



Quality First

PAY A LITTLE MORE AND GET A LOT MORE

Don't put a mortgage on your judgment in buying a car.

There's many a man who paid too low a price for his car—and lived to regret the day.

We are not saying anything against low-priced cars. There are a number of good ones. They do the job well.

We are trying to get people to get a bird's-eye view of the motor car situation instead of a worm's-eye view.

Sometimes by paying a hundred or two hundred more you get \$500 extra value.

We refer now to the 1917 \$400 r. p. m. Chalmers. Here's a car that has been run more than 1,000,000 miles in the hands of owners, yet attained a service record of 99.21% perfect.

That is the mark of a great car. And though it costs, possibly, a little more than you ever paid for a car before—remember that extra little sum gets you from the zone of a fair car to the zone of a great car.

It is not only money in your pocket in the long run, but pride everywhere you drive. There's a pleasant and interesting satisfaction in driving a regular car.

The big Chalmers plant at Walkerville is turning out the cars for Canada, and puts us in a position to satisfy all Chalmers owners in the matter of service.

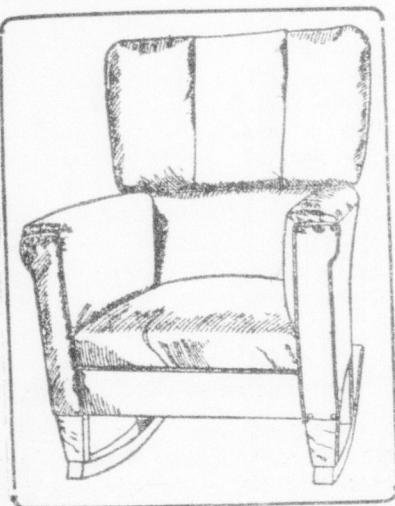
Prices—5-Passenger Touring, \$1475; 2-Passenger Roadster, \$1475; 3-Passenger Cabriolet, \$1900; 7-Passenger Touring, \$1775. All f. o. b. Walkerville.

J. C. BEEMER.

You are invited to visit the Chalmers booth at the Canadian National Exhibition, August 26 to September 11. A full line of Chalmers cars will be on display and the sales force will be adequate to give prompt and courteous attention to all visitors.

BEEMER & CO., Limited
131-133 Queen's Avenue London, Ont.
BAIRD & SON, Woodstock, Ont.

These Great Big Deeply Upholstered Rockers \$9.95



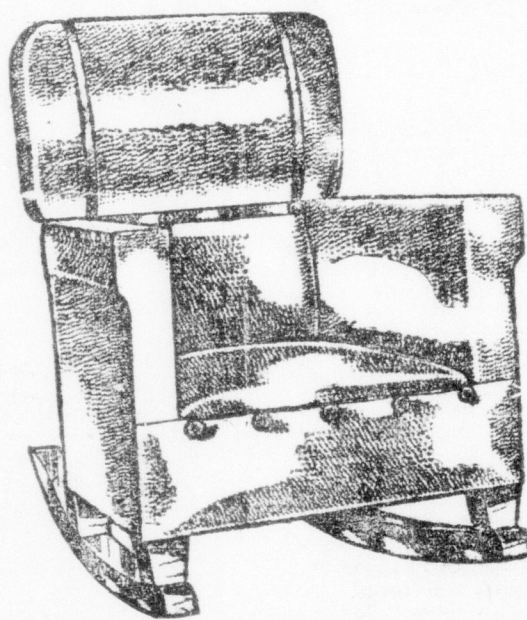
This is a man-sized Rocker!

It's just as roomy as it looks—even more so—and once you get settled into it, sinking deeply and comfortably into its wonderfully upholstered seat, you'll give a deep sigh of satisfaction and exclaim: "Well, this is a real rest!"

Upholstered in Wear-Ever Imitation Leather!

It would take a leather expert to distinguish the difference between this imitation leather and the genuine. It is upholstered over a well made frame—not the kind you need to be afraid of using roughly, but the kind that's made to last, to stand up under rough use. Not only does this wear-ever leather look like leather, but as its name suggests, it wears like leather.

Just as Pictured, in Brown or Black Art Spanish Leather.



Club Terms: \$1 Cash, 50c Weekly

Club Terms as easy as the Rocker is Comfortable!

\$1.00 sends this rocker into your home, and 50c weekly makes paying for it very convenient. This liberal credit plan is a boon to

many a household. It makes friends for us and keeps our customers friendly. We sort of get to know one another better. As we have only 100 of these rockers in stock, we advise that you place your order early.

The Ontario Furniture Co., Ltd.
226, 228, 230 DUNDAS STREET LONDON'S LARGEST HOME FURNISHERS

ARRESTED MAN ALLEGED TOOL IN GREAT PLOT

May Solve Explosions Mystery in Munitions Factories.

JAILED AT WALKERVILLE

Believed To Have Been Employed To Introduce Chemicals Into Shells.

[Special to The Advertiser.] WINDSOR, Aug. 24.—Startling revelations that may lead to the solution of the baffling mystery of the great explosion at Black Tom Island, in New York harbor, about a month ago, by which millions of dollars worth of allied munitions were destroyed, are probable as the result of the arrest of a workman at the Canadian Bridge Works Company, Walkerville.

The man is suspected of being a tool in a widespread and clever plan to blow up allied munitions all over the United States and Canada by a most ingenious arrangement.

Before the nose and cap of the great shells manufactured for the Allies are fitted, a solution of varnish is run through a centre bore, thus painting the inside of the projectiles. It is claimed by those responsible for the arrest of the workman that he was employed to introduce into the varnish a chemical solution designed to cause premature explosion after a limited period.

Solution Caused Catastrophe? It was such a solution, it is now said, introduced by treachery into some of the shells at Black Tom Island, that caused the great catastrophe that almost blew the lower tip of Manhattan Island off the map.

The workman arrested gave his name as P. Bjelich and claims to be an Austrian by birth. He denies all knowledge of any plot.

Offered a Bribe. Sometime ago he offered a foreman in the American Car and Foundry plant in Detroit, where shells are being made for Allied use, fifty dollars if he would get him a job in the department "where varnish is poured in shells."

The foreman took the bribe and turned in a letter written by Bjelich over to his employers.

A few days ago another workman appeared at the Canadian Bridge Company works and offered a service \$25 for a job in the "varnish-pouring" department. He got the job, but was immediately turned over to Pinkerton men, who were protecting the plant. They questioned him and he declared that he had been offered \$200 by Bjelich if he succeeded in getting into the department and carrying out his instructions.

MOTOR BOAT BURNED, OCCUPANTS ARE MISSING

Cries for Help Heard in St. Lawrence in Early Morning.

BROCKVILLE, Aug. 24.—Cries for help coming from a burning motorboat aroused parties on the shores of the St. Lawrence River west of Ogdensburg, Ont., when the craft drifted ashore it was almost entirely consumed, with no trace whatever of the occupants, of whom it is thought that two or more lost their lives. The only possible clue to the occupants was a card found floating near by on which was printed the name of R. Fitzgerald, Point St. Lawrence, N. Y.

GREEKS HASTENING FROM ALL CORNERS TO FIGHT BULGARS

Army at Seres Being Rapidly Reinforced.

MASS MEETING SUNDAY

Corps of Albanians Arrive at Saloniki to Join the Allies.

ATHENS, Wednesday, Aug. 23.—Via London, Aug. 24.—5:48 p.m.—Greek troops are still retreating the Bulgarians at Seres, in northeastern Greece, notwithstanding the orders of the general staff that they should be reinforced. The Bulgarians are being reinforced rapidly by volunteers. From all parts of Greece, officers and men are hastening to Saloniki to volunteer with the Entente forces to fight the Bulgarians. A corps of Albanians has arrived in Saloniki.

In view of the intensity of feeling over the Bulgarian advance, a mass meeting being planned for next Sunday, in celebration of the anniversary of the revolution of 1903, is regarded with some apprehension.

The advance of the Bulgarians in northeastern Greece was made with the sanction of the Greek Government. Bulgaria and Germany having guaranteed the return of the territory after the war. The Bulgarians desired to take up defensive positions in anticipation of a drive by the Entente Allies.

NO DEFENCE AT FLORINA

LONDON, Aug. 24.—3:15 p.m.—A dispatch to Reuters' Telegram Company from Athens, says:

"A member of the chamber of deputies from Florina, which lies ten miles south of Monastir, has just arrived here from Florina. He says the Bulgarians' advance was met with virtually no resistance, as from Florina to Prespa Lake the Entente Allies had only a few important forces, and without artillery, simply for the repression of smuggling. The population of Florina fled in the direction of Serovitch."

BULGARS TELL OF SUCCESSES

SOFIA, Aug. 24.—Bulgarian troops advancing on the western end of the Macedonian front defeated the Serbians, and compelled them to retreat, the war office says tonight. They captured several positions. In their advance in the Florina sector the Bulgarians occupied Koster and Kastoria, the last place being only 25 miles southwest of Florina. Southeast of Florina, on August 21, they captured a strongly-fortified mountain peak, and on the following day drove against the Serbians on the Vardar. The official statement says:

"Bulgarian troops, advancing south of Florina, occupied on August 23 Koster and Kastoria. The defeated Serbians are retreating southward. The Bulgarians operating in the direction of Lerina, Banica and Ormenio, captured August 21 a strongly-fortified position on the crest of Mount Makhia Nizea.

Attack on Vardar. "On the following day they attacked the Serbians on the Vardar, in their new positions at St. Spidion, Hill 207, and Tcheganski Planina. We captured seven officers and two hundred men, and also a number of quickfiring and machine guns and other material. The fighting continues.

"We definitely consolidated our positions on the Djermatgeri height, north of Lake Ostrovo. In the Moglenica valley important forces attacked the Dukoruz and Kourli sectors. All attacks were repulsed with heavy Serbian losses. In the Vardar valley the day was quiet, except for artillery activity.

Near Lake Doiran. "Southwest of Lake Doiran the enemy at 10 o'clock in the evening attempted to attack our advanced positions, but were repulsed. Additional information shows that the 178th French Regiment, which participated in the fighting on the 21st, lost 50 per cent of its effective. We found on the field 220 bodies.

"On our left wing in the Struma valley we cleared the left bank of the river of the enemy. We buried 500 of the enemy yesterday.

"South of Drama advanced Bulgarian detachments encountered an English squadron, accompanied by a company of orders. After exchanging shots the Englishers retired in the direction of Orfano.

"Having previously destroyed two bridges over the river we occupied Angista station and the railway through Oxilar, Drama, Angista, Seres and Demir Hissar is now in our possession."

RUSSIANS PREPARING TO ENTER RUMANIA, SAYS BUDAPEST NEWS

Hungarian Paper Also Says Rumanians Are Gathered on the Danube.

LONDON, Aug. 24.—The Russians have concentrated a large number of troops on the Rumania frontier, and on the banks of the Russian Danube, for the purpose of invading Bulgaria, by way of Dubruja, according to a Budapest dispatch to the Morning Post, quoting the Azet.

The Azet also reports powerful Russian forces gathered on the lower Danube and the Pruth.

AUSTRIAN CABINET IN LONG SESSION

AMSTERDAM, via London, Aug. 25.—A Vienna dispatch says that the Austrian Cabinet Council was in session all day Wednesday. The council met at 10 o'clock in the morning, and did not adjourn until 9 in the evening. The premier, Count Karl Stuergh, presided, and all of the ministers were present.

SHARP FIGHTING IN CAPATHIANS

BERLIN, Aug. 24.—Via wireless to Sayville—Sharp fighting continues in the Carpathian regions, where Austrian and German troops are disputing Russian attempts to advance through the passes into Hungary. In the Vienna headquarters' report of August 23 the German success north of Capul, where Russian positions were taken and 200 prisoners captured, is announced. Further attacks by the Russians in the Jablonitz pass region, near Zabe, were repulsed.

SOUTHERN ALBERTA WILL PRODUCE BUMPER CROP

Will Average Thirty-Eight Bushels to the Acre, According to Experts.

CALGARY, Alta., Aug. 24.—"The wheat fields of Southern Alberta will average 38 bushels to the acre. Along the lines of the Canadian Northern Railway, the yield will be better than 40 bushels to the acre. In other parts the yield will be well over 30 bushels to the acre for all of Alberta."

This was the opinion expressed on Thursday morning by a prominent official of the United Farmers of Alberta and the Farmers' Elevator Company of Alberta.

MUSH AGAIN TAKEN BY THE RUSSIANS; LOST ON AUGUST 8

Twenty-Three Hundred Prisoners Captured at Rachta.

PETROGRAD, Aug. 24.—The Russian forces operating in southern Turkish Armenia have recaptured Mush, which was captured by the Turks on August 8, says an official communication issued by the war department tonight. The statement says the Russians captured 2,300 prisoners in the battle at Rachta. The communication says: "Caucasus front: Our troops, pressing the enemy in the region to the west of Lake Van, entered Mush, where they took some prisoners."

"Supplementary information received from army headquarters says that in the battle fought in the region of Rachta, where we surrounded portions of the fourth Turkish division, we took prisoner the whole of the eleventh Turkish regiment, consisting of its command, 56 officers and 1,600 of the rank and file, as well as nearly all of the remnants of the tenth Turkish regiment, consisting of two staff officers, several other officers and 650 Askaris. We also captured in this battle three cannon and three machine guns."

FOUR DROWNED WHEN CAR PLUNGES INTO A RIVER

Driver Says He Lost Control While Crossing a Bridge.

DIGBY, N.S., Aug. 24.—Four were drowned at Mettigan River, 40 miles west of here, late last night, when an automobile ran amuck on the bridge, and plunged with its occupants into the water. Names of the dead: Mr. and Mrs. Leo Amiro, both of Saulnierville; Mary Lombard, 25, of Mettigan River; and Monique Comeau, 20, Saulnierville. Frank Saulnier, driver of the car, managed to escape though badly injured. He says he lost control of the car while on the bridge. All of the bodies were recovered.

LANDSTING REJECTS PROPOSAL LONDON, Aug. 24.—The Danish Landsting has rejected the proposal to sell the Danish West Indies to the United States, says a Reuter dispatch from Copenhagen.

PTE. LEONARD MOORE DIES WHILE PRISONER

Young Guelph Soldier Captured in Recent Fighting.

DIED WHILE PRISONER

GUELPH, Pte. Leonard C. Moore.

DIED OF WOUNDS.

CHATHAM, Pte. Wm. G. Jacobs.

WOODHAM, Pte. Jas. Brook.

KILLED IN ACTION.

HARROW, Pte. Chas. Cornwall.

SERIOUSLY ILL.

WOODSTOCK, Pte. Allan W. Leaney.

WOUNDED.

LONDON, Pte. Arthur R. Elliott, 728 Dundas street.

ST. THOMAS, Pte. Herbert W. Steels.

GALT, Pte. James Browne.

BATTALION WIPED OUT

Sonora Infantry Ambushed in Mexico and Annihilated.

DOUGLAS, Ariz., Aug. 24.—The 22nd Battalion, Sonora Infantry, was practically annihilated after it had been ambushed by Yaquis near Baramonte in the Alamos district about ten days ago, according to reports brought here today by arrivals from Sahuaripa, 250 miles south of the frontier.

SUBMARINE BREMEN DUE IN A FEW DAYS

Now Well on Its Way Across the Atlantic.

LONDON, Aug. 24.—The German submarine Bremen, reported to be proceeding to the United States, is well on its way, according to an Exchange Telegram dispatch from Copenhagen. The dispatch says Alfred Lohmann, head of the Ocean Navigation Company, which owns the Bremen, asserts he has received a message from the submarine, and that it will arrive in America in a few days.

MEXICO ADVANCES POSTAGE.

MEXICO, Aug. 24.—An increase in postal rates, to take effect September 1, was announced today. In the case of first-class mail the advance will be from 20 to 25 centavos for letters dispatched to Canada, the United States or Cuba. The charge will be 50 centavos for mail to other countries in the International Postal Union, and one peso for letters to countries not involved in the union. Parcels post and registered mail were correspondingly increased.

GEN. RIEDEL PUNISHED FOR LOSING GORIZIA

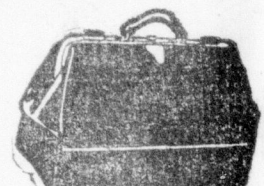
Dismissed From Army and Loses Rank and Pension.

BERNE, via London, Aug. 25.—A wireless dispatch received from Austria says that a court-martial sitting at Klagenfurt, has sentenced General Riedel, who was in command at Gorizia when the city was captured by the Italians, to dismissal from the army and loss of his rank and pension.

DISCUSS AVIATION SERVICE.

TORONTO, Aug. 24.—Lord Innes-Kerr, authorized representative of the British War Office for aviation in Canada, and Col. Hamilton Merritt today waited upon the Hon. T. W. McGarry, provincial treasurer, and explained the requirements of the war office, so that the Government might consider the question of assisting in the establishment of a school for the training of aviators. Lord Innes-Kerr is here to get recruits for the Imperial flying service.

Suitcases Club Bags



Ladies' Purses and Hand Bags in all leathers and superior workmanship. Everything in the line of leather goods at reasonable prices. A reliable store with a reliable stock.

JAMES McCORMICK

395 Talbot St. Leather Goods Store. Phone 2038

Extra Weekly Special

WE HAVE JUST RECEIVED TWENTY-FIVE SOLID QUARTERED OAK BUFFETS, GOLDEN OR FUMED FINISH, ORDERED SIX MONTHS AGO AND PURCHASED AT THE OLD PRICE. THESE BUFFETS ARE WORTH TODAY \$35, BUT WE ARE GOING TO SELL THEM FOR \$26.95 AT THE RIDICULOUS OFFER OF \$1.00 CASH AND \$1.00 PER WEEK.

See Them In Our Window

\$1.00 CASH



\$26.95 WEEK

This Offer Cannot Be Duplicated

PEOPLES OUTFITTING CO.

240 Dundas St. W. D. THOMAS & SONS. Phone 546.

SMASHING REDUCTIONS TO MAKE ROOM FOR FALL ARRIVALS

Fall goods coming in daily and more on the way. To make room for these shipments we are forced to clear out all present stock of Men's and Young Men's Ready-to-Wear clothing. In order to make room quickly we are going to smash all previous sales records. These reductions include the famous "Society Brand" clothes, W. R. Johnston, Semi-Ready and other well-known makes. We draw attention to the fact that practically all of these suits are suitable for all the year wear. Below will be found partial list of the many reductions.

\$15.75 for \$20 to \$25 Suits. Smart and exclusive patterns and styles. Strictly handmade productions from the continent's best designers and tailors.

\$11.75 for \$15 to \$18 Suits. Cleverly designed and splendidly tailored, these suits represent the balance of our stock and were easily the best values in London at regular prices. Greys, browns, tans, blue serges, many styles, many patterns.

\$8.75 for \$10 to \$14 Suits. Greys, browns and neat check patterns that have smart style, and both quality and appearance. Fitting qualities that put to shame many makes at double the price.

In the Men's Furnishings Department

75c Men's Jess Willard Butcher Blue Work Shirts, large size, good wearing qualities.

55c Boys' Blue Chambray Blouses, W. G. & R. make, good fitters and fast color; age 6 to 15 years.

19c Men's Fine Silk Lisle and Cotton Hose, formerly priced at 25c and 35c. Saturday bargain19c

65c Men's Fine Natural Wool Undershirts, sizes 34 and 36 only. Regular price\$1.25

Made-to-Measure Blue Serge Suits
Our stock of Blue Serges for made-to-measure suits is complete. We advise early choice as our stock of this reliable blue is limited. \$22.50 to \$35.00.

Special Tweed Raincoats, \$10.00
Men's Tweed Raincoats, in nice dark olive shade, plaid lining, raglan shoulders. These coats are splendid for fall wear, and will give absolute satisfaction to the wearer.

HERE'S SOMETHING CAR OWNERS AND DRIVERS WILL BE THANKFUL FOR.
Combination Auto Suits
Off and on in a jiffy. A new shipment in of this useful garment. Every car owner should have one. It will save its cost over and over again in clothes cleaning bills. No more dread of the changing if you have an Auto Suit in your car. Don't delay. Get yours today. All sizes now, 34 to 42\$25.00



London
London East

R. J. YOUNG & CO.

Sole Agency for Headlight Overalls