



NON RUSTABLE D&A CORSETS

Don't price a D & A until after you have examined and fitted it.

Some women fear to try them because their price is low, but few who try them once ever go back to other kinds. For style, comfort and durability, these "Made-in-Canada" corsets compare favorably with imported makes selling at from \$1.00 to \$3.00 higher.

Dominion Corset Co., Quebec, Montreal and Toronto, makers also of the L.A. DIVA Corset.

BRASS BEDS

At Exceptionally Low Prices

Our BRASS BED SALE is still in progress, and many are availing themselves of this opportunity of securing a brass bed at a much lower price than can be purchased elsewhere. Nearly every bed is an entirely new design never shown before. These beds comprise the exhibit of the Ideal Bedding Company, which won the gold medal at the Western Fair this month.

The different designs and prices are too numerous to mention, but you are cordially invited to examine the different styles and finishes on our sales floor.

Specials in All-Layer Felt Mattresses

Regular \$15.00 Mattress, made of the very best of pure layer felt, with a stitched roll edge, for.....\$13.50

Note—Only ten mattresses will be sold at this price.

Regular \$12.00 Mattress, made of a splendid quality of all layer felt, with roll edge, for.....\$10.00

Note—Only ten mattresses will be sold at this price.

Regular \$8.50 Mattresses, all layer felt, reduced to.....\$7.50 each

Guaranteed for Ten Years for \$21.50

This Mattress, as illustrated, with coil springs and felt in the centre, making the most luxurious mattress on the market, only.....\$21.50

Ten days' free trial goes with each mattress.

As illustrated, \$21.50.

Pure Felt and Fibre Mattresses From \$3.25 to \$5.75 Each

EXTRA SPECIAL—Spiral Spring, made up of 120 spiral springs, guaranteed for 20 years (this spring is regularly sold for \$7.50), for.....\$6.00

All-Steel Woven Wire Spring, with roll edge.....\$3.75

VACUUM SWEEPERS

IN ORDER TO INTRODUCE THIS VACUUM SWEEPER TO THE HOUSEWIVES OF LONDON, FOR TEN DAYS ONLY WE WILL TAKE IN EXCHANGE YOUR OLD CARPET SWEEPER AND ALLOW YOU \$1.00 ON SAME. IF AFTER TEN DAYS' TRIAL YOU ARE NOT PERFECTLY SATISFIED WE WILL REFUND YOU YOUR MONEY.

TERMS, \$2.00 DOWN AND \$1.00 PER WEEK.

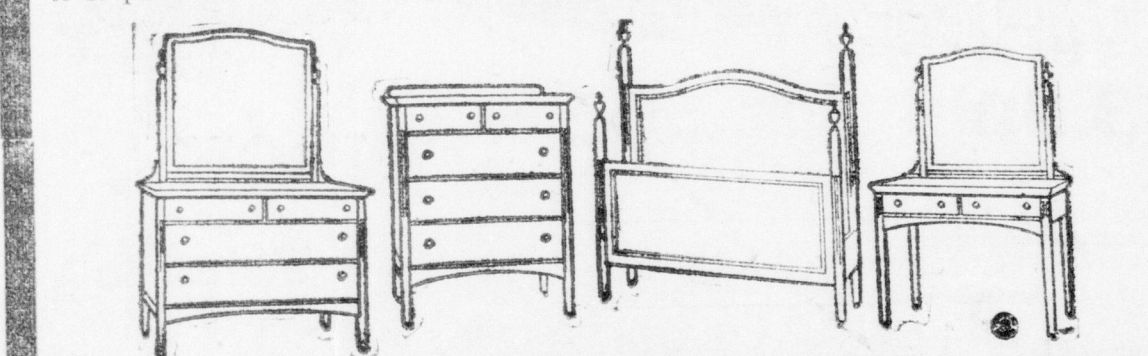
A Year Ahead of Them All—Read Some of the Reasons Why

It has the new hinged nozzle. It has the new brush adjustment. It has the new nozzle clamp. It has the new nine-inch adjustable brush. It has the new auto roller bearings.

It has the new steel-frame dust box with under opening. But the best of all—It's the only machine that operates as easily as any carpet sweeper.

Our Stock of Period Bedroom and Dining-room Furniture

was never so large or well assorted and is marked at the old prices, which means from 15 to 25 per cent lower than the present prices.



Regular \$96.00 Dining-room Suite Complete for \$74.00

BUFFET, Colonial period, top 52 inches long, made of choice quarter-cut oak, fumed or polished finish; regular \$38.00. Reduced to.....\$30.00

EXTENSION TABLE, 48-inch top, extending to eight feet, quarter-cut oak, fumed or polished finish; regular \$28.50. Reduced to.....\$21.50

SET DINERS, Colonial period, fumed or golden finish, made of selected quarter-cut oak, upholstered in best leather; regular \$28.50. Reduced to.....\$22.50

EXTRA SPECIAL—Six only Quarter-cut Polished Oak Dressers, top 42 inches wide, with oval mirror 22x28 inches, \$23.50. Reduced to.....\$18.50

Three only Dressing Tables to match, regular \$13.50. Reduced to.....\$9.50

Our upholstery Department is one of the best in the city. We are pleased to give estimates on re-covering your chair, parlor suite or Chesterfield, or any upholstering you may have. All our work is positively guaranteed to give entire satisfaction. Our stock of Tapestries and other coverings is especially large and our prices moderate.

THE TRAFFORD FURNITURE CO

London's Oldest Homefurnishers.

129 DUNDAS STREET.

11 MARKET SQUARE.

IF RATHER SERVE DEVIL THAN LORD, YOU'RE "BUGHOUSE"

Sunday's Third Sermon on Personal Work.

BE OUT AND OUT FOR GOD

As Sharpshooter Is Dreaded, so Devil Hates Personal Work.

[Special to The Advertiser.]

DETROIT, Sept. 28.—In his third consecutive sermon on "Personal Work," tonight Evangelist Billy Sunday poured some hot shots into inactive church members, punctuating his talk with many sharp sayings, both serious and gay.

"You've got to have God in your hearts to go out and do personal work," he said.

"The boy with a bent pin, an old piece of string and a little branch from a tree often knows more about practical fishing than the fellow who has read Isaac Walton through three or four times.

"I was watching a life-saving crew at practice one day. They put some fellows out on an old spar, far from shore, and then they strolled around and trotted out the mortar, shot them a life-line, and the shipwrecked ones hauled out the heavy rope, and finally came ashore in the breeches buoy. And I thought at the time, if that was a real shipwreck the victims would all be at the bottom of the lake before that gang did anything.

"But they were only practicing. They would be in earnest in case of a real wreck and there would be some activity about them.

Only Practicing.

"That's the way it is with a lot of you church members. You are just practicing on your Christianity. Sunday is your regular day for your weekly drill and you hang your hair a little better than usual when the church bell rings and you stroll down to church, hear the sermon and stroll home.

"When I ask you to go out and do personal work, just sit right still in your chairs and all hell will cheer you wildly.

"There are just two things in the Bible that are really necessary for the Christian's guidance in personal work. One is 'come' and one is 'go'.

"Come unto me, and go and preach the Gospel.

"You must be 'bughouse' if you'd rather serve the devil than the Lord. Don't think the only place for our age is on the firing lines in Europe. Use your courage to fight the devil with personal work.

Churches Tangled Up.

"Why don't the churches do greater work? Because they're so tangled up with the devil, that's why. They've got God handcuffed.

"Be out-and-out for God. Oh, I admire a man like Decatur, who said, 'My country, may she always be right, but my country, right or wrong.'

"I despise those 'Mutts' that have no love for their country. You're on the wrong side of the pond, 'Bud,' if you don't love this country.

"And just as the sharpshooter is the most deadly enemy in war, so the devil hates personal work for Christ the worst.

"Sympathy is the first and greatest thing in personal work, and selfishness is the worst."

WEATHER NOT THE BEST FOR GODERICH FAIR

Exhibits of the Farm and Local Merchants of High Order.

[Special to The Advertiser.]

GODERICH, Sept. 28.—The weatherman was unkind to the Northwestern Fair which opened here yesterday. Rain began to fall early in the afternoon and continued to fall. The evening performance was somewhat marred.

The entry lists are well-filled and a splendid display of fruits, etc., are on the tables.

The local merchants exhibits are the best ever seen here.

Some of the leading attractions are the Government display of egg candling and wool treatment, the kicking mule and the Kincardine baggage band.

The 16th Battalion Band from Camp Borden is attracting great interest with splendid music. Prof. Dan Martyn and troupe of Scotch dancing made a hit.

The Women's Institute has got charge of the dining-hall, and all the proceeds will go towards Red Cross funds. Some good horse races include farmers' trot and 2:40 trot or pace. A green race and free-for-all are scheduled for Friday. The live stock stalls are all filled up and competition in this department will be keen.

The band concert and exhibition of physical drill by the 16th Battalion members was immensely enjoyed during the afternoon, but on account of rain the evening performance had to be cancelled.

The races resulted as follows:

Farmers' Trot.

Billy Dundee, Dr. Clark.....1 1 1

Minnie A. Weston.....2 2 2

Mary McKinnon, McDougall.....3 3 3

2:40 Trot or Pace.

Royal Dundee, R. McLean.....1 1 1

Iva Dillard, A. McManus.....2 2 2

Andy Rodick, Bossenberry.....3 3 3

BENMILLER MAN VICTIM OF BATTLE

GODERICH, Sept. 28.—John White of Benmiller today received notification that his son, Joe, who was killed in action September 18. He enlisted in the west.

WEDDING AT GODERICH.

GODERICH, Sept. 28.—A quiet wedding took place yesterday morning at St. George's Church, when Alma, the eldest daughter of Mr. Joseph Goldthorpe, was married to Mr. St. McEwen, coal dealer. Both of the young couple are very popular around town and left with the best wishes of a large circle of friends.

The bride is from the northwest, after which they will reside in Goderich. Rev. J. E. Fotheringham performed the ceremony.

STILL AWAIT BREMEN.

NEW LONDON, Conn., Sept. 28.—For several weeks everything has been in readiness here for the arrival of the German merchant submarine Bremen and numerous trips have been made by officials of the Eastern Forwarding Company and others on tugboats in search of the long-awaited craft which has frequently been reported as being outside the harbor. The officials of the forwarding company said today that they had no definite information to give out concerning the undersea boat.

Bath Towels

15 dozen Bath Towels, unbleached, in plain and stripes, colored border, large size, 25c quality. On sale today and Saturday, each 20c

Cotton Blankets

Large size White or Grey Flannellette Blankets, made of selected quality soft fleecy flannellette. Our special price, per pair.....\$1.50

HATS

Hats, Hats, and still more Hats. Pick your fall shape and trimming from our large display, which shows the newest millinery modes.

Untrimmed Velvet Hats at popular prices, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50 and \$3.00.

Ready-to-Wear Hats, at \$1.50, \$2.00, \$2.50, \$3.00, \$3.50.

College Girls' Hats, soft felt with band and ornaments. In scarlet, navy, copen and brown. At.....\$1.50

Ostrich Bands, an all-round band, thick and full, in rose, paddy, pink, white and black. Each \$1.50

New Wing, Birds and Mounts here for Saturday.

White Gloves

8 dozen pairs White Lisle Gloves, sizes 6 to 8. Were 50c. On sale, per pair.....35c

M. C. Simmons Is Former Principal of Ruthven School

RUTHVEN, Sept. 28.—M. C. Simmons, who escaped from the German prison at Gleissen, and who is now safe in London, England, was the principal in the public school here for many years. His friends here are more than pleased to learn of his escape and hope he will yet be spared to fight the Huns right in Berlin and bring several of their top knots to Canada as souvenirs.

SOUTH GREY LIBERALS TO NAME CANDIDATE

F. F. Pardee, M.P., and Wellington Hay, M.P.P., to Speak at Durham.

[Special to The Advertiser.]

DURHAM, Sept. 28.—The Liberals of South and Southeast Grey will hold a nomination convention at Durham on Monday, October 16, to place a candidate in the field to succeed the late H. H. Miller for the Federal House, and also one for the local Legislature. Mr. F. F. Pardee, M.P., for Lambton, and Wellington Hay, M.P.P., for North Perth, will address the convention.

KINCARDINE STUDENTS TO STUDY AGRICULTURE

Elementary Course Will Be Added to the High School Curriculum Without Extra Expense.

KINCARDINE, Sept. 28.—A course in agriculture will be added to the curriculum at the high school here as a result of a recent visit paid by Dr. Dandeno. It will be only elementary to start with, and will apply to only the first department. Dr. Dandeno addressed the high school students in the day, and at night he appeared before the board of education in company with Principal Nelson and Science Master Elliott. He explained the course and the conditions and advantage it was to the pupils to be taught scientific farming. This addition will not cost the board anything. Any expenses incurred will be met by the Federal Government. Mr. Elliott is qualified to teach agriculture, and it will be a bonus subject at examinations. If the initial experiment is satisfactory, the course will be extended, and a few acres of land will have to be obtained. The board took kindly to the idea, and it will be put into effect at once.

ATTEMPTS TO DEFRAUD WIFE OF PROF. LAVELLE

Massachusetts Man Claimed Reward, Saying He Found Body.

ROSLIN, Mass., Sept. 28.—Walter Graham, of Williamstown, Mass., has been indicted for using the mails to defraud Mrs. Cecil Lavelle, wife of Professor Lavelle, formerly of Hamilton, Ontario, and a professor in several Ontario colleges, and formerly of King's College, Kingston, Ontario.

Professor Lavelle suffered apoplexy. He wandered for three years years and after heroic efforts on the part of his wife he was found under the name of Cecil O'Brien, washing dishes in a Colorado restaurant.

advertised extensively for her husband and offered a reward of \$500 for his recovery. The court alleges that Graham saw the ad. and wrote to Mrs. Lavelle, claiming he had found the body of her husband and later billed her for money expenses on the matter.

SEAFORTH HOTEL CASE ADJOURNED THIS WEEK

Charge Is Made "Keeping For Sale" and "Illegal Disposal."

CLINTON, Sept. 27.—The case against Jacob Webber of Seaforth, where twelve barrels of whisky were seized by county officers, came up for trial yesterday before Police Magistrate Andrews, and was adjourned till October 11.

The charge was changed from "storage" to "keeping for sale and illegal disposal."

The court room today was filled with

Chapman's

239-241-243 DUNDAS STREET.

SATURDAY SPECIALS

These bargains are worthy of your best attention.



Fawn Raincoats \$5.00 and \$6.00

Women's Fawn Paramatta Raincoats, full length, high collar. Special values at.....\$5.00 and \$6.00

Black Popinette Raincoats, popular belted style. At.....\$6.50

Grey and White Tweed Raincoats, at.....\$8.50 and \$12.00

Your Fall Suit Is Here

Handsome styles in Women's and Misses' Tailored Suits, which are positive leaders in both style and value at \$15.00, \$18.00, \$20.00, \$22.50, \$25.00 and \$30.00

Ready-to-Wear Department on Second Floor.

Table 25c Hosiery

Specialty for Saturday. A clearing table of Summer Hose, white, black and tan lises; also black cotton with merino soles. Were up to 35c and 50c. Choice, per pair.....25c

BLACK CASHMERE HOSE, 3 PAIRS \$1.00

Women's Seamless Black Cashmere Hose, specially reinforced feet. The present lot is the last we will have at this price.....35c pair, or 3 pairs for \$1.00

One Dollar

Best makes of Dollar Corsets, long, short and medium skirt effects, filled with rust-proof, unbreakable steels, four hose supporters attached.

Women's Fall Underwear

Women's Vests and Drawers, heavy ribbed merino, high neck, and long sleeve vests and ankle-length drawers, white or grey. Special, per garment.....59c

Fine Ribbed Cotton Vests and Drawers, fleece finished, for fall and winter wear. Special, per garment.....29c

Waists

White Wash Silk Waists, two styles, with pretty open collars. Embroidery Voiles, with deep sailor collar. Choice of these at \$1.25

Petticoats

New Pompadour Petticoats, pink rosebuds on black ground. Just the underskirt you want for fall wear. At.....\$1.50

Kid Gloves

Special tables of Kid Gloves, including Tan Walking Kid, White Washable Doekin and white, black and colors in French kid. These are before the war values, which we cannot hope to repeat. Per pair.....\$1.00

Book of Preserving Labels Free

Send us a red ball trade mark cut from a bag or carton of

Lantic Sugar

and we will send you a book of 54 gummed and printed labels for your fruit jars. LANTIC SUGAR is best for every kind of preserving. Pure cane. "FINE" granulation. High sweetening power. Order by name from your grocer in our full weight original packages.



2 and 5-lb cartons

10 and 20-lb bags

"THE ALL-PURPOSE SUGAR"

Atlantic Sugar Refineries Limited, Power Bldg. Montreal

those interested, quite a number coming from Seaforth, and the case has aroused a good deal of interest.

Messrs. Thompson of Mitchell, and Best of Seaforth, were on hand to defend Webber, while Crown Attorney Seager acted for Inspector Torrance.

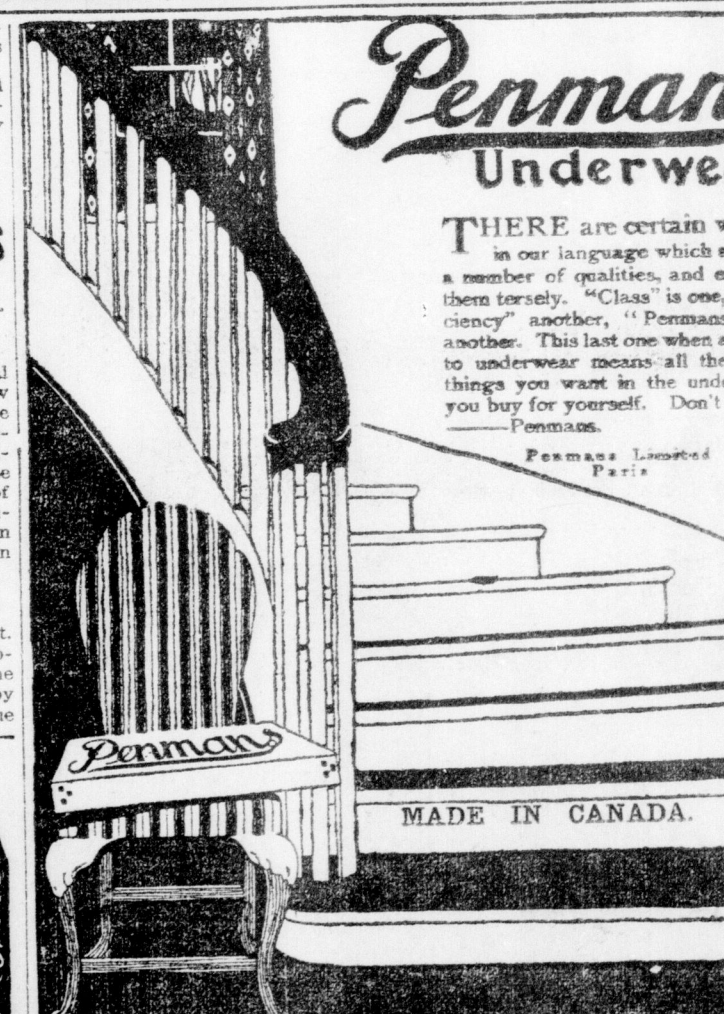
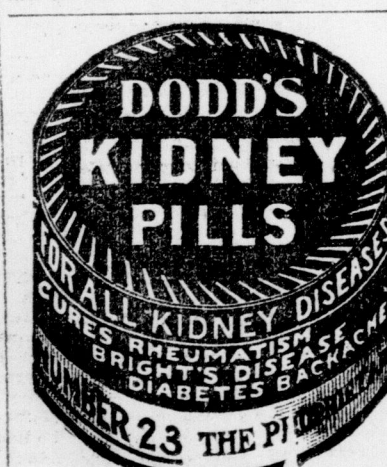
FOUR OFFICERS NOW INVESTIGATING FIRES

Are Working in Counties in This District.

TORONTO, Sept. 28.—Provincial Fire Marshal E. P. Heaton has now a force of four officers investigating the epidemic of barn-burning which is apparently sweeping over the agricultural districts of Western Ontario. The district covered by these fires of mysterious origin comprises the counties of Essex, Lambton, Kent, Elgin and Middlesex. So far nothing has been discovered to indicate their origin.

SHACKLETON THANKS CHILE.

SANTIAGO, Chile, Sept. 28.—Lieut. Sir Ernest Shackleton was received today by President Sanfuentes, whom he thanked for the assistance given by the Chilean Government in the rescue



THREE-QUARTERS MILLION LEFT.

TORONTO, Sept. 28.—Provincial Treasurer McGarry announced this morning a contribution to the Canadian patriotic fund on behalf of the province of one million dollars. This will be taken from the one mill on the dollar assessment levied on all real estate by the province and will leave three-quarters of a million dollars available for other purposes.