

Use Rowat's Vinegars and Spices for Pickling

THEY ARE THE BEST.
Special White Pickling Vinegar, Gallon \$1.00
Pure Cider Vinegar, gallon \$1.00
Pure Malt Vinegar, gallon \$1.25
Amber (Sugar) Vinegar, gal. 60c
XXX White Spirit Vinegar, gallon 60c
XXX Blended Vinegar, gallon 60c

We guarantee our Spices to be the finest obtainable.

WHEATSWORTH
"Whole Wheat Graham Crackers," containing all the vital food elements found in the wheat grain. 25c PACKAGE

SWANSDOWN CAKE FLOUR
For Delicate Cake, Biscuit or Pastry.
NEW PRICE 50c
Once Used, Always Used

GURD'S GINGER ALE
Made from pure Jamaica Ginger, pure Fruit Extracts and Refined Cane Sugar. Satisfying and refreshing.
\$1.50 DOZEN.

PREMIER SALAD DRESSING
Delights the taste with its rare appealing flavor.
35c and 75c BOTTLE.

ROWAT'S COFFEE
Has that aroma which whets your morning appetite
TRY A POUND TODAY 70c

T. A. ROWAT & COMPANY
Established 1887.
GROCERS — IMPORTERS
250 Dundas St. Phone 3051-3052

BLACKSMITHS COAL
Delivered to all parts of the city.
ORCHARD'S
45 York St. Phone 384.

Orie Tea Shop
PROVINCIAL HIGHWAY.
CRUMLIN
Refreshments of all kinds.

SPECIAL CHICKEN DINNERS
WEDNESDAYS AND SUNDAYS, 5 P.M. TO 9 P.M.
Provincial highway bus passes the door.
Special arrangements made for parties and clubs. YVT

Everyday Wants

Everyday Wants—the hundred and one little things that men and women are constantly wanting and yet are denying themselves because such things are beyond their financial reach or else hard to find—these little things are easily obtained through the Want Ad Columns.

When it's a question of price, hundreds of bargains are listed in the Want Ads every day if you but look for them.

If it's a question of locating an article, the Want Ads will locate it for you quickly, for that's part of their business, locating wanted articles.

Try the Want Ads in The London Advertiser.

HINDUS LOYAL TO EMPIRE, BUT SEEK EQUAL RIGHTS

TORONTO, Sept. 7.—The people of India do not wish to leave the British Empire, but want to remain in it only on a basis of equality with its other citizens.

This is the message brought from India to Canada by the Right Hon. Sir Winston Churchill, member of the Indian Council of State. This is what Mr. Churchill, a picturesque figure in the white turban of his own country, told members of the Empire Club at their luncheon today, when he spoke with eloquence on developments in India and their effect on the relation of that vast country to the British Empire.

Mr. Churchill believes that the status of the few thousand Hindus in British Columbia is a point of enormous importance in stimulating friction between India and the remainder of the empire—an importance all out of proportion to the number of his compatriots directly concerned.

CANADIAN PACIFIC "TRANS-CANADA LIMITED."

Effective Sunday, September 10, 1922, the Canadian Pacific "Trans-Canada Limited" (all standard sleeping cars), which leaves Toronto daily at 9 p.m. for Winnipeg, Calgary and Vancouver, will be discontinued.

The "Vancouver Express" will continue, as at present, to leave Toronto daily at 10 p.m. for Winnipeg, Calgary and Vancouver, carrying compartment observation car, standard sleepers, tourist sleepers, diner, first-class coach and colonist car.

WE MAKE EVERYTHING MADE OF CANVAS!

CARTER, SON & CO.
251 GLEBE ST. V. PHONE 6197.

Western Fair Visitors Welcome to Our Store—Meet Your Friends Here.

WRAY'S Jewelry LIMITED.
234 DUNDAS STREET.

LONDON OPTICAL CO.
HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, OPTOMETRIST.
Dominion Savings Building, Richmond Street. Phone 6180. XXV

A real cough remedy

Don't surrender to an obstinate cough. There's a remedy that will help you conquer it—a remedy that speedsily relieves all irritation of the respiratory organs and gives bodily strength for permanent relief. Try it—ask your druggist or dealer for—

Robert's SYRUP
of the Extract of Cod Liver & Tar



The time to correct optical defects is when they first show up. Consequently if your child complains of weak eyes and headaches from eyestrain, don't neglect doing the proper thing. And that is getting glasses here at once for the little one.

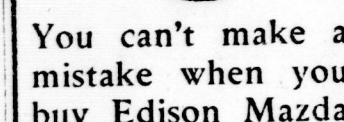
"WE SEE THAT YOU SEE."

BROWN Optical Company
Vision Specialists.
Established 26 years.
223 Dundas St. Phone 1877
Branches—Windsor



You can't make a mistake when you buy Edison Mazda Lamps

J. H. POLLOCK
397 Clarence St. Phone 5762W. XXV



DIAMONDS

A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold. Rings from \$25 to \$1,250.

C. H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
395 RICHMOND ST.
Phone 1084.

EASTMAN KODAK FILMS and SUPPLIES

We make a specialty of Developing, Printing and Enlarging amateur snapshots. Twelve-hour service and perfect pictures.

TAYLOR'S Drug Store
390 RICHMOND ST.
Half Block South of Dundas. V

A Perfect Loaf

PERFECTION is a matter of painstaking care. Our ideal has been the perfect loaf of Bread. Every day we come nearer to this ideal.

DE LUXE BREAD

is as nearly perfect as we can make it. Wrapped to preserve its tender goodness, each loaf keeps its delicious flavor intact.

Made of the highest grade ingredients, which make it extra rich in vitamins—that mysterious food element that means so much to your health.

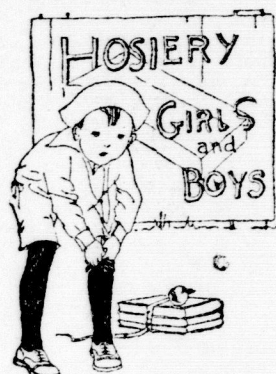
We Also Make PURITY BREAD.

R. FAIRFUL
262 OTTAWA AVENUE, LONDON, ONT.
PHONE 944. XXV

ITEMS OF INTEREST FOR SATURDAY SHOPPERS

ALL-WOOL HOMESPUN, \$1.00 YARD

A beautiful new weave, excellent quality and finish. This pure wool fabric will be a favorite for skirts, one-piece dresses and children's wear. Lovely new colors are shown in shades of rose, eopen, sand, cream. Two widths makes a skirt or dress; 30 inches wide. Very special \$1.00 yard



Here is a good Stocking for school wear, 1-1 ribbed Black Cotton Hose, strong durable, seamless, double feet. These Stockings have extra reinforced tops, which allow the top to be freely stretched without ripping.

Size 6 1/2. Price 40c
Size 7 to 10. Price 45c
Size 10 1/2 and 11. Price, pair 50c
Boys' and Girls' Fine Ribbed Cashmere Hose, seamless, double feet, extra value.
Size 6 1/2. Price, pair 45c
Size 7 and 7 1/2. Price, pair 50c
Size 8. Price, pair 60c
Size 8 1/2 to 10. Price, pair 75c

Ladies' Silk and Lisle Ribbed Hose, just the stocking for fall wear, heather mixed, brown, gray and fawn; neat and dressy; sizes 8 1/2 to 10. Price \$2.00 pair

White Flannelette, 25c Yard

We have secured for Fair week a very special value in White Flannelette, two makes that will find a big sale, and while there is enough for the whole week, we recommend Saturday shoppers to buy now. The numbers are, first a good weighty, soft finish, extra quality for all baby purposes, the best we have seen at the price in many seasons; 27 inches. 25c

Also our Special Yard-Wide White Flannelette is one we sell thousands of yards of. See this value 25c

Pillow Cotton, 49c

Circular and of good weight and quality, Wabasso make, 40, 42, 44 and 46 inches 49c

TOILET SOAPS

Vinolia Castile Bars 19c
Vinolia Castile Cakes, large size 3 for 25c
Vinolia Castile Cakes, small size 6 for 25c
Vinolia Boracic and Cold Cream Bath Tablet 3 for 50c
Vinolia Round Bath Tablet 3 for 50c
Vinolia Lemon Soap 2 for 25c
Vinolia Soap Babies 3 for 25c
Opera Toilet Soap 4 for 25c

The Week-End List of Notions, Which Will Help You Remember Just How Many of These You May Need.

Warren's Ribbon-Edge Lingerie Tape, in pink and blue, quarter inch wide 5c yard
De Long Hook and Eye Tape, in black or white. Price 25c yard
De Long Domes in black and white, all sizes. Price, 10c card
Coates' Mercer Mending Cotton, in black, white and brown. Price 7c each
Coates' Plain Mending Cotton, in black and white. Price, 6c each
Best English Wool, all shades. Price 7c skein or 4 for 25c
Safety Pins, all sizes, protected coil. Price 10c card
Cross-Fox Gift Safety Pins, 18 pins on card. Price 10c card
Best English Brass Pin Sheet, 250 brass pins, assorted sizes 10c card
Pearl-Headed Hairpins for nurses' caps. Price 6c each
Enamelled Dress Hangers in ladies' and children's sizes, in pink, sky, mauve and white. Price 15c each or 2 for 25c

Camisole Tape for shoulder straps, in white, pink and sky. Price 15c yard
Average Tape, in all widths, in white. Price 5c each
D. M. C. Tape, a very fine quality of tape in narrow widths only, especially used for infants' clothing. Prices from 15c to 25c each
English Wire Hairpins in straight and waved style. Prices 2 for 5c and 5c each
Invisible Hairpins, in black, bronze, brass and silver. Price 2 for 15c
Peers Hair Nets, single and double mesh cap nets in all shades. Price 15c, or 2 for 25c
Hairpin Curlers, ten on card. Price 10c card
Lead Curlers, 12 in package. Price 22c pkg.
West Electric Curlers, 5 on card. Price 25c card
English Tape in blocks, all widths, in white. Price 5c each

SMART DRESSES FOR MISSES AND MAIDS

It will pay to visit the Girls' Department on the Second Floor. Our customers will welcome the attractive dresses at such moderate prices. We are showing some very snappy styles in broadcloth-finished flannels, all-wool serges, woolen homespuns and taffetas.

Smart Dresses of lovely quality all-wool navy blue serge, trimmed with pretty hand embroidery, braid trimming and novelty buttons, sizes 5 to 14 years. Prices ranging from \$5.00 to \$9.50

Pretty Dresses of splendid taffeta silk, trimmed with pin tucks, narrow ruffles and tiny French flowers. Prices ranging from \$10.00 to \$15.00

Cute Dresses for the little tot of all-wool flannel and homespun, trimmed with silk braid and applique designs, sizes 4, 5 and 6 years. Prices ranging from \$3.50 to \$5.50

Girls' Middy Blouses, made of all-wool flannel, trimmed with silk braid, made in navy, scarlet, golf green, rose and gold. Prices ranging from \$3.50 to \$4.75

Girls' Pleated Middy Skirts of lovely quality, all-wool navy blue serge and plaid sport cloth, finished with under-bodice of white cotton. Prices ranging from \$2.50 to \$6.50

Pesco Pure Wool and Silk and Wool Combinations Again in Stock.

These garments are guaranteed unshrinkable. Made from the finest Australian wool.

Cream Pure Wool Combinations, V neck, short or long sleeves, ankle length; sizes 36 to 40. Price \$6.75

Extra outsize \$7.50

Cream Silk and Wool Combinations, V neck, short or long sleeves, ankle length; sizes 36 to 40. Price \$7.75

Extra outsize \$8.50

Two Specials in Aprons

25 dozen Cover-All Work Aprons, slightly imperfect, made of splendid quality gingham, chambrays and percales. Special Saturday 50c and 98c

Black Sateen, 27c Yard

Another big value here for bloomers, aprons, rompers, etc.; it is a good color and nice bright finish, also colors for trimming or linings 27c yard

Fine Lingerie Cotton, 29c

Guaranteed pure and of nice fine weave; this is a cotton we sell well. On sale tomorrow 29c

Sheeting, 49c

Two-yard wide Sheeting, of good quality, the well-known Wabasso round-thread cotton, a good bleach 49c

Shirtings, 33c

Good cloths that have dominion-wide sales, and at a new low price for this fall, black or blue with white stripes; they wash well and wear well 33c

Ginghams, 29c

Lovely qualities, fine neat checks, also plain chambray to match, for house wear, rompers, curtains, trimmings, etc. 29c

In the Infants' Dept.

Children's New Fall and Winter Hats, latest novelty styles.

Sailor Hat of French Beaver, with corded ribbon streamers; colors navy, brown, black and beaver. Price \$3.75

Fancy Velvet and Cloth Hats for little tots. Prices from \$2.00 to \$3.75

Duvetyns and Corded Silk Hats, fur-trimmed. Prices \$4.75 to \$8.75

Plush Hats, navy, black, brown and fawn. Price \$2.95

Fourth Floor.



The "Feel" of Fall--Preferred Styles In Clothes for Men and Young Men

Virile tweeds that are soft and clinging. Homespuns, herringbones and hopsack weaves that guide you the right style direction. New Fall Suits that will dress the younger man happily and natively, and other suits of cut and character that are substantial, safe and smart for elder men of importance and business consequence.

\$25 \$35 \$45

MANY WITH TWO PAIRS OF TROUSERS FOR EXTRA WEAR.

New colors in fabrics, or the varied arrangement of browns, grays, greens—iridescent colors, silk shot stripes, herringbones and multi arranged checks and plaids. Imported and exclusive. In sizes for men of regular or irregular build. Ready to wear or made to your measure.

Gabardines for Cool Evenings and Wet Weather

Gabardine Waterproof Coats, in two-tone effects, from England, beautifully lined, in smart loose-fitting styles, with or without belts, "set-in" or raglan shoulders; a gabardine is a necessary accessory to men's fall equipment, and reasonably priced at

\$18.50 \$22.50 to \$30.00

Your New Fall Hat, \$3.50, \$4, \$5

Ayres and Smith, Brook, King, Stetson, Borsalino; smooth and silk finish. New fall styles, in a wonderful range of colors, featuring several shades of brown—the popular fall color.

Another Shipment of Boys' 2-Bloomer Wool Suits, \$11.95

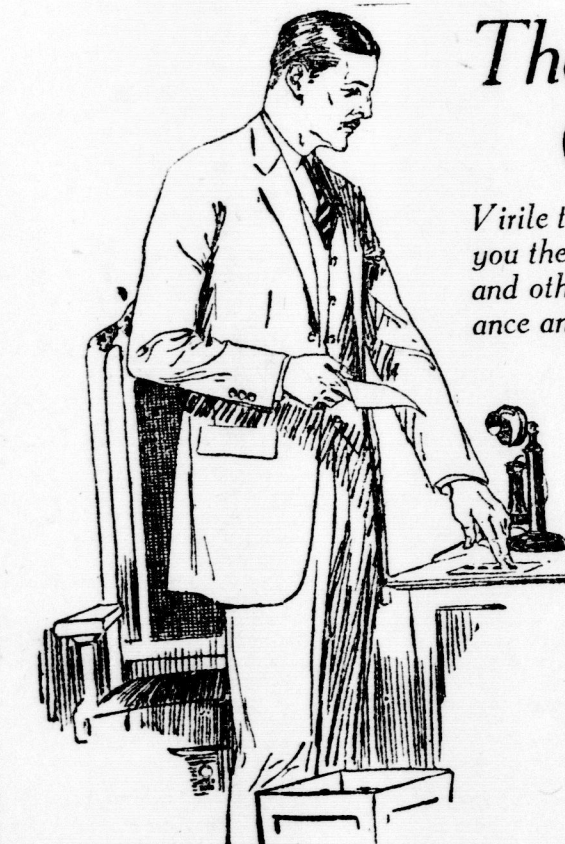
Many boys returned to school this week wearing one of these suits, made of all-wool fabrics, in patterns particularly adapted to boys' clothes, in shades of gray, brown, dark mixtures, etc.; styled in the new fall models for boys, and built to give real service, reinforced for hard wear, and the extra pair of bloomers to double the life of the suit: \$11.95 all sizes

Flannelette Pyjamas, \$2.65

Heavyweight Flannelette Pyjamas, trimmed with silk frogs. In excellent colors. These are very reasonably priced for this quality; 34 to 48. Price \$2.65

Boys' Caps, 69c

New Fall Caps in wool tweed for boys. Special 69c



A SPECIAL NECKWEAR OFFERING.

Knitted Grenadine, 79c

Open weave Knitted Grenadine Ties, in beautiful color combinations and plain shades; an excellent value at, 79c

Boys' Wool Jerseys, \$1.49

In several colors, button at shoulder, all sizes \$1.49

SMALLMAN & INGRAM LIMITED

TRADE MARK THE HEART OF LONDON REGISTERED
High Grade Overalls and Work Shirts.

Excitement Continues

The big sale is on. We secured our share of Bob Long's million dollar failure, and these goods are included in our wonderful list of bargains.

Our Saturday Bargains Draw Immense Crowds.

MEN'S SUITS
\$14.69, \$19.50, \$25.00 and \$29.50

MEN'S PANTS
\$2.98, \$3.98, \$4.98 \$5.95

WORK SHIRTS
\$1.25, \$1.50, \$1.69, \$1.95

SAMPLE HATS
46 DOZEN value for \$5.50 \$2.95

FUR FELT HATS
Regular \$5.50 for \$3.95

You save 25c on every pair of Overalls bought here.

Wegner Clothing Co.

The Heart of London—Famous for Their Little Prices.
Open Evenings - 371 Talbot St., Opp. Market, London.

Purdum Hardware
PHONES 2800 2801
124 DUNDAS STREET