

CROWDS ATTEND FASHION SHOW

Londoners Pleased With Exhibits of Latest Styles At Grand.

Merchants of City Excel Themselves in Providing Brilliant Spectacle.

The London Advertiser Fashion Show, conducted with the co-operation of leading London merchants and the Harriet A. Boomer Chapter of the Daughters of the Empire, with a generous portion of the proceeds devoted to the War Memorial Children's Hospital fund, continues on its almost unprecedented success at the Grand Theatre.

The last half of the week was entered upon Thursday matinee and evening, with complete change of film and vaudeville program and the models were resplendent in a number of new creations, equally as lovely and perhaps even lovelier than those shown during the performance at the beginning of the week.

Dropping to her audience a quantity of demure courtesy, Miss Beryl Jewell appeared first, wearing one of the gowns featured for the week's concluding performances. With just a touch of green as ornament, the frock was charmingly developed in black Canton crepe, in the style of our grandmother's day, with tight basque, and full circular skirt. It was shown by Hudson's Fashion Shoppe.

Wears Street Frock. Miss Jean Wanless appeared wearing an extremely effective street frock of navy pique, with rows of silk braid in an unusual trimming, and with touches of flame-colored duvetyne at collar, cuffs and girdle (also from Hudson's Shoppe).

W. E. Croucher displayed to advantage the Hoberlin custom-made tuxedo exhibited by Orth, Limited, with the accompanying English topcoat and Stetson hat.

Absolutely correct in fit and style was the Hoberlin custom-made full dress suit, with British model overcoat and Brock by B. C. Johnston, and also shown by Orth, Limited.

Brown Broadcloth Featured. With the brown broadcloth suit from the Artistic Ladies' Wear worn effectively by Miss Mary Pottingham was seen a cloud of gold hat with paradise plumes as a stunning mode of trimming.

Black velvet, ideally fashioned into an evening gown of rich simplicity with a spray of French flowers as a trimming, is worn by Mrs. William Purdon under a clever wrap of Hudson seal and sable.

Jade-colored crepe falling in soft folds features the evening gown worn by Miss Mable Broughton. Oak Hall exhibited a nicely fitting well-cut suit in the new two-button form tracing model of herring-bone cloth, worn by Emmet E. Kelleher, with Scotch tweed overcoat.

Of simple line but gorgeous appearance is the evening gown worn by Miss Maybell Purdon, in which green net, beaded in rose and gold, forms the overdress to a model of green crepe de chine. It is shown by the Raphael-Mack Company.

Extremely delightful and delightfully original in coloring is another of the new gowns—that worn by Miss Lillian Douglas from the Raphael-Mack Company. An imported Paris model, the gown shows an overdress of gold and iridescent beads, with side panels of heavy net over a gown of yellowstone crepe de chine.

Furs Attract Attention. The magnificent fur wraps from the Royal Millinery and Fur Company are still exhibited as well as the three lovely imported evening gowns worn by Mrs. Heard, Miss Florence Lines and Miss Christine Wanless.

A number of new evening wraps

and new models in footwear are shown.

Merchants who have co-operated in the providing of garments and stage settings are: The Royal Millinery and Fur Company, the Tessell-Hosier Company, the J. P. Cook Co., Barnard's and John A. Nash, jewelers; the O. B. Graves Art Gallery, Ontario Furniture Co., Thomas Furniture Co., Willow Hall Art Shop, McEwan Yarn Shop, Peoples' Electric Co., McLaughlin Motor Car Co., Grey Beauty Shop, Darnagh, photographers, Dick's Flower Shop, R. R. Bland and the Mason and Rich Piano Company.

Splendid Program. In addition to the Fashion Show, the Grand Theatre management provides an augmented vaudeville program, comedy and feature pictures, which are of an exceptionally high quality.

Conway Tearle in "The Referee," provides something original and thrilling in an adaptation of Gerald Beaumont's story, "John McCardie, Referee."

The dancing by Josephine Vice, and three popular songs by Bert Caldwell, are extra attractions on a vaudeville program which includes very clever ballroom and fancy dancing by Conway and Weir, a high-class singing and violin novelty offering by Strad and Legato, and a faro, an amusingly eccentric comedian.

A Pathé Scenic and a Harold Lloyd picture, "The Tip," complete the bill.

Big Window-Dressing Contest-- "Better Furnished Homes Week"

ONE of the most unique contests ever held in London by London merchants will take place next week, "Better Furnished Homes Week" being staged by the Home Furnishings Bureau and local furniture merchants, and a window-dressing contest will be held. This is open to any merchant in any business in London.

There are only a few regulations to follow. A merchant wishing to enter the contest is to telephone Gordon Thomas at Thomas' Furniture, or Wilfred Keene, at Keene Bros., and give the informants that he is going to enter. A card will be given the contestant, which he will place in his window, stating that his window is entered in the contest.

The center-piece of the window must be a piece of furniture. The other articles used can be anything the contestant wishes. Great interest has been taken in this contest already, and many merchants are busy preparing their window displays.

The prizes for this contest are excellent. The first prize is a beautiful walnut cane-end divanette, valued at \$125. For the second prize a solid walnut tea wagon, valued at \$55, is being given. A walnut Windsor chair, valued at \$25, is the third prize.

There are other splendid contests, too, in which everybody can take part. Read the merchants' advertisements in The London Advertiser.

ADmits THEFT AND DRAWS JAIL TERM

Chatham Man Sentenced To Reformatory For Indefinite Period.

Special to London Advertiser. CHATHAM, Oct. 5.—William Kitt of Chatham, charged with burglaries in this city over a year ago, was this morning sentenced to an indeterminate period in the Ontario Reformatory when he pleaded guilty to the charges. Kitt was arrested for the Chatham police as soon as he was discharged from the Sandwich jail, where he had served a sentence on a charge preferred against him at Amherstburg.

Leo Benetau of Louisville, near Sandwich, charged with violations of the O. T. A. in Kent County, paid fines aggregating considerably over \$500 in the county police court this morning. Crown Attorney Smith promised Benetau a six months' sentence if he ever came up again in the Kent County police court.

Benetau got in touch with friends near Sandwich to secure money for his fines.

George Tyndall, a former resident of this city, died this morning in Davidson, Saskatchewan, while visiting his daughter. The body will be brought to Chatham for burial.

The personnel of the new board of estimates, planned by City Manager C. H. R. Fuller, now completed, and the civic body will hold a meeting in the near future to discuss civic expenditures.

The board is composed of City Manager C. H. R. Fuller, Mayor Harrington, who represents the water board, hydro board of health and police commission; Mr. Hugh Lamont, who represents the public library board, and chairman F. W. James of the board of education. A representative may be called for later from the separate schools board.

FARMERS HOMELESS FROM FOREST FIRES

Several Dwellings Destroyed in Serious Conflagration Raging in Shawinigan Township.

QUEBEC, Oct. 5.—Gustave E. Piche, chief forester of the Province of Quebec, received word tonight that the forest fires in the township of Shawinigan had reached the settlement, and that a number of farm houses, including the barns containing the crops, had been destroyed.

The government, Mr. Piche, said, was going to fight every fire that broke out. The situation was very bad. In Port Neuf a number of valuable maple sugaries had been destroyed, while a big fire was raging in the northern part of the county between Riviere a Pierre and Rousseau's Mills, and threatened to sweep through the forest areas of Notre Dame des Anges.

In many sections, he said, the fire was burning in the peat, and even with rain it would take days to extinguish such outbreaks. Large forces of men were fighting the fires at many points.

In Mr. Piche's opinion, the present fire generally speaking, are the worst that every struck the country.

ENROLL 150 STUDENTS FOR NIGHT CLASSES AT GALT

Special to London Advertiser. GALT, Oct. 5.—At the first night of the evening classes 150 enrolled, which is the largest turnout for the opening on record. These classes are becoming more popular than ever.

The school kiddies of Galt had a holiday today, all of the teachers being away to Guelph attending a joint convention of the Waterloo and Wellington Associations here. The meeting continues tomorrow.

For fighting on a public street, John Greenhoff and Frank Roche were fined \$4 each in police court today.

BABE DROWNED AFTER FALL IN WATER TROUGH

Special to London Advertiser. WALLACEBURG, Oct. 4.—The 3-year-old son of Morton Gray, R.R. 2, Elma Township, was drowned about 3 p. m. today by falling into the water trough in the milk house. His father, who was sitting near by, happened to miss him, and in looking into the trough he found the boy in the trough. Drs. Pratt and Livingstone were called, and artificial respiration was applied for 1 1/2 hours, but without result. The child's mother was away at the time.

PIONEER RESIDENT OF WALLACEBURG BURIED

Special to London Advertiser. WALLACEBURG, Oct. 4.—The funeral took place yesterday of the late John Lamarch, who died from a paralytic stroke on Saturday whilst on a visit to his son at Marine City. The remains were brought to his home on concession 10, Somerset Township, and the service was held at the Church of Our Lady of Help, and was taken by the Rev. Fr. Brennan.

Deceased, who was 76 years old, was born and raised in Dover Township on the River Thames, and he married Catherine Moses of Kingston, who survives him.

He came to Wallaceburg 35 years ago and had resided here 25 years when he moved onto the farm with his son Charles, where he was actively engaged in his work until shortly before his death.

He is survived by six sons and two daughters, William John, Dan, George, Walter, Charles, James, Mrs. Theo.

Kitchener Woman Scalded When Boiler Upsets.

Special to London Advertiser. KITCHENER, Oct. 5.—While lifting a boiler of boiling water off the gas stove in her laundry cellar this morning at her home, 209 East King street, Mrs. Gordon Daniels was seriously scalded when one of the handles of the vessel gave way. Medical aid was summoned. Mrs. Daniels' injuries, while of a painful nature, are not critical.

Foster and Mrs. John Jinkerson, and one sister, Mrs. D. Ehare, and 35 grandchildren.

Mount Everest is approximately 29,000 feet high.

BELIEVES C. N. R. WILL BE SUCCESS

Sir Henry Thornton, New Head of Nationalized Railways, Is Optimistic.

OTTAWA, Oct. 5.—(Canadian Press.)—"In the nationalization of railways the Canadian government has embarked on an experiment, and there is no reason why, with the right kind of administration, the experiment should not be successful," declared Sir Henry Thornton, new head of the C. N. R., discussing his appointment with a Canadian Press representative today.

He emphasized that he could do nothing alone. "The national rail-

ways," he added, "cannot be made a success as the sole result of one man's work. There must be loyal co-operation on the part of all those on the national railways, from the highest to the lowest. We want to excite a feeling of loyalty to the Canadian national system and a feeling of pride on the part of all concerned with it."

Sir Henry, as head of the railways, will also be head of the government merchant marine. He leaves today for New York, en route to England. There he will settle up his affairs. He expects to be back to take over his new post within a month.

Japanese artists take long wood shavings, weave them together into a mat and then paint pictures upon them.

Astronomers consider our sun is now a "dwarf star," but that formerly its light was about 760 times greater than at present.

A pigeon can easily fly at the rate of 50 miles an hour when the wind is not against it.

For Quality MAPLE LEAF MATCHES Call for them by name - It is your Safeguard

BEECHAM'S PILLS Sweeten the Stomach

PLAN TO ENLARGE INGERSOLL FAIR

Minister of Highways Inspects Road Between Ingersoll and Woodstock.

Special to London Advertiser. INGERSOLL, Oct. 5.—In view of the exceptional success which marked the Ingersoll Fair this week, many plans are being discussed for enlarging the exhibition next year. The fact that conditions have been brought about which enlist the support of horsemen is taken to indicate that the fair should continue to grow in the matter of providing first-class trials of speed.

The new track was opened for the first time on Tuesday, and the horsemen who drove on it were delighted. As a result of this fact arrangements have been made for a big meet here on October 18th.

There will be three events, and \$1,200 in purses will be offered. The suggestion has been made by many that the fair board consider the erection of a new Palace to afford much needed accommodation for merchants and manufacturers who desire to make exhibits.

A tour of inspection over the portion of the provincial highway between this town and Woodstock was made today by the Hon. F. C. Biggs, minister of highways. The minister was met here by Mayor Paul of Woodstock and Mayor McCarty of this town, members of the two councils and others. There has been agitation in regard to the highways between Ingersoll and Woodstock, it being contended by many that it is not wide enough. A petition signed by mayors, Reeves, councillors and others, it is understood, was forwarded to Mr. Biggs asking him to go over the road.

The death occurred in Durham Township yesterday of one of its oldest and most widely known residents in the person of Nathaniel Daniel. He was in his 91st year and was known throughout the county. For many years he was engaged in farming. He had enjoyed remarkable health up to about a year ago, but had been confined to his bed for several months since.

ORACLE DEBATING CLUB OPENS YEAR

Members Get Off To Good Start At Initial Fall Meeting.

The Oracle Debating Club held its first weekly meeting of the season last night in the county council chambers, with a good attendance of members, with a good attendance of members. The program was devoted principally to routine business and an address by Joseph Addison, the great English essayist, by Mr. Albert Murphy.

The program committee outlined the programs for the first four meetings, which will include debates and a mock parliament. President R. H. Cronyn occupied the chair, and in his inaugural address outlined the work accomplished by the club during the season which closed last May, and promised even more interesting and entertaining meetings during the coming season. He asked for the same hearty co-operation from the members, and emphasized the fact that this year the club would take up seriously the debating of problems of civic government and the study of questions pertaining to the problems of municipal and national administration.

Mr. Murphy's address dealt particularly with Addison's famous essay on party spirit and the conditions that led up to the non-partisan attitude of that great English statesman. He pointed out how conditions today paralleled those of Addison's time and the present-day need of statesmen having the same non-partisan views.

WILL PRESENT BENEFIT CONCERT AT CHATHAM

A grand charity benefit concert will be given by Jeanne Gordon, contralto soloist, Metropolitan Grand Opera, New York; Giulio Crimi, tenor Metropolitan and Chicago Grand Opera, assisted by Guy Bevier Williams, solo pianist, in Chatham, Monday evening, Oct. 9. Miss Jeanne Gordon is a native of Kent County and is giving this concert gratis in aid of local war memorial funds. Reserved seats can be secured (\$1.50) by phone. Box Office 621, Chatham—Advt.

SNATCHES \$20 BILL FROM GIRL

TORONTO, Oct. 5.—A sneak thief entered a candy store in the Mall building at King and Bay streets last night and stole a twenty-dollar bill out of the hand of Miss Myrtle Hewitt, 33 Thelma avenue. Miss Hewitt, who informed the police, states that the man came into the store and asked for a pound of candies, for which he tendered a \$20 bill. Miss Hewitt gave him change for twenty dollars, and as she was handing it to him the man suddenly reached over and snatched the \$20 bill he had tendered in payment from her hand and made off.

Citizens of Galt Decided To Adopt Civic Flower.

Special to London Advertiser. GALT, Oct. 5.—There is a movement on foot here for the adoption of some flower to be known as a civic flower, the growing of which will be specialized by citizens. The parks commission has started the ball rolling by indorsing the idea, and recommending that the Horticultural Society consider the question, and also take action.

Galt is known for its natural beauty, and if a civic flower is adopted the parks board will co-operate by featuring it in park ornamentation.

CUNARD ANCHOR ANCHOR-DONALDSON

MONTREAL TO LIVERPOOL. Oct. 21 ... Albania Nov. 23 ... Australia MONTREAL TO YMOUTH, CHERBOURG, LONDON. Oct. 14 ... Nov. 13 ... Antonia Nov. 4 ... Dec. 11 ... Andania *Halifax to Queenstown and Liverpool. MONTREAL TO GLASGOW. Nov. 4 ... Cassandra Nov. 10 ... Saturnia NEW YORK TO QUEENSTOWN AND LONDON. Oct. 12 ... Carmaria Oct. 26 ... Scythia NEW YORK TO CHERBOURG AND SOUTHAMPTON. Oct. 13 ... Betengaria Oct. 24 ... Aquitania Nov. 7 ... Mauretania

CHRISTMAS SAILINGS

HALIFAX TO QUEENSTOWN AND LIVERPOOL. Dec. 11 ... Andania PORTLAND, HALIFAX TO GLASGOW. From Portland. From Halifax. Dec. 9 ... Cassandra ... Dec. 11 NEW YORK TO PLYMOUTH, CHERBOURG AND HAMBURG. Oct. 15 ... Saxonia BOSTON-LIVERPOOL-QUEENSTOWN. Oct. 19 ... Samaria NEW YORK TO GLASGOW (VIA MOBILE). Oct. 7 ... Camronia Oct. 14 ... Columbia MEDITERRANEAN AND AROUND THE WORLD CRUISES. For particulars apply to local agents. THE ROBERT REFORM CO., LIMITED, General Agents, Toronto, Ont. 10 King St. East

The New REGINA - the largest Cabin and Third Class Steamer, sailing from Montreal to London on the St. Lawrence route to Liverpool, provides that luxury, comfort and convenience made possible only by the 5000 tons of service.

Special Offerings of New Fall Goods

Every Day Adds to Our Stock of Fall's Latest Styles. Prices Are Specially Low---Values Are Exceptional.

Fall's Latest Models In Ladies' and Misses' Coats and Dresses. Ladies' and Misses' Fall and Winter Coats, in smart models of all wool smooth finished velours and duvetynes and bolivias, designed in both loose and belted styles, with embroidery stitchings and button-trimmed. Some with convertible collars and bell sleeves, others beaver shawl collars and cuffs; lined throughout; sizes 16 to 46. From \$18.00 to \$37.50 Burberry Coats that are so popular this season in the very latest materials; patch or inset pockets. Ideal for fall wear \$22.50

Children's Coats In heavy all wool blanket cloth velours and heavy coatings, made in double-breasted style, both plain and fur collars and cuffs; 2 to 10 years \$4.50 TO \$10.00

Blankets Fine Imported Pure Wool Blankets, direct from the maker in Scotland, no finer quality procurable. Priced according to size and weight \$9, \$10.50, \$12, \$16, \$18

Bathrobe Blankets Just arrived, a very complete range of large Bathrobe Blankets, size, 72x90; a host of smart designs to choose from; excellent value \$7.50

Pure Linen Table Damask Several very special numbers of extra good Unbleached Pure Linen Tabling \$1.25, \$1.50, \$1.85

Bedspreads The famous "Shiller." Large double bed size (72x84), beautifully made of the finest southern cotton. This Spread we guarantee in every way. \$2.75

White and Colored Flannelette A large shipment of White and Colored Flannelettes and Pyjama Cloths just in; many patterns; many weights. All considerably below former prices 20c, 30c, 35c

Ladies' and Misses' Dresses In Crepes, Taffetas, Satins and Velvettes, all new and smart styles and colors. Very prettily trimmed. \$25.00

Heather Hose, 59c Manufacturers' stock of Ladies' Heather Hose, in shades of reseda, brown and Burgundy. These are excellent value. Elastic top, spliced heel and toe, all sizes. Per pair 59c

Silk and Wool Heather Hose Dozen Ladies' Pure Silk and Wool Heather Hose, in shades of black and white, navy and white, brown and gold, spliced heel and toe, elastic top, all sizes. Price \$1.19

Heather Hose Ladies', plain and ribbed, in brown and navy mixtures, also dropstitch effects. Best value in town 79c

New Fall Hats A new shipment of Matrons' Hats in the very latest style, in French plush, hatters' plush and Lyons velvet \$4, \$8.50

LADIES' AND GIRLS' BEAVER HATS, rolling and droop rim \$5.25, \$6.50 THE LARGE DRESS HAT IS HERE, all the newest styles, straight, rolling and droop shape; ostrich, the new fiery and other trimmings \$7.00 up

Homespuns A shipment of the newest shades, pure wool, fine weave. Our price a yard \$2.25

Underskirts, \$1.39 To clear altogether about 10 dozen Black and Colored Underskirts of sateen, umbrella cloth, moire and other materials, exceptionally well made, all sizes, with some oversizes; regular \$2.00, \$2.50 and \$2.75. All \$1.39 to clear

Boys' and Girls' Golf Hose Made from best value pure Botany wool yarn, with fancy colored tops. Priced according to size 75c, 85c, \$1.00, \$1.10

Boys' and Girls' Heather Hose 50 dozen, with cuff tops. Priced special for week-end 49c

Ladies' Vests For fall and winter wear, made of soft cotton yarn, sleeveless, short and long sleeves. Each 75c

LADIES' VESTS, drawers to match, in white or natural color, medium weight, seconds. Per garment 65c Or suit \$1.19

Chamoisette Gloves We are offering in our Glove Department some extraordinary values. This is a splendid quality Chamoisette Glove, with two domes, embroidered points, in shades of gray, brown, mastic and black; all sizes. A pair 85c With strap gauntlet \$1.00

Ladies' Combinations A full line in fine cottons and wool mixtures, long sleeves, half sleeve or sleeveless, ankle or knee length. \$2.75, \$3.35 "Ceteetee" Pure Wool Vest, with drawers to match, Turnbull's; the best is cheapest. A garment \$4.25

Corsets Special line for the full figure, long hip, reinforced section at back. Excellent value \$5.00

Corsets for medium figure, of excellent coutil, rustproof steel, 23-36, medium and high bust. \$2.98

Corset, strong and well-made, four hose supporters, flesh and white. Price \$1

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