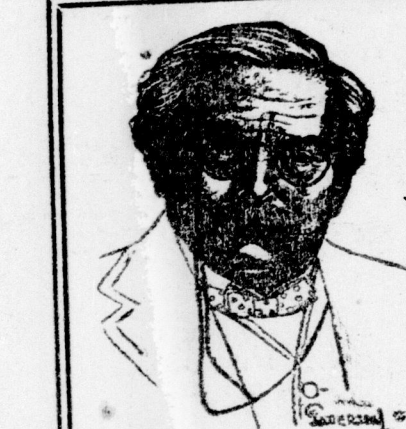


TWELVE
ROWAT'S COFFEE
 The best procurable. Please particular
55c PER POUND
 250 Dundas St. Phone 3051-3052.
 Canada Food Board License
 No. 5-3422.

**"Still the BEST—
 As of Old"**
 Notwithstanding the fact that
**Parnell's
 Breads**
 are being made with all the
 substitutes as ordered by the
 Canada Food Board, they are
 still the best. Scientific bak-
 ing retains all its goodness.
 The change is barely notice-
 able, if at all.
 You will be agreeably sur-
 prised if you order a trial loaf
 today.
**PARNELL
 The Breadman**
 Phones 929-1390
 Canada Food Board License
 No. 5-065.

**WHY NOT?
 BUY GUARANTEED GOODS.**
 Canadian Beauty Irons \$5.00
 Canadian Beauty Toaster \$5.00
 Electric Fan \$7.50 to \$10.00
 Flashlights \$1.00 to \$2.50
Western Ontario Electric Co.
 Phone 4071. 237 Dundas Street.



Lloyd George
 England's Courageous
 War Leader—who is help-
 ing to make the world safe
 for democracy.
 We are leaders in our
 line. Our Optical Service
 may be depended upon for
 the BEST results.
**"GUARANTEED
 SERVICE"**

**BROWN
 OPTICAL CO.**
 Vision Specialists
 Phone 1877. 223 Dundas St.
 London, Ont.
 Premier Lloyd George as he
 would look in "Oxfords"
 in our window.

**GET YOUR
 TIRES
 RETREADED.
 IT PAYS.**

**London's
 Rubber Man**
 346 DUNDAS STREET, BROCKMAN
 PHONE 1124.

DIAMONDS
 Diamond Rings from \$5 to \$250
 including fine diamond rings, three
 and five diamonds, and many fancy
 settings in newest designs.
C. H. WARD & CO.
 DIAMOND MERCHANTS
 266 Richmond Street.

Taylor's Throat and Lung Balm
 Is Guaranteed to Stop That Cough.
 25c a Bottle at
Taylor's 6 Cut-Rate Drug Stores

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

IT'S IDEAL FOR BABY.
 During these hot nights, when there
 is not a breath of air stirring, you should
 have an electric fan in the bedroom
 for baby.
 Our stock is complete. Our prices are
 right.
BENSON-WILCOX ELECTRIC CO.
 254 Dundas. Phone 5571.

**Our RETREADING is
 QUALITY Work, Not the
 Average**

London Tire Repair Depot
 154 Wellington Street, Phone 2324.
 A. WILKES. Opp. McClary's.

**A Few Government Bonds
 FOR SALE
 To Pay 6 1/2%**
 Apply quickly.

London Loan and Savings Co.
 London, Ont.

**Ladies' New
 FALL HATS**
ELTZ & CO.
 PRACTICAL FURRIERS.

**About Your
 Eyes**
 Do you realize the service
 our stores offer? Two optical
 departments. Two competent
 opticians. Lenses matched.
 Frames repaired. Save the
 pieces. Quick and accurate
 service.

YOUNG'S
 Two Optical and Jewelry
 Stores.
 London. East London.

**XX We Are Glad To
 Welcome You Home!**

Now that you are back from your
 vacation you will be wanting a
 baker. Let us suggest you use

JOHNSTON BROS.

**XXx
 BREAD**

Give it a trial and you will know
 why its wonderful flavor is meeting
 with such popularity all over West-
 ern Ontario

JOHNSTON BROS.

PHONE 244.
 C. F. B. License No. 5-253.

XX

**CAPT. VON LEVETZOW IS
 CHIEF OF NAVAL STAFF**

Amsterdam, Sept. 4.—Capt. von Lev-
 etzow has been appointed chief of the
 naval staff at German main headquar-
 ters, according to the Cologne Volks
 Zeitung and the Rhenish Westphalian
 Gazette. Capt. von Levetzow, it is
 said, has been granted greatly extended
 powers. He has been in command of
 the light naval forces, and is best
 known for his operations against Genoa
 Island.

**ROSS'
 LIMITED**

**Manufacturers of All Manner of
 Fur Garments**

**Manufacturers of
 Ladies' Suits, Coats, Dresses
 and Skirts**

The age of conservation is here. Efficiency is de-
 manded in business, whether in the selling or manu-
 facturing of merchandise. In order to eliminate all un-
 necessary cost in supplying merchandise to the public
 we have established manufacturing plants and are now
 selling direct to the wearer at manufacturers' prices.

FURS
IN FUR GARMENTS—You will find in our showing
 the very latest styles and most reliable pelts. Every
 article guaranteed. Fur Coats, in Hudson seal and
 natural muskrat; Fur Sets, Stoles, Muffs, Neckpieces,
 Capes, etc., in all the leading furs, such as mink, seal,
 ermine, beaver, etc. Also splendid selection of sable,
 fox, lynx, wolf, muskrat, etc., in the latest styles for fall
 and spring wear.

FURS REMODELED.

LADIES' WEAR
 Our first showing in Ladies' Suits is now being
 made. These garments are reproduced from New York
 styles of the present hour, and are thoroughly repre-
 sentative and correct. The materials for the season are
 All-Wool Velours, Gabardines, Tricotines, Poplins,
 Serges, Silvertones, Tweeds, etc., in the colors of the
 season.

**New Fall and Winter Coats
 Will Be Shown Soon**

Velours, Naps, Witneys, Tweeds, Broadcloths, Silk
 Plushes, etc., in the new colors, all at manufacturers'
 prices.

SILK DRESSES

We have just added a new equipment and the best
 skilled designers and operators for the production of
 Silk and Woolen Gowns. Style, correctness and best
 values will be seen in these garments.

SKIRTS

Have been a specialty in our line for the past season.
 The showing this season will comprise newest styles in
 silk and serge, also gabardine, poplins, etc.

**Best Lines in the Trade
 Blouses, Neckwear, Silk Sweaters
 Raincoats, Gloves and Hosiery**

196 Dundas Street Phone 1319



Norma Talmadge, the screen's most emotional actress, will be featured in
 "The Safety Curtain," her latest and greatest success, showing at the Majestic
 Theatre today, Friday and Saturday. Also a Mack Sennet comedy, a Majestic
 screen telegram, and Frank Callan in up-to-date songs.



CLARA KIMBALL YOUNG
 "THE REASON WHY"
 At the Patricia next Monday, Tues-
 day and Wednesday.

NEWSPAPER,
 magazine, farm paper, trade paper,
 billboard, street car and direct ad-
 vertising.

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

**SEVERELY WOUNDED,
 LT. L. MACDONALD
 APPEARS IN LIST**

Former Members of The Ad-
 vertiser Staff and 70th
 Subaltern Hit.

Another London officer and a former
 member of The Advertiser staff, has
 suffered wounds in action in the person
 of Lieut. Leonard Claude Macdonald.

Word received yesterday by his pa-
 rents, Mr. and Mrs. D. Macdonald,
 London Junction, informed them that
 he had received a severe gunshot
 wound in the hip, and had been ad-
 mitted to No. 5 British Red Cross Hos-
 pital at Wilmerux, France, on Septem-
 ber 1.

Lieut. "Len" Macdonald went over-
 seas with the 70th Battalion, and has
 been six months in France.

Lieut. Reginald Grieves of this city
 is also today reported to be suffering
 from multiple wounds received while
 fighting in France. He is well known
 here.

Pte. Fred J. Bray Hit.
 Another London man to be wounded
 is Pte. Fred John Bray. Word came
 yesterday to Lance-Corporal John H.
 Bray, 360 St. James street, that his
 son was taken to No. 12 Stationary
 Hospital at St. Pol on August 27, suffer-
 ing from wounds and concussion. He
 was previously gassed and also wounded
 once before.

He and his father went overseas to-
 gether in the 70th Battalion, but the
 father was transferred to the "Prin-
 cess Patricia," and later returned to
 Canada.

Pte. Fred Bray was employed as a
 stove-mounter at McClary's prior to
 his enlistment.

Pte. Irving Walter Nichol, M.M., son
 of Rev. Peter E. Nichol, Quebec street,
 has also been added to the wounded
 list. Official word received by his
 father states that he has been ad-
 mitted to No. 5 Field Ambulance and
 later returned to regimental duty on
 August 25.

Pte. Nichol went overseas with the
 155th Battalion, and has served 21
 months in France. He is with the ma-
 chine gun section on a famous West-
 ern Ontario regiment.

Receives Second Wound.
 In a letter received yesterday by his
 friends it was learned that Pte. Robert
 Pope had been wounded a second time,
 and had been returned from France to
 an English hospital.

Pte. Pope left London with the 142nd
 Battalion, and has been serving in
 France about a year and a half. His
 first wound was received about five
 months ago, and after being nursed
 in a military hospital for some months
 he returned to his battalion.

In his letter he expressed every hope
 of seeing Canada again, as this injury
 is in the left wrist, rendering him un-
 fit for service. Pte. W. Wrighton &
 Sons of this city, and resided with
 friends on Waterloo street.

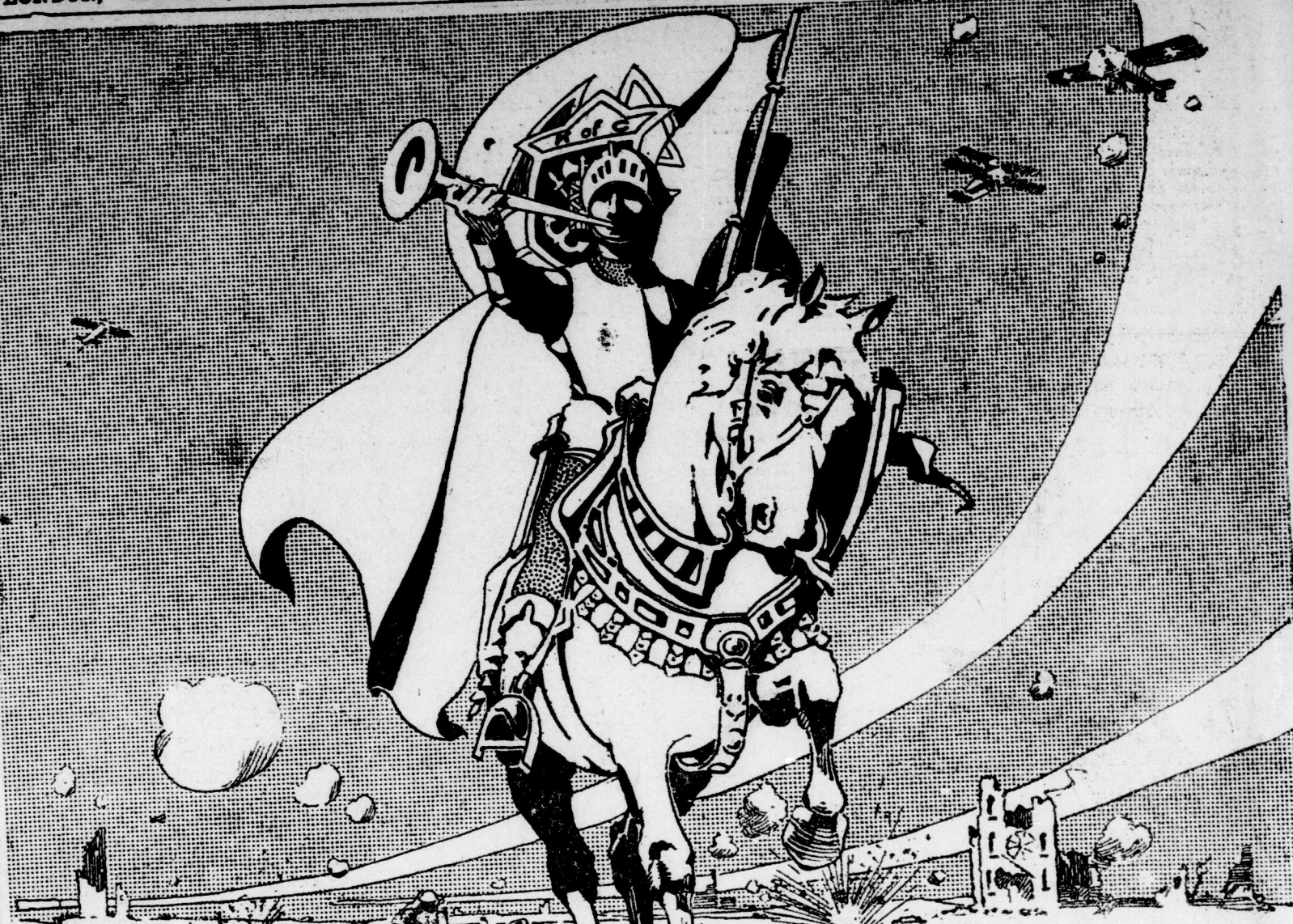
Mrs. C. M. Richardson, Waterloo
 street, yesterday received word from
 Ottawa stating that her husband, Pte.
 Charles M. Richardson, had been gassed
 and is now a patient in a military
 hospital at Trouville, France.

Pte. Richardson is a well-known bat-
 talion in Winnipeg shortly after the
 outbreak of war, serving for over two
 years in the trenches without injury.

**WOMEN HOLD MEETING
 TO ORGANIZE NAVY
 LEAGUE CAMPAIGN**

Assemble at Masonic Temple,
 Where Rev. Mr. Conn Out-
 lines Association's Work.

A most enthusiastic meeting of the
 women of London at the Masonic Temple
 to organize for the Navy League cam-
 paign took place yesterday afternoon.
 Rev. Mr. Conn acted as
 chairman, and put the needs of the
 association before those assembled,
 which included representatives from all
 the women's organizations of the city.
 A pleasing feature of the meeting was



**The Clarion Call
 HELP!**

THERE is a call reaching Canada NOW. It comes
 from the bloody fields of France; from the lips of
 our loved ones "Over There." It is to YOU—to every big-
 hearted, loyal Canadian in every rank of our great Nation.

The pick of our man-hood, the pride of our hearts, are NOW, this minute, enduring
 all the anguish of a man-made hell. They are wounded, bleeding, dying that YOU
 might live. They have fought, suffered, given all, feeling that every heart they
 left behind would gladly come to their rescue to comfort and relieve the agonies of
 their illustrious sacrifice.

We are carrying to you, from out the awful abyss of battle, their plea for YOUR
 support, YOUR encouragement, YOUR assistance. By circulars, by announce-
 ments, by personal solicitations during the week of September 15th to 23rd, we are
 bringing to you their appeal for help which they so badly need. We know that
 YOUR response will be fully worthy of the loyal hearts for whom our heroes fight.

September 15th to 23rd
KNIGHTS OF COLUMBUS
 Dominion Wide Army Hut Appeal

Canadian Headquarters: 95 Laurier Ave. West, Ottawa, Ont.

**FALL FOOTWEAR
 DISPLAY**

**Shoes From the Best Canadian and
 American Manufacturers**

Here, at a glance, a woman can not only find the appropriate shoe for the particular
 occasion, but also the model best suited to give distinction and individuality to her
 appearance. For street, house and evening wear—smart shoes with style at a glance.



The above cut in black
 kid and patent leather.

\$5 to \$9
 Boys' Black and Brown,
 English Last, Neolin
 Soles.
 Sizes 1 to 5
\$5 Per Pair

OUR NEW PUMPS
 Are the Nicest We Have Ever Shown.
 Priced From \$5.00 to \$8.00
 WE INVITE YOUR INSPECTION.

Johnston & Murray
 LONDON. ST. THOMAS.

The above cut in grey,
 white and brown kid.

\$9 to \$12
 Our Children's Depart-
 ment is complete with
 good, serviceable Shoes at
 moderate prices. Give us a
 trial.

**SPEECH RETURNS TO
 WINGHAM SOLDIER**

WINGHAM Sept. 4.—Private H.
 Russell, who was one of the first to en-

**The
 CALL**

"We have rallied
 around the flag
 with complete full-
 ness of devotion,
 with loyal hearts
 and sturdy arms,
 ready to place all
 that we have and
 all that we are at
 the service of our
 Country. Will
 YOU help us carry
 on the work?"

**THAT IS THE
 CALL FROM
 THE
 OVERSEAS
 WORKERS**

All Soldiers
 Welcome

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