

Winter Gardens, Grand Opening Tonight

Follow the Crowd

to the

Grand Opening

Saturday, Sept. 12, 1925

WINTER GARDENS

DANCING EVERY EVENING, 9 TO 12

McPhillips' Buescher Boys

8-PIECE ORCHESTRA WILL PLAY THE TANTALIZING MUSIC, AFTER A SUCCESSFUL SEASON AT GRAND BEND.

LONDON RUGBY CLUB OPENING DANCE
SATURDAY, SEPTEMBER 12
Admission, 50c. Dancing Free.

BUESCHER BOYS TO PLAY TONIGHT.

London will hear with delight that the McPhillips Buescher Boys orchestra, which has advanced into the front rank of district orchestras through its stellar playing at Grand Bend during the summer, will play at the grand opening of the Winter Gardens tonight and has also been engaged for Fair week. An excellent program has been arranged for the rugby dance tonight.

NEW WINTER GARDENS WILL WELCOME DANCERS TONIGHT

Blue and Gold Predominates in Color Scheme—Rugby Dance Opens.

DRAPERIES MATCH

Noted Buescher Boys' Orchestra Plans Special Program for Premiere.

Lovers of dancing will be more than delightedly surprised when the doors of the Winter Gardens are thrown open Saturday night and they gaze upon the newly decorated walls and ceilings which will greet them for the 1925-1926 season.

Finished in blue and gold, the walls and ceilings present a pleasing appearance to the eye, and the draperies of blue and gold, to match, harmonize beautifully throughout.

The floors, too, patrons of the Winter Gardens will find are unsurpassed. The best hardwood flooring, finished with floor wax, could not be anything but perfect and this, dancers will find, will aid their dancing to a great degree.

The Buescher Boys' orchestra, another on the opposite track, or an automobile you cannot see.

2. Before stepping from the curb see that vehicular traffic is at a standstill. "Threading traffic" is inviting injury or death.

3. Avoid cutting diagonally from corner to corner at street intersections. Two lines of traffic to watch doubles your chances of injury.

4. Always look both ways when crossing streets. The sidewalk is safe, but death lurks in the roadway.

5. For Automobile Drivers:

6. Look out for children! Though playing on the sidewalk, they may suddenly run into the street. Many are injured yearly in this way.

7. Give the pedestrian a chance. Even if he is careless, you will deeply regret any injury he may suffer.

8. Study traffic rules. Obey the signals. Ignorance is no excuse.

9. With three more sheep killed in London township last week by dogs, Reeve A. C. Hodgins purposes organizing a drive on all stray dogs in the township.

George Justin of the humane society states that he has always been trying to aid farmers in their crusade against sheep.

But his dog has yet to receive a killing dog, but has yet to receive a killing dog, but has yet to receive a killing dog.

The township council has left the matter in the hands of the reeve for action.

NEW DANCE STEPS MAY ABOLISH JAZZ

Vogue For Dancing to Sousa Marches Spreads Quickly.

CHARLESTON HERE

The Charleston is to be Toronto's most popular dance for fall and winter, according to Mr. S. Titchener Smith, local instructor, who has just returned from the annual dancing masters' convention in Cleveland.

Just what will be the most popular music, however, is not so easily decided. It is the general opinion that jazz will continue to prevail, but the vogue for dancing to march music played by brass bands in the Montmartre district of Paris has spread to this continent and is gaining in popularity.

Sousa marches have taken the French fancy for dancing, while these are also being called for here together with military airs.

Dance to March Music. That Sousa marches now should shoulder jazz out of the Paris dancing places is only a fair tit-for-tat, because jazz was the upstart that first dared to try to rival Sousa marches in popularity as dance music. But now—well, Paris has a way of setting fashions for the rest of the world, so maybe jazz has a new reason for feeling a bit shaky on its pins as regards its chances for retaining its popularity.

The Charleston is a strenuous bit of terpsichorean pastime—but that is what the young people want, and that is what they are going to get," explained Mr. Smith.

Five New Dances. Five dances were recommended by the association for teaching this fall and winter. They are the Charleston fox trot, the Bombay fox trot, the step out, the international waltz, and the midnight waltz.

Besides these the so-called old-fashioned waltz is returning to favor and the fox trot of last season will again be danced with a slower tempo.

The original Charleston is a very strenuous dance designed primarily

for stage work and done to best advantage there. The masters, however, have revised this dance so that it is quite properly done in the ballroom.

All stage versions of the Charleston include a kick up, that is, the feet are lifted from the floor four or more inches. In the ballroom modification as approved by the dancing masters this feature of the dance is entirely done away with.

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The hip and shoulder movement is one of the latest dancing vogues and the lazy drag will be the thing done by the younger set during the coming season. While there will be plenty of physical energy used in the dances, there will also be a tendency to drag the feet without any of the "finale hop."

The so-called "finale hop" has been re-christened the radio hop, and dancing masters think it will last throughout the winter.

The tango finish will be done in many dances, while the chief feature of the step out, another of the new dances, is to keep the feet pointed in, and although holding a forward position the steps are taken to the side.

Lifting the foot from the floor and bending the knee backward so that the foot projects beyond the body and the knees of the lady and gentleman touch is another new movement in the dances for the coming season.

A lot of criss-crossing of feet and toes will be done and it will not be an easy matter to keep out of each other's way. One mistake on the part of either of the dancers in a pair could cause a lot of foot entanglement.

Cheek to Cheek Banned. There will be no hugging in dancing this season. Much freer movements are in favor and the cheek to cheek position are very passe.

Hopping and jumping is also passe and pivoting on the toe and heel is no longer done by the best of modern dancers.

The tendency to "shimmy" is no longer observed and, though the flapper and sheik dancers do not seem to go in strongly for art and grace, they have perhaps eased up a bit on the movements that uplift and reform organizations have been fighting against so long.

Gliding is not so noticeable, yet short, quick steps do not predominate either.

Interior Decorations

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instruments exclusively. Exact duplicates of these instruments can be seen at our store or at our exhibit during the Western Fair.

W. McPhillips, Ltd.

238 DUNDAS STREET, LONDON.

British Mails

Next British mails close as follows:

Monday, Sept. 14, at 10 p.m.—Correspondence specially addressed for the New York route to connect with the steamer "Berengaria" sailing from New York on Wednesday the 16 inst.

Tuesday, Sept. 15, at 10 a.m.—Full mail for Great Britain and countries via Great Britain to connect with the C. P. R. steamer "Empress of France" sailing from Quebec to Cherbourg, Southampton and Hamburg at 3:30 p.m. on Wednesday the 16th inst. This steamer will also be used for direct mails for the continent including direct parcel post for France and Germany.

Wednesday, Sept. 16, at 10 p.m.—Specially addressed correspondence via New York to connect with the steamer "Olympic" sailing therefrom on Friday the 18 inst.

Thursday, Sept. 17, at 10 a.m.—Full mail for Great Britain and countries via Great Britain to connect with the C. P. R. steamer "Montcalm" sailing from Montreal to Liverpool at 10 a.m. S. T. on Friday the 18 inst. This steamer will not stop at Quebec but mails will be placed on board via tender.

Friday, Sept. 18, at 10 a.m.—Newspaper mail and specially addressed correspondence only for Great Britain and countries via Great Britain to connect with the Cunard Line steamer "Antonia" sailing from Montreal to Plymouth, Cherbourg and London at 10 a.m. S. T. on Saturday the 19 inst. This steamer will not stop at Quebec but mails will be placed on board by tender. The "Antonia" will also be used for direct mails for the continent including direct parcel post for France.

product of the Wm. McPhillips music store, Dundas street, and famed far and wide for their ever-popular music and their excellent season at Grand Bend, which they concluded to open the Winter Garden season, is an organization which can offer the jazziest kind of music when jazz is wanted, and is equally proficient in playing a dreamy waltz, when a waltz number is desired. They will introduce a number of new catchy numbers Fair Week.

For the remainder of the season, Jack Pudney's Port Stanley band, one of the most popular orchestras in Western Ontario, will furnish the music.

Manager Baines is confident that the new color scheme of the Winter Gardens will be pleasing to all and is looking forward to meeting all the patrons who attended the splendid dances at the Gardens last year.

POLICE CHIEF ISSUES 'TEN COMMANDMENTS'

Gives Tips to Pedestrians and Motorists for Fair Week.

Chief Birrell has issued the following "ten commandments" of safety for fair week in London:

1. Never cross streets at other than regular crossings. This is "jay walking," a reckless practice that causes one-half of our accidents.

2. Don't cross the street directly behind a street car. There may be

"COWAN'S" Special Attractions In Radio Department

For Fair Week we have arranged a collection of the World's Best Radio Goods, at Prices that Mean Economy to all who purchase.

The King-Hinners' Neutrodyne

This is a receiving set in which the very latest advances in radio engineering and craftsmanship have been incorporated.

The Radio Frequency Transformers are of unique design, in that windings of greater length and smaller diameter are used, and which give rise to higher amplification and greater selectivity. Inter-stage magnetic effects between coils are reduced. The direct influence upon the coils themselves from powerful nearby

broadcasting stations, so destructive to fine tuning, is also greatly reduced.

The full advantage derived from the improved coil system is attained by the perfect shielding afforded by the use of a continuous metal panel. The coil system employed is not only properly engineered as to form and position, but every improvement known to Prof. Hazeltine and his staff, supplemented by the work of our own engineers, is embodied.

This receiver is not only provided with a split grid antenna coil and twin winding neutralizing coils, but a new type pinion operated balance condenser is used, producing a perfectly balanced neutrodyne.

The use of a two-position antenna switch, together with perfect control of the vacuum tubes amplifying the radio frequency impulses incorporated in this receiver, affords the utmost in selectivity.

KING SET
5-Tube Tuned Radio Frequency
\$85.00 stripped
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5-Tube Neutrodyne, with the famous Hazeltine Circuit.
\$135 stripped.—COMPLETE \$200

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THE S. O. S. RADIO HYDROMETER
Not fragile, easy to see, simple to read, small and compact.

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Cabinet Type Loud Speaker, with Bell Canto Unit, Jewett Super Speaker.

IXL Type Effarsee Antennae

This size is the most popular, because of its greater signal strength; for sets generally requiring an outside antenna. Installed in the attic, roof peak of a bungalow or storage loft, the IXL will function better than the outside wires. Apartment dwellers get excellent results used under a rug of a room adjacent the receiving set. This size also used as counterpoise on the ground connection.

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- 1.—Cuts Down Static.
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- 4.—Gives Less Interference from Trolley Wires, Electric Light Wires and Power Stations.
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- 6.—Has No Lightning Hazard when used in a house.
- 7.—Is Waterproof, and therefore not effected by damp weather.
- 8.—Does Not Re-radiate like outside antennae.
- 9.—Obviates Need of Wave Traps to tune out local.
- 10.—Makes Receiving Sets More Selective, and Sharpens the Tuning.
- 11.—More Powerful and Less Bulky than a loop.

So why pay \$8 to \$15 to have an outside aerial installed that picks up all kinds of interference and static, or \$5 to \$30 for a loop aerial, with poor range and selectivity, when you can buy the utmost in range, selectivity, volume and freedom from static in an Effarsee.

HANG IT ANYWHERE—BETTER TONE, LESS STATIC—USE INDOORS OR OUTDOORS.