

**SOLD OUT!**  
We have been completely sold out of  
30x31/2 NON-SKID CASINGS,  
AT \$15.65  
for the past week.  
20c just received. Get yours now.  
These are first and are fully  
guaranteed.

**Auto Supply Company**  
106 Dundas St. Phone 3724.  
Opp. Belvedere 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 KOOL!**  
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 dur-  
ing 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  
most at once and at a very  
light 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 elimi-  
nate work, they're cheap, and their  
cost of upkeep is small. Come in and  
let us demonstrate.  
BRINSON-WILCOX ELECTRIC CO.  
264 Dundas. Phone 2618.

**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 360.  
ywt

**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 heels 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  
DEBENTURES.

220 Dundas Street, London, Ont.

**Rowat's Special Tea**  
Buy it when you want the best.  
50c, 70c, 80c, \$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 carry-  
ing an old worn-out, cheap  
watch, is there? You have the  
time, usually within five or ten  
minutes of 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 guaran-  
teed of course. They come  
from "Young's."

Come in any time, no trouble  
to show you one.



**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 to-  
day? 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 vot-  
ing contest last night with a total of  
1,571,000 votes. Ruby Franklin, Savoy  
Hotel, won the \$100 diamond ring, with  
a total of 82,000. 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 Penn-  
sylvania, 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 favor-  
ites, which was given out by Manager  
W. L. Stewart on the stage after the  
first performance. Mrs. Lindsay, the  
winner of the motor car, was compli-  
mented 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 scene  
left out of the running by the large  
number of votes which were turned in  
during the last day were also compli-  
mented in their good work, but votes  
counted during the eventful hours be-  
fore 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 Mon-  
day, Sept. 8.

An invitation has been extended to  
the trades and labor council of the  
city to send delegates and three mem-  
bers have been named to attend. They  
are W. McGuire, president of the trades  
and labor council; A. Skidmore and S.  
L. Ireland.

**ADVERTISING PULSES!**  
It doesn't jerk. Steady, persistent  
advertising eventually creates a  
sales-momentum that is hard to  
quench 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, spe-  
cial 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 scen-  
ery); 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 Com-  
edy 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 sen-  
sation 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 melo-  
drama, will come to the Patricia The-  
atre for the entire week of the West-  
ern 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 Rich-  
ard 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. Carrigan and  
Ellen Cassidy have the three principal  
roles and there are fifty other promi-  
nent parts in addition to the many hun-  
dreds of extras people used in the mas-  
sive production. The great racing scene  
at Belmont race track; the smashing  
train wreck on the Jersey Central Rail-  
road; Chinatown and its followers; fes-  
tive moments in New York cabarets;  
thrilling action, and the chase under-  
ground; all combine to support the pro-  
ducer'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-  
owned by her father because she looks  
with favor upon "Checkers" suit.  
And in the finale she rides the horse  
to a victory which spells love, happiness  
and wealth for the hero and heroine.  
But all the plottings and counter-plot-  
tings and all the dramatic situations and  
thrilling episodes that ensue before this  
satisfactory climax is reached is de-  
clared to fairly lift the spectators to  
their feet.  
One of the many thrills provided is  
the rescue of the hero and heroine from  
a rowboat. And the rescuing is done by  
a hydroplane which alights near them,  
and they clasp the broad wings of the  
machine and climb aboard.  
"Checkers" promises heart thrills and  
thrills galore.  
It is a vivid melodrama containing all  
the thrills generally found in serials. It  
touches the sordid as well as the fas-  
hionable side of life and portrays love,  
tragedy, romance, pathos and comedy.  
Realistic sets show Chinatown, train  
wrecks, gambling houses, cabarets, race-  
tracks, a southern home, New York  
hotel, etc. A chase and running fight  
underground, the automobile race with  
the train, the airplane rescuing the



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 sup-  
ply the demand in Ontario between Niagara Falls and Windsor.

IF YOU TRY ONE TRIAL LOAF YOU WILL KNOW THE REASON FOR THIS DE-  
MAND—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 an-  
nounced 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 success-  
ful garden parties of the season was  
held tonight on 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 Ayr on their own  
grounds by two runs the Galt trundlers  
won the Waterloo County League  
championship.  
ON WEEK'S CRUISE.  
While in Toronto Mayor Mercer in-  
terviewed, Sir Adam Beck and was  
assured that the work of preparing the  
estimates of the proposed hydro radial  
fourth district was being rushed with  
all haste and that they would be ready  
by the new year for the interested  
municipalities to submit the necessary  
bylaws to the people.

AGAIN TREASURER.  
The Galt branch of the Boy's  
Naval Brigade recently organized here  
left for Toronto, where this afternoon  
they started on a week's cruise on  
Lake Ontario on the Pinta.

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. Qualified High School spe-  
cialists have been secured as heads of  
all the academic and science depart-  
ments. Matriculation courses for the  
School of Practical Science and House-  
hold Science departments of the Uni-  
versity and Technical High School  
courses are provided for boys and girls  
with High School Entrance standing.  
General industrial courses in which the  
students' time is equally divided be-  
tween academic studies and practical  
shop work are provided for boys and  
girls with 8th grade standing. From the  
large advance registration the fall term,  
which opens on Tuesday next, will tax  
the splendid accommodation of the new  
Technical School Building.

**A HOLIDAY YOU WILL  
APPRECIATE**

The Muskoka Lakes have won a com-  
manding place among the summer play-  
grounds of this continent. They draw  
their devotees each season from every  
centre of importance in Canada and the  
United States. The Muskoka group is  
composed of three large lakes and some  
smaller ones. The principal lakes, often  
called the "Three Graces," are Rossey,  
Joseph and Muskoka. When you con-  
sider the Muskoka resorts are within  
three and a half hours' ride by the  
Grand Trunk from Toronto, and pro-  
portionately accessible from many other  
large centres, no more delightful trip  
can be planned. A pleasant journey by  
train; a delightful sail of from one to  
four hours through beautiful lake and  
island scenery; a sojourn at a well-  
conducted hotel or boarding-house, in-  
cluding in such recreations as golf,  
boating, sailing and fishing. For full  
particulars and booklet regarding this  
territory, apply to any Grand Trunk  
Ticket Agent or C. E. Horning, district  
passenger agent, Toronto, Ont.

## NO AGENTS 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, made up  
of coats, hats, shoes and a double set  
of light driving harness, were taken.  
There is no clue as to the thieves.

The Great War Veterans' picnic to  
Grand Bend was a great success, de-  
spite the fact that a heavy shower  
came on in the morning and lasted  
until after dinner.  
The musical concert by the Misses  
Gretta Lammie, Gladys Slay and Cath-  
erine Sells in the town hall was leg-  
ally attended and much enjoyed. The young  
ladies excelled themselves in reading,  
instrumental, violin and vocal selec-  
tions.  
Edward Sheffer, while working in  
the woods sustained several broken  
ribs, owing to the limb of a large tree  
falling and catching him against a  
tree, which shattered his escape.

## 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  
buy cheap, inferior Footwear. Buy here  
and be sure of quality, style and com-  
fort.—COOK'S SHOE STORE.

**CHILD RECOVERS SPEECH.**  
WINDSOR, Aug. 29.—Gladys Cook,  
ten 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 ac-  
cidentally left there by Montreal physi-  
cians after an operation.  
Parents of the girl now threaten to  
start suit against the Montreal  
doctors.

## 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**

246 Dundas Street. ywt Phone 5124



## 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 work-  
rooms. 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; trim-  
med 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, Hud-  
son 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  
faithfully 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 distinctive-  
ness as well as the most  
graceful lines and perfect  
fit.

## Coats

All at Manufac-  
turer's Prices

Several distinctively new  
styles in Fall Coats. Re-  
markable 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.