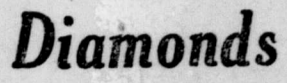


SOLD OUT!
We have been completely sold out of 30x3 1/2 NON-SKID CASINGS, AT \$15.65 for the past week.
20c just received. Get yours now. These are firsts and are fully guaranteed.

Auto Supply Company
SUDDEN SERVICE STORE
106 Dundas St. Phone 3724.
Opp. Bellevue Hotel.



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.

KEEP COOL!
ELECTRIC COOKING APPLIANCES for the warm weather.
Cook by wire during your vacation.
WESTERN ONTARIO ELECTRIC CO.
237 DUNDAS. PHONE 4071.

Special Announcement To the Ladies

We have been asked by many women of London who are not able to shop during the day, or who like to have a friend along when they make a selection, to keep open evenings. We will, therefore, keep open every evening until 9 o'clock during the season.

Royal Millinery Co.
246 Dundas Street.



HOW ABOUT YOUR DAUGHTER?
Defective vision and eyestrain are the cause of many physical maladies with girls. Many of these troubles can be remedied almost at once and at a very slight expense with a pair of glasses. Get your daughter's glasses here. We have made glasses for hundreds of girls.

Carlyle Trebilcock Optician
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

MAKE HUBBY WORK
If he will not supply you with the latest electrical appliances that eliminate work, they're cheap, and their cost of upkeep is small. Come in and let us demonstrate.

RETREADING
Like We Do, Pays.
LONDON TIRE REPAIR DEPOT
354 Wellington Street.
Phone 2384. 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 Dom. Sav. Bldg., London, Ont.

INSURANCE
HAROLD J. LAWSON
(Returned).
205 Dominion Savings Bldg. Phone 350.

SCHOOL SHOES
Time to be thinking about them! Let us show you our display. They are made of solid leather and reinforced where the hard knocks come in. Yet stylish and comfortable. Built for long wear.

COOK'S SHOE STORE
London Loan and Savings Co. OF CANADA
4% ALLOWED ON DEPOSITS.
5 1/2% ALLOWED ON DEBITURES.

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

Rowat's Special Tea
Buy it when you want the best.
50c, 70c, 90c, \$1.10 per pound.
T. A. ROWAT & CO.

PRE-SEASON FUR SALE
BELTZ & CO.

WHY NOT?
Why not carry a good watch? There is no good reason why you should be carrying an old worn-out, cheap watch, is there? You have the time, usually within five or ten minutes, the correct time. Why not carry a watch that when you look at it, you know is within 20 or 30 seconds of the correct time?

We have them in nickel cases from \$3.00 up. In gold-filled cases from \$15.00 up.
All these watches are guaranteed accurate. They come from "Young's".
Come in any time. No trouble to show you one.

YOUNG'S DIAMONDS AND WATCHES
London

It Makes No Difference
How enticing sweetmeats, what you may be tempted to indulge in, remember this, that you must have nourishment for health. In

JOHNSTON BROS. XXX BREAD
you get the maximum of nutrition. XXX Bread is the most wholesome of loaves. Why not get a loaf today? At all progressive grocers. Shipped all over Western Ontario.
JOHNSTON BROS. PHONE 944.

PATRICIA THEATRE VOTING CONTEST WON BY MRS. F. LINDSAY
Mrs. F. Lindsay, 509 Dundas street, was the winner of the Chevrolet motor car in the Patricia Theatre voting contest last night with a total of 1,371,000 votes. Ruby Franklin, Savoy Hotel, won the \$100 diamond ring, with a total of \$32,000. Lena Richards came third, winning the \$50 diamond ring, with a total of 703,000.

The Patricia contest under the management of A. B. Darling of Pennsylvania, was a great success since the day it started, August 1, and has excited much interest locally. Long before the doors were opened a line of people were waiting admittance to hear the announcement of their favorite, which was given out by Manager W. L. Stewart on the stage after the first performance. Mrs. Lindsay, winner of the motor car, was accompanied by her many friends. She has worked hard and so has her husband, who is now walking around on crutches owing to the loss of a leg in the war.
All the other winners also earned their prizes, as they were on the job from morning until night. The ones who came close, but in the close were left out of the running by the large number of votes which were turned in during the last day, were also complimented in their good work, but votes counted during the eventful hours before 3 o'clock, when the contest was officially closed and the judges began counting the remaining votes. After announcement by Manager Stewart roars of applause went up from the different parts of the theatre where the contest favorites were seated.

N. PERTH U. F. O. TO MEET AT MILVERTON; CANDIDATE POSSIBLE
[Special to The Advertiser.]
STRATFORD, Aug. 29.—The United Farmers of North Perth are to hold a convention to decide upon definite political action at Milverton on Monday, Sept. 8.
An invitation has been extended to the trades and labor council of the city to send delegates and three members have been named to attend. They are W. McGuire, president of the trades and labor council; A. Skidmore and S. L. Ireland.

ADVERTISING PULLS!
It doesn't jerk. Steady, persistent advertising eventually creates a sales momentum that only quality in the goods or a cessation of the advertising can stop.

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

At the Patricia

TODAY (SATURDAY) MATINEE, 1:45; NIGHT, 6:45 and 8:45—Dustin Farnum in "A Man in the Open," a thrilling romance of the great Northwest; vaudeville feature, Mattie Choate and company, presenting the comedy playlet, "Public Service"; Larry Semon, special comedy, "Between the Acts"; Mutt and Jeff in "Pitfalls and Peaches."

MONDAY, TUESDAY AND WEDNESDAY—Mrs. Charlie Chaplin (Mildred Harris) in "Forbidden"; vaudeville feature, Sorrento Quintet, presenting "A Night in Naples"; Instrumentalists and Vocalists (special scenery); L-Ko Special Comedy, "Lonesome Hearts and Loose Lions"; Universal Screen Magazine.

NEXT THURSDAY, FRIDAY AND SATURDAY—George Walsh in "Help, Help! Police," a comedy drama, full of laughs and thrills; vaudeville feature, National Comedy Four, harmony and comedy singers; Big V special comedy, "Yaps and Yokels; Mutt and Jeff in "Mutt, the Trainer."

COMING ENTIRE WEEK OF SEPTEMBER 8 (FAIR WEEK), THREE TIMES DAILY, MATINEE 2:15, NIGHT 7:00 AND 9:00—The biggest and greatest sensation of the year, "Checkers," now playing Massey Hall, Toronto, at \$1.00.

"CHECKERS," A BIG SPECTACULAR MELODRAMA OF THE SCREEN, AT PATRICIA FOR ALL FAIR WEEK

Picturization of Henry M. Blossom's Great Racing Play Is Replete With Thrills, Love, Tragedy, Romance, Comedy and Adventure.

"Checkers," the big spectacular melodrama, will come to the Patricia Theatre for the entire week of the Western Fair.

Henry M. Blossom Jun.'s great racing play was a tremendous success on the legitimate stage for many years, and the Fox screen production directed by Richard Stanton is said to contain fast action and situations that were found impossible to even attempt to inject in the stage production.

Jean Acker, Thomas J. Carigan and Ellen Cassidy have the three principal roles and there are fifty other prominent parts in addition to the many hundreds of people used in the massive production. The great racing scene at Belmont race track; the smashing train wreck on the Jersey Central Railroad; Chinatown and its followers; festive moments in New York cabarets; thrilling action, and the chase underground; all combine to support the producer's contention that "Checkers" is the greatest melodrama ever filmed.

"Checkers" is the racehorse follower who has allowed himself to become broke. "Remorse" is the name of a horse owned by a southern girl who is dis-



At the Patricia Theatre next Thursday, Friday and Saturday in his latest comedy drama "Help! Help! Police!"



Reading the above heading startles, does it not? No wonder, when everything we eat and wear has gotten the habit of steadily climbing, bit by bit, the ladder of increased costs. Meats, milk, vegetables, fruits, sugar, tea—in fact, everything we use these days—are steadily increasing in cost and depreciating in quality, with the exception of the one vital necessity in every home—BREAD.

Parnell's Quality Bread

on the other hand, maintains its old quality, which any housewife of the thousands who have used it for nearly half a century will tell you grows better with time, and is still sold at the same price it commanded several years ago. The reason for this is our ever-growing volume of business. If we attempted to bake one or one hundred loaves of bread only, it would cost us double what it does, but we bake thousands upon thousands each day to supply the demand in Ontario between Niagara Falls and Windsor.

IF YOU TRY ONE TRIAL LOAF YOU WILL KNOW THE REASON FOR THIS DEMAND—and today is the best day you will ever have to order that trial loaf. You can get it at your grocer's, from our wagons, or by phoning us.

Small 12 Ounce Loaf Wrapped, 6 cents
Large 24 Ounce Loaf 11 cents

Parnell Baking Co.
PHONES 929-1390.

GALT MILK VENDORS RAISE THEIR PRICES, COMMENCING SUNDAY
Milk Will Now Be 14 Cents Per Quart—Coffee Cream Going Up.

GALT, Aug. 29.—As a result of an advance made by the producers the milk vendors of the city today announced that commencing Sunday the price of milk would be 14 cents a quart instead of 12 cents, 28 cents a pint for coffee cream and 34 cents a pint for whipping cream.

What proved one of the most successful garden parties of the season was held tonight at Trinity Church Rectory grounds, which was largely attended. ENTRANCE RESULTS OUT.

In the results out today of the entrance to the facilities of education the Galt Collegiate made a clean sweep, all of its five candidates passing.

By defeating AYF on their own grounds by two seats the Galt founders won the Waterloo County League championship.

While in Toronto Mayor Mercer interviewed Sir Adam Beck and was assured that the work of preparing the estimates of the proposed hydro radial fourth district was being rushed, so all haste and that they would be ready by the new year for the interested municipalities to submit the necessary by-laws to the people.

TECHNICAL SCHOOL OPENING.
The Technical School opens for the fall term on Tuesday next. The new building on Dundas street, which is the most modern school plant in Western Ontario is now complete. The education department has granted to the school the standing of a Technical High School, and the staff has been reorganized on this basis.

PELEE ISLAND ROUTE
TIME TABLE
STEAMER "PELEE"

MONDAY
Leaves Kingsville 5:00 a.m.
for West Dock, Pelee Island.
Arrives West Dock 6:30 a.m.
Leaves West Dock 7:00 a.m.
Scudder 7:40 a.m.

TUESDAY
Leaves West Dock 7:00 a.m.
Scudder 7:40 a.m.
Arrives Leamington 8:00 a.m.
Kingsville 8:45 a.m.
Leaves Kingsville 9:00 a.m.
Scudder 9:40 a.m.

WEDNESDAY
Leaves West Dock 7:00 a.m.
Scudder 7:40 a.m.
Arrives Windsor (Hurley Dock) 10:45 a.m.

THURSDAY
Leaves Windsor (Hurley Dock) 7:00 a.m.
Amherstburg 8:30 a.m.
Arrives West Dock Pelee 11:30 a.m.
Leaves West Dock Pelee 12:30 noon
for Scudder and Main Shore ports.

FRIDAY
Leaves Kingsville 7:00 a.m.
Leamington 7:40 a.m.
Scudder 8:00 a.m.
West Dock 8:40 a.m.
Arrives Sandusky 11:40 a.m.
Leaves Sandusky 4:00 p.m.
for Pelee Island and Main Shore ports.

SATURDAY
Leaves Kingsville 7:00 a.m.
Leamington 7:40 a.m.
Arrives Scudder 8:00 a.m.
West Dock 8:40 a.m.
Leaves West Dock 9:00 p.m.
for Scudder and Main Shore ports.
Aug. 7, 13, 16, 20, 23, 27, 30.

A HOLIDAY YOU WILL APPRECIATE
The Muskoka Lakes have won a commanding place among the summer playgrounds of this continent. They draw their devotees each season from every centre of importance in Canada and the United States.

NO ARRESTS AFTER HENSALL BURGLARY
HENSALL, Aug. 29.—A serious case of stealing took place recently at Dr. Moir's place west of here. Articles to the value of about \$100, consisting of oak, money, forks and a double set of light driving harness, were taken. There is no clue as to the thieves.

A Store That Stands Behind Every Transaction
We are so sure of the quality of our footwear that we back up every sale with a money-back guarantee. We sell only shoes that come up to a certain standard of quality. It doesn't pay to get cheap inferior footwear. Buy here and be sure of quality, style and comfort.—COOK'S SHOE STORE.

CHILD RECOVERS SPEECH.
WINDSOR, Aug. 29.—Gladys Cook, two years old, daughter of Mr. and Mrs. A. Lawson, 273 Pelletier street, has recovered her speech after five years. Local physicians, performing an operation, removed a tube from her throat, which, it is thought, was accidentally left there by Montreal physicians after an operation.

CITIZENS OF LONDON!
WILL THOSE HAVING Rooms and Accommodation TO SPARE FOR EXHIBITION WEEK

Kindly write or phone their address to Mr. Gordon Philip, Secretary Chamber of Commerce, Tecumseh House Building, Phone 6800.

Please state how many you can accommodate and your rate, and if you have a garage to let.

BE PATRIOTIC—HELP YOUR CITY—HELP THE EXHIBITION.

W. N. MANNING, Chairman Committee. A. M. HUNT, Secretary Exhibition.

ATTENTION!
Buy your tires here on a guaranteed mileage basis. 6,000 miles against 3,500, for the same money.
GET OUR PRICES FIRST.
LONDON'S RUBBER MAN
346 Dundas Street. Phone 5124. BROCKMAN

ROSS' LIMITED
Manufacturers of Fur Garments and Ladies' Coats, Suits, Skirts, and Dresses.

FURS
On Which You Pay No Middleman's Profit

Every article made from selected pelts and finished in our own workrooms. Our merchandise bears our label, which is our guarantee as to quality and correctness of style.

Select Hudson Seal Coats, all sizes, 34 to 44 inch bust, 30 to 45 inch length, lined with plain satin, pussy-willow silk, or satin brocade; trimmed with contrasting collars, cuffs, and pockets, or plain; belted or box coats; styles all the latest models.

Range of Fur Sets, Capes, Stoles, Muffs, Neckpieces, etc., in sable, beaver, black lynx, black wolf, Hudson seal, mink, ermine, etc.

ALL AT MANUFACTURER'S PRICES.
Ladies' Ready-to-Wear Garments
Fall Styles in Suits Now in Showrooms

These models are the very latest expression in styles as shown in New York and Paris. Reproduced by our own designers, and faultlessly finished by our skilled operators and tailors. They will be shown in velour cloths, broadcloths, poplins, serges, etc., in new and also standard colors.

Prices \$42.50 to \$55

These garments have all the charm of distinctiveness as well as the most graceful lines and perfect fit.

Coats
All at Manufacturer's Prices

Several distinctively new styles in Fall Coats. Remarkable values. Velours, poret twills, serges, tweeds, burella cloth, poplins, etc.

Prices \$18.50 to \$65

Clearing all Summer Silk Dresses, Wash Skirts, Gingham Dresses, Palm Beach Suits, etc.

PHONE 1319. 196 DUNDAS STREET.

