

1,000 Fur Felt Hats

Made in England. Soft shapes, all colors and sizes. This lot escaped the Atlantic submarines, and every one worth \$2.50, and best value

in Canada at that. Our price\$1.23 See Window Display.

Wegner

Clothing Co. THE HEART OF LONDON. Famous for Their Little Prices. 371 Talbot, Opposite Market

Open Evenings

Peters Saturday Features : :

CAKE DEPARTMENT Nut Cake 25c

A good white cake with nuts,

CANDY DEPARTMENT Dollar Chocolates Peters Made in London.

Peters Shops Canada Food Board Licens

Always Fresh.

PURE VINEGARS for pickling. Extra quality. Delivered in clean Jars. Gallon 50c JOHN DIPROSE. Dundas Street. Phone 2262. Wortley Road. Phone 1397.

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and don't forget to take home a box of Canada Food Board License No. 10-8253

OYAL SHOE SHINF PARLOR 96 RICHMOND STREET. 5c-SHINES-5c 'We Broke the Combine."

THE CANADA AUTO DEVICES CO SAY DARTRIDGE TIRES ARE SO DO THOSE WHO HAVE THEM

CAKES RUDDY'S

733 RICHMOND STREET. 3081/2 DUNDAS STREET. 874 DUNDAS STREET.



C. H. WARD & CO. DIAMOND MERCHANTS.

"A DAUGHTER OF THE CONSTANCE TALMADGE Good Canadian GODS" SHOWING AT AND FRANKIE CALLAN THE PATRICIA THEATRE AT MAJESTIC THEATRE TODAY AND SATURDAY TODAY AND SATURDA'

Ten-Reel Production and the Famous Screen Star and Cycling McNutts Feature Big Show.

"A Daughter of the Gods," the picture beautiful, featuring Annette Kellermann, was shown at the Patricia Theatre to capacity audiences yesterday. This famous production was brought to London for the second time by Manager W. L. Stewart of the Patricia at the earnest solicitation of many patrons.

This notable masterpiece is a fanciful story which might almost be a distinct echo of some fable out of the Arabian Nights. In its making the camera has caught nature pictures, with the sea as their background, of truly wondrous beauty, and it has the immeasurable advantage over other spectacies of the films in that is dominated by a great and striking personality.

"A Daughter of the Gods" is a beautiful picture in water colors. Its greatest thrill is felt when Miss Kellermann, as Antita, dives into the sea from the dizzy heights of the sultan's palace. When she is thrown to the crocodiles you feel she could swim out of their reach with a stroke or two, even if these terrible monsters were not transformed into swans. That Antita escapes being burned to death is a mere detail. The fact that she seems to live in the water gives the picture individual charm. Naturally it offers studies in the nude. Mermaids will be mermaids. Everything also may go hang, along with clothes on a hitckory limb. When Miss Kellermann dives straight down into the water without making more than a ripple, you see only the artistic.

As for the story, Anitia changes from a bird to a most desirable human creature, and when she finds herself imprisoned in the sultan's palace she

As for the story, Anitia changes from a bird to a most desirable human creature, and when she finds herself imprisoned in the sultan's palace she dives from the tower into the sea, thereby producing a real thrill. The black slaves that swim in pursuit of her add to the swift movement of the picture. For that matter, all the water scenes, "filmed" in the West Indies, are enchanting. A quaint touch is also given the picture by the gnomes, who are changed to warriors, and file down mountain passes behind the dream maiden. It remains for her and the prince of her heart to find happiness after a war in which the walls of a city fall, just as they have fallen in other film spectacles.

In advance to this million dollar tenreel production, a high-class vaudeville act," The Cycling McNutts," is presented. Their act is excellent in every detail.

Week-End Means ced with maple sugar icing. Much to Many ----Opportunities to spend money

Opportunities to spend money with some, and to save money with others. If you have more than enough of the "needful" for all your wants, you may not be interested, but, if you have a little less money than will cover all your needs promptly, you will be interested and can save money by getting some of our high-class Sumting some of our high-class Sum-mer Shoes, Oxfords and Pumps, at week-end closing out prices.

Cook's Shoe Store

Sells HAMILTON RAILROAD WATCHES Reasonable. NEW STORE, 206 DUNDAS STREET, "Where Particular People Buy."



For Thanksgiving Day AND EVERY DAY, YOU CAN HAVE A FEAST IF YOU

EAT

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150 suits, many of them will

do for fall and winter. Now

selling at \$12.95, \$15.69,

\$18.69, \$19.69, \$21.69, \$24.69,

About \$3,500.00 worth of summer goods will be sold within the

next two or three weeks. There will be tremendous price

slashing. Don't miss this opportunity. Come early tomorrow.

ISSUED BY CANADA FOOD BOARD. Not deprivation, but conservation is what is asked of you.

The Giant Clothing House

LOOK FOR THE BIG BLACK AND YELLOW S. O. S. SIGN

Every pair worth a great deal more than marked. Most of

them are in striped materials.

Buy them now at \$2.69, \$2.95,

\$3.69, \$3.95, \$4.69, \$4.95, \$5.69, \$5.95, \$6.69, \$6.95.

Open Evenings Until 7 o'Clock.

A pair of extra quality braces with every pair of pants at\$2.95 and up

Creamery Butter FOR OVERSEAS.

Put up in hermetically sealed tins. It cannot spoil. Treat "your boy over there" to some. Per tin...65c

Olive Special Ready to serve, delicious ripe lives from California. Regular 15c 10c PER

GURD'S GINGER ALE.

Ziegfeld Follies Boy at

Popular Playhouse.

CONSTANCE TALMADGE.

BUSY THRESHING

AND PREPARING

T. A. ROWAT & CO.

WAR SERVICE BADGES

LIST NO. 43—NOMINAL ROLL OF WAR SERVICE BADGES GIVEN OUT.

D. Wilder, Rockwood; Fred Powell, 89 Horton street, London; S. D. Grant, Guelph; J. A. McKay, Seaforth; C. Lilley, 556 Colborne street, London; G. Hymmen, Guelph; W. H. Heise, Preston; H. Elborough, 1 Clarke street, London; R. C. Edwards, Chatham; C. England, Windsor; W. H. Lott, Sarnia; R. J. Reeder, Windsor; J. Hudson, Windsor; J. S. Mark, Brownsville; J. Moody, Chatham; B. B. Harding, E. Cleveland, Ohio; W. R. Forsyth, Guelph; A. M. Mather, R. R. 7, Woodstock; E. Newman, Windsor; K. P. Pardon, 838 King street, London; C. Patterson, London Golf Club, London; J. L. Tremaine, Galt; H. Twine, 239 Rattle street, London; G. H. Wood, Middlemarch; W. F. Clark, 16 Clarke street, London; A. Bower, Toronto; R. Davis, Newton Lower Falls, Mass.; A. White, Guelph; W. E. Nodwell, Nobel; J. A. Kelly, Detroit, Mich.; W. Wager, C. A. M. C., London; C. W. Phillips, C. M. C. H., London; J. F. Mabbett, 610 William street, London. D. Wilder, Rockwood; Fred Powell, 89

At the Majestic again today and Wednesday. Also a Mack Sennett comedy, "Ladies First," a screen weekly and an entire change of songs by Frank Calian, the "Ziegfield Foliles" star, screen story in which countless laughs are punctuated with a few sighs and many tense moments. In this entertaining photo comedy Constance Talmadge is as vivacious, as amusing, as filippant and as loyable as she was in "The Honeymoon," as beautiful as she was in "The Studio Girl," as independent and as capable as she was in "The Studio Girl," as independent and as capable as she was in "The Studio Girl," as independent and as capable as she was in "The Studio Girl," as independent and as capable as she was in "The Studio Girl," as independent and as capable as she was in "The Studio Girl," as independent and as capable as she was in the tense moments of Cosmo Hamilton's powerful drama, "Scandal." The story is a picturization of the sprightly novel by Frances Sterrett.

A news weekly and the latest Mack Sennet comedy, "Ladies First," complete an excellent screen program.

Frank Callan, the Ziegfield Follies boy, introduces an entirely new list of songs. His selections for today (Friday) and Saturday are "A Twelvo o'Clock Guy in a Nine o'Clock Town," "O Frenchy," and "I Hate to Lose you."

The above program will be presented the complete an excellent screen program. The above program will be presented the above program will be presented the complete an excellent screen program. The above program will be presented the complete an excellent screen program. The above program will be presented the above program will be presented the above program will be presented the complete an excellent screen program. The above program will be presented the program of the program will be presented the program of the program will be presented the program of th

The above program will be presented in its entirety at the Majestic again today and Saturday.

W. F. Abel, Milwaukee, Wis.; O. J. McLean, Detroit, Mich. Class C.

J. E. MacDonald, Wallaceburg; W. R.
Mann, Akron, Ohlo; William Smith,
Ridgetown; A. Smith, R. R. 2, St. Williams; P. McKinnon, Lucknow; E. T.
Hinds, R. R. 7, Guelph; O. H. Hughes,
Kitchener; W. T. Harrington, Galt. William Efthemas

Kitchener; W. T. Harrington, Galt; William Efthemes, 197 Dundas street, London; R. C. Campbell, Mount Forest; R. T. Cousins, 63 East street, London; W. fleids on the heavier land are very hard to plow.

The Ilderton tractor, which had been at work for some time plowing on London Township farms, has been laid off for the past week for repairs to the engine. J. L. Calvert of the Ilderton garage has been running the plow and expects to start out again shortly.

A good soaking rain is headly all through the land to the land through the land to the land through the ILDERTON, Aug. 22.—Farmers have dearly all finished harvesting their oat rop and are now busy threshing and preparing the land for fall wheat. It is to be the dry weather some of the leds on the heavier land are very hard

expects to start out again shortly.

Good Rain Needed.

A good soaking rain is badly needed all through the district, as pastures are badly dried up and some farmers are feeding their fattening steers meal to help out. Most of the export cattle are sold for September and October shipment at \$14 and up per hundred pounds, and it will pay to feed well.

Threshers are very busy, as everybody wants to thresh as soon as possible. Some good yields are reported. D. L. Graham reports 43 bushels of fall wheat to the acre, but most of the fields of fall wheat were badly winter-killed, and 20 or less will probably be the average.

Outs where threshed are yielding well. killed, and 20 or less will probably be the average.

Oats where threshed are yielding well and barley best of all. In fact, the barley is the bumper crop this year in this district. No spring wheat is reported yet, but the promise for a fair yield is good. It is not expected that the farmers will need any of the Government imported seed wheat this fall, as some of the farmers will have a large surplus to spare for seed grown from the good fields that withstood the west enfance who would otherwise have gone to the western farms, where the wages are reported to be much higher than they generally are in the older parts of the Dominion. The call for laborers is as large if not larger than it was last year, and it is thought that more could be utilized than have gone. Both offices of the C. P. R. and the G. T. R. report that the sale of tickets for the West has been considerably lighter this year than last.

winter-killing.

Hard On Apples.

Owing to the dry hot weather the apple crop has been very materially decreased, and the quality also of early and fall varieties deteriorated. The fruit is rather small and ripening too early. With good, soaking rains, the crop of winter apples may yet be good, but the prospects are for a somewhat low grade. In many orchards nearly all will be No. 3 or evaporator grade.

A Dutton evaporator firm has been visiting some of the orchards and is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated stock is prepared to take all it can secure, as the demand for evaporated to the said offence.

GOES TO C. G. R.

Pte. George Robson, a deserter from
the 99th Overseas Battalion, C. E. F.,
having been apprehended at Windsor,
Ont., on August 12, 1918, is posted to
the 1st Battalion, C. G. R., with effect
from that date.

DETAILED FOR DUTY. Lieut. Albert William Slatter (7th Regiment), 1st Battalion, C. G. R., is detailed as hospital representative un-der the A. A. G. (district casualty offi-cer) with effect from this date.

CHURCH PARADES.
Church parades for Sunday, August 25, are as follows:
Parade service will be held in the usual place by the large tree on parade ground at 9:30 a.m.
Catholic parade will be held in St. Michael's Church, mustering on parade ground at 9:20 a.m. ground at 9 a.m.

The band will be in attendance at the parade on ground.

DISCHARGES GRANTED.

The following discharges are authorized, all being unfit for further service: Ist Battalion, C. G. R.—Pte. John Logan Cook, Pte. Reginald F. Mayne, Sergt. William M. Ruddick, Lance-Corp. William Fulton, Pte. William Gerbig, Pte. Albert Henry Sammons, Pte. Francis Lambert Tennant, Pte. William A. Butts, Pte. Arthur M. Foster (minor), Sergt. Thomas Lindores, Pte. Walter Billings.

Service Company, C. E.—Sapper Geo. Chappell, Sapper Phillip Lawson.

BUY GUARANTEED GOODS.
Canadian Beauty Irons ... \$5.00
Canadian Beauty Toaster ... \$5.00
Electric Fans ... \$7.50 to \$40.00
Flashlights ... 90c to \$2.50
Western Ontario Electric Co.
Phone 4071. Phone 4071. 237 Dundas Street.

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Men! Here's an oppor

tunity to secure a pair of

neat, serviceable Gun-

metal and Patent Lea-

ther Shoes. Light and

heavy soles. \$5.00 and

\$6.00 values for .. \$3.50

MILITARY DRESS

Made of selected dark

brown calfskin, guaran-

teed Acme soles. \$8.00 value for \$6.45

Men's Muleskin Harvest

Shoes on sale at . \$1.98

Men's good strong tan

black grain leather Work

Shoes. Sale price . \$3.98

Gunmetal Laced Shoes. Nifty and serviceable. \$3.75 value for \$2.98

Women's Patent Leather Oxfords with fawn and gray cloth tops, to clear Saturday at .. \$1.00 pair

BIG BARGAINS ON TRUNKS, SUIT CASES AND CLUB BAGS

the values.

ThePEOPLES SHOE STORE

Shoes in the entire store.

LOOK. MOTHERS. AT THIS BIG

BARGAIN.

Barefoot Sandals galore for misses

and children. Friday and Saturday

..... \$1.00 pair

GIRLS' HIGH-GRADE TWO-

TONE CANVAS SHOES.

Brown with white tops, grey with

canary tops, cushion welted soles.

comfort to children's feet. Sizes 8

to 10½. \$3.50 values for ... \$1.69

Same styles as above in sizes 4 to

 $7\frac{1}{2}$. \$3.00 value for \$1.48

You must see these shoes to realize

Women's Patent Leather

Oxfords, dull calf tops,

high heels. \$4.00 and

\$5.00 values for .. \$2.48

The Shoe Store That Is Bringing Down High Prices.

Follow the Crowds To This Store Men's heavy brown can vas Work Shoes, with heavy rubber soles and heels. Sale price ... \$2.50 Women's High White

Bigger and Better

BARGAINS

THAN EVER!

summer Footwear. Cost, profit and losses have been forgotten. It is

simply a matter of making a clean sweep of every pair of Summer

Prices have been cut still deeper for the final clean-up on all

women's Canvas, Patent Kid, and Gunmetal Pumps, Oxfords and Slippers go at ... \$1.00 pair Look! Look! Loads

Canvas Laced Shoes. Sale Price \$2.00 About 75 pairs of wo men's Pumps and Oxfords. Mostly small sizes.

Sale price 50c pair. A big rack full of Whit Shoes and Strap Slippers for the children, a monster bargain at 79c pair Boys? all-white Running

Shoes. \$1.75 value for

..... \$1.00 Good strong wearing Shoes for children, \$1.50 value for \$1.00

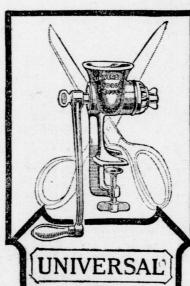
Men's black and brown Running Shoes. \$1.50 value for \$1.00

Children's white Running Shoes, with black sole Children's black, brown

and all-white Running

Shoes, Friday and Satur-

Saving In the Kitchen



Cuts Like a

Pair of Shears

With the Able Assistance of "Universal" Kitchen Helps

"Universal" Bread Makers

8-Loaf\$4.00 4-Loaf.....\$3.50 Food Chopper

"Universal" Food Choppers \$2.00 and Up.

Our Special Food Chopper. Regular \$2.25 value. On sale \$1.39



YOU WILL NEED ONE THIS FALL.

"Universal" **Electric Appliances**

Save time and labor with an electric iron. Fully guaranteed. Price\$5.00 Electric Percolators\$7.50 and up Electric Toasters\$5.00



Cowan's Colossal Hardware

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THE STORE WITH A STOCK