

Count Bertrand De Lesseps was a brother of Count Jacques de Lesseps, the famous aviator, who is married to the daughter of Sir William MacKenzie, and is well known in Toronto.

STALLMAN & PERDUE

A black and white fashion illustration of a woman in a long, vertically striped dress with a wide belt and a large, dark, wide-brimmed hat. She is holding a long, thin object, possibly a cigarette holder or a pen, in her right hand. The illustration is signed 'B.' at the bottom left.

FREE CHECKROOM for the Basement, where your wraps, parcels and luggage will be cared for while in the city.

TELEPHONE AND INFORMATION BUREAU at Transfer Counter, Main Floor.

RESTROOM AND LADIES' TOILET on Second Floor.

DINING - ROOM on Fourth Floor.

BREAKFAST, 8:30 to 10.

COURSE DINNER, 11 to 2:30.

AFTERNOON TEA, 3:30-5:30.

A LA CARTE, morning and afternoon.

SODA FOUNTAIN, Main Floor.

Where short lunches are also served continually.

Mr. Bischoff states that all United States male citizens between the ages of 18 and 45, inclusive, who have not already registered in any previous registration call, are required on or before September 12. They are advised to do so as soon as possible so that their papers may be forwarded to the registration board sitting in the vicinity in which they formerly resided in the United States.

AFTERNOON TEA SPECIALS.
Cold Sliced Chicken, per order3
Cold Sliced Ham, Bread and Butter
Apple Pie, Cup of Tea or Coffee..4

LONDON MERCHANTS' SPECIAL FAIR WEEK SALES

Extra Specials Fair Week

Men's Suits	\$18.00
Men's Raincoats	\$10.00
Boys' Suits	\$6.95
Boys' Raincoats	\$3.50

OAK HALL

156 DUNDAS STREET.

With These Store Conveniences at Your Disposal, Make This Store Your Headquarters During Fair

This is to be the greatest Western Fair yet and, like all other people of London, we want the visitors to know that they have a warm welcome. The Millinery and Fall Fashion Displays will continue in every section of the store, showing the correct modes for women, men and children for seasons 1918-19.

Rest Room, second floor, where you may drop a line to your friends; free stationery supplied.

Information Bureau—Lost and Found Office. Post your mail here—Rear Main Floor.

Free Parcel Checkroom—Basement.

Ice Cream Parlor and Soda Fountain. Light lunches served also throughout the day—Rear Main Floor.

Telephone Booth—Second Floor.

Lavatories and Washrooms—For women, 2nd Floor. For men, 4th Floor.

Restaurant—Fourth Floor. Seating capacity 200 people. Breakfast, 8:30 to 10 a.m. Dinner, 11:30 to 2 p.m. Afternoon Teas, 3 to 5:30 p.m.; a la Carte lunches all hours.

Canada Food Board License No. 10-238.

SMITH & KIRK

Buy Now and Save Money

SAVE MONEY HERE

While on your trip to the fair Monday, Tuesday and Wednesday mornings, between 9 and 12 o'clock, we will give on any portable electric lamp an absolute guaranteed reduction of 25 per cent.

Benson & Wilcox Electric Co.

Electrical and Automobile Supplies.
246 DUNDAS STREET.

Three Shoe Specials

TUESDAY MORNING, 9 to 12 a.m.

Women's Dongola and Box Kip Lace Boots, good comfortable last, built for service, \$3.50 values, all sizes\$2.80

Men's Chrome Grain, Box Kip and Boston Calf Solid Leather Work Shoes, all sizes, \$3.50 and \$4.00 values\$2.95

Men's Mahogany and Gunmetal Calf Lace Boots, leather or Neolin soles, now English last, all sizes, \$6.00 and \$6.50 values\$4.69

The MORRISON SHOE Co

123 DUNDAS STREET. 8 MARKET SQUARE.

SPECIAL MORNING SALE, TUESDAY,
9 a.m. to 12 a.m.

NEW SUITS \$25.00

An assortment of beautiful suits, in navy, black, brown, taupe and grey, in fine gabardine, wool poplin and serges, beautifully braided-trimmed and handsomely silk-lined.

9 a.m. to 12 a.m. only \$25.00.

Artistic Ladies' Wear Co.

211 DUNDAS STREET.

OUR SPECIAL

For Western Fair Visitors is a line of Rugs. Our display consists of a full line of Axminsters, Wiltons, Brussels, and Tapestries, in all sizes up to 9x12 feet.

A Few Bedroom Rugs, Reversible, at \$8 and \$9 Extra Special Value

A large number of Axminster Rugs, 8x9 feet, at each\$30.00

These are specially reduced for Fair Week. See our full line.

Wm. Trafford Furniture Co.

COMPLETE HOMEFURNISHERS.

129 DUNDAS STREET.

11 MARKET SQUARE.

Tuesday Morning Specials 9 to 12 a.m. Only.

38 only Sample Fall Overcoats and Rubberized Cheviot Raincoats, regular and belted models, sizes in lot from 35 to 42; values \$15 to \$25. Tuesday a.m.\$12.75

35 Women's Raincoats in dark grey tweed, convertible collar, and belt; regular \$12. Tuesday a.m.\$8.95

5 pieces Pure Linen Crash Toweling, plain or colored borders, full 18 inches wide, special quality, scarce at any price. Tuesday a.m.25c yard

R. J. YOUNG & CO.

ROSS' LIMITED

Manufacturing Furriers and Manufacturers of Ladies' Cloaks and Suits.

Fair Week Specials

Monday Forenoon, From 9 to 12 A.M., September 9.

Ten Silk Suits, latest styles, and in the new shades. Regular \$25.00 to \$40.00, for from\$12.50 to \$27.50

Lot White Rapp and Bedford Cord Wash Skirts. Regular \$1.25 to \$3.50, for from85c to \$1.98

One Velour Coat. Regular \$20.00, for\$12.50

One Velour Coat. Regular \$15.00, for\$10.00

Three Tweed Coats. Regular \$15.00, for\$10.00

Three Silk Sleeper Robes. Regular \$20.00, for\$11.75

Three Paranna Raincoats. Regular \$8.25, for\$6.00

Two Poplin Raincoats. Regular \$6.00, for\$4.00

Two Fancy Black Silk Coats. Regular \$21.00, for\$12.00

Six Suits, in Velour, Tweed and Poplin. Regular \$24.00 to \$31.00, for from\$8.50 to \$20.00

Lot of White Tailored Waists. Regular \$1.50 to \$2.50, for each25c

PHONE 1519. 108 DUNDAS STREET.

SOME OF OUR Tuesday Specials

Women's Brown Kid Laced, Louis heel, \$6.00 value, all sizes\$4.90

Women's Dongola Laced, on new sport last, all sizes, \$3.63

Misses' Patent Laced, cloth top, a good \$2.50 line, sizes 11 to 2\$1.88

Men's Calf Blucher, round toe, reduced from \$4.00, all sizes\$2.90

See these and many others in our windows.

ROWLAND HILL

RELIABLE FOOTWEAR.

Main Store—189 Dundas Street, Next to Advertiser Office.
Branch—429 Hamilton Road, Bourne Block.

Taylor Drug Co. Specials

YOUR CHANCE TO PRACTICE REAL ECONOMY.

1—50c Mentholatum28c

2—Lux10c

3—25c lb. Parawax19c

TAYLOR'S

6 Cut-Rate Drug Stores

HEINTZMAN & CO.

Special Piano Bargains

\$400 Used, Upright Piano\$125

\$300 Used, Upright Piano\$75

FROM 9 TO 12 ONLY.

Heintzman Hall

Dundas Street, London.

A Big Special for Phonograph Lovers

Seven-inch Double Disc Emerson Records

25 Cents

London Phonograph Co.

W. J. WRAY & CO.,
234 DUNDAS STREET.

R. H. & J. DOWLER, Ltd 9 to 12 Monday Forenoon BIG FAIR SPECIALS

\$20.00 English Wool Cravenette Raincoats....\$13.50

\$22.50 English Wool Cravenette Raincoats....\$16.50

150 pairs Men's English (old cloth) Trousers...\$3.19

250 pairs Boys' \$1.50 Bloomers, full lined\$1.19

25 dozen Men's and Boys' 75c Tweed Caps.....59c

Men's Early Winter Combinations, all sizes....\$2.40

MEN'S SUITS, WINTER AND FALL OVERCOATS.

At a clear saving of 20 to 40 per cent.

50 dozen Men's \$1 Work Shirts, big bodies.....79c

MARA'S Fair Week Specials

SEALETTE COATS.

First showing of Salt's Sealette Coats, made of best-quality imported sealette; all made with large, convertible shawl collar, in two styles, in flared coat with belt and plain flared, in sizes 32-46. Regular \$50.00 value. Fair Week Special\$32.00

READY-TO-WEAR HATS.

Just opened, New Fall Ready-to-Wear Hats, in silk, velvet, plush, satins, velours, felts and combinations. Specially priced for Fair Week, each\$2.00 to \$5.00

SILK POPLIN.

25 pieces, 36-inch Silk Poplin, for ladies' fall suits, dresses and separate skirts; very heavy quality, glossy, in black and all colors. Worth \$2.00. Fair Week Special, yard\$1.39

\$4.95 LADIES' MAHOGANY BROWN WALKING BOOTS \$4.95

Genuine Brown Calfskin Laced Boots, medium toes, good soles, low, flat heels. These lines are worth \$6.50 and \$7.00

Same lines as above only in Black Calfskin and Heavy Dongola Kid stock, extra values. Worth \$5.00 and \$5.50.

\$3.95 LADIES' BLACK WALKING BOOTS \$3.95

AGNEW'S BOOT SHOP

182 DUNDAS STREET.

THREE BIG SPECIALS

At London's newest Ladies' Ready-to-Wear store
Fair Week only.

Beautiful Coats—
Well made of best cloth.....\$22.50

STYLISH FURS—
Set of Black Russian Wolf.....\$15.00

CHIC MILLINERY—Specially trimmed Hats,
different shapes, shades and trimmings, at.....\$4.95

Royal Millinery and Ladies' Wear

246 DUNDAS STREET.

On Sale from 9 to 12 Monday Shirts, 89c

Real Bargains—Hard cuffs, in black and white stripes, blue and white stripes, in all sizes from 14 to 16½.

SELAKE

CORNER CLARENCE AND DUNDAS.

The London Advertiser

"Supreme in the Field."

FIRST in ADVERTISING. NEWS. CIRCULATION.

Service to both advertiser and reader 24 hours of
the day.

TUESDAY MORNING SPECIAL SALE OF UNDERWEAR AND HOSIERY

CHILDREN'S FINE CASHMERE HOSE, "Little Daisy" make, slightly imperfect, sizes 4 to 6, in black only, to clear29c pair

BOYS' HEAVYWEIGHT RIBBED COTTON HOSE, a splendid school stocking, sizes 5 to 10. Special price39c pair

CHILDREN'S UNION VESTS, long sleeves, slip-over style, small sizes, 6 months to 2 years. Sale price15c each

TURNBULL'S FINE COTTON VESTS, fall and winter weight, high neck and long sleeves, or V-neck and elbow sleeves; drawers to match, open or closed50c per garment

GRAY'S, Limited

140 DUNDAS STREET.

PHONES 115-116.

Brick & Dundas, Limited

10 only Black Navy, All Wool, Serge Skirts, 23 to 26 bands\$3.95

WOOL VELOUR

COATS

Made from fine quality velour, belt all around, full skirt, gathered at belt, convertible collar, navy, brown, burgundy, taupe\$29.75

Brick & Dundas, Limited



LONDON MERCHANTS' SPECIAL FAIR WEEK SALES

SAMPLE HATS

Soft Felt Hats, English make, all sizes and colors. Worth regularly \$2.50.

FAIR WEEK SPECIAL . . \$1.23

Wegner Clothing Co.

C. P. Wegner, the original low-price hat man, The Heart of London, The Real Live Store, 371 Talbot Street. Opposite Market. Open evenings.

SPECIAL:

FIBRE SUIT CASES, 24-INCH AND 26-INCH, HEAVY LOCK, STRONG CATCHES. REGULAR \$1.75, MONDAY . . . **\$1.25**

J. McCormick

PHONE 2038. 395 TALBOT STREET. THE LEATHER STORE OPPOSITE MARKET.

J. G. Steele & Co, Hardware

O'Cedar Mops.....\$1.00 and \$1.50 each
O'Cedar Oil.....25c and 50c bottle
Liquid Veneer.....25c and 50c bottle

SPECIAL

Perfection Coal Oil Heaters
\$6.00 and \$6.50
So nice for cool evenings.

Boys' Wagons.....\$1.75 to \$5.50 each
Kiddle Cars, \$2.00 and \$2.50 each
Silver Knives and Forks, half a dozen of each for.....\$5.00

J. G. Steele & Co., Hardware

204 Dundas Street. Phone 750.

SPECIALS FOR TUESDAY MORNING OF FAIR
WEEK AT

John Graham & Co.

\$3.00 Soft Hats, about three dozen odd lines, for... \$1.85
Odd lines of 25c Linen Collars... 2 for 25c
Odd lines of 50c Ties, all new, for... 25c
Boys' Shirtwaists, regular 75c to \$1.25, for... 50c

JOHN GRAHAM & CO.
MEN'S OUTFITTERS

THE RELIABLE CROCKERY HOUSE

Johnson & Barbour

193 KING STREET, LONDON.

Dinner Sets, Tea Sets, Fancy China, Rich Cut Glassware, Aynsley's Fine English China, French China, Nippon Fancy and Table Chinas, Genuine Satsuma and Cloisonne Ware, Wedding and Holiday Gifts. Come and see our immense display of beautiful goods. Seven floors devoted to Crockery, etc. Prices will interest you.

Johnson & Barbour

PHONE 1374. 193 KING STREET.

FAIR WEEK SPECIALS

Three Bargain Tables

50c \$1.00 \$2.00

Table. Table. Table.

See north window for Fair week specials in diamonds, watches, clocks, jewelry, cut glass, umbrellas, walking sticks.

C. H. WARD & CO.

Diamond Merchants and Jewelers, 386 RICHMOND STREET. PHONE 1084.

STANDARD DRUG STORES

FAIR WEEK SPECIALS FOR ALL.

Fair Week—Every Morning from 9 a.m. to 12 Noon.

FOR THE MEN.

BACHELORS and JAPS

Your choice of either of these popular cigars:

Box of 25 \$2.00

Box of 50 \$3.90

ALL THIS WEEK

FOR THE WOMEN.

Zonox Tooth Paste... 24c

Swansdown Face Powder... 24c

Pussy-Willow Face Powder... 67c

Lyman's Talcum... 19c

Babcock's Talcum... 24c

Powder Puffs... 10c, 15c, 20c, 25c and 35c

Fair Week Specials!

Tuesday Morning From 9 to 12 o'clock.

100 COAL OIL HEATERS

A necessity in every home these cool mornings and evenings; saves coal; is perfectly safe; can be carried from room to room. While they last. Get yours now.

\$2.49

Cowan's Colossal Food Choppers

Help you to conserve; will cut cleanly without mashing fruits, vegetables and meats.

ON SALE AT ONLY

\$1.39

Cowan's Colossal Hardware

THE STORE WITH A STOCK.

125-7 Dundas Street. Two Phones—3461, 3462.

BROWNLEE'S

Extra Specials for Fair Week

Diston's Lance-Tooth Fast-Cutting Bucksaws. Good value at \$1.50

Extra Quality Steel Handled Axes, regular \$1.85. For \$1.60

Hair Floor Brooms, regular \$1.25. For \$1.00

Stovepipes, 6 and 7 inches, slightly soiled.... 20c length

Our Fall Enamelware Sale Now On.

J. A. Brownlee, opp. Market

CASSELMAN BROS.' Tuesday Morning 9 to 12 Shoe Specials

LADIES' Calf Lace, English Walking last, all sizes **\$3.95**

LADIES' Brown Calf Lace, Neolin or leather soles, all sizes **\$4.95**

MEN'S Brown Calf Lace, Goodyear welt, Neolin soles, all sizes **\$5.95**

LADIES' Brown Calf Lace, English Walking Boot, all sizes **\$5.95**

CASSELMAN BROS.

The Shop of Quality, Value, Service. 171 Dundas Street.

CHAPMAN'S FALL COMFORT COATS, LADIES' RAIN AND MOTOR COATS.

Eight only Ladies' Tweed Raincoats, colors fawn and dark grey, regular \$10. Fair week **\$6.95**
Large assortment of Waterproof Coats, light weight, all-round belts, pockets, convertible collar, well ventilated, sizes from 34 to 44, regular \$10 value **\$5.95**
25 oddments in Ladies' Coats, poplins, tweeds and paramattas, sizes 34 to 44. Fair Week **\$4.95**
Misses' Raincoats (not many), sizes 10 to 14 years **\$3.45**
Four only Rain Capes for girls **\$2.98**

THESE VALUES GO WITHOUT COMMENT.

239, 241 and 243 DUNDAS STREET.

Tuesday Morning Shoe Specials

9 TO 12 O'CLOCK NOON ONLY.

Ladies' Gun Metal Calf English Walking Boots, Wing tip, Neolin soles, rubber heels. All sizes **\$3.48**
Ladies' Chocolate Patent Lace Boots, 7 1/2-inch brown buck tops, low heels. All sizes **\$3.98**
Misses' Grey Kid Lace Hi-Cut. Sizes 11 to 2 **\$2.48**

Isplan's

The Purdom Hardware Co

124 DUNDAS STREET. PHONES 2500, 2501.

Yale Builders' Hardware, Night Latches, Pad Locks, Door Closers, etc.

Specials For Monday

Tungsten Lamps, at 25c each
Lawn Seats, Regular \$1.75, at \$1.25 each
Furniture Polish, Regular 50c, at 25c each
Chi-Namel Floor Wax, Regular 75c, at 50c

The Purdom Hardware Co

Now Is the Time To Buy Shoes

-136 PAIRS

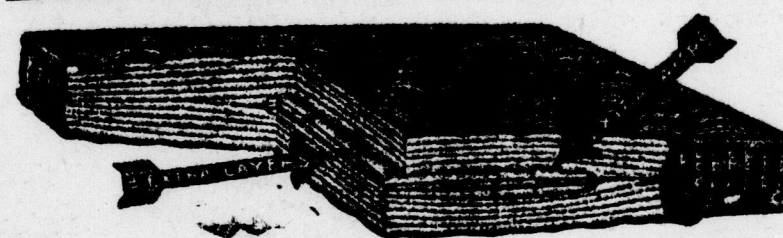
Women's High-Grade Samples

In Greys, Browns and Blacks, finest quality and well made. Sell regularly for \$8, \$9, \$10, specials for fair days

\$4.95, \$5.95 and \$6.95

JOHNSTON & MURRAY

DUNDAS STREET.



"IDEAL" SPECIAL MATTRESS - - \$8.50

This splendid Mattress is built of felt fibre, covered with heavy art ticking, has French roll edge and fitted with handles on the side. This is our regular \$10 mattress. Club terms: \$2.00 cash; \$1.00 weekly.

Ontario Furniture Co., Limited

228-230 DUNDAS STREET.

TWO FAIR WEEK SPECIALS

Shop Early **BARNARD'S** Shop Here

For Fair week only we are offering hundreds of genuine bargains in many lines, and each day between the hours of 9 and 12 we will give the public the benefit of our extra special prices on

THESE TWO SPECIALS

Watch 17-jewel adjustable works, in medium-size gold-filled case, Regular \$25.00, Now \$16.50.

Fountain Pen 14k gold point; satisfaction guaranteed. Regular \$1.25, Now \$1.00.

JOHN S. BARNARD

Jeweler, 194 DUNDAS STREET. Opposite Advertiser.

Big Special Sale of Women's Button Boots

875 pairs gathered together for a clean-up. Regular values \$5.00 to \$8.00 a pair. Marked for quick selling

**\$3.00, \$3.50, \$4.00
\$4.50, \$5.00 a Pair**

COOK'S SHOE STORE

The Store With the Stock.

EXTRAORDINARY VALUES IN

Men's and Boys' Suits and Overcoats

FOR FAIR WEEK

Boys' Suits \$4.98, \$5.98, \$6.98 and \$7.98
Men's Suits \$10.98, \$12.98, \$13.98, \$15.98

GRAFTON & CO.

Wonderful Values in Soap

15c "All-Pure" Soap, a large Bath Tablet 3 for 25c
15c Buttermilk or Verbena Soap, exceptional value.... 3 for 25c
10c "Xtragood" Toilet Soap, nicely perfumed 3 for 21c
15c Vinolia Bath Soap, the best value for the money.... 2 for 25c
10c Vinolia Lotus Soap, a new soap, and a wonder.... 3 for 25c
15c Jap Rose Soap, the famous "Bubble-Bath" Soap.... 2 for 25c

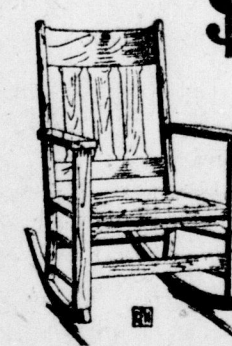
For Monday Only.

Cairncross', The Chemists

216 DUNDAS STREET.

\$6.90 For this \$10 Easy Rocker

Upholstered in genuine cowhide leather.



Bargains in Rugs

\$10,000.00 worth to choose from. Special reduced prices on Monday, from 9 to 12 o'clock. Extra Wilton Samples... \$2.50 each

KEENE BROS.

125 AND 127 KING STREET. London's Best Drapery, Rug and Furniture Store.

London Advertiser

Member Audit Bureau of Circulation.

MORNING EDITION.
City, 12c per week.
Outside City, 14c per week.
By Mail, \$4.00 per year.

NOON EDITION.
City, 12c per week.
Outside City, 14c per week.
By Mail, \$4.00 per year.

EVENING EDITION.
City, 12c per week.
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By Mail, \$4.00 per year.

3670 TELEPHONE NUMBERS.
Private Branch Exchange.
From 10:00 p.m. to 9:00 a.m., and holidays, call 3670.
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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Monday, September 9.

THE WESTERN FAIR.

GRANTED THE co-operation of the weather-man, the Western Fair this week should set a new mark for progress and achievement. The spirit of success for the exhibition is in the air, the entry lists are far in excess of those of other years, and every building promises to be filled with exhibits of all kinds, a range which is not excelled at any other exhibition gathered from city, town and field as representative of the cream of Canada's products and manufactures. Trains will bring thousands to the city during the week, but it is possible that a greater number will come to the fair over the roads in their motor cars. City folks will give an even greater patronage than is customary, because the knowledge of the value of the show to the city is more than ever fixed in the minds of those who seek to keep civic spirit alive to every opportunity.

The Western Fair is the showplace of this district and the showmen are those who develop the district and seek to present this section of the province at its best. Month in and month out men are developing animals and birds in order that they may excel at the fair. The judges find that the Western attracts a range of exhibits that go to few other fairs, and a lion's share of the ribbons is won by Western Ontario folk, no matter what competition they may face from professional exhibitors, who make a practice of selling their stock through the reputation it may win at this and other exhibitions.

London businessmen are coming to realize more and more what the fair means in trade. No better barometer is required than such an edition as The Advertiser printed Saturday, containing 256 columns of news and advertising, and having the object of stimulating interest in the exhibition from the retail dealers' point of view. The merchants have arranged long lists of genuine bargains, and their advertisements made known the savings that could be effected, equaling in many cases the amount required for railway fare to come from farm or town. The result of this practice, as developed for several years, has been to stimulate interest in the exhibition as a fall shopping week and to dispose of many thousand dollars' worth of merchandise at the best values possible.

The officials of the big show have done well to arrange for better parking service for automobiles. A subway has been constructed which permits entrance to the space within the track, and unlimited room may be here secured for as many motor cars as will reach the city. The directors of the fair board are doing a splendid work for the city, and while plans for the future must of necessity be shelved until after the war, when the time has arrived to bring about expansion, the board will be found ready to undertake a campaign to build a greater exhibition. This year will make more evident the need for larger grounds within a short time. Unless every sign fails, the attendance will be far in advance of other years for every day the gates are open. Citizens should attend the exhibition and do everything in their power to insure the comfort and entertainment of those who will be our guests this week.

THE CZECHO-SLOVAK NATION.

THE CZECHO-SLOVAK nation has come into being with the recognition of Great Britain, France and Italy and the sympathy of the United States. It has organized itself under a national council and it is represented by three well-equipped armies fighting for the cause of democracy on three fronts.

Its people no longer profess allegiance to the Hapsburgs. The yoke of Austria has been thrown off in purpose and they are the open enemy of the dual monarchy and of Germany. Their territory is still under control of the oppressor, but they are in revolt, and only martial law maintains the semblance of Vienna's authority in Bohemia and Moravia.

Thus the disintegration of Austria-Hungary has begun and the Allied countries are of one mind in the determination that it shall be carried on until the political patchwork that has served so well the ambitions of predatory monarchs is destroyed.

The achievement of this end, made just by every consideration of the rights of subjugated peoples and the ideals of freedom and democracy for which we are fighting, means the death-blow to the pan-German conspiracy. It will deprive Prussia of her most useful agent, her essential instrument for control of the Balkans and the highway to Bagdad. It will dissipate the dream of a middle Europe. It is as necessary to a complete victory over the Potsdam plotters against world peace as the defeat of the kaiser's armies in France and Flanders.

A glance at the map will show what strategic importance attaches to the territory of the Czech-Slovaks. The mountain land of Bohemia

is like a clinched fist thrust into the ribs of Germany. It will smash the schemes of Prussia for a consolidation of weaker states if it passes into the control of a people who do not recognize the authority of Berlin. It will carry with it the Slavic territory to the east and will be a beacon light of freedom and revolt for the people of Poland and the people of southern Slavdom.

The United States has yet to bring itself abreast of the overseas democracies in its attitude toward the Czech-Slovak nation. The expression of American sympathy, recently given by the state department, should be followed by full recognition of the national council as "trustee for the future government." The Chicago Post says the United States cannot afford to be less bold and definite in declaring itself on this issue. No further reason exists for considering the feelings of Vienna. No hope remains of making a separate peace with the dual monarchy that will not be a peace in the interests of Germany.

The Post adds: "There is no excuse for avoiding any step that will hasten the downfall of the Hapsburgs. The Americans owe it to the large element in our population of Czech-Slovak origin, an element that has been loyal in word and deed from the first hour when the States entered the war, to lend every aid possible to their blood-kin in Europe in the heroic struggle for emancipation that they are making."

THE NAVY LEAGUE FUND.

LONDON MOST certainly should yet reach its objective in the campaign for the Navy League. A combination of circumstances prevented adequate organization for the splendid cause, and while fine assistance was given freely by many citizens, the drive necessary to secure the sum stated could not be developed.

Citizens had been informed that no further requests for patriotic donations would be made after the big campaign to care for a number of funds was undertaken and accomplished after weeks of organization and work. While citizens as a whole would have subscribed the navy's share with goodwill and thankfulness for the privilege, the organization could not be secured that would make certain the attaining of the necessary donations. Rev. Dr. Conn of Newmarket, who came to the city to look after the campaign, threw his whole soul into the work, as also did Lieut. Elliott, but it was not possible for one or two men to accomplish such a task, for while much larger sums have been asked for and secured in this city, the same organization and system was necessary to gather even \$25,000. Many prominent citizens were on vacations or returning, and the canvassers found that hundreds could not be located.

Is it not possible that citizens will be able to make a handsome donation to the silent defenders of the empire by keeping the lists open for some time? Certainly, a considerable amount could be collected in this manner, and it is also within the possibilities that on the next patriotic drive, it being assumed that there will be necessity for such a campaign, the requirements of the Navy League could be considered, and a large donation made. The city will not be doing its duty if it fails eventually to do its share in backing up the brave men who face another bitter winter in order that the people of the empire may live in security. Let the work be continued and a list kept open for the present, at any rate.

LIEUT.-COL. GRAHAM WOUNDED.

THE NEWS of the wounding of Lieut.-Col. C. M. R. Graham while serving as a major at the front was received with general regret by citizens of all classes. The names of many senior officers among the Canadians have appeared in the casualty lists, indicating that in the movement forward battalion headquarters has been a place of constant danger. The officers are close to their men, and move forward in their attacks, being exposed equally to the death that fills the air. Col. Graham was no doubt taking part in an attack when he received his wound, leading many of the men he commanded in his own battalion and who knew his calibre as an officer.

All honor to those officers who reverted in rank when their battalions were broken up. Many have taken privates' rank rather than be sent home, and in some instances lieutenant-colonels and majors have become lieutenants in order that they might have war service. Some senior officers have been over the age limit, and unable to reach the front, but many of the men who went from this district in senior positions are now in France. Col. Graham's service will win for him the golden opinion of all his old friends, while the city of which he was mayor for several years will recognize that he has played the man in a gallant manner, and won for himself a place in London's roll of honor by reason of his active participation in the fighting and his honorable wounds. It is sincerely to be hoped that Col. Graham will make a quick recovery, although the extent of his injuries is not definitely known.

EDITORIAL NOTES.

Each citizen has a logical reason to help the fair—it is his or hers.

Finland has turned its manpower over to Germany. The poor fish!

Western Fair is the nucleus of a great exhibition to be developed after the war.

No doubt the Germans whistled "Too Much Mustard" as the Allies sent them from their Ham.

Crown Attorney Corley of Toronto says nothing makes a man so arrogant as a second-hand Ford.

Western Fair requires attendance and every Londoner should make the turnstiles click at least once during the week.

The American City, a publication devoted to municipalities, has launched a campaign for the erection of liberty buildings, to be dedicated to the soldiers of their respective communities who have fallen in France. A fine idea for Canadian consideration. London will probably make its memorial take the form of a building, or group of buildings for the Western University.

ANOTHER PROMOTION FOR "BILLY" BISHOP.

LONDON, Sept. 8.—Another promotion has come to "Billy" Bishop, V.C., D.S.O., M.C., D.F.C., the distinguished Canadian flying ace. He has been promoted to lieutenant-colonel and detailed to Canadian headquarters at Argyle House, in connection with the formation of the Canadian Air Force.

THE WAR SOREL LAUNCHED.
Quebec, Sept. 8.—The War Sorel, the second of the standard wooden steamers built by the Quebec Shipbuilding and Repair Company, was successfully launched Saturday. The vessel was built to the order of the imperial munitions board, and is of 2,000 tons.

The Man With the Hoe

Hoeing is a severe strain on the back. It calls into play muscles not used much in lifting or in other kinds of farm work.

If you have a weak back you cannot stand much hoeing unless you use Dr. Chase's Kidney-Liver Pills to set the kidneys right and remove the cause of weakness and lameness of the back. Just try one pill a dose at bedtime and see how much better you will feel.

LUDENDORFF TO MAKE STAND ON PRESENT LINE?

Allied War Experts Believe Such Is the German Commander's Intention.

London, Sept. 8.—The statement in the German communiqué that "we are everywhere in our new positions" is interpreted here as implying that Gen. Ludendorff is of the belief that the German retirement is now ended, and that it is his intention to try and make a stand on the present line. It is reported from Paris that the German artillery today was thundering along the whole battlefield, as it has not done for several weeks, and the general indications are that the German counter-attacks and other activity confirm Gen. Ludendorff's supposed intention. No belief, however, is expressed here, but that the Allies are still holding the initiative and will compel the enemy to continue his retirement. It is pointed out that although the Germans are still holding the Meuse ridge forming the northern bulwark of their line, the French seem to be steadily maneuvering them from before the Laon-LaFere position and the St. Gobain forest, which form the southern buttress of the Hindenburg line, and there are no indications of any cessation of this pressure.

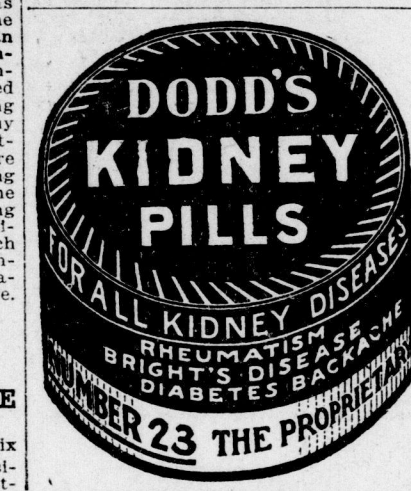
TWENTY-SIX BRITONS HELD FOR EXECUTION SHOULD LENINE DIE

STOCKHOLM, Sept. 8.—Twenty-six British subjects, holding official positions, have been arrested since the at-

tempt to assassinate Nikolai Lenine, the Bolshevik premier, according to a dispatch to the Svenska Dagbladet from Helsingfors. These Britons have been threatened with death by shooting should Lenine die.

TWO KILLED WHEN TRAIN HITS JIGGER

Winnipeg, Sept. 8.—Mrs. Tony Potplonski and her brother-in-law, John Potplonski, sectionman on the C. P. R., are dead as the result of the gasoline jigger on which they were riding being struck by a Canadian Pacific Railway work train on Saturday night at 11 o'clock. Pont Krupkiosser, also on the jigger, is in the Winnipeg general hospital suffering from a compound fracture of the left leg. The two were returning to their homes after shopping in Winnipeg. They were struck by the work train a few miles west of this city.



GHOSTLY RUINS LEFT IN WAKE OF HUN RETREAT

Devastation of Towns and Villages Is Complete.

With the French Army in France, Sept. 8.—The destruction of towns and villages within the zone of the recent operations has been so complete as to offer little basis for comparisons. South of the Somme, and between the Aisne and the Oise the work of demolition has been uniformly thorough. Settlements, big and small have been reduced to ghostly ruins. The French troops first entered the city it was three-fourths intact, at least. Shelling with gas and high explosives followed at once. The shells were distributed so evenly and impartially that not a quarter was slighted, and not a house left untouched. What could not be done by shells in the brief time left to the German artillery was accomplished by mines, which blew great gaps in the streets and caved in house fronts. At one spot an explosion uprooted a tree which took down the corner of a house in its fall.

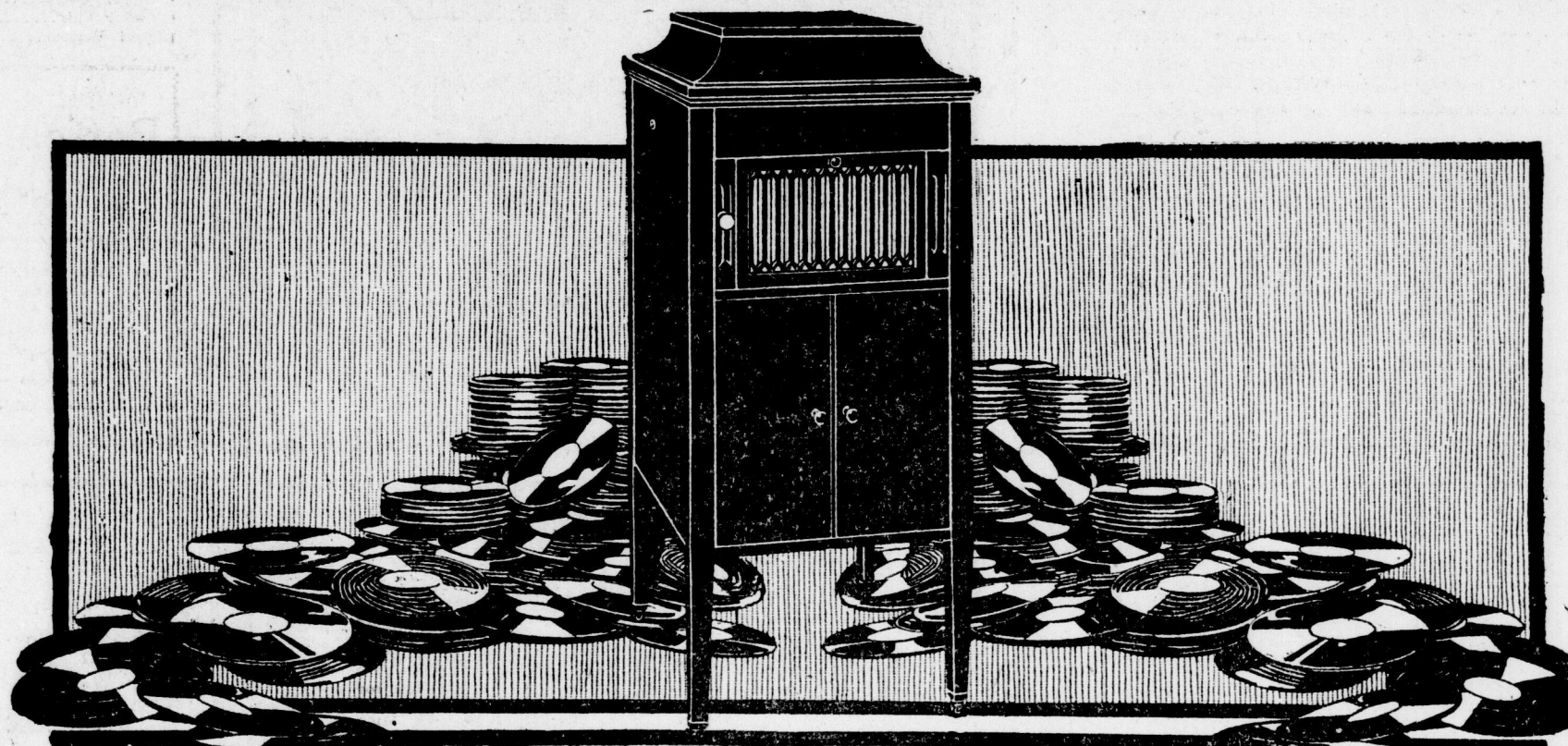
EVEN CROSS, SICK CHILDREN LOVE SYRUP OF FIGS

Look at tongue! If feverish, bilious, constipated, take no chances.

"California Syrup of Figs" can't harm tender stomach, liver, bowels.

Don't scold your fretful, peevish child. See if tongue is coated; this is a sure sign its little stomach, liver and bowels are clogged with sour waste. When listless, pale, feverish, full of cold, breath bad, throat sore, doesn't eat, sleep or act naturally, has stomach-ache, indigestion, diarrhoea, give a teaspoonful of "California Syrup of Figs," and in a few hours all the foul waste, the sour bile and fermenting food passes out of the bowels and you have a well and playful child again. Children love this harmless "fruit laxative," and mothers can rest easy after giving it, because it never fails to make their little "insides" clean and sweet.

Keep it handy, Mother! A little given today saves a sick child tomorrow, but get the genuine. Ask your druggist for a bottle of "California Syrup of Figs," which has directions for babies, children of all ages and for grown-ups plainly on the bottle. Remember there are counterfeits sold here, so surely look and see that yours is made by the "California Fig Syrup Company." Hand back with contempt any other fig syrup.



The AEOLIAN-VOCALION

An Interesting Feature of the Fair

THE models shown at the Fair are representative, and will particularly interest those who have never considered the phonograph seriously.

Its wonderful expression device—the Grad-

uola—gives the owner of the Vocalion the privilege of singing with voices of the greatest vocalists, playing with the tone of the most famous instrumentalists. The Vocalion has won its way into the places of royalty abroad, and the finest homes on this continent. Hear it.

'Fair Week' Phonograph Special

Invest \$15.30 in Records-- Own an AEOLIAN VOCALION

AN exceptional opportunity to own an Aeolina-Vocalion, the greatest and most perfect Phonograph, or a "Colonial," a Phonograph made according to our own specifications. The mere purchase of the following selection of highly-recommended records, or substitutes if you wish, amounting to \$15.30,

places in your home our style F or G Vocalion, mahogany or oak, or our "Colonial" Phonograph, as per description below, for a period of ONE MONTH.

A greatly reduced payment of \$7.00 each following month until the full amount is paid makes you full possessor of instrument.

SPECIFICATIONS

of the Three Instruments on Which We Offer These Extra Special Terms:

Similar "term" inducements—in proportion—are offered on the entire Aeolian-Vocalion range of instruments.

Style "F"

Aeolian-Vocalion

CABINET MEASUREMENTS—Height, thirty-nine and one-eighth inches; width, sixteen and three-quarter inches; depth, nineteen and three-quarter inches.

CASE WOODS—Selected Mahogany or Oak.

FINISH—Standard piano, dull finish.

MOTOR—Multiple-spring, constant-speed, non-vibrating, and mounted free from contact with resonating parts. Equipped with speed regulator.

VOCALION AUTOMATIC STOP—Of an entirely novel and improved type; superior to and simpler than any other on the market.

REPRODUCER—The Aeolian Improved Sound-Box, and tone-arm plays all makes of records.

NEEDLES—200 Aeolian-Vocalion needles.

RECORD SPACE—Cabinet affords liberal space for record albums.

Price of Instrument, \$137.00.

Colonial

Phonograph

Handsome Mahogany or Oak case—triple spring motor—Combination tone arm—Plays all records—Tone control—Record Shelves—200 Needles.

Price of Instrument

\$110.00

Style "G"

Aeolian-Vocalion

CABINET MEASUREMENTS—Height forty-one and three-eighths inches; width, seventeen and seven-eighths inches; depth, twenty and five-eighths inches.

CASE WOODS—Selected Mahogany or Oak.

FINISH—Standard piano, dull finish.

MOTOR—Multiple-spring, constant-speed, non-vibrating, and mounted free from contact with resonating parts. Equipped with speed regulator.

VOCALION AUTOMATIC STOP—Of an entirely novel and improved type; superior to and simpler than any other on the market.

REPRODUCER—The Aeolian Improved Sound-Box and tone arm. Plays all makes of records.

NEEDLES—200 Aeolian-Vocalion needles.

RECORD SPACE—Cabinet affords liberal space for record albums.

Price of Instrument, \$170.00.

This will be your last opportunity to purchase any of the above instruments under such reasonable conditions.

Nordheimer Piano and Music Co., Limited

227 DUNDAS STREET - - - LONDON

Canadian Distributors for the Aeolian-Vocalion

Give
your hair
and scalp
the boon of
perfect cleanliness

Try a Lux shampoo. The copious, cream-like Lux lather exerts only a stimulating and cleansing effect. There is nothing in it to hurt the little oil ducts at the roots—only the surplus oil, dust, etc., on the hair will be removed. Lux is so pure that it rinses away, completely, and the hair will dry soft, silky and a-shine with health.

LUX SHAMPOO—Dissolve a tablespoonful of Lux in a gallon of very hot water. Whisk into a foamy lather. Cool down with cold water, then work the suds through the hair thoroughly. Rinse with fresh water, gradually cooling it. Dry by gentle rubbing—in the sun, if possible—but not with strong heat.

LEVER BROTHERS LIMITED
TORONTO

JIMMY COON STORIES

By Dr. Warren G. Partridge.
Copyright 1917 by George Matthew Adams

TEDDY POSSUM'S BIG COUSIN ATTENDS A RECEPTION.

It didn't take long for everybody to hear that Teddy Possum's Big Cousin had come to Mirror Pond. And, soon hundreds of the Little People of the Forest, gathered near the Possum residence to see the Great Visitor. But the Little People were so scared that all who could climb trees were up in the tops peering through the branches, to get a glimpse of the monster.

And those who could not climb, were hiding behind trees, and in holes and behind big rocks, to peek at Teddy Possum's cousin. And all were shaking and trembling with a great fear in their little hearts. For the new and wonderful visitor was so huge, that it could have eaten them all up for breakfast.

But when the little people saw the new Cousin, Mrs. Kate Kangaroo, sitting up very straight, like a big bear, and holding Mr. Possum in her hands, with her mouth open, and Father Possum within an inch of her mouth, they all gave a shriek of terror, thinking that Father Possum was to be swallowed alive.

But Kate Kangaroo didn't swallow Father Possum. Oh, my no! She had simply lifted him up to give Father Possum, her first Cousin, a good smack on each cheek.

And Father Possum was very happy and very proud, and wrapped his long tail affectionately around her slender neck.

And when Mrs. Possum and the

ADELE GARRISON'S NEW REVELATIONS OF A WIFE

How Katherine Was Married and What Happened Afterward.

"Till death do you part!"

As the solemn words of the marriage service fell from the lips of the white-haired old minister standing before Jack and Katherine I felt my heart contract with swift, plying fear. There seemed so sad a promise of the words coming true in this war wedding. With the faces of both husband and wife turned toward France, to rejoin the army, she to return to her beloved work as a Red Cross nurse.

I saw the little line lines around Lillian's mouth deepen, and signs that she is deeply moved, watched the reflection of my thought in the eyes of the young couple. Katherine, a school friend of Katherine's, who were, besides, the sole guests at the quiet wedding. But upon the faces of Jack and Katherine there was no trace of fear, even of apprehension.

Katherine was radiant, a "bonny bride." Indeed, I marvelled at the transformation happiness had made in the heartless girl I had comforted but a few days before. And, Lieut. Jack Blackett had completely lost the stern, morose look which had been his for so long.

Lillian, in the few hours given her, had worked marvels. She has a way with her where tradesmen are concerned that I have never seen equalled. They will leave more profitable customers to rush through anything in which she is especially interested, and for this wedding, so near her heart, they had rallied to her necessity most loyally. From the women in the alteration room of a modish costume to the florist who made an ivory and emerald bower of one end of the wonderful living room, they had done their utmost, and the result of their labors showed before us. The room was reflected in the pardonable gratification in Lillian's face.

At one point she had nearly struck a snag. Because she thought Betty was worn out from the strain of the dress preceding and following old Mrs. Mor-

Try TETROL, 25c
To clean spots, white kid shoes, gloves, etc. You will be surprised.
BRUCE WALLACE
419 RICHMOND STREET.

WHEN You Want Flowers, Think of WEST FLORAL COMPANY
Phone 2187. 249 Dundas Street.

CEETEE UNDERCLOTHING
Guaranteed Not To Shrink.

Page of Interest to Women Readers

SOCIAL AND PERSONAL

Readers Are Invited to Phone All News of This Kind to the Society Editor, Phone 3670.

Mr. and Mrs. G. B. Potts, with Miss Potts and Mrs. Harry Steele, motored to the city from St. Thomas on Friday.

Cadet Jack Kennedy of the R. A. F., Toronto, was a visitor in the city over the week-end.

Miss Mabelle Broughton of this city has accepted a position as kindergarten teacher in the Bellevue public school, Brantford.

Miss Leah McGowan of Buffalo is visiting with Mrs. Coleman, who is at her cottage, Port Stanley.

Mr. and Mrs. C. E. Keene have returned from their cottage at Port Stanley.

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Ladies' Tailoring and Dressmaking Dept.
Reopened for fall and winter. Book your orders early.

Silks for Style and Service

Desirable weaves and colors.

TWO SPECIALS

Satin Duchesse

Good quality and high lustre, in new and asked-for shades, with 36 inches. Price, per yard \$2.00

Charmeuse

Best quality, in wanted shades, 40 inches, per yard \$3.50

Gray's Fashionable Fall Fabrics

Autumn's authoritative fashions—a display supplemented by special introductory values.

Velveteens and Corduroys

Black Velveteens in widths 22 to 36 inches. Prices, per yard 60c to \$2.75

Silk and Wool Crepe Poplin

A splendid dress fabric of silk and wool, combining the softness of silk with the durability of wool, uncrushable, in shades of Pekin blue, sand, greys, browns, navy, taupe, green and wistaria, 40 inches

\$3.00 yard

44-inch Corduroy, regular \$3.00 value, colors navy, copen, cardinal and garnet. Specially priced. \$2.00 yard

Broadcloth—Two Specials

\$4.00 A YARD—In colors of beaver, castor, navy, brown, black and scarlet.

\$5.00 A YARD—In colors of taupe, copen, mulberry, brown, burgundy, purple, grey, pearl, dove and greens.

Fine Suiting Serge

All wool, 54 inches; colors of black, navy, copen, burgundy, pomard, grey, harvest green, dark green and browns. Good value at. \$3.00 yard

DRESS ACCESSORIES

Silk Fringes, in navy, brown, grey, white and black, depth five inches. \$1.25 yard

FUR TRIMMINGS

One-inch Coney Skin, brown, black and white 75c yard
One-inch Ermine 90c yard
Coney, in black, white and brown, also White Point Coney, widths three and four inches. Prices, per yard \$2.50, \$3.00 and \$4.00

FUR BALLS

50c and 60c each

BASKET CLOTH

All wool, suitable for coats, suits or separate skirts; colors rose, green, pomard and brown; width 50 inches. Price \$3.00 yard

CHEVIOTS

Heavy weight, all wool, for separate coats, in navy, green, reseda, fawn, grey, taupe and black, 54 and 56 inches. Big value \$3.50 yard

FUR BUTTONS

20c and 25c each

MOLE BUTTONS

20c and 75c each

Ladies' and Misses' Silk Poplin Dresses

In two styles, shawl collar of white, broad embroidered belt, full-gathered skirt; colors grey, taupe, navy, brown, copen, green and burgundy; sizes 16 to 44. Moderate price, \$15.00

POLO CLOTH

In navy, green, brown and garnet, 54 inches. Good value. \$3.00 yard

TWEED COATINGS

A big range, splendid values.

To Hand Ladies' Home Journal for September

Home Book of Fashions, autumn number. Good dressing in September. Free copy.

FUR HEADS

15c and 20c each

GRAY'S LIMITED.

Agents for the Ladies' Home Journal Patterns.
140 DUNDAS STREET
Phones 116, 116.

GRAY'S LIMITED.

EVERY WOMAN VISITOR

To the Western Fair

IS CORDIALLY INVITED TO CALL AT THE

Coilene Corset Shop

176 Dundas Street (Second Floor, Dowler Block)

TO INSPECT THE Coilene CORSET.

Front Lace

Back Lace

Our Demonstrator

will show you why the Coilene is the ideal Corset for the housewife, nurse, munitions maker, teacher, stenographer, Red Cross worker and the woman constantly in the public eye.

Our Trained Corsetiere

will fit you with a style of Coilene Corset that will support your spine, relieve your vital organs from strain and give to your figure graceful, youthful lines.

Daily Bible Question Club

SUGGESTIVE QUESTIONS ON THE UNIFORM LESSON FOR SUNDAY, SEPTEMBER 15, 1918.

ONE GOLDEN TEXT SUGGESTION.

By Rev. T. S. Linscott, D.D.

Winning the World to Christ. (May be used with missionary applications.)

Matthew, 12:15-20. Acts, xvi, 6-15. Nehemiah, i, 1-11.

QUESTION FOR TODAY.

1. Verse 15—What are the chief uses of salt?

2. In how many respects does a Christian resemble salt?

3. Verses 14-16—Which is the more efficacious in getting sinners converted, a Christian's life or his words?

Golden Text: Go ye into all the world and preach the gospel to the whole creation.—Mark, xvi, 15.

THE WORLD WILL BE WON FOR CHRIST.

Christ's mission to the earth was to save its inhabitants from their sins, and to incline all of them to be his followers, and thus become good and true. I believe Jesus Christ will win in this great task; I believe it is a slander upon Jesus and undervaluing his gospel to advocate that the world will not finally be saved. Some teach that this dispensation is a failure, and will soon come to an end; the logical conclusion of which is that the majority will be lost, and that Christ is very soon coming to the earth to reign and rule over those that are his followers. I do not so understand the gospel. I believe it is the duty of the Christian church in this dispensation to win the world to Christ. This should be our great objective.

Helped Her Digestion.

Dear Miss Grey,—I have been a reader

of your column for some time, and enjoy it very much. One gets many useful hints and good recipes in it. I think our friend's letter from "Nowhere" needs special mention. Her war needs would be well served by nourishing but it gave me a good laugh, which I understand is good for the digestion. Hope she will favor us again with some more of her comical letters. In regard to Anxious One's query: Yes, apples will keep without sugar. Peel, core and quarter them, put them on the stove with enough water to cover; let them come to the boiling point, put in jars hot, and seal; be sure the water comes to the top of the jar. A good cooking apple is the best to use. FORGET ME NOT.

Ans.—Indeed, but we should not forget "ye" after your sending such kindly help. I think I had good laugh over the letter you mention—even the name of the writer: "A Deaf John" is unusual and original. Glad you find the column interesting.

She Got Them.

Dear Miss Grey,—I received the coupons in good shape. I think it will take about three thousand coupons altogether. I thank the Mail-Box readers for the coupons. I would like to write to "A Soldier's Girl." You have my address there, and would you please send it to her? I am 17 years and 2 months old. Hoping to hear from the Mail-Box. LONESOME READER.

Ans.—This is the reader who appealed to Mail-Box readers for Sweetheart coupons to aid a delicate but obtain a bicycle. Some fifty were forwarded to her, and I should be very pleased to receive others at any time. "Soldier's Girl."

Your address is sent "Soldier's Girl."

Patriotic Western Ontario

Address All News for This Column to the Editor of the Women's Page.

THORNDALE.—The Women's Institute will meet on Thursday afternoon at the home of Mrs. Cora Thorndale. A topic on "Economy" will be given by Mrs. R. Stevenson, and one on "What Homes Are Made Of," by Mrs. C. Hobbs, and a selected topic by Miss F. Harrison. Music will be rendered by Mrs. Conn, Mrs. Osborne and Miss Verna Angus, and a reading will be given by Miss Essie Fell.

STRATFORD.—The Glen Gordon chapter, I.O.D.E., sold score cards at the races on Labor Day and made \$70. Also \$150 was raised by collections at two band concerts. At the regular meeting of the chapter \$25 was voted to the sailors' fund and \$10 for the overseas tobacco fund.

POLLY AND HER PALS.—As far as the Secrecy of It Is Concerned, Ashur Surely Qualifies for the Job

Y' MEAN T' SAY YER GONNA CAPTURE A HALF A HUNDRED SPYS SINGLE HANDED?

SURE! WHY LET THE COPS IN ON IT, WHEN I'VE MY IDEA?

YOU DON'T MIND MY INTERFERIN' 'EM IN THE PARLOR, WHEN THEY GETS HERE, DO YOU?

SAY! ARE YOU TRYIN' TO KID ME?

I NEVER MIX KIDDIN' WITH BUSINESS, UNK. READ MY PAPER!

ADD IN THE DOOR!

WANTED: EXPERIENCED GERMAN SPYS. PREFERABLY WITH INTERNATIONAL REPUTATIONS. COME PREPARED TO STATE SALARY ETC. ETC.

ABERHAM, ILL. HAFTA ASK 'EM TO STAY HOME AN ANSWER THE DOOR.

By Cliff Sterrett.

TWO HUNDRED HORSES READY FOR SYRACUSE GRAND CIRCUIT MEET

SYRACUSE, N. Y., Sept. 8.—More than two hundred horses are quartered in the stables on the state fair grounds here tonight ready for the opening tomorrow afternoon of the grand circuit meeting.

The richest stake of the week, the Empire Stake for 2:15 trotters, purse \$10,000, will be contested as the feature of the card Tuesday. The Governor's Stake for 2:05 trotters, valued at \$5,000, will be the best attraction on Thursday. Miss Harris M., 1:58 1-4 will be sent an exhibition mile Friday. The week's purses aggregate \$40,000.

BRANTFORD K. O.'S MOTORED TO LA SALLE

LA SALLE, Sept. 8.—About thirty-five members of Brantford Council, Knights of Columbus, motored to La Salle on Friday evening last.

Many interesting games were played during the evening, after which a light lunch was served by the ladies.

Brantford Council has a number of real live members who assisted in making the evening more pleasant by their songs and music.

Before departing, the grand knight thanked the La Salle knights for their efforts to make it a very pleasant evening, also the ladies for their very active part, and invited the La Salle knights to Brantford for a social evening as soon as can be arranged.

DIED OF WOUNDS.—J. R. Budge, 256 Huron street, is listed in today's casualty list as having died of wounds.

AT THE PURE FOOD SHOW

London, Sept. 7 to 14

Swift's "Premium" Products

SWIFT'S
PREMIUM COOKED HAMS
PREMIUM MINCED
SPECIALTY
BAKED HAMS
ASHLAND COOKED
SPECIALTY
JELLIED BEEF TONGUE
JELLIED PORK TONGUE
JELLIED BEEF

One of the greatest advantages you have in buying Swift's "Silverleaf" Lard — Oleomargarine — Hams and Bacon is in their absolute dependable uniform qualities. Every ingredient used in Swift Products must pass the most rigid tests for Purity, Wholesomeness and Food Value. Make a special point to see our Exhibition at the Pure Food Show. Our demonstrators will gladly explain Swift Superior Qualities.

SWIFT CANADIAN CO. LIMITED

TORONTO, WINNIPEG, EDMONTON.

Your visit to London to attend the

WESTERN FAIR

will give you an opportunity to call at our office and talk over

INVESTMENTS

Our experience for the past quarter of a century enables us to offer you attractive investments on first mortgages on productive real estate, netting investors from 5% to 6% per annum, principal and interest guaranteed. Small and large sums receive the same attention. Consult us freely about investments, without obligation on your part.

The Peoples Loan & Savings Corporation

Head Office: 428 Richmond Street, London, Ont.

Branch Office: 6 Sandwich Street West, Windsor, Ont.

Certain-teed



"Service" and "Conservation" are written in italics across the war-time record of *Certain-teed* Roofing.

It has given vitally needed shelter for munition plant, barrack, shipyard, factory, barn and granary.

It has taken nothing of military value in its manufacture, — waste rags and asphalt are its principal components, and both are useless for war purposes.

Its manufacture is accomplished largely by machinery, conserving labor; by water power, conserving fuel; by women workers, conserving manpower.

Certain-teed endures under all conditions. It is weatherproof,

waterproof, spark proof and fire retarding. Rust cannot affect it. The heat of the sun cannot melt it or cause it to run. It is not affected by gases, acids, fumes, smoke, etc. These qualities have made *Certain-teed* the choice everywhere

for factories, warehouses, stores, hotels, garages, office buildings, farm buildings and out-buildings.

In shingles, red or green, it makes an artistic roof for residences.

Certain-teed Roofing is guaranteed 5, 10 or 15 years, according to thickness.

Sold by good dealers, everywhere.

Certain-teed Products Corporation
1519 DIME SAVINGS BANK BLDG.,
Detroit, Mich.,
Manufacturers of

Certain-teed

Paints—Varnishes—Roofing



WHOLESALE DISTRIBUTORS FOR WESTERN ONTARIO.

Hobbs Hardware
Company, Ltd.

LONDON, ONTARIO.

20th Century, Bench-Tailored Society Brand and our Dowler Special Clothes and extraordinary Clothing Values are making an extraordinary year's business. Come early. No war profits or prices at DOWLERS.



Remember the Place - - - 176-178 Dundas Street
LOOK FOR THE BIG ELECTRIC SIGN AND STREET STREAMER

THE ONE GREAT INTERESTING BUSINESS ATTRACTION OF EXHIBITION WEEK WILL BE

Dowler's Great Ten-Day EXHIBITION SALE

of Extraordinary Fall and Winter Clothing Values

OPEN TUESDAY, WEDNESDAY AND THURSDAY EVENINGS.

OVER \$115,000 WORTH OF STOCK for Men's and Boys' outfitting, contracted for, in many cases, over a year ago. Suits, Overcoats and Trousers from such makers as 20th Century, Society Brand, Johnston's New Era, Perfection and Dowler Special, and many others of the most progressive makers, each with their buyers on the ground at the world's best markets.

VISITORS TO THE BIG WESTERN FAIR will do well to do their winter purchasing here during exhibition week. Winter Overcoats at extraordinarily low prices. Fur, Fur Lined and Fur Collar Coats at February prices during this sale. Scotch and English Tweed Waterproofs in the new Swagger Belters, Balmorals (very Swagger), Paramattas and Cravenettes, Silk-Lined Fall Overcoats, Sunday Best and Everyday Trousers. Wagonloads of warm Winter Underwear, Sweater Coats and Hose. Work Goods at away below present-day factory prices, all ready for our big, busy 10-day exhibition sale.

We have been noted as plungers from the start of the war. We plunged away deep while plunging was good, and our immense purchasing for spot cash—when cash was scarce with many makers—brought us a big reward in sterling values which we are now going to hand out.

A big, bright, enlarged store overflowing with the choicest of the Allies' products in woollens. Fitted out with the most modern space-saving wardrobes. To accommodate our fast-growing trade we have taken in the former stockrooms and have added their full space to make room to properly display our magnificent array of fall and winter goods for men, youths and boys.

SUITS SUITS

Thousands of Suits to select from the greatest selection and some of the best clothes we have ever shown. Suits for stout men, tall men, short men and men of regular build. Swagger and Smart Belters, Millitars, form fitter, patch, plain, vertical or slant pocket suits for the dressy young fellow.

Every man, youth and buyer of Boys' Clothes can get fitted out here at a clear saving of 20 to 35 per cent.

GREAT OVERCOAT SALE

\$12.65

275 warm, comfortable Driving Coats for motor or buggy in sizes from 35 to 44; one of our big cash purchases. Coats that are being sold in other stores at \$18.50 to \$22. Here's a chance to save a big chunk of cash for gasoline; a better coat than the cheap tailors ask \$22 for.

Travelers' MODEL OVERCOAT SALE \$16.95

185 Travelers' Model Overcoats in every style. New, tailored under the most exacting supervision of high-class designers and carried for only a few weeks on the road in special wardrobe trunks by careful travelers; Scotch Plaids, Self-Tinted Overcoats, British Overcoats in such makes as Crombie's, Martin's, Carley's and Carr's. Coats for which your tailor would have to charge you up to \$30. Come early to this great demonstration of Dowler value giving.

Our Great Exhibition "SPECIAL" SUITS \$12.95

Probably never again, until after the war is over, will you be able to buy such suits as these for so little money. Travelers' Models, worth up to \$20, on sale during our great exhibition sale.

\$22.00 Silk-Lined FALL OVERCOATS \$16.50

In handsome, dark grey Chesterfields for dress, Sabbath wear and the chilly evenings; standard \$22.00 quality.

\$22 Scotch Homespun FALL OVERCOATS \$14.65

No matter how warm the weather it will pay you to make your selection early. When the weather is cooler you may find the prices "warmer."

Bench-Tailored Fall Overcoats

\$16.50 \$18.00 \$22.50 \$25.00 \$30.00

First Long Suits for Youths

\$12.50, \$14.50, \$16.50, \$18, \$20 to \$25

Specially designed for Dowler Stores, Coats, Belted and Pinch-back styles; Trousers, neat with cuffs and belt loops. A splendid range of assortment. YOUNG MEN: 20th Century and Society Brand Suits and Overcoats. The world's top notchers for smartly tailored clothes—shown ready for your selection.



BOYS' DEPARTMENT EXHIBITION BARGAINS

Sizes 25 to 33. Handsome Dark Grey Norfolk with quiet pattern, good full bloomers, lined throughout. This is an extra special bargain.

Student's Large Size Bloomer Suits in Scotch Heather and Handsome Overcheck Tweeds; Belted, Pinch-backs and Norfolk. Manish Suits with Patch Pockets; large full Bloomers. The handsomest range shown in Canada in our new Boys' Department.

\$16.50, \$18.00, \$14.00, \$12.00, \$10.00, \$8.50 to \$6.00.

Attractive Work Goods Bargains

\$2.00 Stiff Stripe Overalls, blue and black

Denims \$1.38

\$3.50 Strong Cottonade Trousers, special..... \$1.99

Peabody's and Walker Best Union Overalls, stripe, blue and black, at 10 per cent less than small stores have to pay wholesale.

BOYS' SWEATERS

In Pure Wool, 3-ply yarn, in all the school colors; usual three-year wear; garments, \$3.00 and \$3.50. Scores of other lines \$1.00 to \$2.50

HATS HATS

BORSALINO, ARROW, KING and everything that is new in Hats, \$2.00 to \$6.50.

HANDSOME FALL AND WINTER CAPS

The greatest range we have ever shown. Every young man should own a stylish cap. Every man should see our selection—\$3.00, \$2.50, \$2.00, \$1.75, \$1.50, \$1.25, \$1.00 to 50c. Distinctly distinctive for newness and colorings. Men's and Boys' The Caps.....50c



Exhibition Trouser Bargains

250 pairs Men's Work Trousers, special..... \$1.68

400 pairs Men's English Worsted finish, \$3.25 Trousers, specially priced for 10-day sale..... \$2.99

Extra quality English Worsted Trousers, \$3.50, \$4.00, \$4.50, \$5.00, \$6.00 to \$12.00.

Boys' Unbreakable Stockings, 1-1, rib, all sizes, 65c quality.....50c

Boys' 2-1 rib Stockings, special.....25c

Boys' School Caps, Boys' School Blouses, Boys' Fall and Winter Underwear.

A Shirt Tale Plainly Told

Cluett's Fine Percalae, Crapes, Dimities and Cambrics, Starr, W. G. & R. Deluxe and Dowler. It will pay you to buy a year ahead.



Raincoat Special, \$9.95

Handsomely Plaid-lined, Scotch Bannockburn Cloth, that sells regularly for \$15.

19 only double texture, \$5 Coats in dark shades, Balmoroon style. Sale..... \$5.00

Boys' School Waterproof, Special \$3.90

"Bilbury," "Glenarry" and "Kilmarnock" Scotch Tweed Raincoats in very handsome colorings. Belted, Balmoroon and Sport styles for the particular young man and more standard styles for their dads. \$24, \$20, \$18, \$16.50, \$14, \$12.50 and \$10. Fur, Fur-Lined and Fur Collar Coats at very special bargain prices. An early selection will pay big dividends on your money.



Young Men's Belted and Sport Suits and Overcoats

The smartest Fall Creations in the new "five-sixths" lengths. The models show the influence of the times, Belters being prominent among the young men's styles. Snappy style suits in Belters. The satisfaction of style and service are stitched into every garment. New ideas in pockets and lapels; distinctly new colorings in Shadow Lawn Greens, Coconut Browns, Copper Browns, Heathers in distinctive shades. Blues and Greys.

20th Century and Society Brand

Overcoats and Suits specially designed for our smartest young men's trade and shown only at this store in London. Scores of new masterpieces in Swagger styles. Every young man with an eye for the last shot in what's new should see them. \$20, \$22.50, \$24, \$27.50, \$30, \$35, \$38, \$42, \$45 to \$65.

Men's Sweater Coats In Abundance

Two, three and four-ply yarns with and without collars.

Check, stripe, plain, fancy weaves and ribs. From the best makers at keen prices.

\$5.00 Sweater Coats, Exhibition Sale..... \$3.50

Boys' \$2.75 Sweater Coats, Exhibition Sale..... \$1.89

EVERY AUTOMOBILIST SHOULD HAVE ONE.



R. H. & J. Dowler, Ltd.

176-178 Dundas St., London

The Store With the Stock, Where War Prices Do Not Prevail

London, St. Thomas, Windsor

FREE TICKETS

To the Western Fair!

DO NOT MISS THIS CHANCE TO SEE THE GREAT WESTERN ONTARIO EXHIBITION FREE.

How to Get the Tickets

SPECIAL OFFER NO. 1.

Every subscriber who pays a year's subscription to The Advertiser in advance will receive a double ticket entitling him to entrance to the Fair Grounds and to the Grandstand. There is no other condition. Just bring in or mail in your subscription for a year and receive your ticket. This offer applies to subscribers anywhere. Do not delay your response to this offer. If you are living out of town send in your subscription and receive the tickets by mail. Then you will lose no time when you come to the fair.

SPECIAL OFFER NO. 2.

If you cannot attend the big fair, The Advertiser makes you another offer, which is good for a limited period only. Provided you pay a year in advance for your paper, you may deduct 50 cents from the regular subscription price. This is a present of 50 cents in cash.

The regular subscription rates to The Advertiser are as follows:

Regular Rates.—By mail, \$4.00 a year; delivered in London, \$6.00 a year; at news-stands, \$5.50 a year; at newsstands, \$4.50 a year; London, \$5.00 a year.

Special Offer No. 2 is as follows.—By mail, \$3.50 a year; delivered in London, \$5.50 a year; delivered outside of London, \$4.50 a year.

Send in the Regular Price Less 50 Cents and You Will Be Credited With a Year.

SPECIAL OFFER NO. 3.

Here is another offer. If you pay for a year at the regular rates you will be credited with fourteen months subscription. This is two months free.

SPECIAL OFFER NO. 4.

If you pay at the regular rates for six months you will be given credit for seven months.

OFFERS ARE LIMITED.

These offers are good only for a few weeks, and are made for Paid-In-Advance subscriptions. Any subscriber already paid in advance may pay for another year at these terms if he wishes.

OFFICE AT FAIR GROUNDS.

The London Advertiser office at the Western Fair grounds (near the King street entrance), will be open to receive payments and renew subscriptions and also to give any information possible to inquirers.

Fill in the Coupon Below and Mail or Bring it to The London Advertiser.

LONDON ADVERTISER,
London, Ontario.

My subscription expires

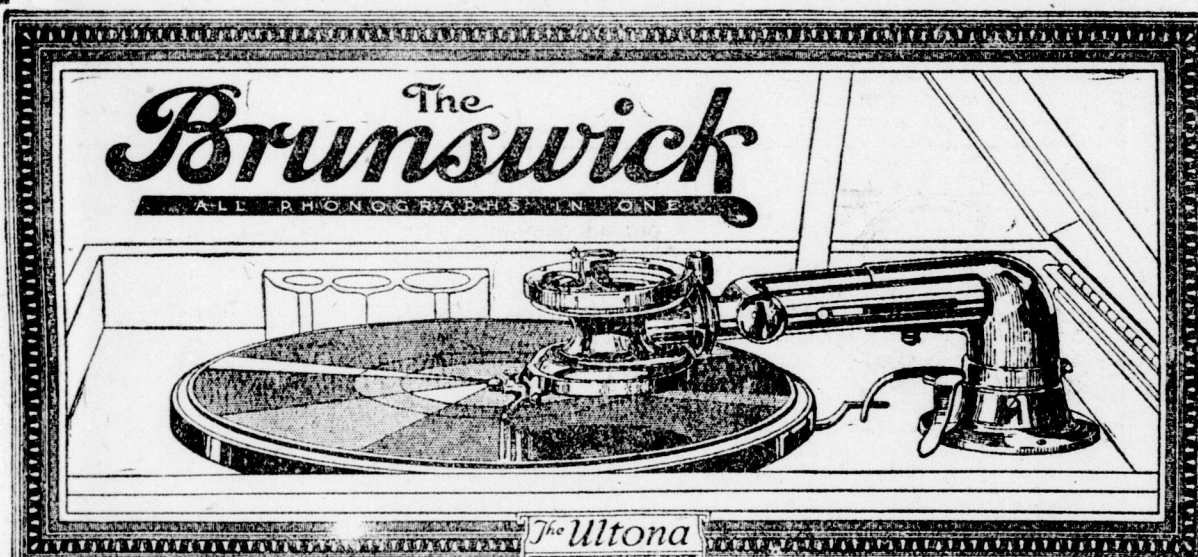
I wish to take advantage of Special Offer No. Find inclosed

Name

Address

Date

At the Fair This Year Be Sure To Hear



A distinctive feature of The Brunswick Method of Reproduction is the "Ultona," pictured above, in position for playing a Brunswick Record. The "Ultona" is instantly adjustable to play any record, whatever make.

Tones Hitherto Lost

NOW BROUGHT OUT IN RICH CLARITY BY the BRUNSWICK METHOD OF REPRODUCTION

THINK of the finest-toned phonograph you ever heard, the loveliest record—then think of it played infinitely better. Such is no longer an ideal—it is an actual, buyable improvement

Once you hear the new Brunswick Phonograph you'll voluntarily discard old conceptions, old standards—your record gains new significance.

Then there is the all-wood tone chamber of the Brunswick—a constructional feature that eliminates all disagreeable nasal tones and metallic harshness.

The simplest way to know the added charm of Brunswick tone is to choose the most difficult records of all, and play them on the Brunswick, then on others.

Each record is played at its best, according to its own requirements. No other phonograph offers the Ultona—the new Brunswick all-record reproducer, which, by the mere turn of a hand, is adapted to play ANY make of record.



In many other ways the Brunswick Method of Reproduction is far in advance of all others. So you can't afford even to think of a phonograph without hearing the Brunswick first.

A Brunswick dealer will be glad to play the new Brunswick for you, and explain The Brunswick Method of Reproduction.

LET YOUR EARS PRONOUNCE JUDGMENT!

Hear the ULTONA at the BRUNSWICK BOOTH in Annex to Main Building at the Fair.

DEALERS!

A representative of the Musical Mds. Sales Co. will be at the Fair to demonstrate, and will give all dealers interested in the Brunswick line full particulars. Look him up!

Crawford Piano Co.

294 DUNDAS STREET LONDON

Canadian Distributors of Brunswick Phonographs and Records.
THE MUSICAL MDSE. SALES CO., EXCELSIOR LIFE BUILDING, TORONTO.

DISTRICT CASUALTIES

KILLED IN ACTION

LONDON.

G. Emerson.

A. Rodger.

BRANTFORD.

T. R. Gregory.

COATSWORTH.

Lieut. J. M. Dobie.

GODERICH.

Howard M. Young.

PARIS.

David Reid Peel.

Kenneth M. Ait.

CHATHAM.

Lieut. Garnet Brackin.

William G. Parker.

PRESTON.

S. Sykes.

LISTOWEL.

Pte. Ernest Stevenson.

DIED OF WOUNDS

LONDON.

F. Redge.

ST. CATHARINES.

W. A. Bryant.

Lieut. I. H. Dawson.

CHATHAM.

Harry Miner.

C. C. Brown.

STRATFORD.

Fred J. Todd.

PRESUMED TO HAVE DIED

WOODSTOCK.

F. Evans.

LONDON.

J. Paxman.

NOT STATED.

W. Ryder.

GASSED

LONDON.

Lieut. E. F. Carter.

O. L. Penner.

RIDGETOWN.

John Cochran.

SARNIA.

Ben. Wilson.

LISTOWEL.

Pte. Gendall.

ADMITTED TO HOSPITAL

GODERICH.

Harold R. Currie.

MISSING

LONDON.

Lieut. Dan B. Sinclair.

RIDGETOWN.

B. V. L. Malott.

THAMESVILLE.

Sergt. Richard Howat.

PRISONER

STRATFORD.

Lieut. Roy Hill.

ILL

PORT DALHOUSIE.

Lieut. W. L. Hart.

ACCIDENTALLY WOUNDED

LONDON.

Gifford L. Flint.

WOUNDED

LONDON.

W. E. Handley.

L. E. Glass.

A. A. Andrews.

H. W. P. B. Hey.

D. E. Tindal.

N. McDermid.

W. H. Pace.

A. Royan.

H. T. Elliott.

CHATHAM.

Arthur Hardcastle.

Herbert McLellan.

Harry Quelch.

MIDLAND.

F. E. Lavigne.

MEAFORD.

A. E. Gillies.

W. A. Robinson.

OWEN SOUND.

E. Hayward.

W. J. Thomson.

W. W. Graham.

BRANTFORD.

R. Vandever.

C. Patullo.

HAGERSVILLE.

C. A. Parkinson.

Lieut. Mitchell.

WINGHAM.

G. Wray.

NIAGARA FALLS.

H. E. Andrews.

BEACHVILLE.

A. C. C. Field.

J. T. Nixon.

NOT STATED.

L. Vignault.

T. M. Waumsey.

A. C. Ayr.

T. G. Graves.

ST. MARYS.

Warren Birch.

Harry Lewis.

W. Gardner.

James B. Irvine.

RICHWOOD.

W. Fennell.

CHATHAM.

W. Early.

W. Davey.

SALEM.

R. Glenfield.

STRATFORD.

C. Keller.

D. Wallace Hastings.

John Collins.

CLIFFORD.

W. E. Cowan.

WINDSOR.

H. W. Bailey.

W. F. Raymond.

Capt. L. W. Sack.

CLINTON.

F. Brown.

J. O. Orlich.

MILDMAY.

F. J. Waechter.

TESTEVILLE.

Lieut. H. M. Camp.

MITCHELL.

Capt. A. T. Field.

ORANGEVILLE.

E. T. Hewson.

BARRIE.

E. J. Fidelity.

ST. CATHARINES.

H. G. Cameron.

J. Steier.

MOUNT FOREST.

G. E. Hornbostel.

PARIS.

Franklin J. Brown.

GODERICH.

Bert Bogle.

ST. THOMAS.

E. G. Axtford.

A. E. Powler.

Pte. Harold G. Penwarden.

WUSLINC.

Major J. A. McIntosh.

SIMCOE.

H. Westgarth.

SANDWICH.

R. S. Meloch.

SIMCOE.

P. McDonald.

PETROLEA.

E. MacDonald.

KINCARDINE.

A. McIvor.

WALLACEBURG.

G. Labadie.

ROCKWOOD.

P. L. Barlow.

GODERICH.

C. Barker.

OSTRANDER.

N. Forman.

WROXETER.

J. Hartwick.

W. J. Anderson.

ST. CATHARINES.

A. J. Ferranto.

AMHERSTBURG.

R. P. Jones.

MAYNOOTH.

A. Kelly.

MIDLAND.

P. Ladouceur.

L. Beriot.

ACTON.

M. E. Soper.

Build up the Mighty National Force

FOR fifty years the Teuton peoples have been trained, disciplined, whipped, into servile cogs of an implacable military machine, by which is maintained the Prussian doctrine of might, and the Kaiser's autocracy. The Teutons deny themselves, they make sacrifices, because they are trained or forced to do so, but they do it.

The peoples of the Allied nations must make great sacrifices and tremendous efforts in order to defeat the enemies of freedom, but because they are free peoples it is left largely to the individual to say what or how much self-denial each will practice.

So if freedom is to prevail individuals must make voluntary sacrifices which in the aggregate will be greater than the forced sacrifices of the enemies of freedom.



The measure of your love of freedom is your willingness to deny yourself so that the strength of the nation for war effort will be increased.

This self-denial must take the form of money-saving-thrift. Each person knows in what way he or she may save.

The national need says you must save, but free Canada leaves it to you to say by what means and to what extent you will save.

★ ★ ★ ★

Now, it is for you, each of us, everyone of us, to say how much patriotic endeavor, how much loyal sacrifice we will make by saving our money, by "doing without" so that each day will see a surplus to add to our own and the nation's strength. No matter how small the surplus it is important because each saving is an effort made, and many small individual efforts make the mighty national force.

Published under the Authority of
The Minister of Finance
of Canada.

F. C. Haller.	KINCARDINE.	WYOMING.	CHATHAM.
MERLIN.	J. L. Snowden.	A. Dewar.	C. Sabrooke.
H. W. Graham.	PALMERSTON.	PARKHILL.	SANDWICH.
B. C. Moorhead.	B. C. Moorhead.	J. H. Stookes.	N. J. Pilon.
KINGSVILLE.	KINGSVILLE.	OWEN SOUND.	CAPE CROKER.
Pte. T. Sanderson.	Pte. T. Sanderson.	J. A. McArthur.	C. N. McLod.
WOODSTOCK.	WOODSTOCK.	GLAMIS.	GUELPH.
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R. Phillips.	R. Phillips.		
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R. Mustard.	R. Mustard.		
CAPE CROKER.	CAPE CROKER.		
B. Johnston.	B. Johnston.		
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INFANTS-DELIGHT TOILET SOAP

THE wise mother uses it because it is PURE, fragrant and refreshing.

Send us three of these ads—all

Exhibition Visitors----

can get satisfactory Meals at

Peters

Tea Room

DINNER 11:30 to 2; 25c, 35c, 45c.
SUPPER 5:30 to 7:30; 25c, 35c, 40c.

If you wish to have your lunch on the grounds, take one of our box lunches.

Canada Food Board License 10-4321.

DEVELOPING and PRINTING
Any Size Roll Film Developed and Printed For 25c at

Taylor's 6 Cut-Rate Drug Stores

JOHN A. NASH

"My Jeweler"

Has a wonderful lot of Beads. My, they are popular!
256 DUNDAS STREET,
"Where Particular People Buy."

"COME TO HAY'S FIRST!"

JUST ARRIVED.

Modern Dictionaries, Spelling and Writing Books, Public School Faints and a few High School Arithmetics.

HAY'S Stationery

173 DUNDAS STREET.
Two Phones, 150 or 53.

Heavy shell glasses become King Albert. See our window.



King Albert of Belgium

—The tragic crowned head of Europe, who defeated the aims of the Kaiser to overrun France in 1914. Defeat of that arch-enemy, "Poor Eyesight," may be accomplished through our well-fitted glasses.

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VISION SPECIALISTS.
Phone 1877. 223 Dundas Street.
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WHY NOT?

BUY GUARANTEED GOODS.
Canadian Beauty Irons \$5.00
Electric Fans \$7.50 to \$40.00
Flashlights 90c to \$2.50
Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.

ROYAL SHOE SHINE PARLOR

356 RICHMOND STREET.
5c—SHINES—5c
"We Broke the Combine."

For Pies that Excel

RUDDY'S

THERE'S A STORE NEAR YOU.
733 RICHMOND STREET.
208½ DUNDAS STREET.
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AMERICAN BEAUTY SUNDAE

ANNIS CANDY SHOP

356 RICHMOND STREET.
Food Board License No. 10-5253.

PURE VINEGARS
for pickling. Extra quality. Delivered in clean jars. Gallon 50c.

JOHN DIPROSE

266 Dundas Street. Phone 2262.
160 Wortley Road. Phone 1387.

PARTRIDGE AUTO TIRES

"GUARANTEED."
20x3½, Plain, \$20; Non-Skid, \$21.90.

THE CANADA AUTO DEVICES CO.

230 Dundas Street, London.

SCANDINAVIAN KINGS TO MEET. COPENHAGEN, Sept. 8.—The National Tidende says it learns that there will be a meeting of the three Scandinavian kings this month.

MORE MEN REQUIRED FOR HARVESTING IN WESTERN CANADA—ADDITIONAL EXCURSION—TUESDAY, SEPT. 10.

Thousands of men are still required to help in the work of harvesting the western crop.

For those going from points in Ontario to Manitoba, Sasatchewan and Alberta extra trains will be operated through to Winnipeg (the distributing point) without change.

Going trip West, \$12 to Winnipeg. Returning trip East, \$18 from Winnipeg.

Consult C. P. R. Agents regarding transportation arrangements west of Winnipeg.

Further particulars from any C. P. R. Ticket Agents, or H. J. McCallum, city passenger agent, London. Sept. 9.

ROWAT'S COFFEE

The best procurable. Please particular people.

55c PER POUND
250 Dundas St. Phone 3051-3052.
Canada Food Board License No. 8-3422.

FAIR WEEK

Is always a big shopping week for everyone, and it promises to be a very busy week with us. We are, however, fully prepared for it with a most complete stock and an always courteous and competent staff. We invite you to make this your store for SHOES, RUBBERS, LIGHT BAGGAGE, TRUNKS, CLUB-BAGS FOR MEN, AND HANDBAGS FOR THE LADIES.

Cook's Shoe Store

THE STORE WITH THE STOCK.



Scene from "Hearts of the World," the screen's greatest production, showing at the Majestic all this week at prices ranging from 25 cents to \$1.50. The story is remarkably free from the clap-trap and spread-eagleism that mar so many war pictures. Mr. Griffith evidently felt that his subject was too big for petty heroics, and he wisely selected to approach it in a simple manner. He has shown the tragedy of a French village, one unit in the world tragedy, overwhelmed by the German invasion. He follows the method that he used in his story of the American Civil War. Great panoramas of the war are shown that give an idea of the size of the catastrophe, and then the tragedy is epitomized in single incidents—the partings, the sufferings or the heroisms of the characters whose experiences form the thread of the plot. The story opens in the village shortly before the war. The love affair between the Boy and the Girl is unfolded, with tiffs and misunderstandings and moments of romance. Then on the day set for the wedding comes the call to arms. The Boy departs without any idea of the seriousness of the affair. The Germans arrive, and the defenders are thrown back. The French village falls into the hands of the invaders, who capture the Girl. She faces terrible experiences of slavery and worse, but is finally rescued by the Boy. Everything happens in and about the one French village.



ST. George's Chapel in London Reproduced for Clara Kimball Young. Clara Kimball Young's production of "The Reason Why" for Select Pictures is marked throughout by a gorgeousness of scene and sartorial investiture which make it especially noteworthy. It is fitting, therefore, that the wedding scene of the story, in which Miss Young, as Zara, marries Lord Tancred, a scion of the bluest blood in Britain, should be staged in a set whose lavishness stands out in even this production. In Miss Young's studio was erected an exact replica of St. George's Chapel in Hanover Square, London, internationally famous as Hymen's rendezvous for Mayfair, the scene of the smartest weddings of England's proudest nobility. Ellnor Glyn, the author of the novel, "The Reason Why," is herself a member of the Mayfair set, and has been a guest at many of the elaborate functions held at St. George's. Her description of it embodies, therefore, the very spirit as well as the physical characteristics of the Chapel. Not trusting her own memory of the Chapel, Miss Young has insisted on a faithful adherence to this word-picture, as well as numerous authentic photographs, in the studio reproduction. It was for "The Reason Why," incidentally, that Lucile, world-renowned dressmaker, created nineteen masterpieces to be worn by the beautiful star, giving an added personal attention to them, because she is Mrs. Glyn's sister. This picture will be shown at the Patricia Theatre today, Tuesday and Wednesday.

WE ARE LOOKING FOR TROUBLE

Our system of flat rate charges on repair work (which embraces nearly 200 different jobs) has worked out so well that, dating from September 7, we have made considerable reductions in a number of them. It will pay you to investigate.

RELIANCE GARAGE

FORD SERVICE STATION.

Bargains for Fair Week

ALL WEEK

Patent Medicine Bargains

25c Nature's Remedy Tablets 14c
50c Mentholatum 32c
25c Mentholatum 16c
75c Bisurated Magnesia 54c
50c Pink Pills 28c
50c Gin Pills 35c, 3 for \$1
25c Carter's Little Liver Pills 14c
25c Compound Cascara Tablets 14c
50c Chase's Food 32c
25c Minard's Liniment 18c
75c Milk Magnesia 50c
35c Milk Magnesia 25c
25c Mecca Ointment 16c

Bargains in Toilet Articles

35c Jergen's Talcum 24c
\$1.00 Odorono 78c
50c Odorono 36c
25c Odorono 18c
25c Babcock's Corylopsis Talcum 18c
50c Pond's Vanishing Cream 28c
75c Quinine Hair Tonic 49c
75c Lilas Talcum 57c

EL-RADO

The sanitary way of removing superfluous hair, two sizes 50c and \$1.00
75c Mary Garden Talc 57c

Homeopathic Remedies

We carry a complete line of Homeopathic Powders, Tinctures and Pellets. Always fresh.

100 Compound Iron Pills
2 For 25c
Regular 25c

Liggett's Chocolates, Canada's best Soft and Hard Centres, in dainty packages.

JONTEEL

Talcum 35c
Combination Cream 75c
Face Powder, three shades 75c
Cold Cream 75c
See the magazine advertising.

Miscellaneous Bargains

Feeding Bottles, 2 for 15c
Strong's Special Nipples 2 for 15c
Clear Nipples 5c
Anti-Colic Nipples 5c
Baby's Own Soap, 25c box

Three dozen
ASPIRIN TABLETS
25c

Carling's Malt Stout 2 for 25c
Abilena Mineral Water 30c
8 ozs. Hydrogen Peroxide 25c

Pyorrhea Cure

We have the new treatment, "Pemetine."

50c
KILMAR'S FIG SYRUP,
34c

Bring your prescriptions to Strong's.

Brooks' Baby Barley,
18c—36c

Pure Drugs and Chemicals of all kinds.

Maple Leaf Fountain Syringes, \$1.29

Hot Water Bottles — Air Cushions — Ice Bags — Sick Room Supplies.

Waterman's Ideal Fountain Pen

Regular Safety and Self-Filling Types

SIMPLE RELIABLE DURABLE INEXPENSIVE GUARANTEED

\$2.50 Upwards
All designs at STRONG'S

Strong's Corn and Wart Cure

We honestly believe this to be one of if not the best corn cure we sell. Its sale increases year after year.

15c Bottle

REXALL TOILET SOAP

25c a Box

STRONG'S BALM-ZOIN

A creamy emollient, made from distilled Witch Hazel and Sweet Almonds, combined with Benzoin and Quince Seed Jelly daintily perfumed.

25c

LUX, 10c

Not more than three will be sold to any one customer.

Strong's Carminative

For infants and young children.

25c
Not constipating. Harmless.

6c

A CAKE

Fairy Soap

Four graduate druggists here to do your prescription dispensing.

Strong's Drug Store
Established 1874.

Attention, Housekeepers

Sani-Flush 21c
Snap 18c
Pound Cans of No. 1 Talc 16c
Toilet Paper, reg. 10c 4 for 25c
Household Ammonia, strong, 16-ounce 20c
Creolin Disinfectant, 16-oz. 20c
Sunset Dyes 2 for 25c
Rit 10c
Muriatic Acid, 16-ounce 15c
Formaldehyde Candles 40c
Liquid Veneer, Large 38c
Small 18c
Heavy Jar Rings 3 doz. for 25c etc., etc.

Trusses!

In 1917 we sold over 1,300 Trusses. We fit them. This, we believe, is the secret of our success in this line.



We carry a big stock of Trusses to suit all cases.

We specialize in Sick Room and Hospital Supplies.

STRONG'S DRUG STORE

TELEPHONE 56 or 57. The Rexall Store TELEPHONE 56 or 57.

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