

WOODS' FAIR

We are going to pay particular attention to our visitors this week, and give them all possible benefits for every cent they spend. Of course there are buying inducements for every lady in all parts of our store. We have just what you require to take home. Come and see for yourself.

Special attention paid to express parcels, which we prepay on any reasonable purchase.

SOUVENIR GOODS

SOUVENIR BROOCHES—Fancy Souvenir Flag Brooches, best hard enamel, in pale blue, green and white, and red and white. Special 15¢
SOUVENIR POCKET MIRRORS—Leather case, with comb and mirror combined. Only 10¢ and 15¢
SOUVENIR PURSES—Leather Souvenir Purse, strap on back. Regular 10c. Special 5¢
POSTCARDS—Headquarters for Souvenir Postcards. All the latest views. 5 for 5¢
POSTCARD ALBUMS—Special line of Fancy Postcard Albums. All sizes and nicely bound. Each 10¢, 15¢, 25¢ and 50¢

GREAT SALE OF LADIES' CORSETS.

See our 50c Corsets, made of fine coutil, in white and drab, with or without hose supporters. Extra good value 50¢
75c CORSETS—Long hip, high bust, steel filled, in drab and white, with suspenders on front; also lace trimmed. Size 18 to 26. Special 75¢
NECK FRILLING—Fancy New York Neck Frilling. All colors, in net and chiffon. All the latest styles. Per yard 25¢, 35¢ and 50¢
CASHMERE HOSE—Ladies' Cashmere Hose, light weight, spliced heel and toe, seamless feet. Special, per pair 25¢
LADIES' VESTS—Ladies' Pure White Vests, ribbed or plain; light weight; long sleeves and lace trimmed. Special 20¢
LADIES' VESTS—Ribbed or plain, sleeve or sleeveless, pure white, nicely trimmed. Regular 15c. Sale price 10¢

TOYS FOR THE LITTLE ONES.

DOLLS—Special line of Fancy Dressed Dolls, large size. Only 25c
GUNS—The new Air Pop-Gun; perfectly harmless, for the little ones. Special 10c, 15c and 25c
CURTAIN POLES—White Enamel Curtain Poles, brass or silver trimmings. Complete set, only 15c
DON'T FORGET TO VISIT OUR BASEMENT
GRANITEWARE SALE—White Granite Chambers, extra large size, slightly damaged; regular 45c, sale price 25c
GRANITE TEA KETTLE—One lot of Granite Tea Kettles, No. 8 or 9, slightly damaged; regular 95c, to be cleared out at 50c

WOODS' FAIR

J. M. THOMSON

We Advise You to Purchase

HEINTZMAN
& COMPANY

PIANOS

THEY ARE THE BEST.

242 Dundas St., London, Ont.

VISITORS TO THE FAIR, DON'T MISS Westman's Big Hardware Fire Sale

Table and Pocket Cutlery, Plated Ware, Carpenters' and Machinists' Tools, Bicycles, Lawn Mowers and Washing Machines slightly damaged. To be sold regardless of cost in 30 days.

Open 9 to 1 and 3 to 6 every day this week, and from 8 to 10 on Wednesday, Thursday and Saturday nights.

RICHMOND ST. OPPOSITE CARLING



HAIR GOODS For Ladies

PROF. DORENWEID, the great hair goods artist, will for two days of the London Fair be at the CITY HOTEL, LONDON, Wednesday and Thursday, Sept. 16 and 17. All ladies interested in possessing a fine appearance should call and see the latest in TRANSFORMATIONS, FOM-PADOURS, PIN CURLS, PUFFS, CORONATION BRAIDS, SWITCHES, WIGS, etc. Everything to beautify the ladies and save worry and ill-health. The Professor also has his Patent Toupees and Hair Coverings for bald men.

THE DORENWEID CO., LTD., 103 and 105 Yonge St., Toronto.

Lately a new American carriage and wagon in the city, all hauling being done by the old-fashioned heavy two-wheel carts.

12,000 PEOPLE AT WESTERN FAIR WEATHER WAS IDEAL ON TUESDAY

President Reid and the Directors Are Satisfied—Visitors Had a Splendid Time at the Big Show—Programme Before Stands Was an Ideal One—Great Speed Events.

"Fully 12,000 people were on the grounds yesterday," said President W. J. Reid of the Western Fair to The Advertiser. "This is considerably ahead of last year. At 4 o'clock in the afternoon the purse had deposited as much cash in the bank as he did during the whole of Tuesday last year. We are well satisfied with everything so far and today's crowds will undoubtedly be large. If the weather holds good Thursday will also be a big day."

Railway Traffic.

A very large majority of those who saw the big exhibition yesterday were from out of the Western Fair to The Advertiser. This is considerably ahead of last year. At 4 o'clock in the afternoon the purse had deposited as much cash in the bank as he did during the whole of Tuesday last year. We are well satisfied with everything so far and today's crowds will undoubtedly be large. If the weather holds good Thursday will also be a big day."

The C. P. R. morning train from the west, had several hundred passengers on board for the Fair, and the express from Toronto, which arrives at 11:30 in the morning brought another large crowd.

Traction Company, Too.

The traction company cars were crowded both in the morning and until early in the afternoon, notwithstanding that a half-hour service was put on, quite a number of people from St. Thomas came over early in the afternoon. Many of the downtown hotels had their yards filled by the buggies of farmers and others who had driven in. All the restaurants and dining-rooms did a rushing business, and the theatres and other places of amusement were crowded to overflowing, while in the evening many of them were unable to accommodate the people.

Interested Crowds.

Up at the grounds all the exhibition buildings contained interested crowds, viewing the various displays. Many expressions of approval were heard concerning the new features which the directors have added this year. The Main Building never presented a more attractive appearance, and the exhibits of a higher class and better arranged than they have been for a long time. Owing to the rush for space in the Main Building the committee were able to pick and choose, and their selection meets with universal approval.

Many Innovations.

Many things are shown in the building that were never at a London Fair before, while some of the older exhibitors have surpassed themselves. People are greatly pleased with the determination of the committee to eliminate all the small candy sellers and fakirs, who for some time took up a great deal of valuable space. These, with the exception of one or two of the better ones, are now out in the grounds, and the place taken by attractive exhibits. This plan is also much more pleasing to the exhibitors themselves. Upstairs in the Main Building several splendid collections of curios are shown.

A Great Collection.

Among others, a very large and varied collection shown by Mr. Harry Pratt, attracts a great deal of attention. Near it are a number of spinning wheels and looms, where the methods of weaving in olden times are shown. In the ladies' department some splendid exhibits of fancy work are shown and the competition is very keen.

The Midway.

"The Pike," as usual, is one of the chief centres of attraction for everyone, and the shows are certainly clean and attractive throughout. Side shows and attractions in great variety are shown, and there is something worth while seeing in each one, and the shows are well worth the price for admission.

The Dog Show.

The dog show is an innovation which promises to be one of the leading features at London's Fair. It was started for the first time last year, and the entries this year are largely increased. Large crowds are in the building from morning till night, and the greatest interest is taken in looking over the canines on exhibition. The dogs themselves are a fine-looking lot of animals, and many of them have won prizes at many of the largest exhibitions in Canada and the United States. Mr. E. F. Lewis, of Philadelphia, is one of the largest exhibitors. He is showing 3 dogs of many species.

Machinery Hall.

The Machinery Hall is perhaps the one spot in the whole Fair where an improvement might be made. What exhibits there are are first class and leave nothing to be desired, but it is the general opinion of many citizens that an effort should be made to have more and a larger variety of machinery shown. There was a time when the machinery exhibit at the Western Fair was second to none, and included exhibits of practically every line of machinery made. Everyone, especially farmers and businessmen, are interested in an exhibit of this class, and hundreds of visitors to the fair not only this year but last as well, expressed the hope that the directors would get more manufacturers to show.

Carriage Building.

The carriage building is always a delightful place to go, for no finer or prettier work is turned out than the beautifully-finished hacks, coupes, phaetons, buggies and cutters of all kinds that are shown in this department. London manufacturers are well represented, and their work is among the very best on exhibition.

Yesterday morning the judges had a very busy time making the awards for the horses and cattle. The entries in this department are always among the largest at the Fair, and some of the

very finest animals in Canada are shown. The competition is always keen, and unusually so this year, and the judges in many instances had a hard time in picking the winners.

Before the Stand.

But one complaint could be offered against the speed events at the fair yesterday. There wasn't enough of them.

Two races, the 2:25 trot and 2:30 pace, and the 2:12 trot and 2:19 pace, constituted the programme, and the events seemed far too short, although the remainder of the programme rendered was excellent.

Both races, although rather short on entries, were well contested, despite the fact that Bourbon B. took the second named race in straight heats, with Wilhelmnia, a London horse, a close second.

In the opinion of many of the large crowd of spectators present, the London entry should have won the race, but, then, this may be an injustice to Mr. H. Horne, who drove her. Wilhelmnia is not credited with being marked.

The other event was won by Dr. Fred L. Wood's Fair Hazel, who has speed to burn, and is game enough to burn it, too, when asked to do so.

Bourbon B. traveled steadily in all three heats of the 2:12 trot and 2:19 pace, with Wilhelmnia always within easy distance. In the second heat it appeared as though Wilhelmnia would win, but when near the wire her driver to all appearances eased up.

All the start-points, Dan McEwen's charge, came together for the pace, and the visiting equine came out to the fore, although Sandy Points took third in the final heat.

Billy W., driven by Mr. H. Lang, of the 2:25 trot and 2:30 pace, but was compelled to succumb after that to the irrepressible Fair Hazel, driven by Dr. Fred L. Wood. Fair Hazel went along as steady as clockwork, and took the last three heats nicely, although challenged strongly by Billy W. several times. On one occasion Billy W. led almost to the wire, when he went up, and Fair Hazel cashed.

Pearl Was in Bad.

Pearl Carter, the well-known matinee performer, driven by Mr. W. E. Robinson, got away badly almost every heat, and was only once a contender after the second heat.

"The starting was looked after by Mr. Wm. Bishop, of New Hamburg, and although Pearl Carter was several times left in the rut at the word, no complaint could be offered, for Mr. Bishop was named to "be up."

Mr. John Mac, Tillsonburg, and Mr. J. McKenzie, Union, acted as judges, while those veterans of the stop-watch, Messrs. Bert Wilcox and R. Woods, of London, and George James, of St. Catharines, did the timing.

Summary.

2:25 trot and 2:30 pace:
1. Fair Hazel (Dr. Fred L. Wood) 3 1 1 1
2. Billy W. (H. Lang, Yarmouth) 1 1 2 2
3. Pearl Carter (W. E. Robinson) 2 3 3 3
Time—2:22½, 2:22½, 2:22½, 2:22½.

2:12 trot and 2:19 pace:
1. Bourbon W. (R. Beattie, Wingham) 1 1 1
2. Wilhelmnia, (H. Horne, London) 2 2 2
3. Charles Hubbard (L. H. Edmuntson, Blenheim) 3 3 4
4. Sandy Points (James Baker, London) 4 4 3
Time—2:20½, 2:19½, 2:19½.

A Splendid Band.

The Winnipeg City Band, numbering 35 pieces, was an added attraction in front of the stand, and yesterday afternoon was the first appearance of the popular western musical organization in London.

In addition to a number of other choice selections, the westerners rendered the ever popular "Barnyard," including all the sounds heard on any well-provided farmstead. The Winnipeg band was one of the features of the fair.

ABSOLUTE SECURITY.

Genuine
Carter's
Little Liver Pills.

Must Bear Signature of

See Fac-Simile Wrapper Below.

Very small and as easy to take as sugar.

FOR HEADACHE.
FOR DIZZINESS.
FOR BILIOUSNESS.
FOR TORPID LIVER.
FOR CONSTIPATION.
FOR SLOW SKIN.
FOR THE COMPLEXION.
CURE YOUR HEADACHE.

WEATHER
PROBS:
Fine

Smallman & Ingram
THE SATISFACTORY STORE PHONE 655 Limited

Wednesday,
SEPT. 16

NOTICE HOW QUICKLY THE CROWDS ARE MOVED FROM ONE FLOOR TO ANOTHER WITH OUR TWO NEW ELEVATORS.

New Kid Gloves, and Such Gloves For 79c a Pair

About 1,200 Pairs of These on Sale This Week
Commencing Today

We are afraid this shipment would not arrive in time for exhibition visitors, but here they are, just in time. They have been rushed through the customs and are all marked and ready for sale today. When you see them you'll want more than one pair at this price, we think.

They are freshly imported and manufactured for this autumn in new colors, CAREFULLY CUT, SHAPED and FINISHED, over-seam sewn; GUARANTEED to give you more than one dollar's worth of value, for 79¢

Nearly 1,200 pairs this morning, in sizes 5¼ to 7¼, two-clasp, real French kid, in tans mode and brown, stamped "The Satisfactory." See window display and examine quality, at

GLOVE COUNTER—DUNDAS STREET ENTRANCE—WEST AISLE.

GUARANTEED REAL FRENCH KID AND SATISFACTORY WEAR.

NEW SUITS ON EXHIBITION

Much curiosity has been aroused by reports of the tendency towards and influence of the Directorate revival, and, of course, you are curious to see the result. While the influence of this change may be noticeable in some styles, the extremes or excesses you have read so much about have been avoided here, and it is remarkable how quickly our highest class, exclusive and individual styles in Ladies' Tailored Suits are picked up. The very best we can procure are the very first to go. Every day adds to the new assortment.

TODAY our showing includes many late styles from \$15.00 to \$45.00, in Venetian Cloth, Chevron Stripe Serges, etc., in black, olive, myrtle, grey and navy.

It also includes very effective styles in two-tone Broadcloth Stripes of brown, grey, blue and black; pleated; 11 and 13-gore skirts. Coats ¾-length, and trimmings of buttons, satin, braid and cloth folds, and strappings. These include three styles at, per suit \$25.00, \$29.00 and \$31.50

Describing styles and quoting prices conveys a very vague idea of their beauty, attractiveness and value. COME AND SEE.

SECOND FLOOR—TAKE ELEVATOR.

Ready
for
Winter

Furs! Furs!
New Stock
New Department

New
Today

Autumn
Millinery
Fair Week Display

Not a dark corner in this section. White walls and high ceilings.

Our FURS are now all in one department on the second floor, Richmond street wing—small Furs, Fur Coats and Fur-Lined Coats.

We are giving more space to, and going more extensively into the Fur business than ever before, and reliable goods only will be carried. See this week's display on Second Floor.

Store closes
6 p.m. daily,
Saturday,
included.

Smallman & Ingram
THE SATISFACTORY STORE PHONE 655 Limited

Dundas and
Richmond
Streets.
Limited

CARLINGS
CELEBRATED
ALE, PORTER
and LAGER
NOTED FOR PURITY, BRILLIANCY AND
UNIFORMITY

See Our Exhibit in Main Building at Western Fair

the Toronto exhibition and it met with a great reception in London.

Wild West Show.

The wild west show proved even more entertaining than on Monday, while all of the other acts were run off without delays or hitches of any kind, and pleased highly.

A chariot race, omitted from the opening day programme, was added to the wild west show and was very interesting.

The clown carried by the show kept the stands in an uproar through the entire performance by his remarks, and a spectator in the stand who attempted to have some fun at the fun-maker's expense, was quickly made the butt of a number of jokes.

All arrangements had been completed for the acrobatic performances, and

these were most entertaining and thrilling, while the various clown acts kept the big crowd in good humor at all stages.

In the evening the fireworks, along with the other attractions, again proved most popular, and it was a happy, even if tired, crowd, that wended its way home last night.

SEE "AMY."

"Amy" continues to cause much hilarity on the Midway, and scores of sightseers flock to the Midway to see (Continued on Page Nine.)

PRIDE OF CANADA.

Ask for purest Maple Sugars and Syrups. The Maple Tree Producers' Association. Exhibit in Main Building at Fair

Mrs. Winslow's Soothing Syrup. has been used for over THIRTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHILE TEETHING, with PERFECT SUCCESS. IT SOOTHES THE CHILD, SOFTENS THE GUMS, ALLAYS ALL PAIN, CURES WIND COLIC, and is the best remedy for diarrhoea. Sold by druggists in every part of the world. Be sure and ask for "Mrs. Winslow's."

Feather Beds, Pillows and Mattresses renovated and sterilized; also manufacturers of Mattresses, Feather Pillows, Cushions and Spring Beds. Brass and Iron Beds, Stoves, Furniture, Camp Beds, at the Feather Bed, Pillow and Mattress Cleaning Factory. J. E. HUNT & SONS, 553 Richmond street. Phone 207.

Carling's Malt Extract cures all cases of general debility. 50c

Parliament has adjourned until Oct. 12.