

of Overcoats, Suits, Pants, Raincoats, Sweater Coats, Caps, Sheepskin Coats, Gloves, Mittens, Underwear, Socks, Neckwear, Shirts and Overalls, to be disposed of in this

Store to be enlarged and Mail Order Department to be extended.

Unusual bargains are offered in all lines.

Fix the location firmly in your mind: 371 Talbot street, opposite market.

Gloves and Mitts 180 dozen Gloves and Mittens, valued up to \$2.00, placed on the counter in a large box, to clear at, a pair \$1.00

Necktie Specials \$1.25 values for ..... 50c \$1.50 values for ..... 75c \$2.00 values for ....\$1.00 \$2.50 values for ....\$1.25 \$3.00 values for ....\$1.49 \$5.00 values for ....\$2.50 Very special lines, \$1.50 values, 3 for \$1.00

**OVERCO ATS** We offer 20 Overcoats,

regular \$20.00 \$12.50 value, for ....

#### **MEN'S SUITS** Serges, tweeds, worsteds, omespuns, cassimeres, in checks, hairlines, fancy and

plain conservative styles, in two and three buttons. \$13.50, \$15.00 \$19.50, \$25.00,

## \$33.75, \$44.50 RAINCOATS

Paramattas, tweeds, pure rubber, leather and silklined or unlined, form-fitting gabardines, double and single-breasted, three-quarter and full-length; in greys, checks, oxfords and plain colors; every coat sold with a guarantee.

\$9.95, \$11.95, \$13.95, \$16.95, \$19.95, \$22.95

**MEN'S PANTS** A pair of pants for every purpose, at these special

\$2.49, \$2.95, \$3.95, \$4.95, \$5.95, \$6.95, \$7.95, \$8.95, \$9.95, \$10.95, **SWEATER COATS** 

Our new fall stock is here. It includes all the newest styles, colors, in allwool, from the best makers in Canada. Prices from

\$3.50 \* \$13.50 You save money on everything you buy in this

store for the next 90 days.

Clothing Co. The Heart of London.

371 Talbot Street, Opposite Market.

ITALIANS ARE STILL REGAINS WORLD'S EATING WAR BREAD: CHAMPIONSHIP NO BRIGHT PROSPECTS



are still eating war bread, made of wheat substitute.
Rev. A. D. Dilphius of Cambridge, Mass., arrived here today to take charge of the New Jerusalem Church, the pulpit of which has been vacant since the death of the former pastor. The new pastor is from Holland.
Manager A. Rohlan of the Dominion Sugar Refinery, announced today that the company had 9,000 acres under cultivation, and will start its regular fall campaign on October 1 with a force of 500 hands. It is expected the campaign will last until after January. A record-breaking sugar production is expected. through his defeat of Felton of Aus-



## "3450" Insulators Resist Knocks, Shocks, Heat and Expansion to a Wonderful Degree

They are so hard and tough that they stand up under treatment that is never experienced even in emergency use in a motor or engine.

You can heat them white hot, then douse them in water-knock them with a wrench-drive them through a cake of lead-drop them on the floor-and you won't find even a chip or crack in the glaze.



# Dependable Spark Plugs

all have "3450" insulators.

Any dealer in motor supplies can supply you with the correct plug for your engine-insist that "Champion" appear on the insulator as well as on the box. '

Champion Spark Plug Co. of Canada, Limited Windsor, Ontario

Largest Factory in Canada making Spark Plugs exclusively TWO PEOPLE HURT WHEN AUTO UPSETS

Mrs. Wilson of London Has Her Arm Badly Broken.

CAMLACHIE, Sept. 16.—An auto driven by Mr. Wilson of London road turned over near Uttoxeter, on the Egremont road on Wednesday evening. The car was full of passengers, and through a wrong turn made by the driver the car swerved and upset. Mrs. Wilson's arm was badly broken at the elbow and her father, Mr. Elliott, had his wrist broken and put out of joint. Archie McFarlane saw the accident and went to their rescue, bringing the wounded to Dr. Brown, who set the broken bones. The other passengers were uninjured.

Mr. Storey, a returned missionary of South America, spoke in Knox Church on Wednesday and very graphically described the conditions in that continent and then put on the screen may picture.

and then put on the screen may pic-tures to illustrate his message.

TILLSONBURG MILK TO REDUCE PRODUCTION

Reports of Closing Down Are Denied-Milk Producers Are Worried.

TILLSONBURG, Sept. 16 .- The re-TILLSONBURG, Sept. 16.—The reports sent out from Toronto in regard to the closing of the powdered milk and condensing factories is causing a great flurry among Oxford farmers, but this afternoon the patrons of the local Borden Milk Company's factory were assured that the plant will not close on October 1, as stated in Toronto dispatches, but may curtail its production to a certain extent. It is expected that milk shut out from the surrounding factories will find its way to the local plant.

#### SOUTH DELAWARE

SOUTH DELEWARE, Sept. 16.—The annual school fair of S. S. No. 6, Delaware, will be held on Monday, Oct. 4, and will be joined by the Tempo school. Miss Robertson and her pupils are making great preparations for the event. Judging will start at 1 p.m. A booth will be on the grounds to supply the wants of the inner man. All kinds of sports will be put on. The baby show will be at 4 p.m.

#### WROXETER

WROXETER, Sept. 16.—In the intercests of the Wroxeter branch of the Upper Canada Tract and Bible Society, a Chinese student of Wycliff College gave a splendid address in the Presbyterian Church Tuesday evening. He also showed a number of views of his native land. The officers elected for the coming year are: President, Robert Black; vice-presidents, the resident ministers; secretary-treasurer, Robert Stocks.

Owing to a shortage of cement work on the cement walks in the village is being held up. Howick and Fralle streets are almost completed.

### PAISLEY

PAISLEY, Sept. 16.—The death took place suddenly early on Sunday morning of Mrs. Campbell, wife of Alexander Campbell, a well-known farmer of Saugeen, at her residence, concession 2, from heart failure, ir. her 79th year. Mrs. Campbell was a native of the Island of Islay, Scotland, and when a child came to Canada with her parents, Mr. and Mrs. Colin Lamont, who were amongst the first settlers of the township. She had resided on the same farm continuously since her marriage, more than 50 years ago. She is survived by her aged husband, five sons, Rev. Archibald Campbell, pastor of the Baptist Church, Weiland; John, in Vancouver; Donald, in Victoria; Alexander, in Stayner; and Colin on the homestead, and three daughters, Mrs. Miller Bentley, Saskatoon; Mrs. Murcet, Victoria, and Miss Arnie, at home. The funeral or. Wednesday was conducted by Rev. Mr. Buckberrough of the Baptist Church. Interment was made in Port Elgin Cemetery.

## FLORENCE

FLORENCE, Sept. 16.—The Methodist Ladies' Aid held a gathering of the three congregations of Shetland, Fanshers and Florence churches in the local Methodist Church Wednesday evening, when a large number were present. A very interesting program was given by local talent of the church and gratifying reports were given from each branch of their activities. Solos were sung by Edwin Morebouse and Mrs. A. May of Shetland, and Henry Stroder and Miss Marguerite Osborne of Florence. Ae the close of the program lunch was served. The proceeds will go to swell the Circuit Aid fund. The Ridgetown district meeting was attended by Rev. and Mrs. Barnard and Mr. W. Forshee.

Wednesday afternoon a large number of the members of the Florence Women's Institute went to Bothwell by invitation of that branch. The Florench branch provided the program and the Bothwell ladies entertained the visitors to luncheon.

The funeral of the nine-month-old child of Mr. and Mrs. Will Bodkin was held from the residence today. Rev. Mr. Streeter conducted the services. Interment was made in Thamesville Cemetery. The child's death was due

Interment was made in Thamesville Cemetery. The child's death was due to cholera infantum. The father, Mr. Bodkin, is also ill in bed with pleurisy.

## FOUR PEOPLE HURT WHEN AUTO AXLE BROKE

WARDSVILLE. Sept. 16.—A serious accident occurred here yesterday morning, when an auto in which Mr. and Mrs. John Readman and son and Mrs. Bondy were riding turned turtle on the hill near the farm of Simon Winger and the whole party were more or less badly bruised. That they escaped without fatal injuries is considered remarkable.

out fatal injuries is considered remarkable.

That the party was traveling this road was due to having been misdirected to Wardsville, where they purposed to spend the night and proceed to London in the morning. Just as the car, which was being driven by Mr. Readman, had crossed the crest of the hill and was descending, the rear axle broke on the left side and caused the breaking of the brake bands so that the driver had not control of the speed of the car.

To allow the car to continue its wild career down the hill looked like inviting total destruction, so Mr. Readman turned it into the bank, the crash which followed causing the car to turn turtle and smashing the top and windshield. Mr. Readman's foot was badly cut with glass from the windshield. Mrs. Readman was thrown clear of the car and received severe bruises on her left arm and shoulder. Their son had his head badly bruised, while Mrs. Bondy escaped with some rather painful minor bruises. The injured party was taken into Wardsville to the home of Rev. James Husser, where they were given medical attention. They will be able to return to their home in a few days.

UP THE AMAZON.

[Robert Leslie Ballem.]

Up the flowing Amazon, the boundless, soundless Amazon,

Jungles wall the sides with verdure, parrots shriek and scream,

Fragrant, light and airy land, an elemental fairy land—

Days pass by unnoticed in a misty, drowsy dream.

Up the placid Amazon, the floody muddy Amazon, Creepers trail from tree to tree in wild exotic life; wild exotic life;

Now a monkey chattering in accents
far from flattering.

Then a booming savage drum that
tells of stress and strife.

p the tranquil Amazon, the olden, golden Amazon, What a stage has Nature set for bold Adventure's plays!
Life is growing black again and I would fain be back again,
A-floating up the Amazon enguifed in tropic haze!

# Linen Table Cloths



Striking Values In Pure Linen Table Cloths and Napkins

Of Irish, Scotch and Canadian make. These linens come from the best makers. They are the good old standard lines of the wanted goods, which today are very hard to procure, but have long since been placed on our shelves. Quality and value the best.

Five pieces All-Linen Crash, red and blue border. Per yard......35c 10 pieces Heavy Crash, plain and red border, 60% linen. Per yard......39c

Ten pieces Heavy Pure Linen Crash, 18 inches wide, fancy colored border. Wonderful value ........................50c

Colored Curtain Marquisette, new designs, yard wide; wonderful value 75c

Pure Linen Cloths, super-quality, very special designs; size 72x90. Each.... ......\$10.00, \$12.50, \$15.00, \$17.50

25 Table Cloths, full bordered and hemmed; size 8x10; 60% linen. Wonderful value ......\$7.95

50 Pure Linen Tablecloths, size 72x 72, handsome designs in spot and floral; some special round centres 66x66 All-Linen Cloths, hemmed... ..... \$5.00

One Cloth, with one dozen Napkins to match, very special, per set.... .....\$25.00, \$27.50, \$32.50

# READY-TO-WEAR DEPARTMENT (Second Floor) PICK YOUR SEASON'S HAT TODAY

# Every Woman Will Want Frocks of the New Silks

Heavy Quality Duchess Satin (Lyons dye), both stylish and serviceable, 36 inches wide, in a full range of shades; regular \$3.69. Very special ......\$3.00 Black Paillette Silk, splendid quality for dresses and separate skirts; will not cut. The width is 36 inches. Very Silk and Wool Faille makes a dainty dress, very serviceable, in beautiful shades of taupe, grey, nigger, copen, prune, navy, black, rose and burgundy......\$2.98 Snappy Sport Coat Tweeds, all wool, 54 and 58 inches wide; choice colors and patterns. This week, special ......\$4.95 All-Wool Serge, for ladies' suits and dresses, fine weave, 50 and 54 inches wide, in navy, brown, green, grey, prune

and burgundy, \$3.75, for.....\$3.00

### Wonderful Values In New Up-to-Date Models. Special Values.

Very Handsome New Georgette Blouses, in basque style, with band on bottom, beautifully embroidered, in shades of bermuda, adriatic blue, nile, orchid, maize, navy and black .....\$10.00, \$12.50, \$15.00 New Fall Dresses, in fine serge, gabardine and tricotine

cloths, military braid and fine tuck trimming; made in straight blouse effects and coat style, with fancy vestee ......\$27.50, \$30.00, \$35.00 and \$37.50 Black Charmeuse Silk Dresses, made in open tunic style, with fancy inset braid, roll collar with vestee front. Very special .....\$40.00

Women's New Fall Suits, in all-wool cheviot and serge. Women's Tweed Raincoats, in grey and brown mixed tweeds, heavily rubberized and thoroughly waterproof ....

R. J. YOUNG @ CO.

# The Fall Campaign Opens With a Bang!

Featuring Good Clothes at \$29.50 \$34.50 \$39.50

It's bringing your dollar back to pre-war value with a vengeance—this great fall opening offer. Suits and Overcoats, strictly high-grade in every detail, with real quality and smart style evident at the slightest glance. Garments for the young man, full of pep and vigor, in great array. Garments for the conservative dresser, featuring in suits many of splendid plain grey and blue serge, and in overcoats many splendid grey meltons, in various styles. Let your eyes be the judge. We will trust them to see genuine savings of from \$7.00 to \$12.00 per garment.

# BOYS' AMERICAN WORSTED SUITS

Values \$9.50 to \$7.50 \$12.50 for ...

Boys' Suits of American worsteds that will wear like iron. These have a big proportion of cotton, but are durable and sightly. In six shades of grey, in stripes and overchecks; belted coats smartly cut; full bloomer pants, lined all through; sizes 26 to 33.

MEN'S WORSTED TROUSERS AT -

Splendidly made; Dark Stripe Worsted Trousers, five pockets, belt loops and cuffs; well sewn and in full, liberal cut; all sizes, 32 to 48. On sale at this special price.

MEN'S V NECK \$3.98
SWEATERS ... \$3.98

Splendid garments, with all-wool face and union back; maroon, with black trim, and black with orange trim; heavy weight. Sold all over at \$5.

Boys' Pullover Sweaters - - -

Splendid garments for school wear; warm and comfortable; splendid weight, in many shades of brown, tan and blue; all sizes in lot, 26 to 32.

R. J. YOUNG @ CO.