

CARBON TROUBLES

You will be surprised when we tell you that water should be used in the cylinders of your engine to remove the carbon and keep your engine clean. Ask an engineer and see us about Hart-Bell Carbon Remover.

Auto Supply Company
106 Dundas St. Phone 3724.

Don't Suffer With Your Feet Another Day--

Come in here this week and let a graduate foot specialist give you expert advice on any foot trouble free of charge.

Cook's Shoe Store



Diamonds

Loose and mounted stones.
Rings \$ 5.00 to \$500.00
Lavalieres ..\$15.00 to \$275.00
Earrings ..\$25.00 to \$250.00

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

The Electric Store of Service
WESTERN ONTARIO ELECTRIC CO.
27 DUNDAS STREET.
Fixtures, Stoves, Appliances, Supplies, Lamps and Wiring.
A visit will convince you.

RETREADING
Like We Do, Pays.
LONDON TIRE REPAIR DEPOT
354 Wellington Street.
Phone 2334.
Opposite McClary's.

Kero-Gas
HEAT FROM COAL OIL.
Installed in 15 Minutes.
AGENTS WANTED for territory in Oxford and Middlesex. Apply
BRYAN & DE LONG
18 Don. Sav. Bldg., London, Ont.

INSURANCE
HAROLD J. LAWSON
(Returned).
205 Dominion Savings Bldg. Phone 950.

Old Mirrors Re-Silvered
and made as good as new.
NEW ONES MADE TO ORDER.
All work guaranteed. Write or call.
Store open Tuesday, Thursday and Saturday evenings.
VECTIS MANUFACTURING CO.
203 Wellington street.

We have just received a large shipment of good dry Hardwood.
This Wood is of exceptional quality.
Order Early.
D. H. GILLIES & SON.
Corner Adelaide and Bathurst streets.
Phone 1318.

Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS.
Two Doors East of Majestic Theatre.

Morin's Syr. of Hypophosphites
A Real Nerve and Tissue Food.
\$1.50 Bottles for 96c.

Taylor's 6 Cut-Rate Drug Stores
ROUGH TREAD TIRES
Cheap as plain. Yes, we've got them in Dunlop 20x34, and they are real good. Come in and let us show you them.
BENSON-WILCOX ELECTRIC CO.
Phone 2671. 264 Dundas.

"IN THE PUBLIC EYE"
BY Brown Optical Co.
A MAN IS AS OLD AS HIS EYESIGHT

If glasses are ground to all the proper prescriptions your eyes will enjoy the vision of days gone by. In enjoyment of the passing picture and in the period of passing even, a man is as young as his eyes. We are worthy of your patronage and confidence. We are experienced in the art of optometry.
Open every night during Fair Week. 97k
Brown Optical Co. SIGHT SPECIALISTS
233 Dundas street. Phone 1877

London Loan and Savings Co.
OF CANADA
4% ALLOWED ON DEPOSITS.
5 1/2% ALLOWED ON DEBENTURES.
220 Dundas Street, London, Ont.

Rowat's Special Tea

Buy it when you want the best.
60c, 70c, 80c, \$1.10 per pound.
T. A. ROWAT & CO.

LADIES' Fall Hat Revue---BELTZ & CO.



There! and it is all done.

YOU'D never think so much goodness could be put into a loaf of bread. But there—we don't make one loaf at a time. We make them by the thousands and can afford to put the best that money can buy into each loaf we sell our customers.

TASTINESS, WHOLESOMENESS, PERFECTION.
PARNELL BAKING CO.
Phone 929, 1359.

Fair Visitors

We would be very much pleased if you were to renew one of your old acquaintances—drop in and see us. You already know of the friendly feeling of our store.

On the other hand, if you have never paid us a visit, you yet have the pleasure of seeing our fine store and stock.

You will feel quite at home to come in at any time. Acquire the habit.

Remember, we are not so large that we do not take an interest in you personally.

YOUNG'S DIAMONDS AND WATCHES
London

Notice to the Housewives of London

We ask you to sample the delicious flavor that we are baking into

JOHNSTON BROS. XXX BREAD
No matter what make you are now using and no matter how satisfied you are, we want you to try one loaf so you will know just what this loaf is just a little better. Your grocer sells it. Just you try it.
JOHNSTON BROS. PHONE 944.

W. MIDDLESEX TORIES MEET, BUT FAIL TO CHOOSE CANDIDATE

MOUNT BRIDGES, Sept. 10.—At a poorly-attended meeting of the West Middlesex Conservatives here this afternoon, officers were elected for the year. The prospects of winning an election seemed so poor that no action was taken regarding placing a candidate in the field. A meeting may be held later to discuss this matter.
R. W. McKellar of Gloucester was chosen president; Archibald Walker, son of Lobo, second vice-president; and E. Wood of Carleton Place, secretary-treasurer.

TELL THE WORLD
your story in Advertising. Let the people know the merits of your goods or service, and they'll respond.

Federal Advertising Agency
T. H. YULL.
Dominion Savings Building.
LONDON, CANADA.

Scene from "The Auction of Souls," the great film sensation showing at the Majestic Theatre all this week in continuous performances from 10:30 o'clock in the morning until 10:30 o'clock at night. Never did a Christian people, tried by a ghastly ordeal of fire, thirst, hunger, fatigue and worse horrors, conceived in the most poignant examples of staunch martyrdom for the cause of the Cross—sink to insignificance beside this persecution of Christianity, as set forth in "Auction of Souls." Girls were torn from their mothers. The defiling Turkish fingers upon their trembling flesh, they were asked: "Will you renounce Christianity? Mohammedan faith, and given to the lust of the conqueror or to his sword as they answered 'No!'—and were dashed to the ground, sentenced to infamy which cannot be spoken, the accepted in the place of God, that Mohammed supersede Christ. And so it continued. Ever the Turkish demand that Allah be whipped, sold as slaves, even crucified. Mothers were torn from their children, their families, burned, dismembered. And all for the sake of Christianity against the unspeakable religion with which the Hun had allied himself. All this is shown in detail in this vivid and startling production.

THRILLING WAR PLAY COMES TO THE GRAND THEATRE TOMORROW

"Seven Days' Leave" Here Friday and Saturday.

The big patriotic spectacle "Seven Days' Leave," comes to the Grand Theatre tomorrow and Saturday evenings at 8:15 and Saturday matinee at 2:30. As the names implies, "Seven Days' Leave" is a play of the most pronounced gun-powder type, and it has psychology so thoroughly within the psychology of the hour that it is now being played simultaneously with great success in London, South Africa, Australia, Canada and the United States.

"Seven Days' Leave" was written by Walter Howard, an English actor, and takes its name from the term used in Britain for the furlough granted to soldiers to run across the channel for a play takes place within the seven days of the usual soldier's leave, and has cost and channels. The leading character is a young major in the British army, and the big scene of the third act is on the gun deck of a cruiser, which destroys the enemy U-boat.

The story of "Seven Days' Leave" deals with the efforts of German spies to steal the plans of a submarine detector, invented by the young officer, ensignary of the Kaiser match with a desperate swimming race to a galle far out at sea, from which the marine, but is thwarted by the heroine, a sensational scene, which furnishes a consistent excuse for the appearance of two beautiful women in one-piece bathing suits and an alarming display of pulchritude, was the talking point of the play. After the destruction of the U-boat, the final scene carries the spectators to a quiet English churchyard, where a troop of soldiers are returning from overseas service in the Canadian army, was elected president pro tem, and C. H. Zavitz of Hilderton, secretary.

There are some sixty former O. A. C. men in the country, and the optimism and enthusiasm displayed at last night's meeting at the agricultural office, the Middlesex association promises to rank with the rest.

Among those present at last night's meeting were: Reg. Kemohan, Wilton Grove; H. V. Zavitz, Hilderton; Bert Bell, Muncy; Gordon Hignam, London; A. H. Williams, London; T. E. Francis, Aylmer; I. B. Martin, London; C. H. Zavitz, Hilderton; Purdon F. Love, London, and R. A. Finn, district representative.

CLEVER ACT, DIRECT FROM KEITH CIRCUIT, NOW AT PATRICIA

"Checkers," the Big Racing Photoplay, Is Attracting Thousands.

Five attractive and talented young girls, styling themselves "The Dance Quintette," are being featured these last three days at the Patricia Theatre. They bring the atmosphere of the best and highest class dancing act from the big time. Their youth, charming stage presence, genuine talent and the "pep" they put into their work makes it a most pleasing. Great versatility is shown in the selection of dances from the classical ballet or fox dancing, to the dancing and "Back to Nature" to the modern jazz and shimmy. Miss Mabelle Patten is the principal dancer. On the whole it is a dainty dance diversion and well worth seeing.

"CHECKERS," THE BIG RACING PHOTOPLAY DELIGHTS PATRONS.

At last "Checkers," the well-known racing melodrama, has been made into a big special film production and is being presented with an all-star cast by William Fox at the Patricia Theatre all this week. "Checkers" is especially suitable for the motion pictures, for it contains many elaborate outdoor scenes shown.

Mr. Fox, it is said, has given the picture a most lavish production, with an all-star cast, which includes Thomas Carigan, Jean Acker, Ellen Cuddy, Peggy Worth, Bertram Marburgh, Tammy Young, Ed. Sedgewick and Robert Elliott.

H. HARTLEY DEWART TO SPEAK BEFORE WATERLOO LIBERALS

KITCHENER, Sept. 10.—H. Hartley Dewart, provincial leader of the Liberal party, will be the principal speaker at the convention of the Independent Reform Association of North Waterloo Saturday afternoon at the Waterloo town hall.

The convention is being called for the purpose of selecting a candidate to contest North Waterloo in the coming provincial elections. From what can be learned now it is believed that the principal contestants for the honor of standard bearer are George Schnarr and Nicholas Amussen. General opinion predicts the selection of Mr. Schnarr.

A GIFT THAT WINS ADMIRATION FROM ALL

A beautiful surprise awaits everyone stepping into the business office of the advertiser. The best place on the counter facing the entry is given to a very tall basket of late summer blooms and early fall flowers. The admiration aroused by the lovely. The office is decorated with the color of spring sunshine, russet brown bullrushes with their long sword-like leaves and feathery statice of silvery mauve tone, the basket handle proudly decorated with pale blue chifon. Quite beyond adequate expression of one and all gazing and exclaiming and reading with interest the happy little card attached to a modest little card and adding, understandingly, "From Dicks' of course."

What People Say of New Car Swelling Crowds at Fair

At Automobile Building—Unusual Interest Locally Follows Introduction of Light Model—Many Surprised To Hear of Extent of Road Tests.

Elsewhere in this issue appears a picture of the new car that has been shown on London's streets this week. Ordinarily, the bringing out of a new model is not exactly the new light four overland, hundreds of motorists and others have been attracted because of an entirely new design—a new principle in spring suspension.

In fact, many have wondered whether the "three point" arrangement was feasible until they have been informed that back of the car's introduction have been 250,000 miles of road tests and other severe experiments extending over several years. The climax has come when the interested spectator has been driven over some of London's unpaved roads, around corners and up hills. The widespread comments on the car's riding qualities have enlarged the crowds that are coming to see the models on exhibition in the Automobile Building until the aisles have been blocked.

FORM COUNTY O. A. C. ASSOCIATION, WITH T. B. FRANCIS PRES.

60 O. A. C. Men in Middlesex —To Hold Banquet in October.

Preliminary steps in the formation of a Middlesex O. A. C. Old Boys' Association were taken last night at a well-attended meeting of former O. A. C. boys in the department of agriculture office here. The men present were very enthusiastic over the idea, and no time was lost in getting the organization under way.

I. B. Francis of year '17, who has returned from overseas service in the Canadian army, was elected president pro tem, and C. H. Zavitz of Hilderton, secretary.

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Chief States That Only Prisoners Who Desire, Stay In Jail

Caustic Remark to Reporters in Connection With Patterson.

"Only prisoners who want to stay at the jail," said Chief of Police W. T. Williams, in talking with a reporter this morning. Howard Patterson, who is wanted here on a charge of stealing an auto, was the subject of conversation. His name was on the police blotter, but he did not make an appearance in court this morning. The reporter was curious, and inquired of the magistrate.

"He is not here," said the chief. "He is in the jail," asked the reporter.

"No," answered Chief Williams, making the first-mentioned remark. It was found that Patterson was being brought here from Detroit to stand trial.

DENIES HAVING MADE CHARGES AGAINST ONT. RAILWAY BOARD

R. J. McMillan of Seaforth has denied making charges against the Ontario railway and municipal board. A report in The Advertiser of a convention of United Farmers' Clubs held in Essex, Ont., on August 28, stated that he charged recklessness and inefficiency against the board's administration, and that the Ontario Government was afraid to grant an investigation of the Ontario railway and municipal board, and that the United Farmers would soon be in a position to prove that "something was done to grease the hands of the members of the railway board for boosting rates for the Bell Telephone Company."

In reply to a letter from A. B. Ingram, vice-chairman of the Ontario railway and municipal board, Mr. McMillan states: "I have not been correctly reported, have never mentioned in any of my addresses or alluded in any way to the Ontario railway board."

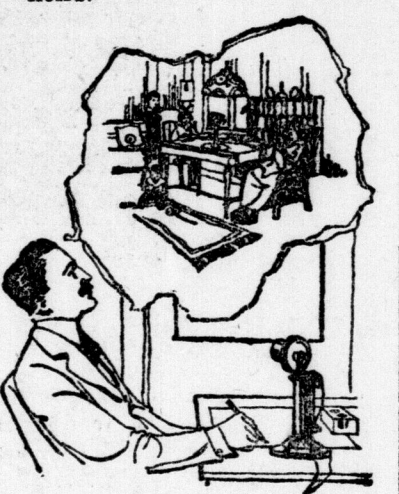
BRANCH OFFICE AT KITCHENER.
The National Cash Register Company will locate a representative in Kitchener very shortly, having decided to open an office which will be managed by Mr. George Cumming. This gentleman has been appointed sales agent for that territory, and with an experience extending over a considerable period, he will be able to give valuable information on this wonderful cash register to the merchants of his district. Cash registers are being purchased more largely than ever and the development of this marvelous cash register in Canada has necessitated the establishing of branch offices in the largest centres of the Dominion.

BORDEN'S CONDITION SHOWS IMPROVEMENT

OTTAWA, Sept. 10.—Sir Robert Borden's condition tonight was reported to be considerably improved. The prime minister, it is expected, will be able to resume his duties next week.

To Safeguard Your Heirs

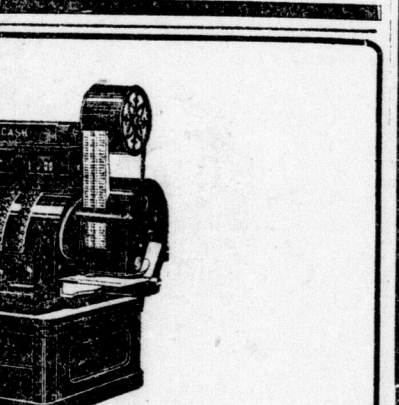
Safeguarding your family while you are living is an entirely different matter from safeguarding them when they become your heirs.



Make your will now and secure on their behalf experienced, economical administration by naming as "The Executor of your Estate"

THE CANADA TRUST COMPANY

Managed in connection with the Huron & Erie Mortgage Corporation.
Richmond Street, opposite Postoffice, Charles J. Clarke, Manager.
East London Branch, 814 Dundas Street, A. H. Whitlow, Manager.
T. G. MEREDITH, K. C., President.
HUME CRONIN, General Manager.



The Best Store Improvement You Can Make

The best store improvement you can make today is to install a modern National Cash Register—because it will build up and systematize your business.

A modern National Cash Register will raise the tone of your store, make your clerks more efficient, and put you in the class of up-to-date merchants.

It will enable you to save expense in running your store, and thus release money for other purposes. It will make possible quick, accurate service to customers—the greatest improvement.

You are sure to pass our office on your way to the Fair Grounds. Come in and let us demonstrate these registers to you. No obligation incurred.

JULIUS MADDI, Sales Agent
The National Cash Register Co. of Canada, Limited
350 DUNDAS STREET, LONDON, ONTARIO.
Old registers repaired, rebuilt, bought, sold and exchanged.

ROSS' LIMITED

Manufacturing Furriers and Manufacturers of Ladies' Suits, Cloaks and Dresses

Our method is direct dealing between maker and wearer, avoiding all middle profits, and guaranteeing reliable merchandise, for which the maker is responsible.

FURS

This season all who are conversant with the condition of the fur market are aware that the market is short, and prices are likely to advance, rather than decline. We fortunately were on the market early, purchasing direct from trappers, and consequently as long as our supply lasts we will be able to show FUR VALUES much below present market prices.

Fur styles in our showrooms are reproductions of the very latest garments shown in the fashion centres. As our designers are ever in close touch with Paris and New York style productions, you will find the latest correct models in our stock.

SELECT HUDSON SEAL COATS, PLAIN AND TRIMMED—ALL LENGTHS AND SIZES.

Sable, Mink, Lynx, Beaver, Ermine, Wolf, Hudson Seal, Squirrel, Fitch, Fox, Muskrat, etc., in all the latest styles of Stoles, Capes, Shawls, Muffs, Neckpieces, etc.

Ladies' Wear Department

New Fall Suits, just from the hands of our designers and tailors, in serge, poplin, gabardine, velours, etc. The most authentic and correct styles, as well as being the latest productions in the fashion centres.

These guaranteed garments you can purchase direct from our manufacturing showrooms, at manufacturer's prices. No middle profits on this merchandise. New, high-class garments, selling from \$42.50 to \$60.00

Clearing All Spring and Summer Suits, Coats, Dresses and Skirts

15 Silk Suits, in charmeuse, taffeta, duchess silk, silk poplin, etc.; colors, black, green, brown, reindeer, navy, taupe, grey, alicia blue, burgundy. Prices:
Regular \$45.00 for \$22.50
Regular \$60.00, for \$30.00
Regular \$65.00, for \$37.50

Gingham Dresses
Regular \$ 7.50, for \$ 3.49
Regular \$12.00, for \$ 6.98
White Wash Skirts, regular \$3.50, for \$ 1.98
Palm Beach Suits, regular \$12.50, for \$ 6.49
Fancy White Satin Wash Skirts, regular \$15.00, for \$11.89
Cream Baronette Satin Skirts, regular \$33.00, for \$19.75

New Fall Blouses

Special Voile, V and square and round necks. Regular \$2.00, for \$1.69
Special Voile, V and square and round necks. Regular \$3.00 and \$3.25, for \$2.49
New Fall Wash Silk Blouses, in many new styles \$3.75 to \$6.75
New Georgette Blouses, white, flesh, maize, navy and taupe \$6.75 to \$14.50



NECKWEAR

Lace and Net Vestees \$2.00 to \$3.00
Organdy and Net Sets \$1.00 to \$2.00
Fichus, in net, lace and organdy \$1.50 to \$3.00

GLOVES

Kayser Silk Gloves, tan, grey, black and white 95c, \$1.25 and \$1.50
Perrin's Kid Gloves, tan, grey, black and white \$1.75, \$2.75 and \$3.00

HOSIERY

Lisle Hose, black, white and brown 50c and 60c
Silk Radium Fibre Hose, grey, white and champagne 75c
Silk Radium Fibre Hose, all colors \$1.00 to \$3.50
Kayser Silk Hose, grey, white and black \$3.25

SWEATERS
Silk Sweaters, from \$22.50 to \$27.50
Wool Sweaters, reduced from \$12.00 to \$6.75
Wool Sweaters, reduced from \$18.00 to \$12.00

PHONE 1319. 196 DUNDAS STREET.