

More bread and Better bread -And the Reason for it

Pashion (Va

ledged the strongest in the worldand that is the kind used for Purity Flour.

But that's not all. Every grain of this wheat contains both highgrade and low-grade properties. In separating the high-grade parts from the low-grade the Western Canada Flour Mills put the hard wheat through a process so exacting that not a single low-grade part has the remotest chance of getting in with the high-grade.

STRONG FLOUR can only Of course this special process is A STRONG FLOUR can only be made from strong wheat. more expensive to operate but it means a lot to Purity flour usersthat's why we use it.

GRAHAM BROS.

Agents for London.

It means that Purity Flour is made entirely of the highest-grade flour parts of the strongest wheat in the world.

It means a high-class, strong flour and therefore yields "more bread and better bread."

Purity may cost a little more than some flours, but results prove it the cheapest and most economical after all.



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assets remain to cover his investment. The assets of this Company exceed \$11,000,000, so that there is no chance of loss. In fact there is no financial institution in Canada which can offer you more absolute certainty of safety.

Correspondence will be gladly entered into with those interested



Loan & Savings Co., London, Ont.

DR. CHASE'S OINTMENT, mobile.

fine weather with no rain has been a Winnipeg, Sept. 13. - Harvesting wonderful boom to the west, as with throughout all of the west is now the shortage of help there would have practically over and threshing is in been otherwise heavy losses. The frost, Woodstock; McMichael, St. Thomas; The general exhibits are of the finfull swing. The yield is even better too, has kept off later than for years. than was anticipated, and there is lit- Alberta has probably the largest averthan was anticipated, and there provinces. For- don, and Myers, 1911 the doubt that it is a record crop for age yield of the three provinces. For- Time, 10 2-5 seconds. The remarkable spell of continued ty-five bushels of wheat to an acre has been reported from a number of Bloodsworth, 2; Chandler, Startford, est, is that showing the different

ABRUZZI MOTORING.

Marseilles, Sept. 13. - The Duke and protruding of the Abruzzi, who arrived here yesatt. You can use it and terday from his successful exploring the floor of the Himalaya Mountains, left Co., Toronto. | Marseilles today for Italy in an auto-

Splendid Programme of Sports Was Pulled Off Before the Grand Stand-Judging of the Different Classes Was Proceeded With-Fine Weather and a Great Show.

WEDNESDAY, SEPT. 15.

Farmers' Day.—Everything going. 10 a.m., Judging Percheron horses in small ring and completing other classes. Dog show and cat show in full swing. Butter-making competitions in Dairy Hall. Special attention is called to the band concert given daily on the grounds at 11 a.m. by the band of the Ninety-first Regiment of Highlanders. 1:30 pl.m., first parade of all prize horses and cattle before the grand stand, followed by the programme of attractions. The Ninety-first Highlanders and Seventh Regiment Fusiliers Bands will be in attendance the entire

Speed Events .- Gentlemen's road-horse wagon race, halfmile heats, best 3 in 5, pacers only (hobbles barred), open only for horses that have not been raced at regular race meetings since and including Aug. 1, 1909. First, \$100; second, \$50; third, \$30; fourth, \$20.

Free-for-all trotting and pacing, best 3 in 5, hobbles allowed, mile heats. First, \$2 00; second, \$100; third, \$60;

WEDNESDAY EVENING. 7 p.m.-All buildings open and illuminated. Band concert by the Ninety-first Highlanders, interspersed with vocal selections by the Male Choir. Full program me of attractions before the grand stand, led by the band of the Seventh Fusiliers. A very full and descriptive programme of fireworks will follow, concluding with that startling and realistic production, "The Battle of the North Sea."

Athletic Day attracted quite a number of people yesterday afternoon to Time 4:55. The full programme was put on, and Almost everything was in perfect

This attracted not a few people. visitors in the placing of awards, and Morphy, 3; and Exeter L. Hern, E. any other firm. yesterday was no exception. Large numbers of admirers of live stock watched the arbiters do their work.

The Live Stock.

The Fair is much above the ordinary. This is particularly true of the live stock. Few better exhibits of Shorthorns, and other beef cattle have been seen aywhere than at the Western. As a result the cattle and sheep barns were thronged with visitors vesterday The horses are large in numbers and

excellent in quality, all the principal pacers, half mile heats.

stockmen of Ontario being represented

The events were wo The Entertainment.

the attendance yesterday, and are now mare had the speed, but her manners of other years will be smashed. Good weather is promised, and that is all that is needed.

At the evening exhibition there was

Attractions Excellent

The attractions in front of the Grand Stand are of a different character this year, and are on the whole of a better

Several acts are of outstanding merit, and are worthy to be placed in any bill on the continent. It is a novel bill, containing something to meet the most varied tastes, and giving plenty of scope for en-

It did not take long to get the different acts working harmoniously, and after the first performance in the af-

ternoon, all passed off like clockwork.

ided hit with the spectators. Few

animal acts of such merit have shown here, and to say that it was most enjoyable, is putting it mildly. There are seven very handsome black stallions in the troupe, and they perform remarkable feats. It is a very spectacular act, and is bound to please. Oleson's leopards performing ance this year and contains many new many clever tricks, and on the whole and interesting exhibits. Many peoperform well. Herbert's cats and dogs ple were prone to believe they could

The Heras, acrobats, the three De Monio funny people, the three Fishers, comedy artists, and White and Le Mart are worthy of mention also. Mazeppa, the original "Good-Night fore, are on hand this year with new It is a great show, and is certain to

The Athletic Programme.

The athletic programme was intertime was made considering the slow- busy time alloting the prizes. ness of the track. Fred S. Dent, the Whitehad, of Woodstock, and Jaggard, teurs are also well represented. of St. Thomas, also showed real class. Every race was a contest, in truth and close finished was the rule, not this line especially being the work of

handicap, was second.

Bloodsworth, Ailsa Craig, 3; Prout, the bulk of the subjects.

220 yards-F. S. Dent. 1; S. F. Another department that is of inter-3; Southcott, Gooderham, Matthews, classes of interior finish for resi-Wood and Follick, St. Thomas, also dences and apartment houses. The started. Time 23.3-5 secs.

Woodstock, 1; E. E. Jaggard, St. cott, Exeter, 4. Time 2:04 3-5.

The Relay Race. Y. M. C. A. relay race, 2 miles-St. Thomas, E. E. Jaggard, J. G. Folrunning order. All the exhibits were lick, H. Jaggard and L. Kilmer, 1; n place, and the judges were engaged London, H. Mann, E. George, G. Chadwick, and Myers, 2; Stratford, J. Mal-Large Westcott, H. and J. M. Southcott, 4. County relay race-Middlesex, Myrs, Bloodsworth, E. and H. Jaggard, Oxford, Prout, Matthews, Dent and Whitehead, 2. Time 3:42.

Motorcycle race, five miles handicap -W. T. Tite, 1; H. Thorpe, 2; G. Sherlock, 3. Time, 8:47. The Horse Races.

The horse races consisted of a free for-all half mile, and a 2:25 class, The events were won in straight

heats, but not until some real fine racing was shown. Fairview Belle The programme of entertainment is won the fast race, Silvia T, Miss ample, and should please. Every act is a feature, and every number interesting. It satisfied the a pence at the lawrence wiggler won the slower first day, and that is somewhat of a Lawrence wiggler, won the slower The directors are well pleased with distress any time. George Campbell's race in fair time. She was never in

2:25 Class: a large crowd. The fireworks are as Flora Mac, P. Campbell Lawrence 111 interesting as formerly, and the Mollie M, H. Trudell, Tilbury253 vaudeville show pleased again. It is a great Fair and certain of large pat-Emma C, Geo. Campbell, London 662

Long Green, T. Crow, Chatham .. 344 Maud A, W. Arnold, Stratford ... 535 Time-1:08 1-2, 1:01 1-4, 1:07 3-4. Free-for-all: Fairview Belle, W. J. Arnold, To-

ronto,111 Sylvia T., Cruickston Farm, Galt.222 ollingwood Rooker, Jas. McCartney, London33 Time-1:08, 1:08 1-2, 1:06 3-4.

ANCIENT COPY OF THE LONDON ADVERTISER

Herzog's stallion show made a de- Is on Exhibition in the Main Building of the Western Fair.

The Main Building at the Western are remarkably well trained, and the walk through the Palace and see only Five Flying Dordens perform many the same exhibits of other years, but owing to the good work of Mr. William Moore and his associates, the entire building has an original and pleasing aspect.

ideas and arrangements, and a full afternoon can be spent in looking over the different exhibits without seeing them all.

The Art Department is well filled and esting, one of the most interesting some of the finest work of the counever given by the Western Fair Board, try is being shown. Pictures and work The quality of the contestants was from all over the province have been above the ordinary, and some good entered and the judges are having a

The paintings are splendid and fast Woodstock sprinter, was much in cover an excellent line of subjects. evidence in the short races, and was Many professionals have entered specipractically alone in every event. mens of their work while the ama-The decorated chinaware is another feature. Many pieces are shown in

ladies of London and this district. The last event on the programme | Charcoal and pencil sketches are was a five mile motorcycle race, a numerous and include drawings from nandicap for five miles. Five faced life, portraits and nature studies. the starter, and the race was won by Plans showing details of engines and Fite, who was given 33 seconds handi- machinery and others of buildings, cap. Thorpe, who had a forty minute have also been entered and are attracting a great deal of interest.

Photography, both amateur and professional, is another splendid depart-The results of the athletic events- ment. Groups of views of different 100 yards-F. S. Dent, Woodstock, places in Western Ontario are shown 1; R. Chandler, Stratford, 2; S. F. Port Stanley and the lake comprising

Gooderham, London; Southcott, Exe- est. Piles of candles, cookies, and ter; Jaggard, St. Thomas; Duff, Lon- other "eatables," occupy an attractive don, and Myers, London, also started. space and are arranged in the most enticing manner possible.

lattest designs of doors in all classes Half-mile race - B. D. Whitehead, of wood are being shown.

The London and Middlesex Histori-Thomas, 2; L. Hern, Exeter, 3; South- cal Society has, as usual, a first-class collection of old arms, books, news-Mile race - R. Campbell, London, papers and curios. An Advertiser of 1; W. Hadley, Cambellton, 2; L. Hern, 1865 is shown by one of the exhibitors,

together with books and papers with histories. One paper with rules inverted at the

ime of the death of Washington, is attracting attention. The nature study department and exhibits of old coins and stamps comprise some of the finest collections

ever shown in Canada. The men with the finest pianes ever built, with the only burglar proof safes and the only real milk chocolate, are again on the job and taking all things into consideration, this year's display is far ahead of any of other times.

FINE HAIR GOODS.

An exhibit which is entirely new at the Fair, and which is attracting every visitor to the Main Building, is that of Professor P. O. G. Micheel, on the upper floor. The very finest line of hair goods, including a splendid assortment of gentlemen's toupees and wigs, is shown. Professor Micheel has an enormous stock of switches and a splendid display of fancy combs, imported direct from France. A feature of unusual interest to ladies, is the special hand-made rat, offered at 35 cents. The exhibit also includes a full line of hair tonics of Professor Micheel's own manufacture. These are guaranteed to be the best in the world, A full line of switches, curles, pompadours, wigs, self-dressers, bangs, transformations and puffs are shown and at the parlors above 179 Dundas street the most complete and up to date means are in use for curing all scalp and face diseases by electricity. Hair dressing, singeing, shampooing, curling, manicuring, hair dyeing and bleaching are all done by the latest methods. Everything sold is manufactured by Professor Micheel himself in London, and is offered only under the strictest guarantee. Professor Micheel is the best human hair goods manufacturer in Canada, and no one is able to surpass him in ladies' and gentlemen's hair construction. A visit to this exhibit, or to the parlors above 179 Dundas street, will well repay any visitor to the Fair, who is interested in securing the very best hair goods at There is always much interest among lon, J. Preston, R. Chandler, H. B. prices, cheaper than those offered by

> ALWAYS POPULAR. The ever popular Glass Blowers again appear on the Midway and is one of the most instructive and enter-Continued on Page Ten.



Ontario Loan and Debenture 6 A'M'SMART MOR. DUNDAS STEMARKET LANE

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Organist and Choirmaster, Colborne Street Methodist Church Since coming to London, Mr. Geiger has made for himself an enviable reputation as a planist, teacher and choir leader. His ideals in music are of the highest order, and to say he has been successful is putting it very mildly. Mr. Geiger purchased for his

own use a HEINTZMAN & CO. PIANO, and says: "Since purchasing one of your planos, I have given them a severe trial, and feel justified in saying HEINTZMAN & CO. PIANOS excel any Plano I have ever used. The singing quality and evenness of tone, combined with wonderful volume and elasticity of action, places the HEINTZMAN & CO., PIANO in a class by Itself.

The above is the general consensus of opinion of most every musician in London and elsewhere, also of customers of HEINTZMAN & CO. We guarantee you perfect sat-

isfaction in every way, or money refunded. Kindly call or write for Prices and Catalogue. Second-hand instruments taken in exchange.

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or oven ever smell "stuffy." .: :: 17



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ideally, and slice a the crispness banana on top of a dish of of the flakes gives Kellogg's Toasted a decided zest to

blend

Corn Flakes. MADE AT LONDON, CAN. the dish.