

Wall Papers

Always the Best Selection And the Largest.

Make the Home More Inviting Looking by Repapering A Room or Two.

O. B. Graves Limited.

C. H. WARD & CO.
Diamond Merchants
and Jewelers

NEW ADDRESS
386 RICHMOND
Phone 1084

USE
CONNELL'S
COAL.

IF YOU HAVE HEADACHES
CONSULT

The Brown Optical Co.
237 DUNDAS STREET. PHONE 1877

ANDERSON
& NELLES

London's Leading
Drug Store

Special Bargains
During Exhibition

Sept. 11 to 19

DRUGS, TRUSSES,
RUBBER GOODS,
PATENT MEDICINES, Etc.

20c Hydrogen Peroxide, 9c
10c Tooth Brushes, 5c
25c Tooth Brushes, trans-
parent handles, 14c
10c Castile Soap, 5c
20c Carbolic Tooth Powder
for, 10c

10c Shaving Soap, 5c
15c Buttermilk Soap, 10c
15c Glycerine Soap, 9c
25c Carter's Pills, 14c
25c Electric Liniment, 14c
25c Killer of Pain, 14c
25c Mentholatum, 17c
25c Nerville, 17c
25c Peroxide Tooth Paste
for, 19c
25c Baby's Own Tablets 17c
25c Putman's Corn Cure 19c
25c Colgate's Talcum Pow-
der, 20c

25c Corylopsis Talcum Pow-
der, 19c
50c Hays' Hair Health, 39c
50c Liquid Sulphur, 39c
50c Nature's Remedy, 34c
25c Nature's Remedy, 17c
50c Red Cross Kidney Pills
for, 39c
50c Gin Pills, 28c
50c Pink Pills, 28c
50c Dodd's Pills, 28c
25c Electric Oil, 14c
25c Belladonna Plasters, 13c
\$1.00 Sargol, 79c
\$1.00 Compound Sarsaparil-
la and Burdock, 69c
\$1.00 Enos' Fruit Salts, 69c
\$1.00 Syrup Hypophosphites
for, 69c
\$1.00 Warner's Safe Cure
for, 69c
\$1.00 Pinkham's Compound
for, 69c
\$1.00 Beef, Wine and Iron,
for, 39c; 3 for \$1.00
50c Make-Man Tablets—A
brain, blood and nerve
tonic, 39c; 3 for \$1.00
20 cases Vinolia Castile
Soap, special, per bar, 18c
36 Hot-Water Bottles, regu-
lar \$1.50, special, 98c

OUR TRUSS DEPART-
MENT is one of the most
complete in Canada. Special
attention to fitting and ad-
justing trusses. During Fair
Week make our store your
convenience to leave your
parcels or grips.

ANDERSON
& NELLES

Druggists.

268 Dundas St. London

Quality Store

Try our Ceylon Tea at 30c per lb.
Better values than package tea,
which you pay more money for.

Harry Ranahan
PHONES 1024-3323.

Ladies' Early
Fall Hats

BELTZ & CO.
Practical Furriers

HUMANE SOCIETY CONCERT
A PRONOUNCED SUCCESS

Pleasing Program Heard By Large
Audience—Nets \$200 For
Organization Fund.

Last night a very successful concert
was given in the Masonic Hall for the
benefit of the London Humane Society.
The program was under the direction of
L. L. Wilgoss, principal of the London
Conservatory of Music, and was of ex-
ceptional artistic merit. The soloists
were Jas. Alderson, tenor; Miss Gladys
Shaw, soprano; and Miss Florence
Dewey, violinist.

Mr. Alderson is a singer with a mag-
nificent, robust tenor voice. His splen-
did interpretation of English songs has
seldom been equalled by any artist heard
in London in recent years. Phrasing,
expression and vocal effect were well
high perfect. Mr. Alderson is an artist
that London may well be proud of.
Miss Shaw has long been a favorite
with London music lovers. She has a
voice of beautiful quality and excep-
tional range. Her rendering of the
lovely "Sogral" by Schira, was espe-
cially fine.

Miss Dewey is a violinist with splen-
did musical qualities and a well-devel-
oped technique. A storm of applause
greeted her performance of a fantasia
on Romeo and Juliet, and her rendition
of the famous minuet by Beethoven,
given as an encore, delighted all pres-
ent.

Mr. Wilgoss and Miss Amelia Dan-
gerfield added much to the success of
the concert by their artistic accompani-
ments.

As a result of the concert, the man-
agement will have a balance of about
\$200 to hand in for the promotion of the
cause for which the Humane Society
exists.

DECLARES HALF MILLION
SHOULD BE TOTAL FUND

Builders' Exchange Member Says Pres-
ent Donation is Only Preliminary
To City's and Country's
Contribution.

Following is the substance of a let-
ter read by E. H. Russell before, and
unanimously endorsed by the Builders'
Exchange:

"That in making a contribution to
the patriotic fund, the directors take
the opportunity of expressing their
approval of the action of the promoters,
and desire to express the opinion that
while the present fund may be ade-
quate for the purpose for which it
is being raised, it should not be con-
sidered in any way as discharging the
whole duty of the city and country in
this crisis in the world's history, but
only as a preliminary to what may
reasonably be expected of a place of
high culture and great wealth.
I think a guarantee fund of at least half
a million dollars should be immediately
arranged for, and suggest that the
mayor, controllers, council and citizens
accept the principle of a voluntary tax
on real property for the purpose of
raising the fund. A small percentage
on some well secured above sum, the
details, collection, etc., being managed
by the city authorities. This will provide
for future contingencies and be worthy
of the dignity and standing of the com-
munity, and possibly act as an incen-
tive to other cities of 'this great do-
minion'."

MILITIA WANTS NAMES

Ottawa Communication Asks About
Boys' Corps — 43 Effected by
Message.

Capt. Gordon Wootton, of the Lon-
don Collegiate Institute Cadets, has
received a communication from military
headquarters at Ottawa asking for the
names and addresses of all the local
cadets over sixteen years of age.
No reason is given for the request,
and there is much speculation as to
its meaning.
There are 43 cadets whose names
will be sent as a result of the instruc-
tions. The corps has at present eight
on the roll, but the majority are un-
der the age limit mentioned in the Ot-
tawa communication.
No reason for the request could be
learned last night, local military
authorities knowing nothing of the letter.

Sizes For Everyone

Our stock of shoes is so large and
varied that we are enabled to fit and
shoe you in the city. If we have not
your last in stock, we'll have it made
for you in a short time.

J.P. COOK CO.
THE STORE THAT SERVES YOU BEST

To the Wife

You can be pleasant at
all times if you let us be
your cook.

Cake By the
Pound

Almond, Peel, Cherry and
White, 30c
Cakes from 12c to 30c per doz.
Cakes from 12c to 30c each.

Candy Dept.

Plain and Nut Taffies,
20c pound.
Nut Glacé, 40c pound.

Peters-2-Shops

S. A. WELCOMES
BRIG. BETTRIDGE

Rousing Reception Accorded
New Chief at Station by
Local Workers.

If an enthusiastic welcome goes for
anything, Brigadier and Mrs. Bettridge,
of the Salvation Army, who arrived
last night to take the place of Major
Morris, will be very popular.

The Grand Trunk station platform
was jammed when the train from To-
ronto, bearing the new brigadier and
his wife, pulled in. The Salvation Army
band from St. Thomas, augmented by
the London band, was on hand to help
in the hearty welcome, and to escort
the new chief to the club where he was
installed in his new position by Lieut.-Col. Rees,
of Toronto. The crowd was crowded
to capacity, and the applause was
deafening when Brigadier Bettridge
appeared.

Addresses of welcome were made by
Sergeant-Major David Andrews, Adjutant
Stickells, of Sarnia, and Chancellor
Smith.
Brigadier Bettridge made a forceful
speech in reply. He stated that he and
Mrs. Bettridge appreciated the hearty
and enthusiastic welcome accorded
them, and that he would do all in his
power to further the work of the army
and of God, in this district, and that
God's work would surely prosper if
everyone would give their help and
blessing. Mrs. Bettridge also spoke
briefly.

The welcome unfortunately had to be
cut short, as the train was almost an
hour late, and did not arrive until after
9 o'clock.

Novel Contributions
to Patriotic Fund

Arthur Rowe has promised \$2.00 per
month, and has also donated two fine
pictures to the fund, which will be auc-
tioned off at the Tecumseh House on
Friday night.
Rowland Hill has donated \$50 worth
of shoes.
C. Duchene, butcher—200 pounds beef,
value \$30.
London Bread Company — \$20
book of bread tickets.
George Mann—Five tons coal.
Moore Fruit Company, Limited—\$10
per month in fruit and vegetables.

THIS MAN LIKES CLOTHES
HE TOOK WHAT HE LIKED

Smooth Gent Who Follows Dictates of
Fashion, Has Learned His Trade
To Last Letter.

It is not often that a thief shows
much discrimination, but the one who
relieved John Heil, eighth con-
cession, London Township, of his
best clothes, certainly exhibited signs
of being acquainted with Dame
Fashion.

On Friday as Mr. Heil was work-
ing near his barn, a stranger came
into the yard and asked him to let
him into the house and see his work.
The man was a clean-looking
fellow and stated that he was a son
of an English church clergyman, Mr.
Heil happened to need a man and
the stranger's appearance of the work-
man pleased him. The man was
engaged. No one thought to make
any further inquiries as to his
identity.

On Saturday the family came to
this city. The new hired man was
left to look after the house and
work. The man was a clean-looking
fellow and stated that he was a son
of an English church clergyman, Mr.
Heil happened to need a man and
the stranger's appearance of the work-
man pleased him. The man was
engaged. No one thought to make
any further inquiries as to his
identity.

HIS CONTRIBUTION—RENT

Widow With Big Family Gets Use Of
Premises Free.

An incident which shows the spirit
of goodwill and sacrifice which prevails
in this city occurred yesterday. The
Canada Trust Company collects rent
for a small store belonging to a citizen
who depends to a great extent on the
monthly income for the support of
himself and family.
The tenant is a widow with six chil-
dren, who has just had a task to
keep them, and has felt the pinch since
the war broke out. Her husband's
company had been in the service since
at last had to call personally and
explain that she could not pay. When
the company came into the store, the
owner of the company and heard the cir-
cumstances he at once stated that he
would make the three months' rent a
contribution to the fund.

ADAM-ROBINSON.

[Special to The Advertiser.]
INGERSOLL, Sept. 10.—The mar-
riage of Pearl Ethelwyn, only daughter
of Mr. and Mrs. David Robinson, to
John Gordon Adam, was solemnized
at their home, 100 West 10th street,
yesterday evening. The ceremony was per-
formed by Rev. L. W. Hill, of the In-
gersoll Methodist Church, assisted by
Rev. Mr. Terry, of Lovell, uncle of
the bride. In the presence of a large
number of guests, the bride, becom-
ingly groomed, was given away by her
father as the wedding march was
played by Mr. Sanders, of Ingersoll. The
bridesmaid was Miss Cora O'Dell, of
Edgar Adam. Many beautiful
gifts were received by the bride, Mr.
and Mrs. Adam will reside in West
Oxford.

THE MANOR INN

Beginning Saturday, Sept. 12th, The
Manor Inn will serve daily in addition
to the 2 a. m. luncheon, a 40-cent
dinner from 12 to 2. The menu for to-
morrow will be: Roast beef, potatoes,
celery and apple salad; caramel ice
cream; apple pie; home-made bread
and rolls; tea, coffee, or milk.

NORTH END SCHOOL OF MUSIC.

C. L. Chisholm (late director of
music, Alberta College, Edmonton), will
begin his art training and sing-
ing classes for children (6 to 15 years),
Saturday, Sept. 12, at 3 o'clock at the
North End School of Music, No. 781
Broad street. This class, only \$3
per quarter, will be under the personal
instruction of Mr. Chisholm, who had
at one time studying under him in this
branch over 2,000 students and 37
teachers. Children's voices trained
and protected, and a solid foundation
laid for the study of any instrument.
Prospectus for other branches. Phone
208.

BANDS TURN
FOR THEIR PART

Stirring Airs Heard on Streets
Stimulate Interest in
Relief Fund.

It was band night on the downtown
streets last night. The Seventh Regi-
ment Band, under Bandmaster Slater,
the Marconi Club Band, under Prof.
Venuta, and Sergeant McDonald's Lon-
don Highland Pipe Band made things
lively in the late hours.

The bands were out in aid of the
patriotic fund campaign, and were
cheered on every side as they swung
through Dundas and Richmond streets.

Helping Along Campaign.
The giving spirit has got a hold on
London, and the bands have done much
towards keeping the patriotic spirit in
the minds of the citizens. At eight
o'clock, the three bands were on the
downtown streets.

The Seventh Regiment Band occupied
a specially decorated car, loaned by the
London Street Railway Company for the
purpose. In it they made a tour of
the lines in the city, providing music
for the outlying sections as well as the
business section. The ever-popular band
wore its military uniform, and its
repertoire of inspiring military music
made it popular with the crowds.
As the car passed slowly through the
streets the band was cheered on every
side.

Pipe Band Makes Hit.

The wild skirl of the bagpipes
goaded the pulse of more than one
good old Scotman to beat faster as
Sergeant McDonald's band in full
Highland dress, swung through the
streets. The band was out in full
strength last night, and its peculiar,
though pleasing, music had a com-
pulsive dancing at a furious rate as
pulses quickened and hearts beat faster.
At the corner of Dundas and Richmond
streets on the corner of the pipe band
pipemen, several Scotchmen started the
first quick steps of the Highland fling,
just to show that they were heartily in
favor of the demonstration.

Shortly before ten o'clock the pipe
band serenaded The Advertiser office.
A monster crowd collected and heard a
program of Scotch favorites on the
instrument which have led many a wild
Scotchman to victory.

Italian Band Pleases.
One of the hits of the evening was
the medley work of Prof. Venuta's
Marconi Club Band. The band is com-
posed of Italian-Canadians, and turned
out almost twenty strong. The musicians
have only a few days to learn a com-
pactly short time, but their work drew
hearty applause from citizens last night.
Previous to disbanding, they marched
to The Advertiser office, where a short con-
cert was given before the building. The
band received a tremendous ovation
after each number from the hundreds of
citizens who lined the walks on either
side of the street.

PRICES OF SUGAR
ARE EXTORTIONATE

Reports to the Department of
Trade and Commerce—
Criticism by the
Minister.

[Special to The Advertiser.]
OTTAWA, Sept. 10.—Reports to
the department of trade and commerce
that the price of sugar has gone up to nine
and even eleven cents per pound in
some of the large cities.

"Such prices as these," said Sir
George Foster today, "are cruel and
extortionate. In Montreal up to the
time of change of tariff, retailers
could obtain sugar from the Canada
Refining Company for \$1.00 per hundred
pounds, and at the present time, house-
holders should have got their sugar in
Montreal, Ottawa and Toronto for from
6 1/2 to 6 3/4 cents per pound. Other
wholesale prices are charged after
claiming a premium for \$1.00 per hundred
pounds. The imposition of the war duty
on St. Lawrence Refinery, \$5.70 per hun-
dred, Acadian Sugar Refinery, \$6.20,
and the higher prices charged by retail-
ers in the city, therefore, have evened
the difference between the cost of sugar
in Montreal and the cost in other cities.
The citizens should not have been charged
their customers more than from
6 1/2 to 7 1/4 cents per pound, accord-
ing to the purchase from one or
other of the refineries mentioned."

CANADA'S TROOPS
CAN SEND LETTERS

Fifteen Postal Clerks To Go To Europe
With Contingent.

[Special to The Advertiser.]
OTTAWA, Sept. 10.—There will be
postal facilities provided for the Cana-
dian expeditionary force so that the
men at the front will be able to mail
and receive letters.

Some of the fifteen postal clerks now
at Valcartier camp will be taken to
Europe with the division and will there-
after pass from civil to military control,
but will continue to sort and distribute
letters and papers.

Everything coming out will be read
and censored. Special postcards are to
be provided for the force by the British
and French governments.

FIVE DRUNKS APPEAR
IN COURT IN DRY TOWN

Goderich Magistrate Hands Down \$20
and Costs To Inebriates—Reads
License Act.

[Special to The Advertiser.]
GODERICH, Sept. 10.—Five more
cases of drunkenness were before P. M.
Kelly today. Four pleaded guilty and
were fined \$20 and costs or 30 days in
jail. The four paid the fine. The fifth
pleaded not guilty and was remanded
until 11 o'clock Friday morning. The
court was crowded and P. M. Kelly
read the act for the benefit of
those present.

MET 150 BATTLESHIPS
ON WAY TO ENGLAND

QUEBEC, Sept. 10.—Great Britain
is yet the undisputed master of the
seas, and this is once more evidenced
by the story told by Michael Velario,
a vaudeville troupe director, who is
just in from India.

He says that on his way to Eng-
land he was on the Mediterranean, and
the boat he was on met no less than 150
battleships, both French and Eng-
lish.

"From Gibraltar to Plymouth,"
says Mr. Velario to the Canadian
Press, "the ships made an unbroken
chain of cruisers, destroyers, etc.,
and we met no less than 150. We never
were out of sight of a protecting
sea battery."

Rowat's Grocery Aim
Always for Satisfaction
to the Smallest
Item Sold on an
Order.

Satisfaction not only as to
quality, but also in service,
courteous treatment and
prompt delivery.

ROWAT'S COFFEE

"The best to be had."
The margin of profit on our Spe-
cial Blend of Coffee has always been
small, owing to its high quality.
The war tax will increase the price
slightly. However, while our present
stock lasts you can buy it at
25c per pound.

OLIVES

Owing to a fortunate
purchase, we can offer
regular 35c quality Olives
at a special,
On Sale 29c See
Window

FRESH BISCUITS

Our assortment of
Biscuits is complete.
We have a biscuit for
every taste.
From 20c to \$1 a pound.

VINEGARS FOR PICKLING.

When pickling, the quality of the
vinegar improves the flavor.
Special Pickling, 75c a gallon
XXX White Wine, 50c a gallon
XX White Wine, 40c a gallon
Cider Vinegar, 40c a gallon
Best Cider, 50c a gallon
Golden Syrup, 50c a gallon
Imported English Malt, 80c a gallon

Our Spices Will Always
Be Found Full Strength.

Telephone orders receive the same
care and attention as though per-
sonally given.

T.A. ROWAT & CO.
Phones 3051-3052-250 Dundas St.

BRITISH CAPTURE 3
MORE GERMAN BOATS

One Had Valuable Cargo of
Nitrate—Cruisers Will
Search Atlantic.

[Canadian Press.]
LONDON, Sept. 10.—4:50 p.m.—The
German ships Orlando and Goldbeck, the
latter from Tacoma for London, have
been captured by British vessels in the
Atlantic.

The Orlando left Mejillones, Chile, on
May 27 for the English Channel. The
Goldbeck, a German bark, called from
Tacoma on April 23 for London, and was
reported as having passed the Lizard
yesterday.

GETS CARGO OF NITRATE.

PLYMOUTH, Sept. 10, via London—
9:50 p.m.—The German bark Urania,
bound for Tocopilla, Chile, for Hamburg,
with a cargo of nitrate valued at \$175,000,
has been captured by a British warship.

TO CHASE GERMAN CRUISERS.

MONTEVIDEO, Sept. 10.—The British
cruiser Godthorpe arrived here today.
It is asserted here that the cruiser, in
company with the cruisers Monmouth
and Glasgow, which came into port
yesterday, are preparing to leave in
search of the German cruisers now in
Atlantic waters.

FRENCH CRUISER CALLED HOME.

VENICE, Sept. 10.—8:15 p.m.—The
cruiser Piemonte has been
called home from Somaliland, East
Africa.

BERLIN PAPER SCORES
CRUELTY OF GERMANS

Asks That Ill-Treatment of Prisoners of
War Cease.

ANTWERP, Sept. 10, via London.—
7:47 p.m.—The Berlin newspaper
Vorwaerts prints a sensational article
concerning the treatment of prisoners of
war and adds that if the reports of
cruelties, of which it cites several al-
leged cases, are true, the severest
measures should be adopted to stop
them.

The Vorwaerts gives Herr Trueb, a
member of the Reichstag, as authority
for the statement that a male nurse
who worked in the last will of a dying
French count was subjected to corporal
punishment for so doing. It also quotes
a report received from Liebenstein,
Saxe-Meiningen, that the bodies of
Belgian prisoners being transported
through the town was attacked by a
furious mob, which seized and
lynched a priest, who was among the
prisoners, because he was accused of
having incited the Belgian populace
to commit atrocities on German sol-
diers.

GERMAN YARNS MAKE
IMPRESSION ON SPAIN

PARIS, Sept. 10.—A dispatch to the
Temps from San Sebastian says:
"The paucity of war news from French
sources is causing the Spanish press to
be inundated with so-called German
official communications with the result
that France, little by little, is losing
what small influence she possessed. The
foreign ministry gives out to the news-
paper men accounts of German suc-
cesses in France, although the minister
is careful to say they are of German
origin, but the fact that they are com-
municated to the 'foreign Office' stamps
them with a certain authenticity."

LADIES SEW FOR SOLDIERS

[Special to The Advertiser.]
STRATHROY, Sept. 10.—The young
ladies of the town held a sewing party
last night, working on garments for
the front.

Mr. William Caven Barron Returns.
Mr. William Caven Barron, late prin-
cipal and founder of the London Con-
servatory of Music, is to reside in Lon-
don for the winter months, during
which time he will teach piano at the
above institution.

Mr. Barron has for the past six
years been associated with the musical
life of Boston, where he has resided.
For further information inquire of
Miss Armstrong, of the Conserva-
tory of Music.

"Society Brand" Clothes
For Young Men and Men
Who Stay Young

There are many reasons why these clothes are regarded in the
United States as the smartest garments offered in that country
of good clothes. The same reasons apply to "Society Brand"
Clothes that are now "Made in Canada" under the personal super-
vision of the Chicago headquarters.

Aside from the recognized superiority of the style, is the fact
that the real value in every garment of this make is unquestion-
ably better than in any other high-grade line offered you today.
For proof, come in and examine these two lines we mention today.

\$18.00 Suits
"Master" and "Poole" Models

In Pure Wool, English and Scotch fabrics, tailored strictly
by hand, to hold their shape indefinitely. Clever new overchecks
and plaids, in rich fall colorings.

\$23.50 Suits
"Envoy," "Poole" and "Master"

Models, in fine pure wool, English Worsteds and Scotch Tweeds,
in a clever range of exclusive autumn colorings and designs. Just
the fabrics that custom tailors sell at from \$28 to \$35.

"Society Brand" Winter Overcoats
Are being shown in some specially clever models and designs.Blue Suits
Saturday Specials

You instinctively think of
Young's when you think of
Blue Suits, for we've led
the procession for years in
real value giving.

For fall we've got some
values that we say, in all
earnestness, will not be
equalled again in the next
five years.

\$10.00, \$12.50
\$15.00, \$18.00
See These Values Sure.

R. J. YOUNG & CO.
LONDON

LONDON EAST

RED CROSS CONCERT WAS
A SUCCESS IN INGERSOLL

[Special to The Advertiser.]
INGERSOLL, Sept. 10.—The town
hall was well-filled tonight at a patri-
otic concert given in aid of the Red
Cross fund. Local talent furnished
very pleasant program, and the pro-
ceeds were very encouraging to the
society, which has been very active
since organization.

PRESIDENT W