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Fall Shoe Fashions

In Cook's shoes women secure the smartest of correct fashions. Because of the newest styles first in London, making makers we are able to show many of the newest styles just in London. To be sure of getting the latest styles come to

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OUR FALL EXHIBIT OF HIGH-GRADE READY-TO-WEAR APPAREL

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At The Theaters

AT THE GRAND.

"RIO GRANDE" BREATHE THE ROMANCE OF THE BORDER.

"Rio Grande," the Edwin Carow-Pathe feature production on view at the Grand Theatre for three days, commencing today, is an outdoor story. It gets its name from the river that separates Mexico from the United States. Across orange-colored, sun scorched deserts, the silvery Rio Grande winds its way, while the purple hills, their peaks forming a jagged silhouette against the blue sky, watch the history of that romantic land.

Augustus Thomas' story of "Rio Grande" concerns itself with the charming love affair of a certain brown-eyed Senorita on the Mexican side of the Rio Grande, and a bold and adventurous Irish-American on the Texas side.

Rosemary Theby and Allan Sears were chosen for the leading roles because of their peculiar suitability for the parts, and the remainder of the cast were equally well chosen. Mr. Carow staged the picture in Texas on the very spot Mr. Thomas wrote about.

A funny comic and Topics of the Day are included in the bill as added features.

"MY SOLDIER GIRL" AT THE GRAND THURSDAY, FRIDAY AND SATURDAY.

This is what constant effort and hard work has done for Billy Moore and Billy Murphy, the clever comedians who are playing the leading comedy roles with the popular musical novelty, "My Soldier Girl," coming to the Grand Theatre, Friday and Saturday with Saturday matinee.

Just five seasons ago these two boys met, having been engaged to portray comedy roles in the same production, and the remarkable strides they have made in this short period has placed them on a pedestal hardly dreamed of in their boyhood days.

Billy Moore, during his early professional training, favored Jew comedy and in this particular character gained much practice, in fact enough to secure him an engagement with the well-known Essanay Studios, where he remained two years, after which he returned to the speaking stage, accepting an engagement to play the leading comedy in "September Morn." It was during this engagement that he first met Mr. Murphy, who is now featured

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LONDON, ONT.

with him. In "My Soldier Girl," Moore was assigned the black-face comedy role, "Jasper Peabody," a Southern dandy-valet to Colonel Stone, a wealthy Floridian. In this character Moore is often mentioned in the class with Al Johnson by critics who are keen to appreciate his ability.

Billy Murphy, his partner, of Irish parentage, is an eccentric comedian in all that the word implies. His quick wit, splendid tenor voice and novelty dancing, has won for him a warm spot in the heart of theatregoers who have seen him in his many eccentric characters. In the present role he is portraying that of a half-witted care-free boy, whose great aim in life is to become an actor, affords him splendid opportunity to display his natural ability, and as one critic said recently—"the makes his part stand out."

The comedy roles which Moore and Murphy have created in "My Soldier Girl" seemingly were written for them, therefore the theatre patron receives the best there is in them. Both are members of B. P. O. E., while Mr. Moore is also a member of the Masonic Order. Seats now on sale.

THE "DUMBELLS" ARE COMING.

There is good news for the "Dumbbells" fans. Captain Plunkett and his double-nine are making another home run around the bases in Canada, and will pause for a breathing spell at the Grand Theatre for one entire week, commencing Monday, September 27.

The "Dumbbells" are hitting in fine shape this season. In fact, every time they bat, it is "Bluff, Bang, Bang"—another safe hit.

Everybody says that their second edition of the famous overseas revue is an even better vehicle for the display of the "Dumbbells" exceptional talents than the first was. They served them for over two years in France and a year in Canada.

Now the boys are in the pink of condition after a six weeks' vacation—the first real rest for most of them, with the exception of a few excursions to "Blighy," since the beginning of the war.

Seats for all performances go on sale Thursday morning next at 9 a.m.

BIG ALL-STAR PRODUCTION "WHY CHANGE YOUR WIFE?" NOW SHOWING AT ALLEN.

Gloria Swanson and Thomas Meighan in De Mille's Latest Brilliant Film Spectacle.

You remember the charm of "Male and Female," the brilliance and humor of "Why Change Your Husband," but you cannot conceive all the luxury and feminine beauty that Cecil B. De Mille has wrought into his latest film spectacle "Why Change Your Wife," which is showing at the Allen today, tomorrow, Wednesday and Thursday.

Gloria Swanson is even more appealingly beautiful than ever, and in the role of the wife who loses her husband's love from a too widely viewpoint of married life, she attains the highest of charms, both in gown and style, her awakening into the life of a gay, gay, gay show to her delinquent spouse that has more or less made a mistake when he left the side of his quiet, home-loving mate for the arms of the charming siren.

Then there is Bobo Daniels, who starts out as the gorgeously-gowned and chic little vampire, drawing the husband's attention away from home with her alluring beauty, her love of pleasure, and the laughing frolicking way she gambles through life. But when she attains the husband for her own, the vampire makes even a worse housewife than did Gloria, and it is the untangling of this domestic problem that has provided De Mille with such good material in the making of "Why Change Your Wife."

Dressed in all the luxury and splendor that modern shops can provide, all at times that provide a suitable program for the dazzling display of fashions and feminine beauty, the picture is the supreme beauty show of the year. Overture by request will be "Mary," and the encore the popular new number of "The Music Box," presented by the famous Allen concert



THOMAS MEIGHAN and GLORIA SWANSON in a scene from "WHY CHANGE YOUR WIFE?" A PARAMOUNT ARTCRAFT PICTURE NOW SHOWING AT THE ALLEN.

Orchestra. Comedies, Allen News and Scenes.

AT LOEW'S.

It has been said that beauty is only skin deep, but in "The Ladder of Lies," the new Paramount-Artcraft picture, starring Ethel Clayton, and which will be shown at Loew's Theatre the next three days, the heroine is a striking example of where physical charm and beauty of character and soul go hand in hand.

Edith Parrish, as interpreted by Miss Clayton, is one of those women of sterling character who unselfishly sacrifices her own happiness and risks even her honor on the altar of her friendship for a man whose happiness is at stake. The picture was adapted from the story, "The Ladder," by Harold Victor, which appeared in the Snappy Stories magazine.

Edith Kennedy did the scenario, Tom Forman handled the megaphone, and William Marshall was cameraman.

Miss Clayton is supported in this picture by an excellent cast of players. Clyde Fillmore is suitably cast as Peter Gordon, Irvine Cummings as the "other man," and Jane Acker is Dora Sterling. Ruby Ashby, etc.

A side-splitting Mack Sennett comedy with laughs galore, entitled "The Quack Doctor," Loew's screen pictorial and Loew's supreme vanguard complete the program for the next three days.

AT THE PATRICIA MONDAY, TUESDAY AND WEDNESDAY.

Hayakawa and His Two Leading Women Appear in Dual Roles in "The Devil's Claim."

Sessue Hayakawa, the Japanese actor, and his two leading ladies, Colleen Moore and Rhea Mitchell worked overtime during the filming of the latest Robertson-Cole production, "The Devil's Claim," as not only do they play the leading roles in the play proper, but also appear in the picturization of a book around the development of the story revolves.

"The Devil's Claim" is a fascinating tale of romance and mystery, in which Hayakawa plays the role of a Hindu novelist at work on his latest and

NEW LUXURY TAX HITS INGERSOLL MERCHANTS HARD

\$2,000 Paid Over for Revenue Stamps in 15-Day Period.

INGERSOLL, Sept. 19.—Local merchants, it has been announced, are complying promptly with the luxury tax regulations, no trouble whatever being experienced in regard to collections. The general indications are that this town will contribute an exceptionally large amount this year to the Dominion treasury. Figures for 1919 showed that nearly half a million dollars was collected here in customs duties. The addition of the luxury and sales taxes will mean that this amount will be considerably augmented this year, in fact, present figures show that it has already been surpassed. The amount forwarded to Ottawa for the month of August alone was more than \$86,000, while last week there was forwarded \$2,200, being the collections from merchants alone for the previous fifteen days. During the period from August 25 to September 15 nearly \$2,000 was collected for revenue stamps. The official reports indicate a constantly increasing volume of business.

G. T. R. EMPLOYEES HOLD HORTICULTURAL SHOW

STRATFORD, Sept. 18.—There was a profusion of flowers and vegetables at the show held this afternoon by the G. T. R. Employees' Horticultural Society.

The death occurred Saturday morning of Joseph Newton Large, aged 56 years. He had been ailing for about sixteen years. He was born in Listowel and lived there with his parents most of his life. In the past five years he has lived here. Besides his wife he is survived by two sons and two daughters. His mother and five brothers also survive.

McLachlin-McPherson.

At the home of Mr. A. J. McPherson Saturday afternoon the marriage took place of Fanny McPherson to James McLachlin, son of Rev. Mr. and Mrs. A. J. McLachlin of this city. Rev. Robert Martin officiated. The groom served overseas as a lieutenant in the 95th Brigade, R. F. A.

Wheatley-Hamilton.

At Knox Church Saturday morning Daisy Hamilton, daughter of the late F. D. Hamilton, was married to Frank R. Wheatley of Saskatoon, son of Mrs. W. Wheatley of Guelph.

Harvest thanksgiving services were conducted Sunday at St. Paul's Church by Rev. J. N. Mills of Stratford, at Zion Lutheran Church and at the Salvation Army.

FALL WEAT GROWING.

ILDERTON, Sept. 18.—Most of the fall wheat ground has been sown, and some fields are already showing green. Sowing has now commenced. The corn crop is good, and full silos will be put up, mostly of wood, owing to the scarcity of cement.

ROWAT'S SPECIAL TEAS. The continued use of ROWAT'S Teas by discriminating consumers is the best evidence of their pleasing character. 65c, 75c, 85c, \$1.10 and \$2.00 a pound. T. A. ROWAT & CO. 250 Dundas Street. Phone 3051-3052.

Quality Lasts LONG AFTER THE PRICE IS FORGOTTEN. This applies to our work as well as our Tires and Tubes. See CLINGER LONDON'S RUBBER MAN 346 Dundas. Phone 5124.

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Eczema Easily Relieved JUST APPLY KINS-HAW. And see how quickly relief is obtained. At all drug stores for \$1 and 50c per bottle, or mailed direct on receipt of price. MUTUAL PHARMACEUTICAL CO. Box 448, London.

A \$1 A WEEK AND OWN A WATCH GREEN, Jeweler 374 RICHMOND ST. Oper. Evening.

ANDERSON COAL CO. 493 YORK STREET. PHONE 1301.

LONDON OPTICAL CO. Richmond Street, Dom. Sav. Bldg. Phone 6180.

Diamonds Rings, Necklets, Earrings, Barmans, Cuff Links. Suitable gifts for the June weddings. C. H. Ward & Co. Diamond Merchants and Jewelers. 386 Richmond Street.

Closing Out Our Entire Stock and Store

Here Is a Phenomenon of Bargains Such as London Has Never Seen Before. Here Are Prices That Hold You Spellbound. Careful Planning and Extensive Preparations Have Been Made to Insure the Instant Success of This Close-Out Sale.

Here's a Score of Unmatchable Bargains Demonstrated In a Most Emphatic Manner

IN EVERY BUSINESS SOME DAY "FINIS" MUST BE WRITTEN.

We offer you racks full of handsome Overcoats that have quality as their backbone—and assure a long life, stylish service. All sizes, all the wanted weaves and fall colorings await you.

LOOK AT THESE PRICES—BUY AN OVERCOAT TODAY!

\$35.00 Fall Topcoats, oxford greys, knit cloth, tweeds and many others. Beautifully tailored in all the new fall shades. Some are full lined, others satin yoke and sleeves. Form-fitting and full box coats, set-in sleeves and raglan models. For street wear and driving

at \$18.50

Worth up to \$50.00 Winter Overcoats; new and snappy for young men. Belters, half-belters, close-fitting and more conservative models. Beautifully tailored in all the new fall shades and the latest overcoat materials, including black and oxford greys. All sizes in all

styles, at \$32.50

Men's \$40.00 Overcoats now selling

at \$28.00

Men's \$37.50 Overcoats now selling

at \$23.00

Wool Socks

Never Again, Remember—Never No More.

Hanson's 100 Per Cent Pure

\$1.00 Special Socks 69c

Hanson's 3/4-lb. and 4-lb. \$1.50 Socks for 95c

Hanson's 5-lb. \$1.65 Socks \$1.19

NOTHING RESERVED

Men's \$1.10 Braces 69c

\$3.50 Tan Lined Dress Gloves, pair \$2.00

25c Canvas Gloves, 25c

Men's 40c Shop Caps 20c

"FINIS" IS "WRIT" IN LETTERS BOLD OVER THE GIANT CLOTHING HOUSE.

SMASHING PRICES ON MEN'S SUITS

Worth up to \$40.00 Fall Suits; latest styles and newest materials; all sizes; single and double-breasted models, homespun, cassimeres and many others. Close-fitting and more conservative styles, including suits for stout men, short men and tall men \$25.00

Worth up to \$45.00 Fall Suits, hundreds to select from, newest styles, newest materials, unfinished worsteds, pencil-stripe serges, homespun; single and double-breasted and more conservative models. Suits for stout men, slim men and tall men. \$32.00

Worth up to \$55.00. Men, it's almost unbelievable that such values can be bought for \$37.50—but come and see for yourself; it won't be hard to realize the big saving on these well-made suits \$37.50

Up to \$65.00, \$75.00 and \$85.00 Guaranteed Blue Serge Suits. Our finest suit hit new low price level. The way men have been buying these suits is ample proof of their quality and style. Today is the last day that enables you to take advantage of this unusual offer, and we advise you to hurry \$44.50

SELLING OUT LOCK, STOCK AND BARREL

We Want to Sell 2,000 Neckties This Week HERE'S THE "THUNDERBOLT"—YES, WE SAID IT, MEN—BUY A HALF DOZEN OR MORE. A collection of \$1.00, \$1.25, \$1.50 and \$1.75 Ties, fancy repps, matelasse and basket silks and Italian jacquards. The close-out price is 75c \$2.50 and \$2.25 Neckties. Stock up for Christmas, as well as for immediate wear. Hand-stitched English foulards and French jacquards and Roman stripes. The close-out price is \$1.00 \$3.00, \$3.25 and \$3.50 Neckties; a magnificent collection; finest we can recall offering at anything like this price. Scores of beautiful designs and colors, dark, medium and brilliant effects. Something for every man's taste. The close-out price is \$1.25

Hurry Out Items PEABODY'S BEST OVERALLS \$2.65 HEAVY BLUE STRIPE AND BLACK OVERALLS \$1.95 VERY HEAVY UNION-MADE \$3.50 OVERALLS \$2.50 EXTRA QUALITY \$4 BLUE AND BLACK OVERALLS \$2.95

NOT EVERY WOMAN CAN BUY ONE OF THESE \$25.00 Tweed Belted Gabardines at \$12.50 BUT YOU, MADAME, IF YOU GET HERE EARLY TODAY, CAN. All sizes, Misses' and Women's Waterproofs of finest \$25.00 quality, satin yoke and satin felled seams. The newest, smartest fall styles, in brown and green mixtures; pure wool tops; beautifully finished. Can be worn with or without belt. Half price, \$25.00, for \$12.50 Last Table—Rear of Store.

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Of Course, You Know the Giant Clothing House Has One of the Largest UNDERWEAR STOCKS in London. Here's Combinations, Union Suits Out in the "Shut-Up" For the First Time. RIGHT NOW, BUY YOUR UNION SUITS, MEN! At \$1.75, regular \$2.65, French Bal. Union Suits. At \$4.95, Penman's \$6.50 Wool Combinations. At \$2.69, Penman's \$3.50 Fleece Union Suits. At \$5.95, Penman's 1-1 Ribbed All-Wool Suits. At \$4.75, Penman's \$6.50 Wool Combinations. At \$3.95, Penman's Closed-Crotch \$5.00 Union Suits. At \$2.69, Penman's \$3.00 and \$3.50 Combinations. At \$1.95, Penman's \$3.00 and \$3.25 Balbriggan Union Suits. At \$2.95, Closed-Crotch \$3.75 Combinations. At \$5.95, Stanfield's Medium-Weight \$7.00 Combinations. At \$4.95, Tiger Brand \$6.00 Wool Combinations. At \$4.95, Finest Grade Mercerized \$7.00 Union Suits.