



FAIR VISITORS

are cordially invited to visit this store while in the city and become acquainted with the good values and qualities of our merchandise.

"Exhibition Week" will be a week of special displays and special values, so that a visit to this store will prove both profitable and interesting.

We prepay shipping charges on all purchases of \$5 or over to any station in Canada, also postal charges on any purchase mailed within a radius of twenty miles.

Phones 115 and 116.
140 DUNDAS STREET.

GRAY'S

Limited.



The Select Family Hotel
Centrally located—Just off Yonge Street
Rates: American Plan—\$2.50 up per day. Double \$1.50 up per day.
European Plan—Single \$1.50 up per day. Double \$1.50 up per day.
Write for descriptive booklet.
71 Grenville Street, Toronto, Ontario



CITIZENS AND VISITORS TO THE FAIR, THE ROYAL MILLINERY AND FEATHER COMPANY INVITES YOUR INSPECTION OF THE FIRST EXHIBITION OF

Fall Millinery and Fine Furs

A display of chic and authentic fall models shown today for the first time—hats which combine delicate charm and strong individuality. This new assemblage is a worthy demonstration of this store's ability for gathering millinery of rare smartness. You will be impressed with the novel styles and brilliant colorings which have been so deftly created for Autumn wear. There is an outstanding exclusiveness about them which makes a hearty appeal.

Our stocks this fall bring forth a world of smart fashions at moderate as well as the higher prices.

VELVET HATS, trimmed, from \$1.95 up to \$10.00
VELVET SHAPES, in a wide range of styles, from \$1.00 to \$6.00
FELT HATS—A big showing of different shapes and colors, all ready to wear, from \$1.95 up

TAMS FOR YOUNG GIRLS AND MISSES.

We specialize in this particular line. They are fashionable now and for later wear, from \$1.95 up

FURS! FURS!

We are now showing a beautiful line of Natural Wolf, \$12.75 up; Grey Wolf, \$12.50 up; Black Russian Wolf, \$10.00 up; Fox, \$24.00 up; Cross Fox, \$30.00 up; Fitch, \$45.00 up; Civet, \$28.00 up; Mink, \$38.00 up, and all other combinations. Also a beautiful line of children's sets in Tibets, etc from \$4.95 up

Extraordinary buying facilities and low rent give us premier position in the fur business in London. A visit of inspection will convince you.

Royal Millinery and Feather Co.

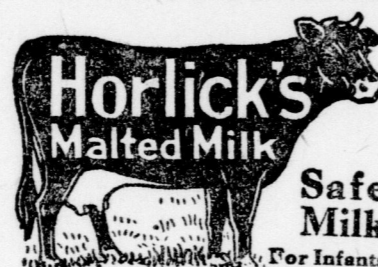
294 DUNDAS STREET.

OPEN EVENINGS.

"One Whole Wheat Meal a Day"—that's the slogan for those who want to conserve food and also conserve strength and health. But be sure it is the whole wheat prepared in a digestible form. **Shredded Wheat Biscuit** is 100 per cent. whole wheat—nothing wasted, nothing thrown away. Fifteen years ago Shredded Wheat was eaten only as a breakfast cereal; now it is eaten for any meal as a substitute for meat, eggs, or potatoes. Two or three biscuits with milk or cream and some fresh fruits make a nourishing, satisfying meal at a cost of only a few cents. Made in Canada.

EDUCATIONAL

ST. AGNES' SCHOOL
BELLEVILLE, ONTARIO.
Patron—The Lord Bishop of Ontario.
Advisory Board—His Honor Judge Wills, H. E. Ketcheson, Esq., mayor; J. Elliott, manager Standard Bank.
Junior school and preparation for the universities.
School of Music—Ernest Wheatley, A.R.C.O., director. Special A. T. C. M. course.
Handsomely equipped building, beautiful, extensive grounds, outdoor sports, swimming pool.
Miss E. E. Carroll, Principal.
School reopens on Sept. 12, 1917.
17th St.



Horlick's Malted Milk
Safe Milk
For Infants & Invalids

A Nutritious Diet for All Ages. Keep Horlick's Always on Hand Quick Lunch; Home or Office.

Ready For Service

"Compass Oil" on your medicine shelf is always ready to give instant and efficient aid when used for the many emergencies happening about the home.
"Compass Oil" gives quick relief, and heals, with smallest possible scar, burns, scalds, cuts, etc.; takes out the inflammation and pain from bruises and sprains, reduces swellings, and cures piles of every form. In fact, "Compass Oil" is an all-around, home remedy, pure, antiseptic and harmless.

See that your home is supplied.
35c All Druggists 35c

A PAGE OF INTEREST TO WOMEN



Our readers are invited to phone all news of this kind to the society editor. Phone 3670.

Mrs. Sheldrie and small son Clifford of Edmonton were guests in town attending the Skelly-Ferguson wedding.

William J. Hill of Windsor has been in town attending the wedding of his sister, Miss Edith Hill, to Charles Nellie Young.

Mrs. H. H. Halliday and Miss Mary Halliday of Greensboro, N. C. are guests of the former's niece, Mrs. Wilbur K. Darch.

Mrs. Dane Bart of Stratford is visiting friends in town.

Mrs. Cody is visiting Mrs. McWhirter in Beachville for a few days.

Mr. and Mrs. William Bradley are holding with Mr. and Mrs. Pinch of Tillamook.

Mrs. Melvin Stoner and family have returned from a visit with Mr. and Mrs. Cascaden of Aylmer.

Mrs. F. E. Brown and children have returned to their home in Collingwood.

Mrs. H. A. Boomer has returned from a brief holiday spent at the Hotel

after a delightful visit with her mother, Mrs. W. J. Thompson, of King street.

Miss Maud and Harold Linley are in Thamesville, visiting with their grandmother, Mrs. W. J. Harner.

William Martin is holidaying in Exeter for a short time.

Mr. and Mrs. George Young are in Exeter, visiting Mrs. James Beer.

Rev. William Cluff of Stratford is in town for a few days.

Miss Kathleen Martin has returned to town. She has been visiting her parents in Wardsville.

Miss Lillian Westland is in Glencoe for a few days, visiting her aunt, Mrs. M. Sutherland.

Mrs. Cummings, Hellmuth avenue, with her sister, has returned from a pleasant summer spent at Ipperwash Beach.

Mr. and Mrs. J. K. McDermid have returned from their country home, where they have spent the last two months.

Mrs. H. A. Boomer has returned from a brief holiday spent at the Hotel

the following have been received and added to the total:

Morgan Pickell, Red Cross Circle, per Mrs. J. G. Brown, 25c; Sheldrie Women's Institute, per Mrs. C. E. Elliott, 25c; Central Methodist Patriotic Society, per Mrs. J. W. Peddie, Windsor, 50c; Crumpton and Avon Red Cross Circle, per Mrs. A. Cade, Springfield, 25c; Bixby Red Cross Circle, per Mrs. Isaac Brown, 50c; Bensville Red Cross Circle, per Mrs. J. G. Brown, 25c; Leeburn Red Cross Circle, per Mrs. L. Miller, Goderich branch Red Cross Circle, 50c; Bruceville citizens, per Peter Bowey, 48c; Elm Women's Institute, per Miss Jane O'Neill, Denfield, R. R. 2, 25c.

To the above contributors and to all who came so generously to the help of France in her need, the grateful thanks of the London Red Cross Society and of the committee which had charge of the work, are due. Military District No. 1 did its part nobly in this, as in every other charitable work it undertakes.

And now another great task awaits its women. The fall work of the Red Cross and C.W.C.A. is opening up. Every society must do more this winter than

RED CROSS AND C. W. C. A. COLUMN

THE ANNUAL MEETING.

The annual meeting is almost here—Thursday, September 13. Every woman who can possibly spare the time should try to attend. Miss McIntosh, our nurse, who has been doing such splendid work in France, will address the meeting, and Miss Viola Powell, an authority on the work of the Red Cross, will also speak. The meeting opens at 2 o'clock p.m., in the Masonic Hall, Queen's avenue, London.

THE FRENCH RED CROSS.

The campaign for raising funds to help the French hospitals has come to a glorious end, and the fund is now closed. All societies interested in this work will please note this fact. Below is a complete statement of the money raised since July 14, which was French Flag Day. Mrs. A. E. Cooper, treasurer of the Red Cross, has submitted the following statement of receipts and disbursements:

Receipts.
City contributions from Flag Day, July 14, 1917, \$4,911.39
Outside circles and towns, 12,560.34
Total, \$17,471.73

Disbursements.
Thomas Wilby, Toronto, for French flags, 444.60
Lawson & Jones, printing, 3.00
McConnell & Pennington, advertising, 52.60
The Advertiser Job, 56.00
London Advertiser, 2.25
The Free Press, 3.75
E. T. Henson, books, 7.50
A. A. Langford, 7.50
Prof. P. Venita, 65.00
Balance to B. S. MacInnes, 16,773.04
Total sent to B. S. MacInnes, \$17,471.73

Additional Receipts.
City, 11.00
Outside, 273.70
Towns, 239.70
Total sent to B. S. MacInnes, \$280.70

Total sent to B. S. MacInnes, \$17,662.74

Respectfully submitted,
ANNIE W. G. COOPER, Treasurer.
Audited August 23, 1917, and found correct.
KATHARINE C. BROWN.

LATER CONTRIBUTIONS.

Some weeks previous a list of contributions to the French Red Cross was published in this column. Since then

the following have been received and added to the total:

Morgan Pickell, Red Cross Circle, per Mrs. J. G. Brown, 25c; Sheldrie Women's Institute, per Mrs. C. E. Elliott, 25c; Central Methodist Patriotic Society, per Mrs. J. W. Peddie, Windsor, 50c; Crumpton and Avon Red Cross Circle, per Mrs. A. Cade, Springfield, 25c; Bixby Red Cross Circle, per Mrs. Isaac Brown, 50c; Bensville Red Cross Circle, per Mrs. J. G. Brown, 25c; Leeburn Red Cross Circle, per Mrs. L. Miller, Goderich branch Red Cross Circle, 50c; Bruceville citizens, per Peter Bowey, 48c; Elm Women's Institute, per Miss Jane O'Neill, Denfield, R. R. 2, 25c.

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DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON.
By Rev. T. S. Linscott, D.D.
(All Rights Reserved.)
August 19, 1917.
"The Benefits of Total Abstinence," (Temperance Lesson), Daniel, i.
Peter Bowey, 48c; Elm Women's Institute, per Miss Jane O'Neill, Denfield, R. R. 2, 25c.

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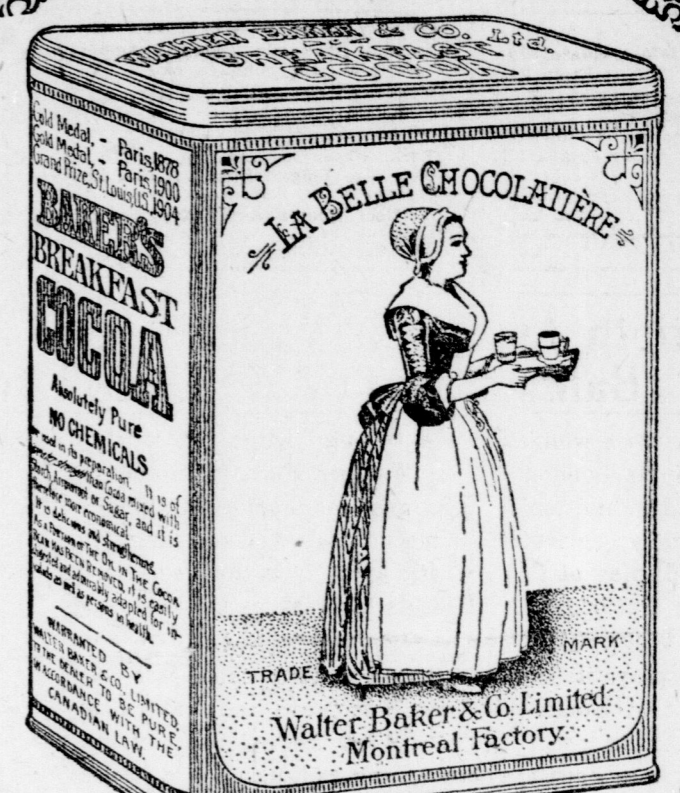
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MADE IN CANADA



The Ideal Food Beverage BAKER'S BREAKFAST COCOA

Delicious and Strengthening
It has a delicate fragrance and flavor peculiarly its own, owing to the scientific blending of the cocoa beans and the perfect process by which it is made.

"One never tires of Baker's"
Booklet of Choice Recipes sent free.
WALTER BAKER & CO. LIMITED
Established 1780
Montreal, Canada • Dorchester, Mass.

MAYBE BUYING MATCHES never struck you as being an important job. But it is. It is important that you buy none but EDDY'S

CHEMICALLY SELF-EXTINGUISHING "SILENT 500"

The matches with "no after-glow." EDDY is the only Canadian maker of these matches, every stick of which has been dipped in a chemical solution which positively insures the match becoming dead wood once it has been lighted and blown out. Look for the words "Chemically self-extinguishing" on the box.



For Men Who Appreciate QUALITY
We specialize on high-class pure wool underwear in medium and lighter weights for business men, doctors, lawyers, and others who appreciate garments of real CLASS.
While soft and comfortable in texture, Mercury Underwear is made of lively, durable wool, and goes through a special process that makes it unshrinkable.
The garments are cut to trace the form. The tailored seams are smooth and comfortable. The combinations require but one button to close the crotch and a ribbed gusset relieves all tension here. The specially cut Mercury neck fits without a fold or wrinkle.
Men, you'll find this underwear a real luxury at a fair price. We guarantee satisfaction.
Mercury Mills, Limited
HAMILTON, ONTARIO
Makers of high-class underwear for men, women and children, and seamless underwear and hosiery for men and women.

Mercury Underwear

LIFEBUOY HEALTH SOAP
Use Lifebuoy for the hands, the bath, the clothes, and the home.

CEETEE UNDERCLOTHING
Guaranteed Not To Shrink.

WRIGHT PIANO

Wright Pianos Are Right Pianos.
See the
WRIGHT PIANO
In the Main Building

WRIGHT PIANOS Are Built for a Reputation

Visitors to the Fair should not fail to see this wonderful piece of Canadian handcraft. They should not fail to hear its wonderful tonal qualities and note the handsome finish and expert workmanship on every piano.

They are absolutely the last word in piano perfection. Only the finest of actions and the best of materials are used in their construction, and the men who build them are experts with years of experience in piano building. Then they are built in Western Ontario, the home of the Western Fair.

Be sure and call at the booth and ask for a demonstration, or drop into the downtown salesroom, where it will be a pleasure for us to go thoroughly into the question of piano quality with you.

WRIGHT PIANO CO.

A. M. DOUTHWRIGHT, Manager.
352 DUNDAS STREET

Advertiser Patterns



A Smart Little Dress for Mother's Girl.
2137—This model is lovely for the new summer cottons and linens. It is also good for soft wools, crepe, gabardine and silk. The sleeve may be finished in wrist or elbow-length.
The pattern is cut in four sizes: 4, 6, 8 and 10 years. It requires 2 1/2 yards of 36-inch material for an 8-year size.
A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

ADVERTISER PATTERN DEPT.

Please send above-named pattern, as per directions given below:

Name

Town

Province

Age (if child or misses' pattern).....

Measurements: Bust..... Waist.....

CAUTION: Be careful to inclose the above illustration and send size of pattern wanted. When the pattern is sent measure you need only mark 23, 34 or whatever it may be. When in waist measure, 22, 24, 25, or whatever it may be. If a skirt, give waist and length measure. When misses' or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from date of application.