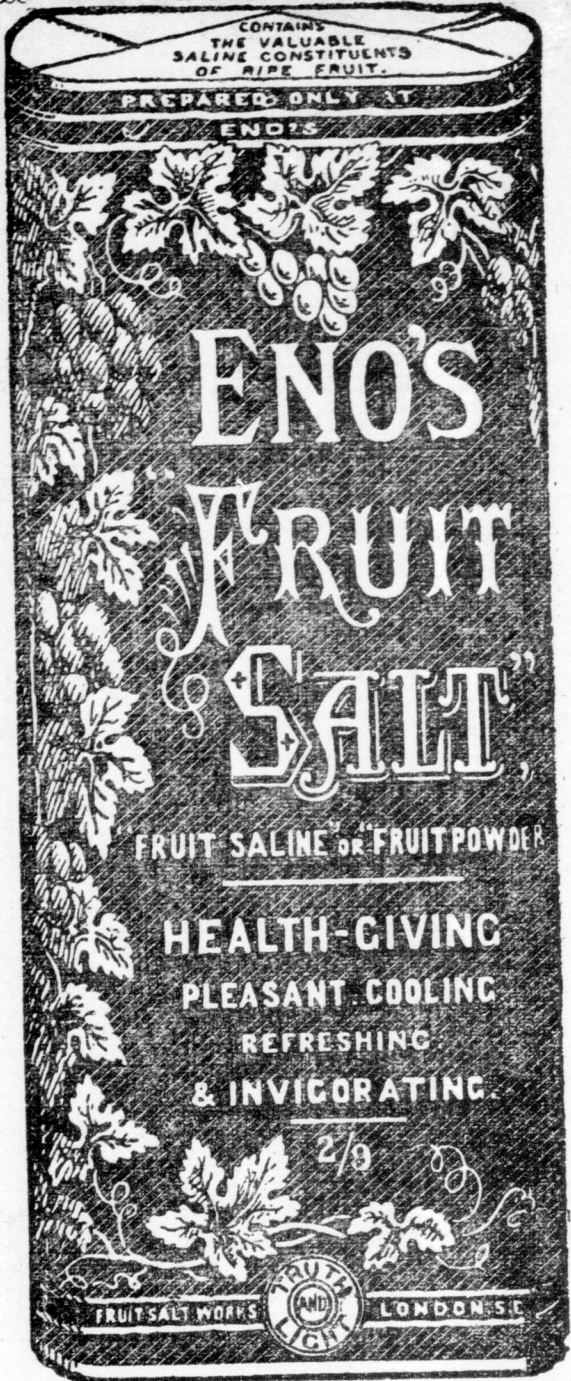




KEEP WELL ALL SUMMER

When hot weather is followed by a poor appetite, impaired digestion, impure blood, skin eruptions, and feverish conditions of the system TAKE

Eno's "Fruit Salt"

the approved remedy for driving out disease germs. Its action is quick and thorough. It clears the intestines, rouses the torpid liver to new life, stimulates the mucous membrane to a healthy action, and cleanses and invigorates the whole digestive tract.

IT IS THE OLD-TIME, EVER-POPULAR HOUSEHOLD REMEDY FOR

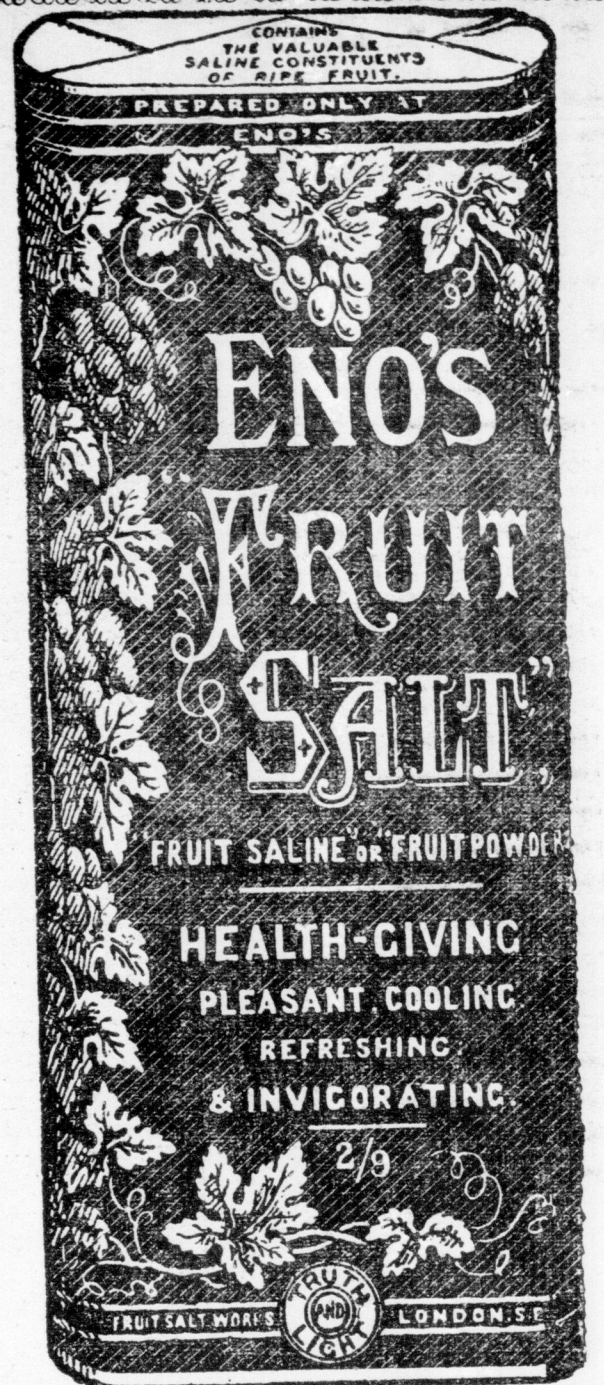
Biliousness, Sick Headache, Constipation, Errors in Diet—Eating or Drinking. Thirst, Giddiness, Rheumatic or Gouty Poison, Feverish Cold, with High Temperature and Quick Pulse, and Feverish Conditions generally. It is everything you could wish for a simple and Natural Health-Giving Agent. You cannot over-state its great Value in keeping the Blood Pure and Free from Disease by Natural means.

Be prepared for emergencies by always keeping a bottle in the house, and in your travelling bag. It is effective in the early stages of Diarrhoea by assisting in the removal of irritating causes. It may be safely taken at any time by old or young.

PREPARED ONLY BY

J. C. ENO, Ltd., "FRUIT SALT WORKS," London, Eng.

SOLD BY CHEMISTS AND STORES EVERYWHERE.



It Costs Over \$3,000 a Day to Run a Big Circus

THE SELLS-FLOTO PEOPLE INAUGURATED THE 25c TARIFF SOME THREE YEARS AGO, AND THEY STILL MAKE MONEY.



Miss Maud Burbank, one of the greatest lady riders in America. She is with the Sells-Floto Circus, coming to London Thursday, Aug. 28.

Five years ago the Director of Amusements, who prophesied an era of popular prices, such as we are now having in the theatrical world, would have been rated as being nothing short of a lunatic. But strange things happen as the wheel of time turns, so that today people are demanding more for their money than ever before in the history of the world, and proprietors of attractions are seeking to meet that demand. Perhaps, the one exception to this has been the circus, and barring one instance, all the old line shows still adhere to the prices which prevailed two decades ago.

The management of the Sells-Floto Circus, which comes here on Thursday, Aug. 28, however, for the past three seasons have inaugurated a new policy, no doubt believing that in so doing they could obtain and hold the greater portion of the public patronage.

When the simple statement is made that they have cut the regular price, which from time immemorial has been the rule of the circus, in half, few people stop to consider what this means in the regular totalling of the season's receipts. But coming right down to figures, it shows a primary discrepancy of almost \$100,000, when compared with the sum total of the season at the old prices.

Considering the fact that it costs more than \$3,000 a day to operate a big amusement enterprise of this kind, one can get some idea of the risk involved when the management of the circus decided to cut the price of admission to 25 cents. All their rivals in the circus business expressed the opinion that such a feat of financial juggling could not be successfully carried out, but the last three years have proved that these people build very wisely, and that from an intensely business standpoint it was possibly

LORD NORTHCLIFFE WILL VISIT NEWFOUNDLAND

After a Business Trip He Will Take Part in Big Golf Tourney.

[Canadian Press.]
London, Aug. 23.—Lord Northcliffe, owner of the London Daily Mail and majority stockholder of the London Times, to say nothing of 50 other papers and periodicals, sailed for Montreal yesterday on the Empress of Britain.

He will then go to Newfoundland to look over some property there, but one of the objects of his trip is to be present at the golf championship, in which English professional cranks are taking part.

Lord Northcliffe is putting up the money for Ray Vardon's expenses in America, and has guaranteed to make good any amount that may be needed. It was he who persuaded the English professionals to take part in the American competition, for he is tremendously interested in the "ancient game," and has set his heart on England winning the trophy.

"I don't mind what it costs," he is reported to have said to Ray Vardon, when the players left for America, "but bring back the championship."

So keen is Lord Northcliffe on the game that he has laid out on his estates, close to his magnificent home, Sutton Castle, Surrey, private links for himself and his friends.

He is interested in all forms of British sports, and is one of the large financial supporters of the Olympic games.

It is said he offered to put his name down for the whole of the \$500,000 now being subscribed for training the English competitors on condition that he should be allowed to choose the English team and practically to run the show, apparently for the benefit of his newspapers.

The Olympic games committee thought it better that contributions should be national.

Brownies Honor Ewart D. Evans

[Special to The Advertiser.]
Strathroy, Aug. 23.—Ewart D. Evans, editor of the Strathroy Age, who is to join the褐dies shortly, was the guest of honor last evening at a big banquet given by the Brownie Club in Woods' cafe.

The Brownies is a club composed of the younger businessmen of the town, and they took this opportunity of showing Mr. Evans their appreciation of his efforts in always furthering the interests of Strathroy by presenting him with two massive leather upholstered chairs.

Mr. Evans made a very fitting reply. Songs and speeches followed. Dr. C. H. McDougall acted as toastmaster. Old boys were present from Toronto, Hamilton and Detroit.

Member May Wear Hat in Commons

[Special to The Advertiser.]
London, Aug. 23.—The question of the etiquette of the hat in the House of Commons has again been raised by a member of the House wearing his hat in the distinguished strangers' gallery.

Unfortunately, before the Speaker could rule on the question which was raised, Mr. King disappeared from the gallery and the affair was dropped, but old members of the House insist that Mr. King was well within his rights.

A member of Parliament is privileged to wear his hat anywhere within the chamber, provided only that he is seated. But if he rises from his seat or moves from his position he must uncover during the process.

If a division has been called and a member wishes to raise a point of order he can do so only if he is wearing a hat. In strict parliamentary etiquette a member should always raise his hat when he is referred to by the Speaker.

"Have you any answer to make to the charges that have been brought against you?" "No," replied Mr. Grafton-Grubb. "The circumstances are such that every answer I might make would merely lay the foundation for more questions."—Washington Star.

SMALL TURNOUT FOR THE SEVENTH PARADE

Looks Now as If About One Hundred Will Attend Next Week's Manoeuvres.

At a meeting of the officers of the Seventh Regiment held last night in the armories, it was decided to add 65 cents a day to the pay of each man taking part in the coming manoeuvres, in addition to the regular Government allowance. This means that a man receiving minimum pay will get \$1.50 a day and the non-commissioned officers in the same proportion. The officers expected a larger attendance at the parade and were disappointed that more did not turn out. So that every one who wishes to go may have a chance to be added to the strength, another parade will be held this evening.

It is expected that about one hundred men of the Seventh Regiment will take part in the coming manoeuvres. On Monday evening the regiment will parade at 7:45 and will leave at once for the first stopping place on the march to prevent the invasion of the country. The men will take the service outfit, without sidearms, and straw hats instead of helmets. Each man will be given a haversack, which will contain a change of clothing, underwear, socks, soap, towel, shaving material, knife, fork and a spoon. Personal baggage is limited to fifteen pounds per man and must be at the armories by Monday noon for the advance party, which leaves at 2. The entire regiment will be part of the "red" or defending force.

Some changes in the staff for the manoeuvres are: Lieut.-Col. T. B. Welch, who was at first named commander of the blue force, will be attached as assistant director to the red force. Capt. W. R. Kingsford, two sergeant-instructors of the R. C. D., and Lieut. P. G. McCulloch, of the R. C. R., have been added to the strength of the forces.

"You said you were in sympathy with me in this fight," "I was," replied the man whose mind changes. "Now I have sympathy for you."—Washington Star.

New Airship Gun Riddled Targets

[Canadian Press.]
Berlin, Aug. 23.—Residents on the Swiss shore of Lake Constance are watching with great interest a series of experiments with a new aerial gun, conducted over the lake from Zeppelin airship.

Great secrecy has been maintained about the trials, and the full results are not known. Firing from a height of 800 feet, it was observed that the floating target was riddled with bullets, while from 2,500 feet another target suffered considerably.

It is understood that the new gun is a quick-firer, a kind of aerial maxim. It is not designed to sink vessels so much as to kill the crews. The experiments are always carried out at sunset.

LONDON'S EXHIBITION.

The management of the Western Fair have certainly made excellent arrangements this year regarding music for the great exhibition, in addition to the two city bands one of the many attractions before the grandstand is a musical organization consisting of eleven beautiful young ladies, handsomely costumed, in three distinct acts every afternoon and evening. On Tuesday, Sept. 9, the Blenheim Band will be in attendance. The Blenheim council have proclaimed that day their civic holiday and a large crowd is expected. Wednesday, Sept. 10, the Preston Silver Band will be here. This is one of the best bands of Ontario. On Thursday, the thirty-eighth Dufferin Rifles' Band of Brantford are under engagement, a military band second to none in the Province. This splendid program of music in addition to all the other features advertised, will make the best program ever presented to Western Fair visitors. Any information regarding the exhibition given on application to the secretary. Entries close Sept. 4.

Gold Reserve Will Be Minted Soon

[Canadian Press.]
Paris, Aug. 23.—The Bank of France has decided to strike into coin the whole of its gold metal reserve, amounting to \$600,000,000.

The decision of the bank was caused by the recent gold crisis in Europe, and the fact that foreign banks, in troubled

More Waiters Than Guests in Hotels

[Canadian Press.]
London, Aug. 23.—There are at present more waiters than guests in the Swiss hotels situated at high altitudes, as the result of the continuous cold and rain during July. The hotels in the valleys, however, are crowded with tourists, who have been waiting for weeks for better weather to go up into the mountains.

The first part of the summer season has been a complete failure, and it is estimated that hotel proprietors, railroad and storekeepers have lost over \$1,200,000. Climbing in the higher Alps has been too dangerous this season, and Lake Constance has overflowed in several parts, flooding a number of villages and towns. As a result the tourist travel has been unusually light. The weather now, however, shows signs of improving, and visitors probably soon will begin to flock to the higher levels, but it is too late to prevent the season of 1913 from being one of the worst of many years.

RAIN WAS NEEDED

Heavy Storm in St. Marys District Was Welcome to Farmers.

[Special to The Advertiser.]
St. Marys, Aug. 23.—A thunderstorm, accompanied by a deluge of rain passed over this district yesterday and will benefit the root crops and pasture fields.

Owing to weather conditions, the Cement Company Kiln Band Scotch concert and garden party was called off last evening. The band, however, gave an excellent open-air concert on the diamond at Queen and Wellington streets.

A MEAN THEFT.

"My! My!" exclaimed Mrs. Gadsby. "So the story is true and your husband has really eloped with the servant girl!"

"Yes," replied the weeping wife, "and she was the best girl I ever had, too—perfectly lovely cook and so quiet and respectful. Goodness knows where I'll ever be able to get another."

Canadian Postum Cereal Co., Ltd., Windsor, Ont., Canada.

Enclosed find 2c stamp for postage on trial tin of Instant Postum.

Name _____
Address _____
Grocer's Name _____

If You Are a Tea or Coffee Drinker

and suffer as many tea and coffee drinkers do from indigestion, heart flutter, nervousness or sleeplessness, fill out the above and enclose with 2c stamp (for postage) and we will promptly mail you free a 5-cup trial tin of

Instant Postum

Thousands of former tea and coffee drinkers now use this new food-drink and have back their old-time pleasure and comfort.

Instant Postum has a fine, rich flavour and is warranted pure and

Absolutely Free from the drug Caffeine

Regular size tins, 30 cents and 50 cents, at Grocers everywhere.

Send now for sample. Trial tells—

"There's a Reason" for POSTUM

BLENHEIM.
Blenheim, Aug. 23.—William Snow and family arrived home last evening from an auto trip to Jackson, Mich. Garnet Peters has resigned his position in W. D. Samson's hardware, and has left for Western Canada, where he will go into business with his father.

Joe Whittington has severed his connection with T. B. Shillington & Co., and is attending the model school at Chatham. Miss L. Gray is taking his place at the store.

Charles Echlin, of the Bank of Commerce staff, has left on a holiday trip to Toronto.

Miss Louise Echlin, of Detroit, is spending a few weeks at her home here.

Miss D. Larkworthy is the guest of Miss Ella Collar.

MINARD'S LINIMENT LUMBERMAN'S FRIEND.