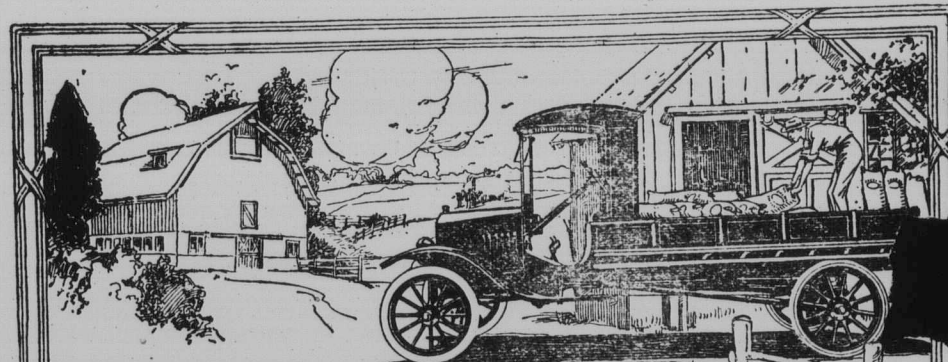
A large range of exceptional merit. These are made from one of the best makers in Ontario and are made of extra choice material in good roomy fitting styles.

Many of these dresses are worth from 50c to \$1.00 each more to-day. Call to-day while assortment is complete. Prices from \$1 to \$2 each.

Highest Prices for Produce

The Store that Quality Built

KNECHTEL & KNECHTEL



What Will You Do For Help?

FARM help is scarce, but this condition can be relieved to a marked degree by using machines that accomplish more work in a given time with less man power.

Why should the farmer cling to horses—a slow, expensive means of power—when every other business is adopting the truck and thereby reducing the cost of hauling, speeding up deliveries, and saving for human needs the food that the horses would otherwise consume?

The motor driven truck can work constantly at maximum load under the burning summer sun, or in the coldest weather. Unlike the horse it needs no rests while working, it eats only while in actual use, and when the day's work is done it requires very little attention, and leaves you free for other "Chores" about the place. Then, it can be housed in one-quarter the space of the horses, wagon and harness it replaces.

It is a mistaken idea that a truck is useful only for driving upon paved roads. The Ford can be driven all over the farm, and used for hauling grain, potatoes, fruit, roots, fertilizer, wood, stock, milk or any other product. The speed it travels, the time it saves, and its low upkeep cost appeal very strongly to all users of the Ford Truck. If you need help, order your Ford One Ton Truck today.

All prices subject to war tax charges, except trucks and chassis

Ford

THE UNIVERSAL CAR

One-Ton Truck \$750

Runabout - - - 660

Touring - - - 690

Coupe - - - 875

Sedan - - - 1,075

Chassis - - - 625

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