

EXHIBITS THAT INVITE YOUR ATTENTION AT THE FAIR

Our Exhibit Will Interest You

—WE INVITE—
the people of London and Western Ontario to see
our display of

**ELECTRIC RANGES, COMBINATION COAL
AND GAS RANGES, TORTOISE COOKS AND
HEATERS, PIPE AND PIPELESS
FURNACES.**

Exhibit in the new Manufacturers' Building.

London Agents for Stoves and Heaters:

COWAN HARDWARE, LIMITED, 125 Dundas Street.

Findlay Bros. Co., Limited
CARLETON PLACE, ONT.

The people of London and Western Ontario are invited
to see the display of

"Silver Bleach Linens"

and other products of

Dominion Linens Limited
GUELPH

in the new Manufacturers' Building at the
Western Fair.

MOTORISTS

Don't fail to visit the exhibit of

Aero Cushion INNER TIRES

in the new manufacturers' building at the Western Fair.

- They're punctureproof.
- Ride as easy as ordinary tires.
- Will outwear any tire.
- Save time and trouble.
- Cut tire cost in two.

The Aero Cushion Tire is a Tire circular in form,
molded in size to fit outer casing. They positively elim-
inate blow-outs and punctures, owing to the confinement
of the air in millions of pores. When one set of casings
is entirely worn out the Aero Cushion Inner Tires are
transferred to another set of casings.

The life of the inner tire is indefinite, being practically
indestructible under ordinary use.

T. D. AGNEW

DISTRIBUTOR FOR LONDON AND DISTRICT.
453 TALBOT STREET PHONE 4703.



Gerhard Heintzman Pianos

We feel the keen interest shown by visitors to
our exhibits warranted our securing at considerable
expense the southeast corner of the Crystal Palace
as a permanent location for GERHARD
HEINTZMAN exhibits. We are showing

Four 1924 Model Pianos

Just arrived from the factory and specially selected
for the Western Fair. They are attracting very
favorable attention on account of their superb tone
and wonderful finish, characteristic of all Gerhard
Heintzman products. The remarkable finish of
these beautiful pianos is due to a new process of
veneering.

Gerhard Heintzman
LIMITED

222 Dundas Street

MIDWAY CALLS HAPPY THROUGHS

Johnny J. Jones' Exposition
Greatest Ever Brought
To London.

FREAKS ARE REAL

The midway.
Much is imagined and expected of
a midway by the average citizen, and
nine times out of ten the reality falls
far short of the anticipation.

But such is not the case with the
Johnny J. Jones' Exposition, which
holds sway at the Western Fair
Grounds this week, coming here
direct from the Canadian National
Exhibition, Toronto.

From start to finish, through every
show, trick house, and on every ride,
everything is all that is claimed for
it. There is no misrepresentation,
and on this account the shows which
are holding forth at Queen's Park
deserve to be patronized.

The advertiser took a walk through
the midway with Edward Salter, one
of the officials of the exposition, and
being met with courtesy at every
place of call, he had no need to
question the authenticity of
many of the freaks. He did, with the
result that he was satisfied that they
are all that is claimed.

It is hard to pick out the features
of an exposition such as that offered,
but one of the most interesting to
the adult mind is the collection of
miniature rides which are offered
here for the first time. These con-
sist of a tiny ferris wheel, merry-go-
round, and whip for children under
six years of age, and from the time
they started to operate yesterday af-
ternoon until closing time they were
crowded.

New Sensations.

Many new things are being offered
for the visitor, among them being
the Caterpillar, a huge ride that in
every respect resembles the insect
after which it is named; the Tumble-
bug, another feature ride; and the
Butterfly, all of which are new to
London and full of new sensations.

Of the freaks, it is hard to say
which is the best. In the opinion of
the reporter, the midgits, six in num-
ber, are the neatest and most per-
fect. These tiny people are well con-
sidered, and are interesting in the ex-
treme to talk to. To go to the other
end of the scale one has to see the
fat people, of whom there are four
running in weight from 600 to well
over 700 pounds, all genuine flesh.
There is a giant of eight feet tall,
and a skeleton, seven feet in height,
who weighs 82 pounds.

Lionel, the lion-faced man, is un-
doubtedly genuine, and a freak such
as has never been before exhibited
in Canada. There are also two
Siamese twins, girls, who are joined
together just above the hips.
Perhaps the most excellent enter-
tainment on the grounds is the
miniature circus, which is full of
many of the big top variety with two
and three rings. Dogs, ponies, horses,
mules, elephants, etc., are shown
in this, and the quality of their train-
ing and exhibition is more than or-
dinary good.

Optical Illusions.
Next to this is Professor Goodhue's
attraction, a series of optical illusions
produced without the use of mirrors,
cinema, or stereopticon. These are
beautiful and cause much amuse-
ment as to how the illusions are car-
ried out.

Diving girls are also present, to-
gether with a wild west show, which
is one of the best ever seen here. In
fact, many of these shows are good.
Of trick houses there seems to be
no end, three of them at least being
in full operation yesterday, each one
of them attracting many patrons.
Who, as they wandered around, lost
or gazed at themselves as mon-
strous reflections in mirrors, did not
doubt but that they had gone crazy.
Many other things are offered for
the consumption of the visitor to the
Western Fair, and it would take much
space to go into each one.

It is sufficient to say that the mid-
way was crowded all day yesterday,
and that the advance notices of
Johnny J. Jones' Exposition did not
exaggerate anything that was to be
presented.

10c TO \$10,000 STORE IN LONDON.

This store of bargains has many
salespeople, serves thousands of custo-
mers and has an ever-changing array
of bargains.

Have you ever entered a store
where you could buy anything from
10c to \$10,000? There is such a place
of business and it is not far away
from you. No matter if you are in
the city or country bargains are
offered you. You can buy, sell or ex-
change. It's the People's Bargain
Page—The Want Ads in the London
Advertiser. Read them daily you will
be delighted with the wealth of good
things in them.

WIFE AND HUSBAND FIGHT, BOTH SERIOUSLY INJURED

Canadian Press Despatch.
Hamilton, Sept. 10.—When the
case of Harry Baluk, who was
charged with cutting and wounding
his wife, was called in police court
on Saturday, it was stated by the
crown that both the accused and his
wife were so badly wounded that
neither was able to attend court. To-
day the hospital authorities fear the
woman will die.

Livestock Judging Proves Important Fair Feature

The judging of livestock at the
Western Fair started in earnest yester-
day afternoon, and although the
judges' books for Percheron horses,
Southdown, Oxforddown and Hamp-
shire sheep were the only completed
lists of winners to be turned in early
last evening, several other classes
of livestock as well as the carriage
horses, were judged.

In the Percheron class, the La
Fayette Stock Farm, London, car-
ried off the bulk of the awards, with
A. J. McMillan of Glanworth as
runner-up.

In Oxforddown sheep, Johnston
Brothers of Appin took most of the
first honors, with R. J. Fleming sec-
ond. This was the largest class of
sheep judged and the entries were
in excellent condition.

In Hampshire sheep, Telfer Brothers
of Paris carried off a first with each
entry, and their name is the only
one to appear in the list. In South-
downs, Col. Robert McEwen of By-
ron captured every first and the
great majority of the second prizes.
The results of the judging are as
follows:

HORSES.

Class 12, Percherons.
Section 1—Stallion, aged—1 and 2
La Fayette Stock Farm.
Section 2—Stallion, any age—1 La
Fayette Stock Farm.
Section 3—Brood mare—1 La Fayette
Stock Farm, 2 J. A. McMillan of
Glanworth.
Section 4—Mare or gelding, 3
years—1 La Fayette Stock Farm, 2
J. A. McMillan.
Section 5—Pony or gelding, 1
year—1 J. A. McMillan.
Section 6—Pair in harness—1 J.
H. Smith of Tillsonburg, 2 La Fayette
Stock Farm, 3 J. A. McMillan.
Section 7—Mare, any age (except
stake ribbons)—1 J. A. McMillan, 2
La Fayette Stock Farm.

SHEEP.

Class 26, Oxforddown Sheep
Section 1—Ram, 2 shears—1 and 2
R. J. Fleming of Whitby.
Section 2—Shearling ram—1 John-
ston Brothers of Appin, 2 Wm. Mc-
Taggart & Sons of Appin, 3 and 4
R. J. Fleming of Whitby.
Section 3—Ram lamb—1, 2, 3 and 4
Johnston Brothers of Appin, 5 and
6 Wm. McTaggart & Sons of Appin,
7, 8 and 9 R. J. Fleming of Whitby.
Section 4—Ewe, 2 shears—1 and 2
R. J. Fleming.
Section 5—Ewe, shearling—1, 2, 3
and 4 Johnston Brothers, 5, 6 and 7
R. J. Fleming of Whitby.
Section 6—Pen of 5 shearlings—1
Johnston Brothers, 2 R. J. Fleming.
Section 7—Pen of 4 ram lambs—1
Johnston Brothers, 2 R. J. Fleming.
Section 8—Ram, any age—1 John-
ston Brothers, 2 R. J. Fleming.
Section 9—Ewe, any age—1 John-
ston Brothers, 2 R. J. Fleming.
Section 10—Ewe, any age—1 John-
ston Brothers, 2 R. J. Fleming.
Section 11—Ram, any age—1 John-
ston Brothers, 2 R. J. Fleming.
Section 12—Ewe, any age—1 John-
ston Brothers, 2 R. J. Fleming.

See the

Bishop Safety Indicator

At the Fair

Press a button on your
steering column and an il-
luminated arrow tells the
man behind in what direction
you are turning. The
arrow is at the FRONT of
your car. You sit in com-
fort at the wheel and the
Bishop Direction Indicator
safeguards you and the
motorist behind. It is ap-
proved by The Toronto Po-
lice Dept. and by The On-
tario Safety League. No
motor car is safe without
one. During the Fair the
special price of \$8.00 ap-
plies. Any garage can in-
stall one in a jiffy. See the
exhibit, see it working, in
the new Manufacturers' Bu-
ilding, near the south
entrance. Ask for booklet.

**The
Bishop Direction
Indicator Co.**
Collingwood, Ontario.

McCaskey Systems—

The Best Method of Accounting

There's a system for your Store Cash Register and Adding
Machine. We have a fully guaranteed machine that is
the cheapest on the market.

McCASKEY SYSTEMS
LIMITED.

NORTHEAST CORNER CRYSTAL PALACE.

DIRECTION INDICATOR BOOK TO MOTORISTS

Device Shown At Fair Is Dis-
tinct Innovation in Ac-
cessory Field.

Among the many new exhibits at
this year's Fair, and one of the most
interesting from an automobilist's
point of view, is that of the Bishop
Direction Indicator Company of Col-
lingwood. Located in the southwest
side of the new Manufacturers' Build-
ing, it is right in the heart of the
automobile show, and adds greatly to
this section's attraction.

The Bishop Direction Indicator is
an ingenious auto accessory, so de-
signed that it is possible for the
motorist to signify the direction he
is taking when turning a corner
without the inconvenience of signal-
ing with one hand. By merely push-
ing a button on the steering column,
a steel arm with an illuminated arrow
at its end is projected to the right or
left, according to the direction which
is being taken. After the corner is
negotiated, the arm is drawn back
into the hood of the car.

It seems that this device is a great
boon to motorists, safeguarding both
the car on which it is used and the
one following. It is endorsed by the
chief of police of Toronto as well as
other police chiefs throughout the
province. No visitor to the Fair
who is at all interested in autos
should overlook this exhibit.

STOP

THAT CHATTERING—
USE TUXEDO CHAT-
TERLESS OIL
in your Ford Car. Stops
the jerks and jars.

For sale by

Star Oil Co.
LONDON.

See our Exhibit, Ground Floor,
Manufacturers' Building.

TWENTY-NINE MEDALS WON BY CHRISTIE, BROWN & CO., LIMITED

Splendid Record of Well-Known Firm
At Numerous World's Fairs and Exhibitions

EVER since 1853, Chris-
tie, Brown & Co.,
Limited, have been
celebrated for the superior
quality of their Biscuits.
Their exhibit at the Western
Fair is a reminder that they
have exhibited with un-
rivalled success at many great
World's Fairs since the time
that the great-grandparents
of the present generation
were young men and women.

Among the many medals and
diplomas which have been
awarded to them on these
occasions, few are more inter-
esting than the letter of ap-
preciation received in far-off
Japan, as a result of an ex-
hibit of Christie's Biscuits in
the Flowery Kingdom.

This letter, written in Japa-
nese characters, is reproduced
here, with the translation into
English appearing below.
One of the medals repro-
duced here was awarded as
the result of an exhibit of
Christie's Biscuits at the great
World's Fair and Centennial
Exhibition at Philadelphia in
1876. The other was awarded for an exhibit of Christie's
Biscuits at the Colonial and India Exhibition at London,
Eng., 1886. Lack of space forbids the listing in detail of
all the medals won by Christie, Brown & Co., Limited,
but in all there are twenty-nine.

It is worth noting that on these occasions, as upon many
others, Christie's Biscuits, made right here in Canada, were
exhibited in com-
petition with the
products of the
world's largest
biscuit manufac-



Above is the medal won by Christie's Biscuits at
the great Colonial and India Exhibition, London,
England, 1886.

CHRISTIE'S BISCUITS

There's a
Christie Biscuit
For Every Taste

CHRISTIE, BROWN & CO., LIMITED TORONTO.

INSPECT the NEW Dodge Brothers Car

At the Salesroom.

478 Richmond Street
Opposite Grand Theatre.

NO EXHIBIT AT FAIR

because only Touring Cars are available
until Oct. 1st.

W. J. CHISHOLM
"Dodge Brothers' Dealer"

A Remarkable Washer At a Remarkable Price

SUNNY SUDS

If you wash you're interested, so see its advantages at
the Fair.

Westinghouse Electric Range

You deserve the best. Buy a Westinghouse.

THE LAUN-DRY-ITE DOES THE MOST WORK.

EXHIBITED AND SOLD BY

BOWLEY ELECTRIC

The Store With The Stock.

CRYSTAL PALACE, FAIR GROUNDS. 306 DUNDAS.

The fact that the Can-
adian product won such hon-
ors against world-wide com-
petition speaks volumes for
its quality, and furnishes one
more demonstration that
Canada has nothing to fear
from foreign competition.

The reason behind the suc-
cess of Christie's Biscuits is
knowledge.

The firm was founded by the
late William Christie, who
served his apprenticeship in
Scotland.

In those days, apprenticeship
was a most thoroughgoing
technical education, and
when Mr. Christie established
the present firm in 1853 he
established it upon a founda-
tion of complete knowledge
and also formulated a stand-
ard of quality from which the
firm has never deviated.

But the only old-fashioned
thing about this company is
the standard of quality. The
firm has kept pace with the
times—in fact always in the
lead. Their great factory in

Toronto is a positive model of up-to-date equipment and
modern sanitary methods, where the army of employees,
contented with their conditions, do their work cheerfully
and efficiently, clad in spotless white uniforms.

When you eat a Christie Biscuit—whether it be a Soda
Biscuit or one of the hundreds of other kinds—you can be
sure that the crispness and flavor which you so greatly
enjoy are the result of the purest materials, mixed, baked
and packed by
experts under
ideal conditions
of wholesome
cleanliness.



Above is shown the medal awarded Christie, Brown
& Co., Limited, by the Centennial Exhibition and
World's Fair, 1876.