

Picture Framing

The cost of framing in our picture framing department is surprisingly small. Every new wood, new style, and new finish is here to choose from.

GRAVES

We'll Keep You Warm

**WEGNER CLOTHING CO.**

Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

London's Largest Workingmen's Outfitters

Sweater Coats

IN ALL COLORS.

For the Whole of London. Over 2,000 Coats, the largest stock we've ever carried. We made this mammoth purchase from the Monarch Knitting Co., of St. Catharines, at 50c on the \$1.00. The shipment has been divided into lots, and will be sold as follows:

- LOT 1.—Up to \$1.25 value, without collar **69c**
- LOT 2.—Up to \$1.50 value, without collar **95c**
- LOT 3.—Up to \$2.00 value, with collar **\$1.49**
- LOT 4.—Up to \$2.75 value, with collar **\$1.95**
- LOT 5.—Up to \$3.75 value, with collar **\$2.69**
- LOT 6.—Up to \$5.25 value, with collar **\$3.95**
- LOT 7.—Up to \$5.50 value, with collar **\$4.69**
- LOT 8.—Up to \$6.25 value, with collar **\$5.00**
- LOT 9.—Up to \$9.50 value, with collar **\$7.69**

Sample Hat Sale

15 Doz. Sample Soft Hats Up to \$3 Value Sale Price. . . . **\$1**

Exclusive manufacturers' agents for the best Canadian and American makes of Overalls.

371 Talbot Street

OPPOSITE MARKET. Phone 1949.

Open Evenings.

C. H. WARD & CO.

Diamond Merchants and Jewelers

NEW ADDRESS

386 RICHMOND

Phone 1084



JUST RECEIVED, A LARGE SHIPMENT OF

FLOWER BEADS

in ten different colors. See them before buying.

19-inch strings **\$1.50**

22-inch strings **2.00**

45-inch strings **3.00**

The store with the stock and one price the year round.

W. J. Wray & Co.

234 DUNDAS ST., LONDON, ONT.



Your Eyes May Need Help

Consult Our Specialists.

THE BROWN OPTICAL CO.

237 Dundas Street. Phone 1877.

KAISER HAS COLD

[Canadian Press.]

London, Sept. 25.—Emperor William is suffering from a severe cold, according to the Geneva correspondent of the Chronicle. He caught it in the trenches before Verdun, where he was drenched by the rain when recently viewing his soldiers.

QUALITY STORE

We offer the best value in London in Tea and Coffee.

COFFEES

Our Special Blend is one of the best advertisements we have. Use it once, always use it. Per lb. 45c

Our No. 2 blend of Coffee is good coffee. You may pay more money for not as good quality. Per lb. 35c

TEAS

We do not recommend package tea. Why? Because we can give you greater value in bulk tea. Prices: 50c, 35c, 45c, 50c, 60c to \$1.00.

Our usual supply of Fresh Vegetables for \$2.10 a day.

HARRY RANAHAN

515 RICHMOND STREET.

TWO PHONES—1024, 3323.

Pre-Season Sale**FURS**

BELTZ & CO.

Practical Furriers

SEV

SERVIANS REPULSE

AUSTRIAN ATTACKS

Desperate Battles Leave Ally

In More Favorable Situation—Belgrade Again Bombarded.

[Canadian Press.]

Paris, Sept. 25.—A dispatch to the Havas Agency from Nish, says: "Desperate battles were fought September 22 along the front of Severnik-Losniza and the front of Mitrovitz-Sababats, the situation being favorable to the Serbians."

"Upon the front of the Save River, the enemy opened an artillery and infantry fire. On the island of Szalaska and at Zaborgrade the enemy attempted attacks in the direction of Mala Ada and Tzagalila Ada, which were repulsed."

"On the nights of September 21-22 the enemy began an artillery fire on the city of Belgrade, the fortress and the wharves of the Save, but their efforts to cross the Danube near Belgrade and Vershera failed."

SWITZERLAND REFUSES REQUEST OF GERMANS

Will Not Allow Troops to Cross Over Her Territory.

[Canadian Press.]

Rome, via London, Sept. 25.—The Giornale d'Italia publishes a report from Basel that Switzerland has refused a request from the Germans for permission to send three army corps across Swiss territory.

NOTORIOUS WARSHIPS HAVE BEEN RENAMED

[Canadian Press.]

London, Sept. 25.—Reuter's Constantinople correspondent says the German cruiser Breslau has been renamed "Midi" and the Goeben "Sultan Selim."

The correspondent adds that the cruiser, accompanied by Turkish gunboats and torpedo boats, have been engaged in gun practice in the Black Sea.

KITCHENER RECTOR OF EDINBURGH UNIVERSITY

[Canadian Press.]

London, Sept. 25.—To avoid a political contest at this time for the lord rector of Edinburgh University, for which Sir Edward Carson and Sir John A. Macdonald had been chosen candidates, Earl Kitchener was invited to become the rector, and accepted.

BUSINESS AS USUAL.

Under this heading, a message is given to the people of Western Ontario by The William Geddes Company, of Stratford, in its advertisement on page three of this issue. It is a message of optimism, bespeaking good times ahead of this prosperous section of Western Ontario that is weary of reading, not only by the purchasing public, but also by businessmen.

Wardrobe Trunks

For storing valuable summer wearing apparel without crushing it or pulling it out of shape are one of our specialties in our leather goods department. We also have a full line of Club Bags, Suitcases, etc.

J.P. COOK CO

THE STORE THAT SERVES YOU BEST

Our list of

Cakes and Pastries

is unusually long just now—offering a great choice—and contains many new and toothsome dainties.

In the

Candy Department

all our fall and winter favorites are gradually making their appearance.

On Saturday Our Special Will Be

Honey Puff

29c - regular - 40c

Peters - 2 Shops

SEV

30 WARSHIPS SEEN ON SWEDISH COAST

Fishing Fleet Reports News, But Nationality Is Not Divulged—A Dangerous Place.

[Canadian Press.]

London, Sept. 25.—A dispatch to the Standard from Copenhagen states that a fishing fleet has arrived at Falkenberg, Sweden, which has been in close proximity to a fleet of 30 warships. They were sighted in the vicinity of Anholt, a Danish island in the Kattegat, a large arm of the North Sea, which has Sweden on the east and Jutland on the west. The nationality of the warships has not been divulged. They were steaming down the principal deep-water channel on the Swedish side in a southerly direction, toward the only entrance for large vessels to the Baltic from the North Sea.

"The news has caused great excitement. Some of the sound is extensively mined and foreign war vessels run a great risk in steaming in without a pilot. Denmark, however, could not supply pilots without upsetting her neutrality."

OFFICER SHORTAGE SERIOUS PROBLEM

Times Correspondent Fears That New Regiments Are Not Being Properly Trained.

[Canadian Press.]

London, Sept. 25.—The military correspondent of the Times writes today as follows: "An army cannot be improvised at a moment's notice, and instances in which improvisation has been attempted in the past have been lamentable failures. Experienced officers are in short supply. The army which Britain is now raising at home, because they do not think they will be ready to fight in the field for eighteen months, and then only if they have been trained by professional officers, the numbers of which are limited and are being constantly decreased by losses in action."

"The question of officers is a serious one. An examination of our casualty lists shows we have lost already over eleven hundred officers in killed, wounded or missing. This is two out of every five among those at the front. 'More officers is the constant cry from the front, and several hundred have been sent, but obviously this cannot be kept up for ever, and each officer sent is one less instructor for the new troops. We must not allow ourselves to become megomaniacs, and place in the field regiments which are unfit to defend the honor of our armies.'"

KRONPRINZ WILHELM SINKS BRITISH STEAMER

Crew of Indian Prince Landed at Santos By Another Vessel.

[Canadian Press.]

Rio Janeiro, via London, Sept. 25.—8:40 a.m.—The German steamer Prussia has arrived at Santos and landed the crew and fifteen men of the British steamer Indian Prince, which was sunk by the German auxiliary cruiser Kronprinz Wilhelm.

This is the first definite news of the Kronprinz Wilhelm, a North German Lloyd liner, since she was reported as having been sent transferring coal to the German cruiser Karlsruhe in West Indian waters. Since her departure from New York the whereabouts of the Kronprinz Wilhelm has been considerable of a mystery except in the one instance when a British cruiser reported that they had seen her unloading coal at sea.

The British steamer Indian Prince, a vessel of 1,775 tons, sailed from Rio Janeiro on August 25 for Port-of-Spain and New York.

Five Aeroplanes Taken By French

Cavalry Got Them After Fight In Forest Clearing.

[Canadian Press.]

London, Sept. 25.—The correspondent of the Daily Telegraph in France, says: "There is considerable elation in the allies' lines over the capture of five German aeroplanes by a French cavalry patrol."

"Twenty cavalrymen, penetrating into a thickly wooded country, found a clearing where the rich prize awaited them. The aviators and a number of mechanics at the time were engaged in overhauling five Taube aeroplanes. The patrol made a dash to round up the lot, but met with fierce resistance, and twelve cavalrymen were killed before the aeroplanes were beaten. Their aeroplanes will never fly again."

SNOW PUTS END TO MILITARY OPERATIONS

Trappist Monks In Alsace Called to the Colors.

[Canadian Press.]

London, Sept. 25.—8:40 a.m.—A dispatch to the Central News from Lucerne, Switzerland, states that military operations in upper Alsace have been brought to a pause in consequence of falls of snow in the mountains and floods in the valleys.

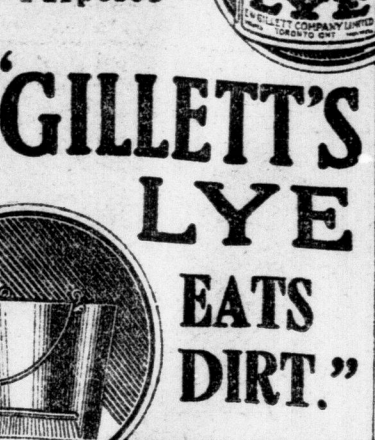
"Among the last reservists called up in Alsace according to the dispatch, are thirty Trappist monks from the Oelberg convent."

TO CURE BLACKHEADS

From any drug store, procure about two ounces pure powdered Thonolite, sprinkle a little on a hot, wet sponge, and rub well into the pores, wherever the blackheads appear. Now wash the parts and note how the blackheads have disappeared. Anyone troubled with these unsightly blemishes should certainly try this simple method.

46c

Useful for Over 500 Purposes

**STILL LESS NEWS, LATEST PROMISE**

British Papers Forbidden To Print Correspondents' Dispatches From Rear of Allies' Lines.

[Canadian Press.]

London, Sept. 25.—The activities of British newspaper correspondents, who in motor cars have been dashing about in the rear of the allies' lines, have resulted in the enforcement of a stricter censorship by the British Government. The newspapers now will not be permitted to publish the messages of such correspondents, and the speculations of the military correspondents about localities and predict movements of the armies, also will be suppressed.

"Some of the newspapers have been demanding fuller official reports as a substitute for the work of the war correspondents, and the press bureau has issued during the past two days two such reports from officers attached to the British army for the purpose of writing them. These reports probably will be continued."

CAPTURED AUSTRIANS WERE NEARLY STARVING

After Fierce Fighting, Russians Win Position In Face of Artillery.

[Canadian Press.]

London, Sept. 25.—"The fiercest fighting previous to the capture by the Russians of Jaroslavl," says Reuter's Petrograd correspondent, "seems to have been at Sandovaya and Vishnya. It lasted a week. The Austrians occupied the hills commanding several miles of open country, and they swept the advancing Russians with guns and quick-firing guns. The Russians, undaunted, pushed forward, however, and on the fifth day were able to bring their guns into action."

"In the enemy's trench were found wounded and dead, who had been lying there for days."

"Prisoners taken in the battle said they had been four days without food, their only sustenance being wild pears and raw potatoes."

"Owing to the stoppage of the newspapers, in consequence of a shortage of paper, the news concerning the war is being communicated to the people of Lublin by town criers."

GERMANS ANNOUNCE PRESENCE AT TOURNAI

Citizens Thought They Had Gone Until Hostages Were Seized.

[Special to The Advertiser.]

London, Sept. 25.—The correspondent of the Daily Mail at Tournai, a town in Belgium, 48 miles southeast of Ghent, telegraphing under date of Wednesday, says: "The citizens, who supposed they had seen the last of the Germans, were surprised by the placing of a German proclamation forbidding the use of motor cars except by Germans, and the seizure by the Germans of three hostages, Councillor Catty, Deputy Mayor Matelien, and Professor Honneaux, ostensibly because telegraphic and telephonic communications of the German army had been cut. As security for the behavior of the city, it was proclaimed that if any further attempt was made to interfere with communications, the hostages would be executed."

TO TELL GERMANS OF BELGIAN CONDITIONS

Socialist Leader of Kaiser's Land Sees Devastation Wrought.

[Special to The Advertiser.]

London, Sept. 25.—A dispatch to the Exchange Telegraph Company from Antwerp says that Dr. Carl Liebknecht, the German Socialist leader, is touring Belgium and is visiting Louvain, Tirlemont, Aerschot, Dinant and Namur.

In an interview, according to the dispatch, Dr. Liebknecht said that he and his fellow Socialists are touring Belgium and are visiting Louvain, Tirlemont, Aerschot, Dinant and Namur.

He is also quoted as having declared that he will inform his fellow countrymen of what he has seen in Belgium.

NORWEGIAN STEAMER STRICKEN BY A MINE

[Canadian Press.]

London, Sept. 25.—A South Shields dispatch to the Central News says that the Norwegian steamer Hesvik has been totally destroyed by striking a mine in the North Sea. The chief engineer and one of his assistants were killed, but the captain and the crew of fourteen were rescued by a British warship and brought to South Shields.

ABBE IS CHARGED WITH HIGH TREASON

[Canadian Press.]

London, Sept. 25.—A Berlin dispatch to Reuter's Telegram Company by way of Amsterdam says a warrant has been issued for the arrest of Abbe Wetterle, whose property has been seized on the ground of high treason.

Abbe Wetterle is a member of the Reichstag from Alsace-Lorraine and recently declared that the people of that province were waiting for the French soldiers to rescue them.

[Special to The Advertiser.]

London, Sept. 25.—Speaking of the numerous charges made daily by the Germans near Soissons, the correspondent of the Express in France, says: "Sunday night there were no fewer than twenty-two cavalry charges under the personal supervision of the Crown Prince. The object is to wear out the allies and keep them from sleep."

Rowat's Grocery

"THE SATISFACTORY STORE."

The best of everything at the lowest reasonable price. We handle high-quality goods and aim to give satisfaction at all times.

ROWAT'S COFFEE

"THE BEST TO BE HAD."

We have been notified that our Special Coffee will cost us more. We will be forced to charge a slightly higher price, but you can buy it now at 45c per pound.

ROWAT'S TEA

Our Special Blends of Tea please people who are particular. We sell it in bulk, that every ounce will be "tea quality."

50c, 40c, 30c, 60c, and \$1 a pound.

COD FISH

We will have a shipment of high quality Cod Fish on sale Friday. We can recommend these as "the very best."

Halifax, Acadia, Shredded.

OLIVES

We offer regular 35c quality Olives as a special. You will agree they are worth more than we ask.

On Sale 29c See Window

Our Biscuit Supply

Over one hundred varieties from which to choose. We have a biscuit for every taste. You will find your favorite here.

From 20c to \$1.00 Per Pound.

Telephone orders receive the same care and attention as though personally given.

T.A. ROWAT & CO.

Phones 3051-2052-250 Dundas St. E.

CONTINGENT GONE, REPORT GIVEN OUT

Most of Canadian Troops Said To Have Departed For Europe.

SOME INFANTRY REMAIN

Where to Place 153 Extra Officers Is One Trouble-some Question.

[Printed at the request of the Minister of Militia.]

[Canadian Press.]

VALCARTIER, Sept. 24.—The major part of Canada's contingent for service in Europe is already on its way to the front, in transports heavily armed and guarded by British men-of-war in sufficient force to prevent any attack by German cruisers.

A fleet of war vessels, consisting of battleships, cruisers and destroyers had been gathered at Quebec.

As the transports were loaded they steamed seawards, and the conveying war vessels picked them up, forming a sufficiently strong protective force for the various troops. All the transports were fitted with heavy guns.

A portion of the infantry and all the artillery, with much of the equipment, have already departed.

The departure of the remainder will quickly follow.

How the Valcartier Censor Puts It.

VALCARTIER CAMP, Que., Sept. 24.—Notwithstanding the announcement that every officer and man in camp will go with the first contingent, there is a possibility that a few officers will be left behind to be used for instructional purposes in the various troops. All the transports will be sent abroad. Colonel Hughes held a conference today with 153 officers who had not been placed on account of the great surplus.

The formation of two extra battalions gave positions to many, but there was still this number left over. It is said that some of these will go unattached.

DRUGS EXCITE YOUR KIDNEYS, USE SALTS

If Your Back Hurts or Bladder Bothers, Drink Lots of Water.

When your kidneys hurt and your back feels sore, don't get scared and proceed to load your stomach with a lot of drugs that irritate the kidneys and irritate the entire urinary tract. Keep your kidneys clean, like you keep your bowels clean, by flushing them with a mild, harmless salts which removes the body's urinous waste and stimulates them to their normal activity. The function of the kidneys is to filter the blood. In 24 hours they strain from it 500 grains of acid waste, and, as you can readily understand the vital importance of keeping the kidneys active. Drink lots of water—You can't drink too much. Four ounces of Epsom Salts, take a tablespoonful in a glass of water before breakfast each morning for a few days and your kidneys will act fine. This famous salts is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to clean and stimulate clogged kidneys; also to neutralize the acids in urine so it no longer is a source of irritation, thus ending bladder weakness.

Epsom Salts is inexpensive; cannot injure; makes a delightful effervescent lithia-water drink which everybody should take now and then to keep their kidneys clean and active. Try this, also keep up the water drinking, and no doubt you will wonder what became of your kidney trouble and backache.

Friday and Saturday Savings at PURDOM'S HARDWARE

PROMPT ATTENTION TO MAIL AND PHONE ORDERS.

The Chi-Namel Store

CHEMICAL CLOSETS "The Tweed" Sanitary Liquid Chemical Closet is odorless when in use, sanitary at all times and only requires attention once a month. Price \$18	STEPLADDERS. Every one made of choice material. Price 75c up	SAD IRONS. 300 set of No. 90 Dover Sad Irons. Regular \$1.50, now, per set. \$1.23	X-CUT SAWS. Genuine King Cutter X-Cut Saws. Every Saw guaranteed. 5-ft., each. \$1.65 5½-ft., each. \$1.75 6-ft., each. \$1.85 Complete with handles.
FOOD CHOPPERS. 500 Climax Food Choppers, with five cutting blades. Regular \$1.50, now \$1.23			