DIAMONDS

Diamond Rings from $5 to $250, including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
286 Richmond Street.

CONSULT US
before you purchase your electrical goods. Prices given on wiring contracts.
Western Ontario Electric Co.
237 Dundas Street. Phone 4071.

ROYAL SHOE SHINE PARLOR
396 RICHMOND STREET.
5c—SHINE—5c
"We Broke the Combine."
zxv

PURE VINEGARS
for pickling. Extra quality. Delivered in clean jars. Gallon 50c
JOHN DIPROSE
266 Dundas Street. Phone 2262.
160 Wortley Road. Phone 1397.
zxv

If You Want Something New, Try An
AMERICAN BEAUTY SUNDAE
AT
ANNIS CANDY SHOP
398 RICHMOND STREET.
Food Board License No. 10-8253.
zxv

Put Your Snaps
in your album the easy way. Fifteen cents buys one hundred
Art Corners
HAY'S Stationery
173 DUNDAS STREET.
Two Phones, 150 or 53.

TAYLOR'S STOMACH AND LIVER CURE
A Guaranteed Remedy for Constipation, Indigestion or Biliousness.
Taylor's 6 Cut-Rate Drug Stores

THE CANADA AUTO DEVICES CO SAY
PARTRIDGE TIRES ARE PREFERRED.
SO DO THOSE WHO HAVE THEM.

See our windows for a life size portrait of President Woodrow Wilson

President Wilson
The Man of the Hour
—whose clear vision is our protection and safeguard.
Our glasses will give you the perfect vision and efficient eyesight needed for these strenuous times.
See Us NOW!
BROWN OPTICAL CO.
VISION SPECIALISTS.
Phone 1877. 223 Dundas Street.
LONDON, ONT.
tf

CAKES
The kind that make you want more. At
RUDDY'S
There's a store near you.
733 RICHMOND STREET.
308½ DUNDAS STREET.
874 DUNDAS STREET.
Canada Food Board License 5-1820.
v

The Way to Thrift
Buy your Fall Footwear from our new stocks and save from 25 to 35 per cent.
Our Shoes are lower in price, quality for quality, than you'll find them sold for at other stores.
KAUFMAN'S
226 DUNDAS
"GOOD SHOES CHEAP."
zxv

Eyes Right
If tested by The OPHTHALMOMETER, new discovery, and most positive test; over twelve years' experience.
JOHN A. NASH
Optician,
256 DUNDAS ST., Opposite Gammage's.
zxv

DE MILLE'S GREATEST PRODUCTION SHOWING AT MAJESTIC THEATRE TODAY AND SATURDAY

Miss Ruby McAllister, Soprano Vocalist, Pleases Patrons of Popular Theatre.

Cecil B. de Mille's colossal screen production, "Till I Come Back To You," attracted capacity audiences at all perperformances at the Majestic Theatre yesterday.

The stellar roles are taken by Bryant Washburn and Florence Vidor.

The scenes of "Till I Come Back To You" are located in Belgium, just prior to and subsequent to the Hun invasion. Yvonne, a young and beautiful Belgian, is the wife of Karl von Kurz, presumably a merchant, but in reality a German secret agent. This was a marriage of convenience on her part, and she bears no love for her husband. She lives with her brother, Jack, and her husband, in a farm-house, and one morning after her husband had spent most of the night carousing with boon companions, Yvonne finds a roughly traced map of Belgium penciled upon the white tablecloth. Von Kurz enters and takes it from her roughly, and she then suspects the truth. The Germans invade Belgium, and von Kurz takes his departure. King Albert stops during the retreat of the Belgians at the Van Kurz cottage, where he finds Jack playing in the game, beating the Huns. The king plays with him and tells him to be brave and wait "till I come back to you."

America Enters War.

America enters the war, and Captain Jefferson Strong, an officer of American Engineers, is detailed to destroy Hun tanks containing liquid fire, which the Germans propose to use against the Allies. By pretending to be an escaped German he gains access to the German lines, reaches Yvonne's cottage, learns where the liquid fire is being stored, and by means of pigeons dropped from aeroplanes he communicates the news to American commanders, and tappers are instantly set to work to tunnel under No Man's Land to the hill, where the liquid fire is stored. Meanwhile, von Kurz returns, finds Captain Strong telephoning, destroys the instrument, and a desperate battle ensues. Yvonne takes 65 orphans into the tunnel and is awaiting a message from Captain Strong, which does not come. The hour for the explosion being at hand, Strong, to save the lives of the children and the woman he loves, cuts the electric wires and prevents the explosion just as the button is being pressed.

In the end Yvonne, who has learned that her husband has been killed, finds consolation in his embrace.

"Fatty" Arbuckle.

In addition to this wonderful play, a Fatty Arbuckle comedy, a Sunshine comedy, and a Majestic screen telegram showing scenes at home and abroad, are included in an excellent screen program.

In vaudeville Miss Ruby McAllister is rendering an entire change of vocal selections. Miss McAllister is possessed of a voice of remarkable sweetness and elasticity.

The Majestic bill for today and Saturday is worthy of patronage, and patrons can be assured of excellent entertainment.

ISSUED BY THE CANADA FOOD BOARD.
We can eat the scores of other foods we have besides wheat. It's a small matter to change our diet to help victory.

THE HEART OF LONDON

ONE THOUSAND HATS At $1.23 Each
English Fur Felt, soft make, all sizes; every Hat worth $2.50 and $3.00, on sale $1.23
This lot was on one of the ships which escaped the submarine in the latter part of July.
SEE THEM IN WINDOW.
Wegner Clothing Co.
THE HEART OF LONDON.
THE REAL LIVE STORE.
Famous for Their Little Prices.
371 Talbot, Opposite Market
Open Evenings

PETERS--- COLONIAL BLEND TEA
AT
80c a Pound
is very cheap when you consider that you can get 240 cups of good tea to a pound.
TEST IT FOR YOURSELF.
Peters Shops
Canada Food Board License 11-878.

"UNTIL THEY GET ME" A GREAT PHOTOPLAY AT THE PATRICIA TODAY, SATURDAY

Vaudeville, Comedy and News Weekly in Addition to Big Feature.

"Until They Get Me," a photoplay of excellence, featuring Pauline Stark, is the leading screen attraction at the Patricia Theatre again today and Saturday. This wonderful screen story deals with life in the Canadian Northwest and is one replete with thrills and action.

It was years before that Kirby had slain a man in a quarrel over a fresh mount and Dick had taken up the trail to bring the man to justice. He had followed Kirby to his little cabin in the wilderness and there had found the hunted man with a new-born babe in his arms. Tragedy was written deep on the face of Kirby, and it was not in Selwyn's heart not to allow his prisoner a last farewell with the woman who had given her life to bring that mite of a child into the world. "I'll be back in this room in five minutes," had been Kirby's promise, as he entered the chamber of death. Selwyn had trusted him, but before the allotted time was up he was aroused from his reverie by the clatter of hoofs, and looking out of the window he saw Kirby's pinto, a man leaning low in the saddle, making for the hills. Springing to his horse, Selwyn gave chase, only to find at the end of an hour's heart-breaking dash that it was an Indian on Kirby's pinto, and when Selwyn returned to the cabin he found Kirby gone.

Pauline Stark, in Triangle Play, "Until They Get Me," At the Patricia Theatre Today and Saturday.

Now the one aim in his life was to take the man, who for years had eluded him. It was the only way Selwyn could wipe out the disgrace of having lost his man, the most crushing weight which a mounted police officer could carry. And through a slip on the part of Margy, to whom he had been on the verge of proposing, he had the clew which would bring in Kirby and reinstate him in the eyes of his fellow-officers. To do this thing he must take advantage of Margy's broken promise. He would lose her if he did. She had just told him so. There was a short, sharp struggle and then Selwyn chose his course.

"The Brief Debut of Tilley" is a laugh producer from start to finish and a comedy well worth seeing.

A News Weekly shows scenes at home and in foreign lands.

The Augers, vaudeville artists, present a singing, dancing and roller-skating act that is decidedly above the average.

On the whole the Patricia bill for the remainder of this week is deserving of the highest praise.

Says They're Wonderful.
Tonal-Iron Company, London, Ont.:
Gentlemen,—Inclosed find two dollars for two boxes of your wonderful medicine. I secured one box some time ago, and I must say it surely made me stronger, for which I am truly thankful. Please send a box to my brother also.
MRS. H. GRAVES,
R. R. No. 3, Mount Brydges.
Tonal-Iron Capsules, the new French gelatin formula, is working wonders helping other people, and will do the same for you. Order a box today. They are guaranteed. At all druggists, or by mail for $1. Tonal-Iron Company, Box 184, London. zxv

RUBBERS--RUBBERS
A Prime Necessity
In this season of indifferent weather it is economy to be prepared with rubbers, not only for the protection of health, but in the interest of prudent economy. It is wasteful to wear good shoes without Rubber Protection, in bad weather, like last evening.
We have Rubbers now to fit perfectly every shoe we carry. Buying now insures your having rubbers to fit your foot and heel perfectly. It is not too early to prepare for fall weather. In fact, it is good economy.
Cook's Shoe Store
THE STORE WITH THE STOCK.

WOUNDED AND MISSING

Advertiser Illustrations.

PTE. WM. CUNNINGHAM of Clandeboye, who enlisted with the Bruce battalion over two years ago, has been reported wounded and missing, official word being received yesterday by his brother, B. Cunningham of Ilderton.

Pte. Cunningham, who has been over a year in France, was most popular among the men of his battalion. His next of kin are three sisters, Miss Jane Cunningham of Clandeboye, Mrs. Yager, Tillsonburg, and Mrs. Parliament, Hamilton, and four brothers, B. Cunningham of Ilderton, Uriah of Camrose, Alta., Albert of London and Darius of North Dakota.

REACH OBJECTIVE OF ARMY HUTS FUND SOON, SAY WORKERS

Big Subscriptions Reported by Canvassers at St. Peter's Hall Last Night.

Favorable reports were presented by all the canvassers of the Knights of Columbus for the army hut campaign when they met in St. Peter's Auditorium on Thursday evening. Close to $5,000 has already been received, and it has been planned to canvass on Monday and Tuesday of next week, and all canvassers will turn in their receipts on Wednesday at 8 o'clock at St. Peter's Auditorium, when it is hoped that London's objective will be reached. The following are some of the liberal subscriptions made today: Sir Adam Beck, $100; Lady Beck, $100; Mayor Somerville, $100; W. H. Heard, $100; Smallman & Ingram, $100; Mrs. Howe, Base Line, $100; London Barrel Company, $20; Belton Lumber Company, $25; London Rolling Mills, $50; National Drug Company, $10; Meredith & Meredith, $10; Sterling Bros., $25; C. E. F. Chapter, I.O.D.E., $50; Masuret Company, $25; W. L. Mara, $25; T. F. Kingsmill, $25; D. S. Perrin Company, $50; George M. Reid, $25; Coates, Burns & Wanless, $25; Lawson & Jones, $25; G. T. Brown, $30; James Wright, $25; Thomas McFarlane, $10; Edward Ryan, $10; C. E. Catalano, $10.

Canada Food Board Licenses
Nos. 8-8840 and 8-8841.

We Deliver. Order Early.
Good White Potatoes, per peck 45c
Bartlett Pears ..... 50c and 90c
Head Lettuce 5c
Hubbard Squash ..... 25c and 30c
Seeded Raisins, two packages.. 25c
Large tin Baking Powder 25c

Pure Clover Honey
Guaranteed first quality. Ten-pound pail, $2.80. Jars, 20c, 30c and 50c. Sections, 30c and 35c.

Table Queen Melons
Every market day. The most delicious melons, 20c, 25c and 30c.

No doubt you enjoy a
A Good Cup of Tea
We think we have the best tea in the city. We would like to have your opinion of it, too. Our No. 1 Blend, per lb., 80c.
Our Best Coffee, 50c.

John Diprose
Two Stores
266 Dundas Street. Phone 2262.
160 Wortley Road. Phone 1397.

Hustling Means Money
Everyone who hustles to the Giant store tomorrow and takes advantage of the big values offered will save money. The entire stock of Men's Clothing, Furnishings, Raincoats, Sweater Coats, Hats and Caps, amounting to $50,000, must be sold at this
SELLING-OUT SALE
S.O.S.

Raincoats
$3,000 worth of Canadian and English makes. Special $5.95, $9.95, $12.95, $14.95.

Sweater Coats
$4,000 worth of Canadian and imported makes. Special $3.25, $4.75, $7.50, $9.50.

Umbrellas
20 dozen more, same as we had during fair week, sold at $2.00 everywhere. Our price special today and Saturday..... $1.49

The Giant Clothing House
LOOK FOR THE BIG BLACK AND YELLOW S. O. S. SIGN.
120 DUNDAS ST. OPEN EVERY EVENING UNTIL 7 O'CLOCK.

Send a Parcel
Delicacies are always appreciated by the boys overseas. We make up boxes at almost any price from $2.00 and up.

SEND HIM BUTTER
Anything from Canada is a treat, but Canadian Creamery Butter is a real one. We have it in hermetically sealed tins.
65c per tin.

Rowat's Coffee
A superior blend, with a flavor that delights. Try it once and join its many regular users.
55c per pound.

Gurd's Ginger Ale
Keep it in the house all the year 'round. Serve it to your company.
DRY OR SWEET, $1.20 PER DOZEN.

Vinegars for Pickling
The very best quality. Also Pure Spices.

Olive Special
Ready to serve, delicious ripe olives from California. Regular 15c value.
10c PER TIN. THREE FOR 25c

T. A. ROWAT & CO.
250 Dundas St. Phones 3051-3052.
Canada Food Board License
No. 8-3422.

DRAMATIC STUDENTS REORGANIZE

London Conservatory Players Prepare For Winter's Work—Miss Newbury to Direct Two Plays to Be Given For Patriotic Funds.

During the past winter the dramatic department of the London Conservatory gave public performances, each of which netted a considerable sum for patriotic purposes. Besides this public work, the members of the class received a very fine normal course in how to put on plays and concerts in an interesting and artistic manner. Amateur dramatics certainly is the popular form of entertainment today.

This class will continue its work this winter, taking up a more advanced normal course in entertainment and dramatic work and will probably read and discuss more special works of modern authors and playwrights.

A second class is being organized to take up the beginning study, similar to what was done by the class last year. Both classes will put on one or more public performances.

The advanced class met for the first time this fall Tuesday, September 17, at the Conservatory Hall, and the beginners' class will get started and organized Wednesday, September 25, at 8 o'clock.

These classes are under the direction of Georgia M. Newbury, who personally coaches the players for public performance. Miss Newbury is a graduate and post-graduate of Emerson College of Oratory, Boston, and is singularly well equipped to carry on this work in a highly artistic manner.

The fee for these classes is a nominal one. Register at the office, or see Miss Newbury personally about further particulars.

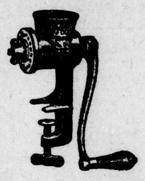
LONDON SOLDIER'S LEG AMPUTATED

Kenneth Dawson, son of E. J. Dawson, 164 Duchess avenue, who was reported seriously wounded in both legs last Monday, has had his right leg amputated. Word of the operation reached Mr. Dawson by cable.

The wounded soldier enlisted with the 241st Battalion in the early part of 1917. He was 18 years old when he joined up and had seen about six months' service in France before receiving his wound.

The PURDOM HARDWARE CO.
124 DUNDAS STREET. PHONES 2800—2801.
The Government of this country asks every auto owner to save gasoline. You can save 35 per cent of the gasoline you are now using by putting Herroline with it. Enough in 1-quart can for 100 gallons of gas.
WE HAVE IT—SOLE AGENTS IN LONDON FOR HERROLINE.

COAL HODS.
Price ..... 65c up



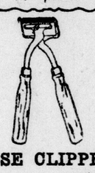
FOOD CHOPPERS.
Price ..... $1.50 up

LANTERNS.
Price .. $1.25 each

PERFECTION OIL HEATERS
Price $6.50, $7.25, $9.25
SMALL HEATER
$3.00 each.
Heater Wicks ..... 40c each
Coal Oil 25c per gal.

AXES.
Price ..... $1.50 up

X-CUT SAWS.
King Cutter.
5-foot $4.00
5½-foot $4.50
6-foot $5.00
Premier, Etc.
$6.50, $7.50, $8.50.



HORSE CLIPPERS.
Price ..... $2.50 up

GARBAGE CANS
Size No. 1. .. $1.50
Size No. 2 .. $2.00
Size No. 3 .. $2.50
Size No. 4 .. $3.75

FURNACE SHOVELS.
Long and Short ..
..... $1.25 each

Northern Electric Vacuum Cleaners.
Price $45.00

ASH SIFTERS.
35c up.
Get Yours Now.

ROOFING.
Weather King.
1 ply $2.50
2 ply $3.00
3 ply $3.50
Paroid Roofing.
1 ply $3.25
2 ply $3.75
Roofing Cement
$1.50 gallon.

STOVE PIPE
30c length.
Elbows .. 35c each
Tee Pipe . 75c each
Damper Pipe 60c ea.
Dampers . 20c each
Taper Pipe ... 50c

BUCK-SAWS.
$1.25 and $1.50 each

The Purdom Hardware Co.
124 DUNDAS STREET. PHONE 2800.

BRIGHT OUTLOOK FOR THORNDALE FAIR

THORNDALE, Sept. 19.—The Thorndale fair will be held on Monday and Tuesday, September 23 and 24. President Charles Molland and Secretary-Treasurer James Carrothers state that every effort has been made to provide ample accommodation for all exhibitors.

An excellent program has been provided for the evening entertainment. Will J. White and Julius Brazil, comedians, of Toronto, have been secured. Miss Jean Walker of London will be the elocutionist for the evening, and music will be furnished by the juvenile band.

Of recent years Thorndale fair has been one of the leading fairs of the county, as the directors have offered such liberal prizes. A prize is being offered for the best decorated automobile.

A. T. HOLBROOK DEAD.

SARNIA, Sept. 19.—Alfred T. Holbrook, aged 34, died at his residence, 142 North Forsyth street, this morning. The funeral will take place Saturday afternoon to Lakeview Cemetery from the family residence.

BUY NEW BOOKS FOR PUBLIC LIBRARY

THORNDALE, Sept. 19.—The public library board met on Monday evening and appointed a committee to purchase books to the value of $75. An interesting letter was received by the board from H. Lovelock, assistant King's printer, Toronto, in which he stated that he was a member of the Mechanics' Institute Library, Thorndale, which existed 54 years ago, and he gave an interesting historical account of Thorndale village at that time.

The annual Thorndale Agricultural Fair will be held on Monday and Tuesday, September 23 and 24.

The annual harvest home services of St. George's Church will be held on Sunday, September 22. Special music will be rendered by the choir.

HYDE PARK.

HYDE PARK, Sept. 19.—The C. P. R. started last week to build a new siding, widening the embankment from the overhead bridge on the Hyde Park sideroad for a considerable distance east, and will move the switch opposite the present station. It will be some time before the work will be completed.

C. Wilson of London has been appointed night operator on the Grand Trunk at Hyde Park Junction, instead of Mr. MacDonald.

GODERICH DISTRICT CONFERENCE MEETS

CLINTON, Sept. 19.—At the quarterly meeting of the Goderich district held here, Rev. J. L. Stewart, returned missionary from China, gave an inspiring address, which was greatly appreciated by the large representation of ministers and laymen from the several churches of the district.

As a result of the appeal by the ex-president of the London conference, Rev. D. H. McCamus, and the missionary secretary of the district, an increased budget has been adopted in accordance with the aim of the general mission board. Capt. Caswell of Toronto represented the educational society and Rev. W. E. Millson of Listowel the social service department, making appeals for greater interest in their special work.

SARNIA MAN LOSES FINGERS IN MACHINE

SARNIA, Sept. 19.—Carson Wright, employed by the Perfection Stove Company, lost three fingers from his right hand and part of a fourth while at work on a machine. The machines are all equipped with safety guards, and everything possible is done by the company to avoid accidents, but the increasing number of young men with parts of their hands missing is appalling.

For Quality Goods at Better Prices
COME TO MARA'S
THIS STORE IS KNOWN ALL OVER LONDON AND DISTRICT AS THE STORE WITH THE BIG STOCK AND THE BIG BARGAINS. HERE ARE A FEW OF OUR SPECIALS FOR SATURDAY. COME EARLY.

SWEATER COATS
Sweater Coats, suitable for boys or girls, plain colors and combination, sizes 28 to 32.
Special $1.48

QUILTING MATERIAL
15 pieces Quilting Material, full 36 inches wide. Nice patterns and fast colors, 36 inches wide.
Special, per yard 33c
Large size 1-Pound Bats 50c

BLANKETS
100 pairs best 12x4 size Ibex Blankets, colors of white and grey, pink or blue borders; less than wholesale price. Per pair $3.50
Two Pairs to Each.

SAMPLE UNDERWEAR
500 pieces Sample Fall Underwear, comprising Vests, Drawers and Combinations, at last year's prices.

FLEECE-LINED HOSE.
25 dozen of Ladies' Fleece-Lined Hose, seamless and fast black, sizes 8½ and 9. Today's price, 39c.
Sale, per pair 25c

CHAMOIS SUEDE GLOVES
Chamois Suede Gloves, fall weight, colors of sand, grey, black, white with black backs, sizes 6 to 8; regular $1.00.
Sale, per pair 75c

FLEECEDOWN MATERIAL
Fleecedown material for Kimonos, in plain and fancy patterns.
Special, yard 43c

FLANNELETTE
Flannelette with the velvet finish, 36 inches wide, very heavy and lovely patterns. Today's price, 40c.
Sale, per yard 29c

NINONS
Ninons for waists and sleeves, 40 inches wide, in colors of white, burgundy, grey, pink, blue and other shades, regular $1.50.
Special, per yard 79c

ENGLISH SERGE
5 pieces Best English All Pure Wool Serge, unspotable and shrunk, 50 inches wide. Today's price, $3.50.
Special, per yard $2.50

NEW FALL COATINGS
Fall Coatings, 54 inches wide, in greys, fawns, greens. Special, per yard ..... $2.75 and $3.75

COMFORTABLES
Comfortables, large size, some slightly imperfect, filled with clean batting, regular $3.50. Sale price $2.50

MARQUISETTE.
Marquisette for curtains, with silk finish, full 36 inches wide, in white, cream and ecru shade, taped edge or wide border. Special, per yard 35c

BLACK TIGHTS
Misses' Black Tights with elastic or band.

Sizes ..	4	5	6	7	8	9
Prices ..	50c	75c	75c	75c	79c	95c

COMBINATIONS
Ladies' Combinations, early fall weight, Watson make, half or long sleeves. Special $1.39

FELTOL (LAST CHANCE)
Feltol, the new floor covering, in black or floral designs, 1 or 2 yards wide. Special for stoves. Per square yard 50c
Feltol Squares, 2 yards square. Special $2.00

JAP SILK WAISTS
New Jap Silk Waists with rolling crepe de chine collar and white and maize, size 36 to 44.
Special $2.98

UPSTAIRS
See our New Fall Hats. The most effective. Come and see.

BOYS' SWEATERS
Boys' Pullover Sweater Coats, in grey color, regular 85c.
Special 50c

SPECIAL BLACK SATIN
One piece only Black Duchess Satin, full 36 inches wide, with red edge, wear guaranteed. Today's price $3.50. Sale, per yard... $2.69

SAFETY PINS 2 Cards For 5c
MARA'S Opposite Market Lane
All Leather Strap Purses, 98c