

Rowat's Teas

From the Better Gardens,
70c, 80c, 90c, \$1.00, \$1.10 and
\$2.00 Pound.

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



DIAMONDS.

A Diamond for an engagement
ring. Beautiful Blue White Dia-
monds set in Platinum, white, green
and yellow gold.

Rings from \$25 to \$1,250.
C. H. Ward & Co.
Diamond Merchants, Jewelers and
Opticians.
385 Richmond St. Phone 1084.



Carbyle Trebilcock
OPTICIAN
233 Dundas St. Phone 2351.
Two Doors East of Majestic.

FURS

REMODELED AND
REPAIRED.
All orders receive ex-
pert and careful atten-
tion.

Phone 1319.
ROSS', Limited
196 Dundas St., London.

Know a Sick Friend?
Say It With Flowers.

**DICKS' FLOWER
SHOP.**

Clark's

Economy
Stores:

CASH AND CARRY
Special Prices For Friday
and Saturday this week:

PURE CANE SUGAR
10 POUNDS FOR \$1.05

MINUTE TAPIOCA
2 PACKAGES FOR 21c

SWEET POTATOES
4 POUNDS 25c

MUSTARD—SPECIAL
Just the right strength to
give that delicious flavor to
your pickles.
Per pound 60c

Pure Unsweetened Cocoa
2 POUNDS 25c

PURE CASTILE SOAP
Long Bars, fine
quality. Each 17c

BORDEN'S MILK
(With the cream left in)
Eagle Brand, 21c
Silver Cow, 18c

Choice Creamery Butter
Fresh churned,
per pound 38c

LAUNDRY SOAPS
Sunlight, Comfort, Gold,
P. & G., Surprise, Victor or
London Special—
10 BARS FOR 72c

Quaker Corn Flakes
3 PACKAGES FOR 25c

CARADOC POTATOES
Pecks of 15 lbs.
each at 39c

SHREDDED WHEAT
BISCUITS
2 BOXES 25c

Clark's

Economy
Stores:

719 Richmond Street,
754 Dundas Street.

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

NEW BUILDING AT FAIR
NOW SURE OF SUCCESS

The success of the new Manufac-
turers' Building at the Western Fair
is self-evident.
About 75 per cent of the available
space has been leased for a stated
term of years, he points out, while
there is every indication that the re-
mainder will be quickly sold once the
directors seek more permanent pat-
rons.
"There need be no worry about that
part of it, after this Fair is over,"
Mayor Wenige assures. "The success
of the Fair has already been estab-
lished."

**CZECHO-SLOVAKIAN IMMI-
GRANTS NOT ILLITERATE.**
The Czechs and Slovaks are hard-
working people and the majority of
them on this continent are engaged
in industries—in tailoring, cabinet-
making, button-making and in the
manufacture of cigars. They are
skilled workmen; seldom are they
found among unskilled laborers. Re-
ports at Ellis Island show they stand
lowest among immigrants in illiter-
acy.



HURLBUT
CUSHION SOLE
Shoes for Children
Buy HURLBUT "PUSSYFOOTS" for Smaller Children

FOR SALE IN LONDON BY

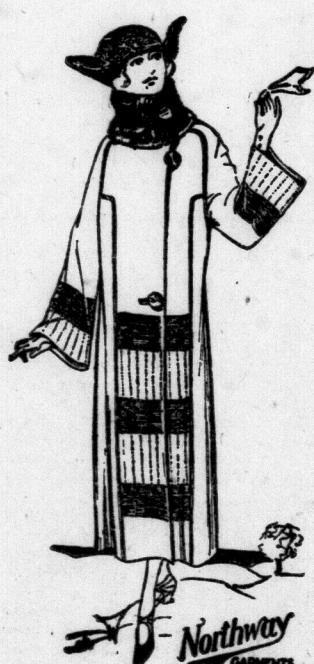
MORRISON SHOE CO.
ROWLAND HILL.
R. SIMMONS & SON.
SMALLMAN & INGRAM.

H. ASHLANT & SONS.
J. P. COOK CO., LTD.
CASSELMAN BROS.
JOHNSTON & MURRAY.

R. J. YOUNG & CO. Limited

142 DUNDAS ST. The Best Place to Shop After All. 668 DUNDAS ST.

As You Begin to Plan the Fall Shopping
You'll Welcome the Savings Here

NEW FALL APPAREL
That Is Moderately Priced

Duvetine Coats
That are full silk lined, with large mushroom col-
lar, side fastening, straight line coats \$23.50

A Distinctive Dressy Coat

Full lined, with side panels and large buckle,
some with embroidery trim, others with braid
trimming, and again some that are plain; they
have fur cuffs and collars in shawl and mushroom
style and the materials are fine imported duvet-
ines in shades of sand, reindeer, cocoa, navy and
brown \$35.00

OUR PRICES ON FUR COATS WILL
SAVE YOU MONEY

MUSKRAT COAT
45 inches in length with five-
stripe skirt and collar, full
silk-lined and a good quality
of American rat, \$129.00

ELECTRIC SEAL COAT
47 inches long, gathered
mushroom collar, self-trimmed,
long silk braided girdle, \$149.00

CLOTH WALKING SKIRTS

Knife-pleated style, pure wool materials, in
botany serge, homespuns, flannels and worsteds.
Shades of sand, taupe, gray, navy and plain
colors, as well as stripes and plaids. Sizes 25
to 30 \$4.95

WOMEN'S CLOTH DRESSES

Materials are poret twills, trimmed with pleat-
ed side panels and silk braid. Sizes 36 to 44 \$15.00

MISSES' FLANNEL DRESSES

Knife-pleated style, pure wool materials, in
Trimmed with panels and silk soutache braid,
girdle and collar of silk material; shades, green,
sand, copen and rose \$8.95

CANTON CREPE DRESSES

In navy, sand, copen, brown and black, trim-
med with panel of self material; a dress that
we think is rare value \$28.50

(Second Floor.)

WILL ASK FOR PRICE
ON CUSTOMS HOUSE

Ald. Wilson To Push His
Plan To Purchase Building
For a City Hall.

The purchase of the customs house
by the city for city hall purposes
would hasten the construction of a
new government building on Rich-
mond street, from Carling to the
postoffice, in the opinion of Ald. Wil-
son, who moves at the next council
session that the Ottawa authorities
be asked for a price.

Ald. Wilson believes that the build-
ing can be purchased for a sum not
exceeding \$100,000. The cost of fit-
ting this structure out for a new city
hall would not total another \$100,000,
he says. "This would be a saving of
\$400,000 to the people, he argues, par-
ticularly at a time when the money
necessary for a new building is not
available in the city coffers."

"I bring this matter up at the next
session," he said. "When I start
something, I go right ahead with it. I
think that every member of the coun-
cil should be willing to at least find
out what the government would ask
for the customs house."

COUNTY POLICE HEAD
SOON TO BE SELECTED

Appointment of High Con-
stable Will Be Made at the
December Council Session.

Middlesex County expects that its
police problem will be solved at the
December session of the county
council. The battle is expected to
be fought out there, and then, and
not laid over to the January council,
when a new council will sit, al-
though some of the council may en-
deavor to bring about this action.

There is a movement on foot to
appoint a permanent high constable
at the December session and give
him full control of the new force,
making him responsible for organiz-
ing its units and developing a system
of police protection in keeping with
the desires of county residents.

At any rate, the council is deter-
mined to appoint an efficient officer
to replace the force of temporary
sheriffs. Sheriff Donald A. Graham is
present in charge of the police, hav-
ing been appointed high constable
temporarily, but the duties of the
sheriff's office prevent him from de-
voting much of his time to police
duty. It was imperative that the
sheriff be appointed high constable
in the absence of a permanent one.
The law demands it.

Constable Ed. Guest has been act-
ing as deputy.
Although some of the municipali-
ties acted slowly, all have appointed
police officers now.
It is hoped that by spring Middle-
sex will have a force capable of
dealing with any crime wave that
may strike the county.

MAYOR WENIGE PLANS
TO TAKE UP GOLFING

Has Already Arranged Match
With City Banker For
After Fair Week.

Mayor Wenige has another strenu-
ous campaign mapped out for him
after fair week—he will take up golf.
"You're getting fat; why don't you
try some exercise, say bicycling,"
His Lordship advised a banking
acquaintance, at the Fair the other
evening.

"Oh, I'm reducing steadily," as-
sured the bank manager. "I'm tak-
ing plenty of exercise these days,
golfing, you know."

"You don't call that exercise, do
you?" asked the mayor.
"I can make it as interesting for
you as you choose if you like to
take me on," was the challenge.
"Right, you are," complied the
mayor. "After Fair Week I'll give
you a whirl."
His Worship is obviously ready to
try anything once.

Fleur de Lis Irish Linen Damasks

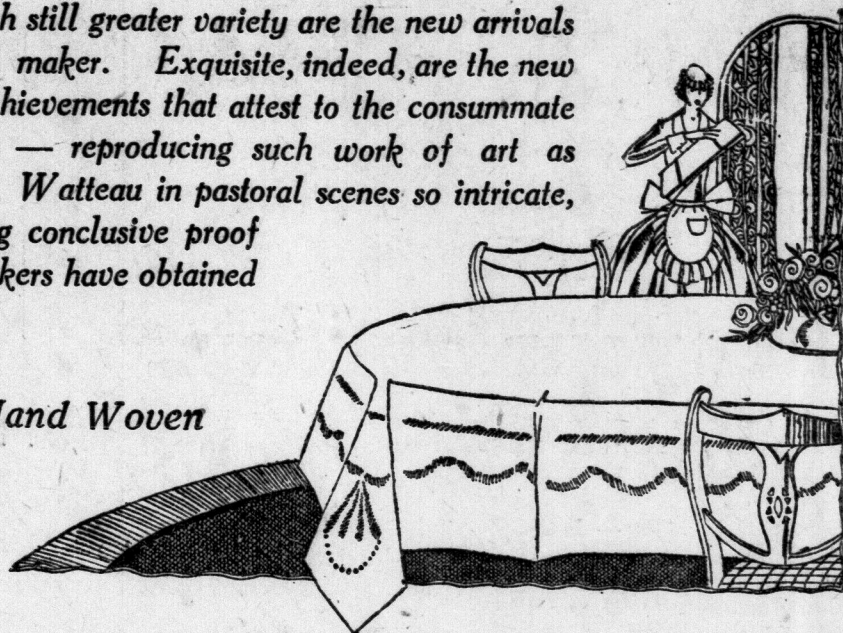
Not so costly, but equally beautiful, with still greater variety are the new arrivals
in Table Damasks from this celebrated maker. Exquisite, indeed, are the new
numbers in their hand-woven designs, achievements that attest to the consummate
skill of the weaver with his hand-loom — reproducing such work of art as
depicted by the celebrated French artist Watteau in pastoral scenes so intricate,
yet so wonderfully expressive, furnishing conclusive proof
of the marvelous degree of skill these workers have obtained
with their hand-loom.

Watteau, Registered Design, Hand Woven
Damask Sets.

Produced on the hand loom in delightful quality dou-
ble damask, is this new and remarkable pattern.
Pastoral scenes showing the hillside landscape with
the shepherdess and sheep. So wonderfully woven
and rich in conception that no detail is lost. You can
actually see the expressions on the faces produced.
Note the low prices:

Cloth, 2x2, \$10.50; Napkins, 22x22, \$14.50
dozen; per set \$32.50
Cloth, 2x2½, \$13.00; Napkins, 22x22, \$14.50
dozen; per set \$27.50
Cloth, 2½x2½, \$13.50; Napkins, 22x22,
\$14.50 dozen; per set \$28.00

Cloth, 2½x3, \$16.00; Napkins, 22x22, \$14.50
dozen; per set \$32.50
Old Willow design, same quality and
prices as above.
Other numbers represented in our stock
in Hand-Woven Damask covering all sizes
from 2x2 yards to 2½x3, are American



Beauty Rose on Band, Plain Satin Band,
Sheraton, Louis XVI., Adams Style, Greek,
Boyle Antique or Moire, Italian Renais-
sance, Shamrock and Celtic Scroll,
Ancient Egyptian (particular attention to
this), Shirley Poppy, Roman Scroll.

Fleur de Lis Double Dam-
ask Sets at One-Third Off

Here you will find some exceptional val-
ues, absolutely perfect goods, at one-third
off today's new prices. The quantities are
limited and are in the popular 2x2 yard
sizes only; Napkins, 24x24 inch. Also a
few dozen odd Cloths, including a few
hand-loom damasks in the Plain Satin
Band. These are, however, termed sec-
onds.

SPOT, SHERATON, CARNATION.
12 only sets Cloth and one dozen Napkins
..... \$15.35 per set
14 only Odd Cloths, 2x2 yards \$6.35

A Practical Corset For
the Active Woman

There is no better nor more practi-
cal corset for the active woman in
office, store or home than a Nemo
Corset. Thousands of busy women
all over Canada would never think
of wearing any other corset. The
scientifically correct design of the
Nemo is beneficial to the general
health, as well as to the appearance.
Today, with the advent of the tail-
ored suit and the draped gown, it is
more than ever important to attend
carefully to the corset foundation
beneath. And the Nemo smoothes
away any figure flaws, and brings
forth your best lines.

It is always best to have a Nemo
Corset correctly adjusted to your
figure by an expert corsetiere. Won't
you please visit our corset depart-
ment during NEMO WEEK? See
our new models, and let our gradu-
ate corsetieres fit you with a corset
and brassiere to meet your exact
individual needs.
"Once try a Nemo, and you'll never
change."
Second Floor.

Visitors Are Invited
to Use Our Free
Check Room

OPEN UNTIL AFTER EVENING
PERFORMANCE.
Check your wraps and parcels here
and call for them after you leave
the grounds, at Richmond Street
entrance.

RESTAURANT, Fourth Floor.
Course Dinner 40c and 65c
Information Bureau, Rest. Room.
Telephone service, etc. All for the
convenience of our friends from out
of town. Make this your headquar-
ters while in the city.

FALL CAPS
New colors and patterns, unbreak-
able peaks. An excellent selection at
..... \$2.00 and \$2.50

SMALLMAN & INGRAM
LONDON

BORSALINO AND STETSON HATS
A great showing. All the leading
shapes and shades.

SAULT STE. MARIE HAS
SNOWFALL AND HIGH WIND

Sault Ste. Marie, Mich., Sept. 13.—
Snow fell this morning in this sec-
tion, accompanied by a high wind.
Although winds prevailed all night
there was no accident reported in
marine circles. Temperature dropped,
bringing out last year's mackinaws
and overcoats, and sent tourists
scurrying for home.

GORDON L. FERGUSON
FUNERAL SERVICE.
Private Funeral Apartments,
350 William Street,
Personal attendance; lady assistant,
Phone 653, Day and Night.

SPENDS \$4.90 A DAY ON
MOVIES.

Wife takes case to court in Oak-
land, California, to restrain husband
from spending so much money on
shows. This could not have hap-
pened had he bought her Blue-White
Diamonds from John A. Nash, My
Jeweler, London and Windsor.
"Where you will eventually buy,"
Adv.

TOYS, DOLLS,
SOUVENIRS.

Red Star News Co.
10 MARKET LANE.

A test with a thermometer will
probably surprise you, for you will
find that both have precisely the same
temperature.

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

Our fittings
are experts.
\$1.50 to \$10.00.
We have
Trusses to fit
all needs.
ANDERSON
& NELLIS,
225 Dundas St.

Quality Vulcanizing
Only.

ART WILKES
London Tire Repair Depot,
354 WELLINGTON STREET,
Opposite McClarys, ywt

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,
ywt

J. FERGUSON'S SONS
R. R. Ferguson, Manager,
174-180 KING STREET,
Funeral Directors and Embalmers.
Handsome Motor Hearses,
Day or Night Service with Prompt-
ness, Neatness and Quietness.
Phones: Office 543, Residence 2059 W.

**GEO. E. LOGAN
FUNERAL HOME**
371-373 DUNDAS STREET,
PHONE 1968, ywt

N. J. GRIFFITH
FUNERAL DIRECTOR AND
EMBALMER,
104 Dundas Street, London,
Residence on premises. Phone 459.

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

VISITORS AND CITIZENS

Outstanding value has been the keynote of the success of this store. Better footwear at
a lower price is steadily increasing sales.

Shrewd buying of carefully selected shoes enables an offering for
this week-end that should crowd our store with people who know
footwear value.

LADIES' OXFORDS
A Tan Oxford particularly
pleasing to the eye. \$6.95
It's real value \$6.95

MEN'S OXFORDS.
One of the newest lasts; built
for style and comfort \$6.50

PUMPS
Beautifully designed in Gray
Suede. \$7.50
Real style \$7.50

MEN'S SHOES.
Quality Leather with real wear-
ing value. Worth much more. \$5.95

We have a Black Silk Pump with one strap that for style and quality
will certainly please \$6.95

FOR SCHOOL.
A Shoe that will stand wear
and tear. \$4.95
On sale \$4.95

THE PEOPLES SHOE STORE
131 DUNDAS STREET.
ALSO MARKET SQUARE.