THE SEASON HAS ARRIVED ---

when you wonder whether to have your old casings repaired or buy new ones. We can take care of your needs. Our vulcanizing department is the most up-to-date in Western Ontario, and our charges are reasonable.

Auto Supply Company SUDDEN SERVICE STORE

106 Dundas St. Phone 3724. ywt

The Electric Store of Service

WESTERN ONTARIO ELECTRIC CO.
287 DUNDAS STREET.

Fixtures, Stoves, Appliances, Supplies, Lamps and Wiring.
A visit will convince you.

Enlarged Portraits

Made in India Ink and Watercolor, Oval and Square Frames, Convex Glass. Store open Tuesday, Thursday and Saturday Evenings.
Agents Wanted.

Vectis Manufacturing Co.
203 Wellington Street. zxvt

London Business College

Corner Dundas and Richmond Streets, London, Ontario.

London's new and up-to-date Commercial School. Day classes 9 to 4. Night classes 7:30 to 9:30, Mondays and Thursdays. Enter any time. J. Morritt, Principal. Phone 7380. N. Stonehouse, Vice-Principal.

Children's Shoes

We make a specialty of this line. Bring the children here to be properly fitted.

COOK'S SHOE STORE

Diamonds

Loose and mounted stones.

Rings .....$ 5.00 to $500.00
Lavaliers ..$15.00 to $275.00
Earrings ...$25.00 to $250.00

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

RETREADING
Like We Do, Pays.
LONDON TIRE REPAIR DEPOT
354 Wellington Street.
Phone 2834. ywt
Opposite McClary's.

Old Mirrors Re-Silvered

and made as good as new.
NEW ONES MADE TO ORDER.
All work guaranteed. Write or call. Store open Tuesday, Thursday and Saturday evenings.
VECTIS MANUFACTURING CO.
203 Wellington street. ywt

WOOD

We have just received a large shipment of good dry Hardwood.
This Wood is of exceptional quality. Order Early.
D. H. GILLIES & SON.
Corner Adelaide and Bathurst streets.
Phone 1318. ywt

INSURANCE
HAROLD J. LAWSON
(Returned).
205 Dominion Savings Bldg. Phone 950. ywt

HOW ABOUT YOUR DAUGHTER?

Defective vision and eyestrain are the cause of many physical maladies with girls. Many of these troubles can be remedied almost at once and at a very slight expense with a pair of glasses. Get your daughter's glasses here. We have made glasses for hundreds of girls.

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic. yt

NEW HOTEL CADILLAC
DETROIT, MICH.

Now open to the public. Complete everywhere. Two excellent dining-rooms, most beautiful lobby. Depot cars direct.

Rate, $1.50 up.

C. C. SCHANTZ, Mngr. 1aw t

London Loan and Savings Co.
OF CANADA

4% ALLOWED ON DEPOSITS.
5½% ALLOWED ON DEBENTURES.

220 Dundas Street, London, Ont.

Is It Worth It?

Just for a couple of loaves of bread—half the day gone, sink full of mussy pots and pans, table littered with rolling pin, flour and what not—and, on top of this, extra fuel, a scorching kitchen, twice as much cost, aching, back and arms, and a popping headache.

Is It Worth It?

Hardly—not while you can get such wholesome, delicious bread by simply asking your grocer or ringing the phone.

PARNELL BAKING CO.
PHONES 929-1390

The Price of Diamonds

Despite the end of the war, the prices of Diamonds have advanced tremendously since last Christmas. The indications now are that they will advance more before the beginning of the year.

"A word to the wise is sufficient." If you are considering the buying of a diamond it would be a good idea to buy it now, as the prices are expected to mount again shortly.

Our stock of mounted and unmounted stones is excellent.

YOUNG'S DIAMONDS AND WATCHES London

Good to the Last Crumb

You'll appreciate how good

JOHNSTON BROS. XXX BREAD

really is when you eat and enjoy the last slice from the loaf. Good to the last crumb. Delicious, wholesome, sweet as a nut.

Fresh at your grocer's today.

Johnston Bros. Phone 944 ywt

TORONTO-PHILADELPHIA SLEEPER VIA GRAND TRUNK RAILWAY.

Through sleeping car is now operated between Toronto and Philadelphia via Grand Trunk, Lehigh Valley and Philadelphia and Reading Railways.

Leaving Toronto 5:45 p.m., daily, arriving Philadelphia, 10:25 a.m., and leaving Philadelphia 6:30 p.m. daily, arriving Toronto 9:40 a.m. Dining cars also operated on these trains. 3n

THE CLEAR PURPOSE

of your advertising is, or should be, to exchange merchandise for money. See that your advertising drives right toward its object.

Federal Advertising Agency

T. H. YULL,
Dominion Savings Building,
LONDON, CANADA.

LADIES'

Fall Hat Revue---

BELTZ & CO. ywt

"HEALTH AND BUSINESS EFFICIENCY" OPENING CITY AD CLUB ADDRESS

Helpful and beneficial as every meeting of the London Advertising Club has been since its inception, the opening meeting of the season next Wednesday evening at the Tecumseh House is expected to be the most valuable from the standpoint of practical application by individual members.

Dr. Barklie will speak on the subject of "Health and Business Efficiency," and has promised not to mince matters in dealing with some of the vital points included in his address.

The usual round-table discussion which will follow his talk is expected to evoke some most interesting replies on matters of national as well as individual import. A musical feast is being prepared by the Brunswick Trio, and with President W. J. Ashplant in the chair a smoothly conducted, profitable evening is assured. The London Advertising Club particularly invites strangers in the city to attend its meetings, and many a travelling man has passed pleasantly what might otherwise have proven a dull evening, by entering into the cordial circle around the dinner-table of Canada's livest advertising club.

A Cockroach in the Kitchen

WHERE'S THE KEATING'S? EVERY cockroach that comes into proper contact with Keating's Powder DIES. This is a FACT. Sold in cartons (not loose), 15c, 25c and 40c. None genuine without the signature on the red label round each carton. b

DUSTIN FARNUM in "A Man's Fight," a gripping story of the west, showing at the Patricia Theatre on Thursday, Friday and Saturday, October 2, 3, 4.

A Problem For the Editor.

It has been asked whether stepping on a man's corns give provocation for swearing. Answer: Keep the toes clear of corns by using Putnam's Corn Extractor. It's the best, 25c, at all dealers.

Night Classes Begin Oct. 2
Westervelt School
Oct. 2

At the Patricia

TODAY—Corinne Griffith, in "A Girl at Bay"; Vaudeville Feature, "Mole, Jesta and Mole," Novelty and Comedy Cyclists; Special Comedy Feature, Entitled "In Bad All Around"; Mutt and Jeff Cartoon, Entitled "The Cow's Husband."

MONDAY, TUESDAY AND WEDNESDAY—Dorothy Philips, in "Destiny"; Vaudeville Feature "The Howard Comedy Four," a Hokum Quartet That's a Riot; Special Two-Reel Century Comedy, "Joe Martin in the Jazz Monk"; Universal Screen Magazine.

THURSDAY, FRIDAY AND SATURDAY—Monroe Salisbury, in "The Sundown Trail"; Vaudeville Feature "The Ray Trio," Comedy, Singing, Talking; L-Ko Two-Reel Special Comedy, Mutt and Jeff Cartoon.

COMING—WEEK OF SEPT. 29—FARNUM WEEK—MONDAY, TUESDAY AND WEDNESDAY—William Farnum, in "The Lone Star Ranger," by Zane Grey.

THURSDAY, FRIDAY AND SATURDAY—Dustin Farnum, in "A Man's Fight," a Gripping Story of the East and West.

DOROTHY PHILLIPS IN "DESTINY" AT THE PATRICIA THEATRE

Excellent Photoplay Will Be Presented on Monday, Tuesday and Wednesday.

Dorothy Phillips, in "Destiny," her latest film success, will be shown at the Patricia Theatre on Monday, Tuesday and Wednesday next.

"Destiny" proved to be a compelling study of present-day life. Its characters are human, its motives are simple and elemental. It rises to a climax of great power, and, needless to say, the acting of the star is excellent. Moreover, it has a superb cast in her support.

The picture tells of the conflict in the Burton family. Hamilton Burton, the son, is fired with ambition. He longs to conquer, to achieve wealth and power. Mary, his sister, counsels, that they remain on the farm and make sure of the happiness that is already theirs, rather than reach out for more ambitious things.

After the fashion of a number of recent stage successes, "Destiny" shows the results that would follow both choices. The one conclusion is tragic, the other "happy." So one may take with him from the theatre whichever he chooses.

The cast, as has been said, is noteworthy. William Stowell, who appeared to such advantage in "The Heart of Humanity" is again Miss Phillips' leading man. But this time he is her brother, the ambitious and domineering Hamilton, instead of the usual sweetheart. The latter role is played by Harry Hilliard, the former Fox leading man.

MONROE SALISBURY in "The Sundown Trail," a story of the golden days of old California, showing at the Patricia Theatre next Thursday, Friday and Saturday.

William Farnum, in "The Lone Star Ranger," Coming Monday, Tuesday and Wednesday, September 29-30, and October 1.

William Farnum will be the attraction at the Patricia Theatre, beginning Monday, September 29, in the William Fox production, "The Lone Star Ranger," a dramatization of the novel of that name by Zane Grey, author of "Riders of the Purple Sage" and "The Rainbow Trail"—in picturization of which Mr. Farnum has appeared with such marked success.

"The Lone Star Ranger" is a stirring tale of the exploits of a member of the Texas Rangers, who single-handed breaks up the stronghold of a band of cattle rustlers.

The scenic effects that frame the intense dramatic action of this story were photographed in picturesque mountain fastnesses and on the desert.

Dustin Farnum, in "A Man's Fight," at the Patricia Thursday, Friday and Saturday, October 2-3-4.

Dustin Farnum is coming to the Patricia Theatre on October 2, 3 and 4 in his latest United picture, "A Man's Fight."

This opens in New York City, where he portrays the role of an idle young man of wealth who finally rises to the occasion when the big moment comes. A man whom he had previously quarreled with is shot during a scuffle with the hero's sister. Both brother and sister confess to firing the shot that killed, in order to protect the other.

The outcome is that the brother is sent to prison for a short term, and when released he is disowned by his father and goes West to start anew. The sister goes into a convent. The young man's fight for the independent copper interests in Arizona brings him into politics, and when about to grasp victory he is confronted by his past as a convict.

A very pretty young girl is his stenographer. And she is just as smart as she is pretty. It is this young girl who finally appears in the big town hall and takes such a leading part in the big scene which carries the hero to success and clears the name of both himself and his sister.

And this brings order out of chaos and leaves the hero and heroine to enjoy their well-earned happiness. There are said to be many thrills in this melodrama of western life. Prominent in the cast supporting Mr. Farnum are Lois Wilson, Dorothy Wallace, J. Barney Sherry and Wedgewood Nowell.

Appearing in "The Lone Star Ranger," a romance of the great southwest, showing at the Patricia Theatre on Monday, Tuesday and Wednesday, September 29, 30 and October 1.

Rowat's Special Tea

Buy it when you want the best. 60c, 70c, 80c, $1.10 per pound.
T. A. ROWAT & CO.

DOROTHY PHILLIPS in her latest film production, "Destiny," showing at the Patricia Theatre on Monday, Tuesday and Wednesday.

LOCAL TEMPERATURES.

Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 78; lowest, 58.

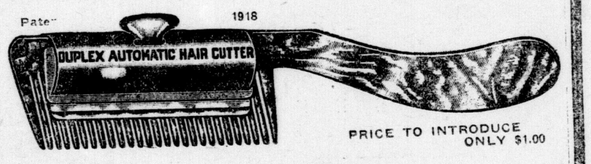
TONE IN A PIANO THE REAL TEST.

Examples of real and high-class architecture are to be found in many of the different art pianos made by Ye Olde Firme of Heintzman & Co., Limited, 242 Dundas street, London, but more than anything else the distinguishing mark of these instruments is the tone. This is the soul of any piano, and it is tone that has made this piano the choice of the world's great artists whenever they have visited Canada. b

FREE If You Send Today FREE

$2.00 NEW DUPLEX STROPPING ATTACHMENT Duplex Hair Cutter and Stropper. Complete Outfit for Only **$1.00**

After considerable experimental work we now have a perfect stropping attachment, with which anyone can put all four cutting edges in shape in a minute. We have found that at least one hundred perfect haircuts can be obtained by using this stropper. Cut out this ad. and send it to us with only $1.00 TODAY, and we will send you the stropper ABSOLUTELY FREE. Both DUPLEX HAIR CUTTER AND STROPPER, the Big $2.00 outfit for ONLY $1.00. This wonderful half price offer will not be repeated. Send TODAY.



PRICE TO INTRODUCE ONLY $1.00

Cut Your Own Hair Easier Than Shaving

You do not need any experience or practice to use the DUPLEX AUTOMATIC HAIR CUTTER. It comes to you ready for instant use, and five minutes after you receive it you can have your hair cut better than it was ever cut before.

The DUPLEX will cut as closely or trim as long as you wish it to. No clippers or scissors are needed with the DUPLEX; it finishes the work completely. It cuts the front hair long and the back hair short. Trims around the ears, etc.

Inside of a very short time you will have to pay $2.00 for the DUPLEX. The price today is $2.00, but while our present stock lasts we will accept this advertisement the same as $1.00 cash. Cut it out and send it with ONLY $1.00, and we will send you the $2.00 DUPLEX AUTOMATIC HAIR CUTTER AND STROPPER, ready for instant use, postage paid to any address. AGENTS WANTED.

DUPLEX MANUFACTURING CO., DEPT. 62, BARRIE, ONT.

ATTENTION!

Buy your tires here on a guaranteed mileage basis. 6,000 miles against 3,500, for the same money.
GET OUR PRICES FIRST.

LONDON'S RUBBER MAN
346 Dundas Street. ywt Phone 5124 BROCKMAN

ROSS' LIMITED MANUFACTURERS

The House That Sells Direct to the Wearer, Believing That Middle Profits Should Not Be Levied on the Buyer in These Days of High Cost.

From Trapper to Wearer Direct

HUDSON SEAL COATS—Designed and made on our own premises, and sold at

MANUFACTURERS' PRICES

This season's showing comprises fur garments of most attractive appearance, as well as perfection of comfort.

You will find models of distinctive features, suitable for all ages, in varied lengths and sizes, from 34 to 44 bust; plain garments; also belted and trimmed richly with sable, beaver, mole, natural opossum, lynx, mink, etc. Lined with the latest floral and Oriental patterned silks or brocade satins.

It will be gratifying as well as profitable to examine this showing.

Capes, Shawls, Stoles, Neckpieces and Muffs
In Every Variety of Popular Fur—All at Manufacturer's Prices.

LADIES' WEAR DEPARTMENT
NEW FALL SUITS

In face of the most discouraging conditions, as far as the procuring of reliable materials at moderate prices this season is concerned, we have far exceeded our expectations, and are now able to offer values scarcely at all in excess of last season, while the excellence of the merchandise has never been higher than what is now in our showrooms.

Connected with our cloak and suit manufacturing there is a SPECIAL ORDER DEPARTMENT, where garments from our exclusive styles can be made to measure in the very latest, correct models.

SUITS in velour, in all popular colors, plain and fur trimmed.

SUITS in serge of the highest guaranteed quality, in navy, black, taupe, etc.

SUITS in gabardine, in all popular colors.

SUITS in poplin, navy, black, brown, green and taupe.

All at Manufacturers' Prices.

Our patrons will find that the designing staff has excelled all former efforts this season in the perfection of outline and faultlessness of fit, which their garments demonstrate.

FALL COATS

The newest of new models are now in process of being produced in our workrooms, and will be shown from this on.

There are many attractive and novel features in the styles of this season.

They will be found in our showrooms in plain and fur-trimmed, light weights, soft and thick fabrics, to meet all tastes and requirements of comfort. Colors, taupe, brown, green, navy, black, etc.

FALL SILK GOWNS

The richness and novelty of these distinctively new garments produced by our designers and modistes, new in floral materials and rick silks, combinations of georgette and silk, beautifully combined and blended in colors and material, are delighting all our customers.

Prices include no middle profits, $34.00 to $45.00

BLOUSES

White Wash Silks Blouses, tailored, tucked, V and round neck styles $3.75, $4.00, $4.25, $5.00, $6.75
Black Silk Blouses .... $3.75 to $9.00
White, Flesh, Maize, Crepe de Chine Blouses, tucked and embroidered, convertible collars ..... $8.25 to $10.25
Georgette Crepe Blouses, maize, white, flesh, navy .. $6.75, $8.25, $9.00, $12.75
Voile Blouses, round, square, V necks, embroidered fronts. Regular $2.00 for $1.69
Voile Blouses, all regular $3.00 lines, clearing at $2.50

NECKWEAR

Guipure and Filet Lace Collars ..... $1.25 to $3.75
Net and Georgette Collars ..... 75c to $2.00
Net and Lace Stock Collars ..... 50c to $2.00
Corded Silk and Satin Collars ..... 75c to $1.50

GLOVES

Kayser Silk Gloves, mastic, grey, champagne, suede, black and white 95c, $1.25, $1.50 $1.75
Perrin's Kid Gloves, grey, brown, white and black ..... $1.75, $2.75 and $3.00

HOSIERY

Lisle Hose, black, white, brown ..... 50c and 60c
Silk Hose, grey, brown, black, white, sand, navy ..... $1.00, $1.25, $1.75, $2.00 and $3.50
Ribbed Top Silk Hose, navy, white, black $1.75
Kayser Silk Hose $3.25

PHONE 1319. 196 DUNDAS STREET.

Only the Merest Fraction of Your Food Bill Is Spent On Bread. Pay a Fair Price for Your Loaf and Get the Best.

"Though bread is the cheapest of foods,
It nevertheless is the best;
Let your taste be the guide,
And you'll surely decide
That NEAL'S 'has something' on all the rest."

Bunn the Baker of Neal's

(Copyright)

"We Invite the Table Test."

NEAL'S WRAPPED BREAD

NEAL BAKING COMPANY, LIMITED
"A Good Company to Work For."
Bread Factories at WINDSOR, LONDON, ST. THOMAS, SARNIA.