

HOW MEN CAN IMPROVE THEIR APPEARANCE

By Choosing Cloth and Clothes That Will Give Them Individuality.

The Chief Designer of Semi-ready clothes is more than a mere student of anatomy and of physical conformation. In a recent newspaper article he said:

"In the army you can tell an officer from a private by his clothes. An officer's uniform is well-tailored and fits him, while the uniform of a private is frankly ready-made in the cheapest way by careless workmen."

"In our workshops we made thousands of uniforms for officers in the Canadian army, and some few for American officers, but our organization did not permit of cheap construction."

"A man can improve his appearance by wearing well-fitting clothes—not necessarily expensive clothes."

"One can see the difference on any street of the officer type of clothing and that of the private."

"There is class and distinction woven into a suit of clothes—an individuality which expresses the attitude of the wearer. Few men fail to live up to their environment."

"A cheaply-constructed and ill-fitting suit must of necessity have a mental effect on the wearer—and make him feel cheap and untidy."

"The Semi-ready tailor shops any man who works and who falls to grasp the idea that we want the minutest details of the model garment sewn into each garment—that man is released from our service. Each tailor must combine skill with efficiency."

Expert Work, Yet Price Is Held Down

"Our wages are the highest paid in any shop in Canada—and yet we keep the price down."

"A finished salesman in a fashion shop could readily get twice the price of a ready-made suit for one that is 'Semi-ready tailored,' but the price label on the pocket, based on the cost of the cloth, keeps the price uniform and fair."

"Any man who buys a Semi-ready suit can look for himself and see the actual value of the suit, placed there by the men who bought the cloth and made the garment."

"The man who sells Semi-ready suits must know more about cloth materials, workmanship and clever suitability than the ordinary clever talking salesman. He usually does, for in the Semi-ready store one meets the men who are particular about their dress and appearance."

Complete Tailor Service.

"There is no garment for men which we cannot make—from the scarlet golf coat to the business professional or wedding suit."

"In our fashion portfolio we often show thirty different styles in a season."

"We still make frock coats for ministers, and we make clerical garb of all kinds."

"Morning coats have replaced the frock coats for we find and for other ceremonial or social affairs. These are usually made in black or dark grey chevrons, with vests to match."

"This season we made thousands of suits of homespun—both Canadian Donegal and pure Scotch homespun—in style suits for business and play. With each suit of long trousers, we tailored a pair of golf knickerbockers. Six times during the season we had to cable repeat orders for the handloom homespun—a cloth that looks quite ordinary and plain in the web, but which is quite distinguished and pleasing when tailored into a well-fitting garment."

"In fact, the new outdoor designs in suits are so attractive that the fancy patterns and weaves are not now the whole thing in the tailoring world."

"I know men, big men of affairs, who always prefer the neat and plain cloth, and who depend altogether upon the skill of our tailors for the air of distinction and neatness which is the mark of the well-dressed man."

Many Business Suits.

"It is attention to detail which makes the good tailor. Now, we make twenty different styles in business suits, yet there may be only a trifling difference in some. One may have a shorter lapel, the other a different shaped notch in the collar, or perhaps a different curve in the front of the shirt."

An Overcoat Is Important.

"It was in the making of overcoats that the Semi-ready Company achieved their first big triumph."

"Making clothes on the scientific physique type system, the Semi-ready overcoat was found to have perfect shoulder-fitting, combined with graceful draping, and today it is only the older man who lingers in the past who would think it necessary to order an overcoat from the retail tailor. The Semi-ready shop can show as many styles in both winter overcoats and fall topcoats—that their system is invariably chosen."

Cheaper Than In England.

"One can buy a Crombie overcoat in a Semi-ready shop for \$75 which costs 15 guineas in England. In other words, the wholesale system of tailoring to measure overcomes both duty and sales tax on the imported overcoats."

"It has been said that Canadian apples can be bought in Liverpool cheaper than in Canada, where they are grown. In our shops we make and sell King's Own 'Semi-ready' pure Botany wool yarn and a fast indigo dye cloth of fine, soft texture—at a price less than it can be bought in England, where the cloth is woven."

"It is just as easy for us to tailor clothes on exact English lines, just as we do our English Raglan 'topcoats,' but we can and do insert in the garments finer lines and more finished tailoring than the English and the Scotch."

Riding and Ski Breaches.

"It was an English officer who complimented us on our riding breaches, just as it was an English soldier who said Semi-ready golf coats were a perfect study in athletic tailoring. For both men and women we tailor ski breaches. This winter sport has taken a firm hold in Canada—the Land of Hills, Lakes and Dales—where we have ten months of perfect weather and no cyclones, earthquakes or abnormal upheavals."

"We can make any coat that any man can describe—that is our idea of Semi-ready Service—and we aim to make our label a real seal of satisfaction."

R. Leo Watson, Limited, of 132 Dundas street, has the exclusive sale for London of Semi-ready tailored clothes."

CUTS CANADA'S DEBT \$4,866,362

Further Decrease Shown in August Finance Department.

Nation's Liability \$43,000,000 Greater Than On Same Period Last Year.

OTTAWA, Sept. 11.—(By Canadian Press.)—A further decrease in the net debt of Canada amounting to almost five million dollars is shown in the statement for August issued today by the finance department. The net debt on August 31 was \$2,387,676,265, as compared with \$2,392,542,628 at the end of July, a decrease of \$4,866,362 during the month.

The debt on August 31 this year was approximately 43 millions greater than on the same date a year ago when it amounted to \$2,344,949,955.

Revenues of the Dominion show a satisfactory increase, not only for the month of August but during the whole five months of the fiscal year which have elapsed. On the other hand, expenditures are on the decline.

Total revenues for the five months which closed with August 31 are shown in the statement as \$111,276,472, which is \$13,654,614 greater than for the same period a year ago. Total expenditures for the same period were \$113,340,551, a decrease of \$7,739,080 from last year, when expenditures were \$121,079,631.

Revenue for the month of August alone was \$29,776,818, as against \$28,831,337 last year, while expenditures totalled \$31,517,538, as compared with \$28,534,093 in August, 1921.

Total revenues from customs for the five months' period which has just closed amount to \$48,890,878, an increase of \$5,037,265 over last year, when they amounted to \$43,853,613. Excise yielded \$1,659,775 or \$1,453,028 less than in 1921-22. Inland revenue was more than six million dollars greater than during the five month period last year, the total being \$36,024,925, as compared with \$29,844,656.

Income tax collections are shown to be approximately eight per cent less than in 1921-22. Inland revenue was more than six million dollars greater than during the five month period last year, the total being \$36,024,925, as compared with \$29,844,656.

The customs collections for August alone totalled \$9,751,348 and excise \$3,291,694. For last year customs collections in August totalled \$8,493,722 and excise \$3,359,811. Income tax collections for August, 1922, were \$1,226,290 and for August last year, \$2,354,239.

CHARGE DRUGGIST WITH O. T. A. BREACH

Woodstock Magistrate Adjourns Case Against Merchant For Week.

Special to London Advertiser.

WOODSTOCK, Sept. 11.—In police court today E. A. Rea, a local druggist, was charged with unlawfully selling liquor to Thomas Carney without first obtaining a permit as required by the O. T. A.

Carney was arrested and fined for being drunk, and on being asked where he secured his liquor, answered that he had purchased a bottle of Wilson's wine from the druggist. The druggist backed up by his clerk, denied the sale of the bottle, while in the presence of Rea, in his evidence, said that when he interviewed Mr. Rea in reference to the sale of the bottle the latter had admitted the sale. Mr. Rea also denied this.

In the argument that followed Mr. Rea stated that hundreds of medicines in his store were intoxicating. The crown attorney, in answer, said that if a medicine or preparation was purchased as a beverage to drink then, according to the ruling of the Ontario license board, the seller was guilty of an offense against the O. T. A.

The magistrate, in adjourning the case for a week, stated that the general situation was such that until the O. T. A. was changed it would be hard to compete with many cases such as the one tried today.

SETTLE ESTATE OF NORTHCLIFFE

Agreement Reached in Division of Properties, News of the World Asserts.

LONDON, Sept. 11.—News of the World definitely asserts that a settlement has been reached in the case of the late Viscount Northcliffe's will.

It says Viscount Rothermere, his brother, will acquire the whole or a large part of Viscount Northcliffe's shares in the company owning the Daily Mail and other newspapers, whose management will be in the hands of Thomas Marlowe, who retired as editor of the Daily Mail in November, 1919; Sir Andrew Caird, vice-chairman of Associated Newspapers, Limited; Sir George Sutton, chairman of Amalgamated Press, Limited, and Pomeroy Burton of the Northcliffe publications.

The newspaper says Viscount Northcliffe's shares in the Times Publishing Company will be sold, but that it is probable that John Walter, former proprietor of the Times, will have first offer of the shares, as provided in Viscount Northcliffe's earlier will.

The residue of the estate, according to News of the World, will go to Lady Northcliffe.

TARIFF COMMITTEE PUTS SHINGLES ON FREE LIST

WASHINGTON, Sept. 11.—(By Canadian Press.)—Yielding to the threats of Senators Kellogg and Nelson that they would vote against the bill if a duty were put on shingles, the tariff bill conference committee has finally put shingles on the free list.

Four Meet Violent Deaths in Vancouver.

VANCOUVER, Sept. 11.—Four persons were killed in accidents, one died from injuries, and six were injured in Vancouver during the last 36 hours. Two lost their lives under the wheels of interurban cars, one plunged from a rotten flume into boiling waters of the Capilano canyon, and the fourth, a child, had its life snuffed out under the wheels of a motor car.

The dead: Bruce Curtis, 8; Gertrude Bishop, 22; Mary Coyle, 3; Wow Ham, a Chinaman, and Mrs. E. J. Hughes.

M. C. R. SHOPMEN POSTPONE STRIKE

Advised Parleys To Be Held With View of Reaching Settlement.

Special to London Advertiser.

ST. THOMAS, Sept. 11.—Advised that parleys are about to take place with a view to arriving at some settlement, M. C. R. shopmen held a meeting here Monday morning and decided to postpone the strike, which was scheduled to take place at 10 o'clock.

Hon. James Murdock, minister of labor, wired A. Killingsworth, local representative of the department, advising the shopmen to remain at work while an attempt was made to settle their grievances, and a wire of the same import was received from John Oswald, a union official here, from J. A. Franklin, president of the International Union of Bootmakers.

A meeting of the men was held at 10 o'clock, and it was decided to let matters rest for a few days at least.

Many Ready to Strike.

The attitude of the shopmen before the cancellation order was received did not bear out the report in circulation that but a small percentage would strike. The majority of the men, while expressing reluctance about giving up their jobs at this time of the year, seemed prepared to carry out the orders of their executive, believing that they were morally obligated to their American brethren, and could not do otherwise than strike. It is believed that at least 80 per cent of the men were prepared to strike.

An indication of their determination to protest the wage reductions in this manner was presented outside Master Mechanic E. R. Webb's office a few minutes before 10 o'clock, the hour fixed for the walkout. A dozen or more of the night shift men were on hand, waiting to learn the final decision. They were told briefly by Mr. Sizemore to go home and go to bed, that the strike was off for a little while at least.

Fifty or more night-shift men were congregated in front of the entrance to the machinists' hall, also waiting the verdict. Some of them expressed regret that the strike had been called off, and there appeared to be a strong inclination on the part of the men this morning to accept the wage cuts, which they consider very unjust and unwarranted.

Is Strike Nearly Ended?

The telegram from Mr. Franklin, the president of the Bootmakers' Union, is causing much speculation locally, and belief being expressed by many that it is unlikely that a walkout will ever take place here.

Mr. Franklin's wire read: "Your wire received. You should take no action until after the meeting of the general committee here on Monday, and you are further advised to notify all concerned."

The telegram is dated from Chicago on Sunday, Sept. 10. The general committee mentioned consists of the presidents of the six shop unions who form the executive of the railway department of the American Federation of Labor.

Up to the Minister.

Immediately Mr. Killingsworth learned the decision of the shopmen he got in communication with the minister of labor by long-distance telephone, and briefly explained the situation to him. The strike was off for at least two days, Mr. Killingsworth reported, and the further cancellation of the walkout rested largely with the minister. Mr. Killingsworth also telegraphed the minister, explaining the situation in detail. He has been requested to keep closely in touch with affairs and to advise the department of all developments. Mr. Sizemore said Mr. Killingsworth that the department will receive ample notice of any future decisions of the local shopmen.

Two-Day Armistice.

John Lane when questioned about the possible length of the cancellation, stated that nothing fresh was likely to develop within two days. He expected that further advice from the executive in Chicago will be received tomorrow. It is probable that some more definite move will be made by the department of labor before that time.

Although the local shopmen are members of the United States federation and are an entirely separate body from the shop employees of the Canadian railroads, there is a strong possibility that the outcome of the threatened strike of the Canadian

Discredit Rumor of Toronto Lawyer To Prosecute in Wyoming Cases

Special to London Advertiser.

SARNIA, Sept. 11.—Rumors that a prominent Toronto lawyer would be retained to conduct the prosecution of the forthcoming Wyoming bank robbery trials, were nipped in the bud today, when Crown Attorney F. W. Wilson received definite instructions from the attorney-general's department to proceed with the trials at the supreme court assizes, Monday, Sept. 25.

The announcement gave considerable local satisfaction, as Mr. Wilson put up a remarkably strong fight at the June sessions of the peace, when William Ayers received a 12-year term, and Edward McMullen's innocence or guilt was the subject of a jury disagreement.

Mr. Wilson stated today that no consideration had yet been given to the order of the trials, a matter which would be left subject to circumstances at the opening of the assizes.

World's Noted Pathologists Search In Vain For Cause of Sleeping Sickness

LONDON, Sept. 11.—Researches of pathologists into the mysterious illness hitherto known as sleeping sickness have resulted only in exploiting a number of fallacies. The possibility of its connection with influenza, diphtheria and botulism or food poisoning is definitely ruled out, while no evidence has been obtained to support the theory that the medium of infection is the biting of

insects, houseflies or water, soil or food. On the contrary, it is now stated that the disease is conveyed through air breathed through the nose affecting the brain.

The report of the pathologists states that the cause is obscure, and it is unable to recommend methods of prevention, but suspects a filtrable virus, which it hopes to trace any day.

527 PASSENGERS REPORTED SAVED

LONDON, England, Sept. 11.—Dispatches received here today show that 527 persons from the German steamer Hammonia, which foundered 80 miles off Vigo Saturday while on a voyage to Cuba and Mexico, have arrived ashore or are on board rescuing steamers.

A Vigo dispatch Sunday announced that the Spanish naval authorities reported that all the passengers on board had been saved.

RATIFY PROPOSALS TO REORGANIZE COMPANY

MONTREAL, Sept. 11.—Shareholders of the Ames-Holden Pelt Company today unanimously ratified proposals of reorganization put forward in connection with Ames-Holden-McCreedy and Ames-Holden Pelt Company.

Reorganization plans have now been accepted by the first and second bond holders of Ames-Holden-McCreedy Company, and by the bondholders of the Pelt company, as well as by the shareholders of each company. The management therefore now has full sanction to proceed as rapidly as possible to put the plans into execution. This is to be done without delay.

GRAND TRUNK SPECIAL TRAIN SERVICE TO LONDON IN CONNECTION WITH WESTERN FAIR.

Sarnia and intermediate stations, Sept. 12 and 14, arrive London 10:50 a.m., leave London 11 p.m.

Windsor and intermediate stations, Sept. 13 and 14, arrive London 9:40 a.m., leave London 10:20 p.m.

Brantford and intermediate stations, Sept. 13 and 14, arrive London 9:50 a.m., leave London 6:30 p.m.

Dorchester, Ingersoll, Woodstock, Paris and Brantford, leave London 10:15 p.m., Sept. 14 only.

Wingham and intermediate stations, Sept. 13 and 14, arrive London 9:15 a.m., leave London 10:50 p.m.

Guelph and intermediate stations, Sept. 12, arrive London 10:35 a.m., leave London 11:20 p.m.

Stratford and intermediate stations, Sept. 12, 13 and 14, arrive London 10:35 a.m., leave London 11:20 p.m.

Sarnia and intermediate stations, viz: St. Marys Junction, Sept. 12 and 14, arrive London 10:10 a.m., leave London 10:30 p.m.

Alvinston and intermediate stations, Sept. 12, leave London 11 p.m.

Petrolia and intermediate stations, Sept. 14, leave London 11 p.m.

For further information apply at city ticket office, "Clock Corner," R. M. Ruse, C. P. and T. A.

ELECTROCUTED ON RADIAL WORK CAR

ST. CATHARINES, Sept. 11.—Harry Northrup, employee of the Niagara, St. Catharines and Toronto Railway, was electrocuted at Niagara-on-the-Lake about noon today, where he was engaged on the work car.

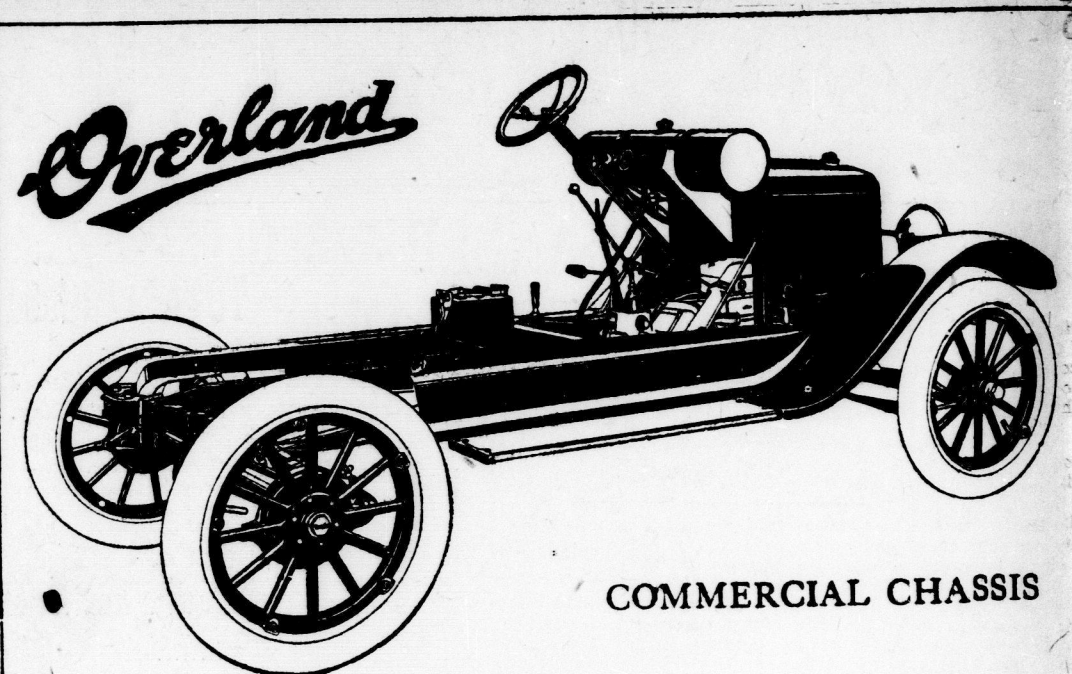
A companion is unable to tell how Northrup came into contact with the current, being inside the car at the time.

MILDMAY WOMAN FALLS OUT OF AUTO IN FAINT

Special to London Advertiser.

MILDMAY, Sept. 11.—Mrs. Joseph Lobsinger had a very unpleasant experience one evening recently, when, as she was motoring up to Frank Lobsinger's, she took a dizzy spell and fell out of the car.

Fortunately the auto was traveling at a slow speed when the mishap occurred, or it might have been much more serious. As it was Mr. Lobsinger sustained cuts and scratches about the hands and face.



COMMERCIAL CHASSIS

The New Commercial Car

\$675

Overland dealers all over Canada have reported an increasing demand for a commercial car embodying the sturdy, reliable and economical features of the Overland passenger car.

f. o. b. TORONTO
Sales Tax Extra

Overland now announces a chassis that can be fitted with a standard delivery body and it will possess the structural advantages that have est-

ablished the Overland as a really remarkable car. Overland Commercial Chassis has the famous Triplex Springs—its rugged frame extends clear under the body—its axles are exceptionally heavy and strong—its motor is powerful yet economical—and its transmission is of standard selective gear type, three speeds forward and reverse.

Made in Canada by

WILLYS-OVERLAND LIMITED
TORONTO - ONTARIO
AND SOLD BY

J. W. McLAUGHLIN

345-349 DUNDAS STREET, LONDON.

SEE THIS CAR DURING SHOWROOM OPENING WEEK.
ASK THE MAN WITH THE WHITE HAT.

See the NEW

FOUR-DOOR

Coach Body for

FORD TOURING CHASSIS

Will Fit Any Touring Chassis --- 1918 Model or Later

TRANSPORTATION BUILDING, LONDON FAIR

A most impressive and stylish looking body. Possesses dignity, is very roomy, handsomely finished. Wide seats, beautifully upholstered in striped velvet velour..... **\$445**

PLUS TAX

Same, with ordinary upholstery..... **\$395**

PLUS TAX

Every Ford Owner Should See This and Realize How His Car Could Be Transformed With This Handsome Coach Body.

Manufactured by CARRIAGE FACTORIES, LIMITED, Orillia, Ont.

See the
BLUE RIBBON TAXI-BODY
(on Studebaker Chassis)
Built to show that we can build a taxi body on any chassis.

SEE THE BETTER CLASS CARS

CADILLAC and REO

CLOSED MODELS

At LONDON'S OLDEST ESTABLISHED AUTOMOBILE SHOWROOMS

BEEMER & CO., Limited

131-133 QUEEN'S AVENUE (West of Postoffice)

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