



WESTERN FAIR, SEPT. 8-15

An Appeal to the Loyalty of the Citizens of London



THE DESTINY OF
THE WESTERN FAIR
IS IN YOUR HANDS



It is for you to say whether this great exhibition is to fill its proper place in the life and activities of Western Ontario or mark time as an institution devoid of adequate patronage.

25^c ADMISSION PRICE THIS **25^c**
YEAR REDUCED TO

In addition the general attractiveness of the whole show has been enhanced by the erection of a magnificent \$200,000 Manufacturers' Building, the broadening out of the grounds for agricultural exhibits by the purchase of a large acreage, and a thorough renovation of the old buildings. The result will be seen in every department, as accommodation is now perfect.

As an outstanding instance of what the vast improvements mean it can safely be said that no other fair in Canada will now in any way outclass the ART EXHIBITION OF THE WESTERN FAIR.

Let us repeat, the destiny of the Western Fair is in your hands. And do not forget that the 1923 council of the City of London is behind the effort to break all attendance records.

**BOOST LONDON BY GOING EARLY AND
OFTEN TO THE WESTERN FAIR**