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ROWATT'S Coffee is of known excellence. Its extensive use by discriminating consumers is the best evidence of its pleasing character. If you enjoy coffee which is 100 per cent good all the time, drink ROWATT'S and know complete satisfaction.

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Rings, Necklets, Earrings,
Brapins, Cuff Links.
Suitable gifts for the June
weddings.

C. H. Ward & Co.
Diamond Merchants and
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386 Richmond Street.

Shoes From the World's Best Makers

The lady in quest of the better grade of footwear will find our display interesting. Here she will find shoes gathered from leading specialty houses, featuring the last minute styles in fall and winter footwear. To be sure of correct styles, come to

Cook's Shoe Store

IN STOCK
ANTHRACITE BRIQUETTES
Just as satisfactory as coal. Much cheaper. Immediate delivery.

WOOD! WOOD!
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Double Mileage
Puncture-Proof Service.
Ask
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**YOUR
Child's Eyes**
Are They Normal
or Defective?

The answer is of the utmost importance. Defective eyesight in children often escapes detection for years, and leads to ill-health and backwardness in studies.

Don't guess about your child's eyes. Let us examine them. The proper fitting of glasses NOW may make them unnecessary later. Isn't it worth while to find out—TOMORROW?

**THE BROWN
OPTICAL CO.**

223 DUNDAS ST. PHONE 1877.
Largest Exclusive Optical House
in Canada.

MONTREAL, LONDON, WINDSOR.

**Middle
Aged
People—**

benefit by our highly specialized service. We thoroughly understand all the vagaries of failing eyesight—just what it means—and what it takes to make the adjustment. Come to us for help and you will be both satisfied and contented.

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Our guarantee goes with every electrical appliance that leaves this store. Goods of inferior quality have no place in our stock.

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MERCANTILE AGENCY—Credit information furnished. Collections made for merchants, manufacturers, physicians or others, on commission, anywhere.

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**The London Loan and Savings
Company of Canada**

Money received on Deposits and Debentures. 4 to 5 1/2 per cent interest allowed.

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BELTZ & CO.
201 DUNDAS STREET.

A HOUSE whose reputation has stood unchallenged for over a quarter of a century and whose steady growth from a tiny store to two large stores is a compliment to the principles that have always characterized its business. These principles of quality and service account for our tremendous number of friends throughout Western Ontario, friends who have become our staunch supporters through years of successful dealings with us.

YOUNG'S
"Famous for Diamonds."
London. East London.

**"THIS JUST HITS MY
HUNGRY SPOT!"**
He knows what tastes good! He's a real boy, with a boy's appetite.

**Johnston Bros.
XXX Bread**

Toasts to perfection. Served with a glass of pure milk it's a real breakfast for a real boy—bite the hungry spot.

Fresh at Your Grocer's Today.

Johnston Bros.
PHONE 944.

At The Theaters

AT THE ALLEN.
Jack Pickford never appeared to better advantage in the eyes of his many admirers than he does in one of his latest pictures, "The Man Who Had Everything," showing at the Allen Theatre.

Jack Pickford is a rich man's son. He has everything in the world he can possibly want, including racing cars, speed boats and dogs. He even has for a sweetheart a real vamp, who is not vamping him for his love, but his money. He is young and consequently is a little deluded, and despite his father's wishes, not to marry the vamp, he intends to propose to her. After presenting her with a diamond, the best that money can buy, she leaves him for a dance with a friend. The two happen to be away longer than the dance lasts and Jack makes an investigation. He finds her in the arms of another man and this brings him to his senses.

Prue Wynne, his father's secretary, is a demure little girl and desperately in love with Jack, though she does not show it. Jack later falls in love with her, but she will not take him until he has made good in life, and does some thing worth while to earn his living.

So Jack, with all earnestness, starts on the bottom rung in his father's business, building works. Though everything is not pleasant on the way up the ladder, he reaches the height of success and claims the true love of a good girl. The picture is an unusual one, and holds the audience almost breathless.

A smiling Bill Parsons comedy and Allen's interesting news film completes an excellent program, which will be shown again this afternoon and evening. The orchestra plays a delightful overture, and last night was compelled to respond to an encore.

**VICTIM OF ACCIDENT
FORMER LONDONER**

Arthur Hutchinson of Detroit, formerly of this city, was instantly killed in Detroit on Monday last when a heavy truck crashed into a car in which he was riding, crushing him against a telegraph pole. Mr. Hutchinson, who was 37 years old, is survived by his wife, two small children, three sisters, Mrs. E. Corbin of this city, Mrs. R. Snodgrass of Windsor, and two brothers, Philip of Windsor and Fred of Winnipeg. The funeral was held from the family residence in Detroit on Wednesday.

CAR STOLEN.
Police report that a five-passenger Ford touring car bearing license number 55220, the property of Leonard Kirk, 35 Front street, was stolen from the market square Thursday night.

THE REAL FACTOR IN ADVERTISING SUCCESS
is the ability to get on common ground with the people who buy your goods and to talk their language. We know how.

**Federal
Advertising
Agency**

T. H. VULL,
Director,
Dominion Savings Building,
London, Canada,
Mechanical Photo
Retouching.

Mme. Frances Alda, Of Metropolitan Opera Company, Coming To London

London Musical Institute of Art Will Stage Four Great Concerts This Season With the Famous Soprano in the First Concert of the Series.

Mme. Frances Alda, the brilliant soprano, who will give a recital at the Grand Opera House Wednesday, October 20, under the auspices of the London Institute of Musical Art, has a truly remarkable record with the Metropolitan Opera Company and has demonstrated her capabilities in roles of a varied character.

She had a long and hard road to travel when she joined this great organization, but she has traveled it and won out by sheer force of determination, grit and talent.

"Some of her performances have been remarkable," writes Mephisto. "I never remember a more charming and effective Desdemona for instance, or a more delightful performance than the one she gave in 'The Merry Wives of Windsor'."

Another authority on music, whose fame is international, writes: "I have heard every singer worth hearing in the last twenty years, but never do I recall one so beautifully rounded a creation as that Madame Alda provided in her Roxane, which she made vocally superb, visually delightful and dramatically convincing in every way that is expected of one extraordinarily gifted and sincere."

Some of the leading roles she has been called upon to create and interpret at the Metropolitan during the past few seasons (in addition to an already extensive repertoire) are those in Puccini's "La Villi"; Donizetti's "Lucia di Lammermoor"; Verdi's "Aida"; and Rossini's "The Barber of Seville."

Canada's Own Great Tenor, Edward Johnston of the Chicago Opera Company, who will appear at the Grand Opera House Wednesday, October 27, in the second of a series of four great concerts under the auspices of the London Institute of Musical Art.

Joseph Henderson's "Cyrano"; Herbert's "Madeline"; Borodini's "Prince Igor"; Zandonai's "Francesca"; Rabaud's "The Song of the Lark"; and Verdi's "Macbeth" and "Falstaff."

The directors of the Musical Art Society, in conjunction with James E. Devoe, the eminent impresario of Detroit, are able to announce an unusually interesting series of concerts for this season. All the concerts will be given in the Grand Opera House. The first, on Wednesday, October 20, will be by Madame Frances Alda of the Metropolitan Opera Company, the second on Wednesday, October 27, when Edward Johnston, leading tenor of the Chicago Grand Opera Company, will be heard for the first time in London. Mr. Johnston is the Guelph tenor, who has been so signally honored in Italy for the work there and is considered to be Caruso's greatest rival.

The dates for the first two concerts have been arranged very early in the season with the idea of making it possible for those who wish to motor to London from outside points to do so, while the roads are still in good condition. From present indications both of these concerts will draw a large number of visitors to London.

On Wednesday, November 24, Vasa Priboda, the phenomenal new violinist, will be heard for the first time in Canada. It is claimed by critics that he will probably create a greater sensation than did Elmann or Kubelik when they visited this country.

The last concert of the series will be given on Thursday, February 17, by the Musical Art Society Symphony Orchestra, under the direction of A. D. Jordan. The orchestra will be augmented to seventy-five players by artists from the Detroit Symphony and Toronto Symphony Orchestras. The

solist at this concert will be Lois Johnston, soprano.

It is expected that the greater part of the house will be sold by subscription, but as the seating capacity is limited, those interested are advised to mail the subscription blanks at once, when seats will be allotted according to the order in which the subscription has been received. There will be no public sale for course tickets. Single tickets for the concerts, if any seats remain after the subscription sale, will be sold at prices ranging from \$2 to \$5 per single seat.

Reserved seat sale is now open to all those holding course tickets. All information may be obtained, and reservations may be made at the London Institute of Musical Art, 556 Dundas street, through Miss Doris Warner, secretary, phone No. 2.

(UNIVERSAL RESEARCH SOCIETY.)
1. The purpose of this society is to study the basis and truth of Psychic Phenomena, Life After Death, Mental Telepathy, Occult and other science.
2. To expose fake fortune tellers and people who employ these means to secure money.
3. To establish the fact that life exists on other planets and to communicate with them.
4. To maintain a Mail Service Library for members in which thousands of volumes will be kept.
5. To maintain a laboratory and observatory where investigation in science may be carried on for benefit of humanity.
6. To organize local clubs in every city and town.
7. To publish pamphlets, books and other literature to advance the cause of TRUTH and to bring peace and harmony to all the world.
Membership fee \$5. If interested and you wish to help, send your name \$5, or send 25 cents for copy of our magazine with particulars, etc. Universal Research Society, 217 La Brea Street, Houston, Texas. t-t

HEAD CUT IN AUTO ACCIDENT.
William Cline of Belmont is in Victoria Hospital with his head severely cut, as the result of his losing control of an auto which he was driving on High Street, near the Wellington street bridge, at 5:15 o'clock Friday afternoon. The car struck a board fence.

High Class Horse Entries Feature Of Ilderton Fair

Grounds and Grandstand Are Crowded To Capacity; Exhibits Better Than Other Years.

MEDWAY BAND ENTERTAIN
London Concert Company Also Draws Big Attendance To Evening Program.

[By Staff Reporter.]
Ilderton, Sept. 24.—The London Township Agricultural Society saved its annual fall fair here today, which drew capacity crowds, over 3,000 people being present. The exhibits surpassed those of previous years, and the many entries made the judging task most difficult. Ideal weather conditions favored the exhibition, and there were no accidents to mar the occasion.

The horse entries were particularly creditable, and as a result special prizes were awarded for light and heavy classes. Three awards in the former class were accorded J. E. Devan of this village, whose animals made a fine showing. Prizes in the heavy class were captured by Oscar Daniels of Lobo.

Driving Contest interests. Great interest was evinced in the ladies' driving contest. Mr. Dan Campbell of Komoka taking premier honors with first-class driving and a splendid outfit. Second prize was awarded Miss Pearl McGugan of Strathroy, while Mrs. Russell Campbell of Komoka proved an easy third winner. During the afternoon the Medway Valley Brass Band provided a concert, and in the evening Professor Kekoa and company from London entertained many patrons in the I. O. O. F. Hall.

A feature of the fair was the opening of the grand stand erected during the past year, and adjoining the race track. This improvement seats 400 people, and was filled to capacity today. Refreshment booths beneath the stand did a very profitable business all day.

The speed trials went off without a hitch, although Harry T. Harris, driving his horse Hal T., almost spilled in front of the stand in the final heat of the free-for-all, but clever driving on his part averted a serious accident. Following are the results in the speed events:

Open class, free-for-all:
Hal T., Harry T. Harris, Lam-beth 1 1 1
Togo, Sam Martin, London 2 2 2
Township 3 3 3
Brino K., K. I. Hyslop, London 4 4 4
Farmers' class, green horses:
Two Per Cent, G. Fisher, Carleton Place 1 1 1
Grey Bird, F. Neilson, London 2 2 2
Molly G., D. Dingman, Strathroy 3 3 3
Little Dot, Walter May, Ilderton 4 4 4

Officers of Fair.
President, F. J. Paisley, Ilderton; first vice-president, E. Stanley, Loean; second vice-president, J. Fraser, Ilderton; secretary-treasurer, E. Douglas, Ilderton; honorary president, George A. Scott; honorary vice-president, George Long; directors, R. S. Douglas, Rev. A. Shore, R. Cunningham, A. D. Campbell, J. B. Carmichael, A. C. Ferguson, J. McNaughton, C. B. McAndrews, V.S. W. Freeman, M.P. J. H. Bayly, A. Needham, C. W. Hobbs, S. W. Reeve.

PURDOM HARDWARE
124 DUNDAS STREET.
Sole Agents in London.

CHI-NAMEL
Ready-to-Use
Graining Process

When floors are bad, blemishes may be quickly covered with a coating that looks and wears like genuine hardwood.

Regardless of the previous color, the new finish may be light, medium or dark, to suit the taste.

The Process consists of a ground coat (which completely hides the color of the surface), the graining coat and varnish.

Any amateur can with the Chi-Namel Self-Grainer outline the grain of any wood.

The finish when complete will stand more wear and abuse than the ordinary hardwood in buildings.

Entire cost not over two cents per square foot.

Anyone can have hardwood borders and make the old carpets into rugs.

Samples of the work and a chance to try your hand with the Self-Grainer at our store.

Complete stock of Chi-Namel—all colors—all size packages—always on hand.

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NEAL'S BREAD LEADS
because it is mixed better, baked better, and tastes better.

Neal's Good White Bread

Made from the best of first-grade materials—is in more homes than any other bread. Your bread money does not buy the best bread value if it does not buy NEAL'S. Phone 1313 or 2173 for a trial loaf.

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Bread Factories at
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LONDON GARNIA

Bunn the Baker of Neal's

"This bread of Neal's
We get at meals
Deserves from us the highest praise
And so we sing
Like everything,
"Order Neal's Bread—it pays—IT PAYS!"

**MAN HELD ON CHARGE
OF MURDERING GIRL
DIVULGES RIGHT NAME**

St. Catharines, Sept. 24.—David McNeel Walls is the correct name of the man who is in Welland Jail awaiting trial on the charge of murdering 4-

year-old Margaret Boucock of Thorold. "David McNeel" is the name under which he was married and served overseas in the Canadian army.

When the question was put before the prisoner at Welland Jail he admitted that he dropped his father's name upon his arrival in Canada from the United States, and took his mother's name.

Yesterday after the truth was unveiled considerable worry as to whether his marriage was legal, and whether it would be necessary to marry over again. He was assured that his marriage was binding.

Fresh as the dew that falls from the heavens.

Pure as the driven snow.

Creamy as the richest product of finest jerseys.

Nourishing—yes, just as nourishing as it can possibly be—

That's Parnell's Bread

Be sure to ask for it by name.

ROSS' MANUFACTURERS, LIMITED.

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AT FIRST HAND FROM OUR OWN FACTORY AND PURCHASED FIRST HAND FROM THE TRAPPER.

This protects our patrons from having to pay any middle profits.

Every garment is guaranteed by our label to be satisfactory in quality and right in style.

We welcome the competition of all honest competitors for style, quality and price of any fur garment in our show-rooms.

Our effort is to make our name on any garment we sell synonymous with absolute security to the purchaser.

LARGE RANGE OF HUDSON SEAL COATS

All quotations include Luxury Tax.

Beaver Cape, with roll collar, Price \$82.50
Beaver Muffs, to match, Price \$63.25
Plain Hudson Seal Coats, Price \$99 to \$125
Hudson Seal Cape, with opossum collar, Price \$99
Hudson Seal Cape, with sable collar, Price \$99
Near Seal Cape, Price \$73.50
Near Seal Cape, with opossum collar, Price \$77

Black Lynx Stoles, in animal style, Price \$88 \$99 \$110
Taupe Lynx Stoles, in animal style, Price \$66 \$74.25
Alaska Sable Stoles, in animal style, Price \$85 to \$104.50
Mink Chokers, Price \$18 to \$82.50
Ermine Chokers, Price \$19.50 to \$35

Ladies' Wear Department

This season is witnessing a phenomenal advance in the production of high-class Cloaks and Suits in our Designing and Manufacturing Departments.

Equal or better than the best merchandise shown by any other concern in the Canadian trade is our aim and purpose.

How we are succeeding we leave to the decision of our patrons' judgment, which in these days has been lending us ample encouragement.

STYLE, QUALITY AND PRICE LIE AT THE BASE OF OUR SUCCESS. WE WELCOME YOUR INSPECTION.

SUITS

BROWN SERGE SUIT, banding of coat is beautifully embroidered in brown silk, full belt, convertible collar and lined throughout with silk, including tax, Price \$48.00

MISSIE'S NAVY SERGE SUIT, box pleat in back, trimmed with silk stitching and button details, sides of coat are also trimmed with stitching. Skirt is plain tailored. Price \$42.00

FRENCH BLUE BROADCLOTH SUIT, with panel sides, trimmed with banding of beaver, convertible beaver collar, full sash finished with beaver tails, trimmed with novelty buttons, and lined with silk, including tax, Price \$77.25

NAVY GARBARING SUIT, large panel back effect with embroidered banding, complete sash, tied in back and finished with silk tassels, pointed pockets, and lined throughout with satin. Price, including tax, \$63.00

BLOUSES

WHITE GEORGETTE BLOUSES, with tucked fronts. Price \$8.50

WHITE CREPE DE CHINE BLOUSES, with collar and cuffs, trimmed with knife-pleating. Price \$11.75 and \$13.00

WHITE HABUTAI SILK BLOUSES, with convertible collars. Prices ranging from \$5.50 to \$8.75

CREPE DE CHINE BLOUSES, in colors flesh and maize, in tucked and embroidered designs. Price \$8.25 to \$15.00

SWEATERS

WOOLEN PULLOVER SWEATERS, in heather brown, blue and rose, with tuxedo collars and patent leather belts. Price \$13.75

NECKWEAR

REAL FLEET LACE COLLARS, Price \$4.50 to \$6.00

LACE POINTS, in filet and embroidered nets. Price, per yard \$1.50, \$2 and \$3

GLOVES

KAYSER SILK GLOVES, in new fall shades, with plain and contrasting points. Price, \$1.00, \$1.50, \$1.75 and \$2.00

HOSIERY

PLAIN PURE SILK HOSE, \$2 Price

CLOCKED HOSE, in black and white. Price \$3.00 and \$3.50

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