

Home of the **LOEW'S** Home of the
Better Shows Better Shows

Fair Week Spectacle, Sept. 9-14

RUTH CHATTERTON

In the NEWEST and GREATEST
All-Talking Picture

With
Lewis
Stone
Raymond
Hackett



The producers of "The
BROADWAY MELODY"
have now brought another
unforgettable masterpiece
to the living screen!

ALL
TALKING
PICTURE

Madame X

OPENING!

During the past few months we have been changing our whole store over to the Department Store Plan of Business.
(the Exposed For Sale With Price Attached Method)
and have added thousands of new lines of goods.

We plan to open Thursday, Sept. 5th.

For the balance of that week and all during the Western Fair Week we intend to offer you a lot of genuine

BARGAINS AND FREE GOODS

PALMOLIVE HEADQUARTERS

4 Cakes Palmolive Soap for 18c, with Coupon.
Electric Light Bulbs, 20c. each.
Genuine Gillette Razor Blades, 5 for 35c., 10 for 65c.
Williams' Shaving Cream and Aqua Velva, 33c.
Palmolive Shaving Cream, 25c.
Mennen's Shaving Cream, 33c.
Alarm Clocks in Duco Colors, 89c.
Bafford Floor Wax, 15c. and 25c.
Pint Fruit Jars, 90c. doz.; Quarts \$1.
Package Little Buster Popcorn and Corn Popper, 25c.
Package Fertabs Plant Tablets, 20c.
Package Morgan's Bird Seed, 15c.
100 lb. bag Wizard Brand Sheep Manure, \$2.10, delivered in the city.
2 Cans Egg Preserver for 25c.
Carter's Ink, Mucilage and Photo Paste 19c.; 3 for 25c. or 90c. doz.
Quart Carter's Ink, 90c.; pint 65c.
1 Dozen Rubber Tipped, Nickle Band Lead Pencils, 20c.
Visiting Cards Printed, 50 for \$1.00; 100 for \$1.25.
Stainless Steel Kitchen Knives, 15c.
5 lbs. Mixed Wire Nails, 15c.
Blue China Cups and Saucers, 10c ea. or 2 for 15c.
White China Cups and Saucers, 5c ea. or 2 for 10c.
Larvee Mothproof, 16 oz. 75c.; quart for \$1.25.
10 lbs. cooking Beans 25c.; 10 lbs. Peas 25c.
25 Back Numbers Poultry, Pigeon, Dog Bird and Rabbit Papers, 15c.
Thousands of other Bargains.
Everything Plainly Priced.

Horsehair Hat Brush Free to each purchaser in our Brush Department.
Small Bottle of Rogers' Liquid Polish Free to each purchaser in our Paint and Varnish Department.
Package of Spratt's "Sing Song" to each purchaser in our Bird and Bird Supply Department.
Package of R.M. Nibs to each purchaser in our Dog Supply Dept.
Long Handled Palmetto Milk Can Brush (value 50c.) free to each purchaser (of \$1.00 value and up) in our Milk Can, Milk Pail, Strainer and Dairy Supply Department.
A Beautiful Colored Plate of Hyacinth and other Flowers Free to each Flower Grower who applies for our Fall Bulb Catalog.
Small package Snowflake Ammonia Free to each purchaser in our Cleaner, Cleanser and Soap Dept.
Small Package Dr. Hess' Stock Tonic or one can Egg Preserver Free to each purchaser in our Poultry Supply Department.
Package Anti Germ Disinfectant Powder Free to each purchaser in our Insecticide and Disinfectant Dept.
Tin Saving Bank Free to each purchaser in our Stationery Department.
Pouring Milk Bottle Cover or one Milk Bottle Cap Lifter Free to each purchaser in Kitchenware Dept.
Copy of Maclean's Canadian National Magazine or a copy of The Chatelaine, Canadian Women's Magazine. (August Nos.) Free to each purchaser of Magazine or Paper at our News Stand.

BIG SUPER BONUS

In addition to all these Free Goods and Bargains we will give absolutely Free to anyone who purchases goods during this Sale to the value of \$5.00 and over, their choice of an extra large Spirea V. H. Shrub or a Hydrangea Pan Grand.

Morgan's Supply House, Limited

100 DUNDAS ST

LONDON, ONTARIO

99 CARLING ST.

LOW TOURIST FARES HELP YOU SEE CANADA

Of course you'd like to visit the Coast and on the way see all the places you've dreamed of—busy growing cities like Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Vancouver, and Victoria—the spreading prairies, Jasper National Park in all its mountain splendor, the sombre Skeena River, the famous sheltered Scenic Seas, perhaps even Alaska, the alluring Land of the Midnight Sun.

Low Tourist Fares help you see the utmost at least possible expense. Ask your nearest Canadian National Agent, he will give you rates and help you in making your trip absolutely worth while.

TASTE THE JOY OF LIFE IN MUSKOKA

You enjoy every moment of a Muskoka holiday, be it week-end or month. Such an enticing array of pleasures that bring the joy of living to all—golf on six fine courses, tennis everywhere, lawn-bowling, hikes through avenues of fragrant pines, canoe or steamer trips among the clustered islands of this lakeland paradise, sailing, motor-boating and bathing, then dancing in the cool of the evening under ideal conditions.

By using Canadian National Railways you reach your chosen spot in this realm of pleasure, whether cosy cottage or comfortable hotel, by any one of three entrances—Muskoka Wharf, Bala Park or Lake Joseph Wharf—all within a few hours' run from almost any part of Ontario.

Ask your nearest Canadian National Agent for information and literature on Muskoka and its various resorts, hotels, etc.

LUCAN NEWS.

Mr. and Mrs. Peter Butler, Mr. and Mrs. E. Butler, went to Stratford during the month of August to attend the funeral of their sister, Mrs. Harriette Mathews.

TORONTO NEWS.

Mrs. Richard Carter has returned to her winter home in California after a pleasant stay in this city.

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New Winter Overcoats**

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