

The Queen's Advertiser

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON, ONTARIO, ADVERTISER, SATURDAY EVENING, SEPTEMBER 8, 1917. 192 COLUMNS.

HOME EDITION

PRICE, TWO CENTS.

Weather Forecast: Fair and Cool

53rd YEAR. No. 22871

30,000 AUSTRIANS TAKEN PRISONER BY ITALIANS

RUSSIAN BATTERIES DRIVE ENEMY SHIPS FROM RIGA GULF

ITALIAN DRIVE ADDS 30,000 TO WAR PRISONERS FROM AUSTRIA

Cadorna's Sweep Has Gathered Enemy by Whole Divisions.

SHELL FIRE SUPERIOR

Teutonic Allies Cannot Stand Before Withering Blasts of Steel.

DESPERATE RESISTANCE

Every Method Known to Austrians Used in Endeavor to Retake Ground.

Rome, Sept. 8.—More than 30,000 prisoners have been taken during the Italian offensive, the war office announces today.

DESPERATE AUSTRIAN DRIVES. New York, Sept. 8.—The New York Times this morning publishes the following special cable from Rome.

AUSTRIANS SAY ADVANCE HALTED. London, Sept. 8.—In the Hermada sector, from northwest of Trieste the Austrians have recaptured ground gained by the Italians, according to an undated official statement from the Austrian war office received here today.

BRITISH SHIPS, UNDER ARMED CONVOY, SUNK

An Atlantic Port, Sept. 8.—The Associated Press today carries the following: The British steamship Delphi, a vessel of 2,772 tons gross, White Star line fleet, has been sunk by a German submarine, according to word received here today in shipping circles.

RUMORED RESIGNATION IS AGAIN DENIED

Ottawa, Sept. 8.—Emphatic denial is given to rumors of the impending retirement of the prime minister owing to serious illness.

WILSON'S REPLY TO POPE COVERS THAT OF GREAT BRITAIN IN EFFECT

Washington, D. C., Sept. 8.—Great Britain has advised the United States that President Wilson's reply to Pope Benedict's peace proposals is in effect Great Britain's reply, as was indicated recently in a statement by Lord Cecil.

WINNERS OF FIRST PRIZES IN ADVERTISER CONTEST



The following are the winners of the Grand Prize and the Chevrolet cars in their respective districts. Reading from left to right they are: Miss Beatrice McVittie, District No. 2; Mrs. Dave Louch, District No. 3; Miss Leah Lewis, District No. 1, winner of the Grand Prize and the \$1,000 in cash; Miss Jas. Chesterman, District No. 6; John Thurston, District No. 4.

MISS LEWIS WINS BIG CAR IN ADVERTISER CONTEST; MISS M'VITTIE SECOND

Auditors Complete Task After a Week's Work—Awards in Various Districts Now Known—Liberal Prizes To Be Given Those Who Earned Rewards and Failed to Gain One of the Regular Prizes.

AUDITOR'S REPORT. London, Sept. 7, 1917. To The London Advertiser Limited, London: We, the Auditors appointed by The London Advertiser Company Limited, in connection with your circulation contest, hereby certify that we have made a careful and complete examination of the records of this contest and find that it has been conducted in a fair and impartial manner, and that the following are the winners of the various prizes, together with the number of votes to which they are entitled, under the rules of the contest.

Table listing winners and their districts for the Advertiser contest. Includes names like Miss Leah Lewis, Miss Beatrice McVittie, and Mrs. Dave Louch.

SMALLMAN & INGRAM, LIMITED.

A CITY CAN BE JUDGED by its industrial increases and particularly by the advances made in its business properties. London has always had the advantage over many other cities because its growth has been steady and regular.

LT. BOYD LITTLE HAS SEVERE WOUNDS

Well Known Former London Lad Is Military Cross Winner.

A. S. McGregor of 302 Hurwell street has just received word that Lieut. Boyd Little, son of R. A. Little, principal of the Collegiate at New Westminster, B. C., and formerly on the staff of the Collegiate here, was admitted to No. 1 Red Cross Hospital at Leacock on August 23.

PEORIA LOSES WHISKY TITLE BY DRY ORDER

62,000,000 Gallons in Spirits Made There in the Last Year. STILL TO KILL HUMANS But Product of Great Distilleries Will Do It in Form of Powder.

Peoria, Ill., Sept. 8.—At 11 o'clock tonight Peoria will cease to be the whisky-making center of the United States. Thousands of gallons of liquor will remain in warehouses here, but its manufacture ends today under the food conservation law.

MYSTERY SHROUDS WESTERN LEADERS NEW CONFERENCE

Alberta and Saskatchewan Liberals in Session. Winnipeg, Sept. 8.—Another mysterious political conference was held in the city yesterday. Early in the morning, Charles W. Cross of Alberta, Hon. J. A. Aulder and Hon. George Bell of Saskatchewan, arrived in the city.

VERDUN DRIVE OF FRENCH IS STARTING AGAIN

Offensive on Both Banks of Meuse Succeed. HAIG SCORES AT ST. JULIEN British Patrol Engagements There Cause Heavy German Losses.

GERMAN WARSHIPS IN RIGA GULF FLEE BEFORE RUSS FIRE

Forced To Retire by Slay Gunners—Petrograd Safe From Von Hindenburg Drive—Military Critics Declare Operations Have Practically Ended With Captured Naval Base.

GERMAN WARSHIPS IN RIGA GULF FLEE BEFORE RUSS FIRE

Petrograd, Sept. 8.—German war craft have again been sighted in the Gulf of Riga and have been shelled by the Russian coast batteries, the war office announces.

NAVAL ATTACK EXPECTED

Stockholm, Sept. 8.—It is reported by the Svenska Dagbladet that German naval forces of considerable strength have been observed in the Southern Baltic, taking a northerly course.

HINDENBURG AGAINST ADVANCE

Copenhagen, Sept. 8.—Leading German military circles consider that, with the capture of the important naval bases at Riga and Duenamunde, operations on the Riga front have virtually been ended, says a Berlin dispatch to the National Tidende.

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SWEDISH LEGATION PROVIDED GERMAN WITH SPY SERVICE

Argentine Office Used to Encompass Destruction of Vessels. Washington, Sept. 8.—How Sweden's legation in Argentina, acting as a secret means of communication between the German charge in Buenos Ayres and the Berlin foreign office transmitted information of the settlement of the Argentine case, there has been a great deal of talk in the Argentine capital.

M'COIG CHOSEN TO LEAD LIBERALS

Chosen at Large Gathering Today to Contest Kent. [Special to The Advertiser.] Chatham, Sept. 8.—In one of the largest, if not the largest, gatherings of Liberals ever held in Kent County, N. S., was held at the town of Chatham yesterday.

MAJORITY OF THREE SENATE EXPECTATION ON C. N. R. PURCHASE

Ottawa, Sept. 8.—The C. N. R. bill will pass by a majority of three in the Senate on Monday night, by a majority of probably three, Senator Curran, of Alberta, N. S., who seldom appears at Ottawa, will be on hand for the occasion to help the bill through.

TO OUR SUBSCRIBERS

Owing to the great number of subscribers to this paper, it has become necessary to get them all on the list. Therefore, names have been added, and thousands more are yet to be added. It is hoped to get all of these out by the middle of next week, and in the meantime The Advertiser respects the indulgence of those who are not getting their paper. Their subscription will be continued until the paper comes on the mail list.

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THE WEATHER LOCAL TEMPERATURES. Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 61; lowest, 37.

"Older than the Dominion of Canada"

1917's Interest Bill

In the Savings Department the Huron & Erie will, during 1917, pay to its depositors, as interest, over one hundred thousand dollars.

Does your account earn the Huron & Erie rate of

3 1/2 % Per Annum

Huron & Erie
MORTGAGE CORPORATION
Chartered 1864
MARKET SQUARE BRANCH
London
Walter T. Westby, Manager

MUNICIPAL BOARD WILL HEAR BYLAW SEPT. 24

Monday, September 24, has been set by the Ontario Municipal Board as the day when this body will hear the provision bylaw to be incorporated in the city and yard bylaw to be voted on here on October 6. The hearing will take place at the Parliament Buildings, Toronto. Representatives from the Traffic and Public Council, it is expected, will attend the hearing.

The resignation of the Ribot Ministry in France has been decided upon unanimously. The presidents of both chambers of the French House have been summoned to Paris by telegraph.

SIXTY FROM CITY AND DISTRICT GET HOME LAST NIGHT

34 Convalescents and 26 for Service.

GIVEN WARM WELCOME

Rain Kept Many Home, But Those Out Were Enthusiastic.

The largest party of soldiers that has so far returned to this city arrived at 7:15 Friday night, when sixty men from overseas stepped off the train at the C.P.R. depot. A large crowd would undoubtedly have been present, but for the heavy rain, but the small gathering lacked nothing in heartiness of its greeting to the men. The party would have arrived in the city about noon, but was held over in Toronto to give the men a chance to view the Toronto Exhibition.

Thirty-four were returned as convalescents, and the remaining 26 for service in Canada. Among the ten Londoners to return was Pte. W. Edman, who left here with the 32d Battalion, was transferred to the 4th C.M.R., and was wounded at Ypres in Sept. 1916. Another Londoner was Pte. J. Wilson, 231 St. Joseph street, who was gassed at Ypres. He enlisted in the 39th Battery and served with the 3rd Divisional Ammunition Column in France. Gunner G. Charles, 403 Fort street, this city, was a member of the original 12th (London) Battery, and was wounded while with the railway troops at Ypres.

Slightly Wounded. Pte. F. H. Cowan left here November 8, 1914, with No. 3 Stationary Hospital, and was transferred to the 1st Battalion in July, 1916. He was slightly wounded in the hand. He resides at 96 Trafalgar street, left London with the 142nd Battalion, and after a half-

dozen transfers was sent back from England on account of illness. Pte. H. H. Gault, 946 Queen's avenue, went to England with the 14th Battalion and was returned for discharge.

Other Londoners in the party were: W. Adams, 727 Queen's avenue, and J. E. Murray, 520 Richmond street, returned for home service duty, and G. H. Jackson, 752 Richmond street, G. W. Scheldt, 173 Delaware street, and F. H. Sanderford, who were sent back as convalescents from the District.

Among the Western Ontario men was Pte. G. W. Butler of Alimor, who went overseas with the 21st Battalion and was wounded at the Somme. J. J. Baker, lance of Alimor, who was returned for service, was awarded the military medal for valiant service at the front; Pte. W. O. Mitchell of Woodstock, an original member of the 1st Battalion, who was wounded at the second battle of Ypres; Festubert, and the third battle of Ypres; and Pte. J. C. Fisher, who left with the 146th Battalion, and later served with the 4th Battalion. He is suffering from wounds and shell shock.

Others in Party. Other men who returned were: M. Bourne, E. Moore, and Pte. C. J. R. White, of Woodstock; C. P. Sherry, A. M. MacAlister, D. D. McSherry, T. Whitehead, and J. Warrington of Guelph; W. Brockett, W. Horton of St. Lewis; W. V. Matthews and P. Timms of Galt; A. J. Chapman, T. Cochran, St. Thomas; J. Curran, T. Garratt, R. L. Chambers, Salford; J. A. Carrier of Windsor; J. Morrissey, A. S. Jezzard and H. B. Kenner, Stratford; J. Leach and S. G. Small of Walkerton; G. F. Harvey, Alimor; F. H. Procure, Alimor West; W. Hayes, W. Stevens, Eberton; G. H. Wardlaw, Norwich; A. McLean, Denfield; S. R. Smith, Tilbury; H. S. Stanley, Lucas; W. Stevens, Eberton; G. H. Wardlaw, Walkerton; W. J. H. Willoughby, Walkerton; L. R. Gammah, Walkerton; H. E. Higgs, Linwood; Edward Pines, all Hopkiss; Ill.; M. Y. Wallen, Marquette, N.S.

SAYS DISTRICT HAS POSSIBILITIES FOR AMERICAN TRAFFIC

Attractions of Western Ontario Traffic Should Be Made Known.

Lou Livingstone, special representative of the Maxwell Motor Car Company of Canada, arrived in the city yesterday on his way to Windsor, in the car used on record drives for the military department of Canada. Mr. Livingstone is the organizer of London Ladies of Ledges, No. 2, and met many of his old friends while in the city.

The car in which he traveled was driven by Ray Macnamara, a famous American stunt driver, in record journey. Mr. Livingstone has also spoken at the roads were longed and also special drives were made to demonstrate the possibilities of getting from one place to another in cases of military necessity. Macnamara was recently drafted for service in France, where his former Maxwell racing partner, Eddie Rickerberger, has gone, giving up prize money that has totaled as much as \$18,000 a year to act as chauffeur for General Pershing.

Mr. Livingstone is now located in Ottawa and has been very active in the capital in motor show activities. He will spend a few days at headquarters in Windsor and Detroit, where new special plans will be under consideration.

The possibilities for further development of American motor traffic through Western Ontario have impressed him and he believes that this section should go in to make known the beauties and touring possibilities of the district.

GRAND TRUNK MUST PROPERLY PROTECT DANGEROUS CROSSING

Gates Must Be Installed and Watched Day and Night.

Additional protection for the Grand Trunk crossings at Factory, Adelaide and Burwell streets has just been ordered by the railway commission after investigation. The judgment directs the company to install gates, which are to be watched day and night. The division of cost recommended is the same as that made in the case of the protection ordered for Watford, Colborne streets, where the company paid per cent. of the cost of installation. Twenty per cent. was paid by the city and 20 by the railway grade crossing fund of the board. The watchmen's wages are to be paid by the company and other cost of maintenance was divided between the city and company.

A COMMON SENSE FARM TRACTOR

You can find five acres a day sitting in your Ford car or roadster. With power gear reduction the Ford will pull a double-turrow gang, turning over 24 inches, and making 3000 six inches deep. This work can be done week in and week out in stiff clay without putting any unusual strain on the engine or chassis.

During the Western Fair make it a point to see the Standard Make-a-Tractor pulling a double-bottom gang plow on the farm of A. E. Dale, on the London and Lake Erie Road, where it will pull a mile out of London. Go down any time and see this tractor. The watchmen's wages are to be paid by the company and other cost of maintenance was divided between the city and company.

Travelers should be careful of the water they drink. Ask for White Rock water. It is the same all over the world.

It is the same all over the world.

TORONTO WOMAN HAD SUFFERED 20 YEARS, SHE SAYS

Subject to Severe Attacks For Five Years.

DOUBTED HER RECOVERY.

"It Certainly Was a Lucky Day For Me When I Got Taniae," She Says.

"I had tried in vain so long to find relief from my suffering that I had almost lost hope of getting anything to help me," said Mrs. Christiana Hunter in an interview with a Taniae representative a few days ago. Mrs. Hunter is the wife of William Hunter, caretaker of the Stanley Apartments, Bloor and Sherbourne streets, Toronto. She also has suffered from indigestion in Hamilton, Ont., where she resided for a number of years before coming to Toronto.

"I had one of the worst cases of stomach trouble, it seems to me, a person could have," she continued, "and there was hardly a day in twenty years but when I suffered from indigestion. My appetite just seemed to leave me entirely, and I never knew what it was to sit down to the table and enjoy a good meal. I was really fit to die because I knew how I would suffer afterwards, and I hardly ate enough, it seems to me to keep me from dying. What little I did eat disagreed with me, and I had an awful burning, heavy feeling in the pit of my stomach nearly all the time. I would lie up in bed in every three weeks at a time with each attack before I could get strength enough to get up. I had fallen off until I was scarcely more than a frame, and was so weak I could hardly stand up. My nerves were just completely shattered, and I would have such dreadful nerve spells at times I thought I couldn't live."

"My husband had taken Taniae with him, and advised me to try it. I had very little idea it would help me, but to please him I went down to Tamblin's and got a bottle, and it certainly was a lucky day for me. I got on my second bottle, and it certainly has done me a world of good. My stomach is now in better shape than it has been in twenty years, my appetite is fine, and I can eat just anything I want without a bit of trouble afterwards. Honestly, I can remember the time when I enjoyed eating like I do since I began taking Taniae. My nervousness is gone entirely, and I would have such dreadful nerve spells at times I thought I couldn't live."

"Taniae is sold in London by Standard Drug, Limited, under the direction of a specialist having such dreadful nerve spells at times I thought I couldn't live."

COAL-YARD BYLAW GOES TO ELECTORS ON OCTOBER 6TH

Estimates of Cost of System Will Be Prepared.

The city council at a special session last evening decided to submit a bylaw for the establishment of a municipal coal yard to the electors on Saturday, October 6. The bylaw was presented, its form approved, and the necessary bylaws submitted to the electors.

There was little discussion. The vote was taken in the schools, the wardens and the necessary subdivisions. This will reduce the cost from \$18,000 to about \$9,000, saving the city hundreds of dollars.

On motion of Ald. Ashplant, the board of control was instructed to prepare estimates of the cost of a distribution system, cars, horses, officials, etc., to have them ready for the board on the 12th minute the bylaw is passed. The board will consult with the Lorne parties commission and the utilities commission regarding the matter. The utilities commission will handle the project if the citizens vote favorably.

A series of meetings will also be arranged to discuss the measure.

CAMLACHIE ANNIVERSARY

CAMLACHIE, Sept. 7.—Aberarder Presbyterian Church will hold its anniversary services on Sunday, September 16. On the following Monday night a lecture on rural churches will be given.

Lesson in Scientific Complexion Renewing

Everyone has a beautiful skin underneath the one exposed to view. Bear that in mind and it will be easy to understand the correct principle in acquiring a lovely complexion. Nature is constantly working on the skin, making particles like dandruff, only much smaller in size. In abnormal conditions, or in advancing age, these particles are not shed as rapidly as in robust youth. The longer they remain on the more soiled or faded they become, that's the immediate cause of a "bad complexion."

It has been discovered that ordinary mercurized soap to be had at any drug store will absorb these particles, or in advancing age, these particles enough to cause no inconvenience. In a week or two the transformation is complete. The fresh, healthy, youthful underlain is then wholly in evidence. Those who are not satisfied with your complexion should get an ounce of mercurized wax and try this treatment. Use the wax nightly, like cold cream, washing it off morning—MAY.

Smallman & Ingram THE WEATHER FAIR AND COOL. Smallman & Ingram

There Are Many Advantages For Visitors to London Making Smallman & Ingram's Store Their Headquarters

Store Opens Every Day at 8:30 a.m. Store Closes Every Day at 6 p.m.

All street cars stop at the doors, enabling you to reach any part of the city from this store.

Convenience of this store for free public use are such as to meet almost every demand of the traveling public, who are invited to make free use of the same without the slightest obligation to purchase.

Restrooms and Lavatories on Second and Fourth Floors. Checkroom in Basement, where your traveling equipment, wraps, etc., are cared for free of charge.

Information Bureau on Main Floor—on train service, location and routes to points of interest in London, etc.

Soda Fountain rear of Main Floor. Ice cream and fancy cooling drinks and dishes, also coffee and short lunches served continuously.

Restaurant on Fourth Floor. One of the finest dining-rooms in Ontario, capable of serving comfortably at one sitting 350 people. To enable visitors to reach the exhibition in good time, full course dinner, 40 cents, will commence 11 a.m. each day.

Some of the New Styles and Colors for Fall in the Silk Exhibits



An advance showing of beautiful silks in plain and fancy kinds, some made especially for separate skirts, some for the coat dresses, others of a fine and sheer texture for the soft, flowing gowns with draperies. The fancy silks that receive most favorable comment are the broad stripes shown in various color combinations, others in plaids of the medium-size check, but in both kinds the duller and richer autumn shades predominate, such as burgundy, beet root, vert green, dull gold, twine, twilight, copper, marine blue, prunelle, etc. These, with the new silks in plain colors, are on exhibit at Silk Department, Main Floor, Centre Aisle.

Special at Soda Fountain for the Week MAIN FLOOR. In addition to serving ice cream, sodas, sundaes and cooling drinks, coffee and luncheonettes from 5c up will be served continuously.

New Colored Dress Goods Showing

Gabardine, one of the season's most popular fabrics for ladies' suits and dresses, self color, dark green, brown, dark navy, mid navy, dark Belgian, superior values, all wool, 50 inches wide. Price \$2.25 per yard

Wool Poplin, old standard quality, very popular for young ladies' dresses; this material pleats nicely; two nice shades of navy, 50 inches wide. Price \$2.25 per yard

50-inch Twill, extra good quality, nice smooth finish, light

Full Range of New Fall Blouses

A number of very beautiful Blouses from which to choose for the new fall suit, showing crepe de chine and georgette crepes in many charming styles.

Crepe de Chine Blouses with convertible collars, which may be fastened high around the neck or worn low, also large square collars, and other styles showing small collars with low neck. Some made plain with seams hemstitched, others embroidered. All styles show long sleeves, and come in maize, flesh, pink, salmon, peach, Russian green, brown, taupe, grey, also black or white. Prices range from \$4.75 to \$12.50

Georgette Crepe Blouses also show convertible collars and large square collars. These are beautifully embroidered, and others with beaded designs, adding a very pretty effect to the waist. Tucks are also shown in the plain tailored effects. Made in pink, maize, peach, flesh, rose, grey, brown, Russian green, navy, also black or white. Prices ... \$6.50 to \$12.50

The new fall Woolen Sweaters, in light and heavy weights, are also very attractive, showing combination color effect, sashes, belts, square or shawl collars; a splendid assortment \$6.00 to \$20.00

Chicken Salad, Brown Bread and Butter	30c
Head Lettuce, Mayonnaise	30c
Dressing	15c

You'll Be Surprised to See Such a Large Array of Fine Linens in Fancy Pieces and by the Yard At Such Moderate Prices Too.

Premier Showing of Furs-- Millinery and Ladies Tailored Suits and Dresses

SECOND FLOOR.

Here are shown remarkably smart styles. It is safe to say that no matter what price you wish to pay you are almost sure to be satisfied from the large array in the various qualities and grades comprising these special fall opening displays. Best choice is always to be had right at the commencement of a new season. You are invited to inspect these whether you purchase or not.

New and Dainty Negligees and Kimonos Just Arrived

Handsome Flowered Satin Gown, made empire style in front, with deep banding of satin at neck and sleeves; comes in shades of red and gold or blue and gold. Price \$13.50

Japanese Silk Crepe Kimonos, loose flowing sleeves; back, front and sleeves beautifully embroidered in floral pattern; silk girdle; comes in cardinal lined with cardinal. Price \$25.00

Another Japanese Gown, in Heliotrope Silk Crepe, handsomely embroidered in various colors to harmonize, girdle of self with embroidered spray and fringe. Price \$16.50

Very Dainty Negligee of Crepe de Chine, hangs loose from shoulder, tiny gathers at back and front, finished with satin bows, wide cream lace at sleeves and neck which gives gown a very pretty effect; made in rose or sky blue. Price \$12.50

Another Negligee of Silk Crepe, made empire style, front and back finished with rosette, deep cream lace at sleeves and neck with narrow beading; comes in heliotrope or sky blue. Price \$6.00

If you do not happen to shop in London, let Smallman & Ingram's Mail Order Department shop for you. We can please you, just the same as we are pleasing thousands through the mail. Satisfaction guaranteed or money refunded. Write for catalogue.

Toasted Scone, Cup of Tea or Coffee	20c
Blueberry Pie, with Ice Cream	20c

You want a Clean and Happy Home? Then use

MATCHLESS Ammonia Powder

the best on the market Refuse cheap substitutes.

We are distributors of

"BEST" Corn and Gloss Starch

Also "KARO" Corn Syrup, manufactured by one of the largest firms on the continent.

KEENLEYSIDE OIL COMPANY, LONDON

FAIR WEEK REDUCTIONS

From now until after fall fairs we are putting our stock down to where it will please your pocketbook.

THAT ALL-LEATHER CLUB BAG, 18 or 20 inches, for \$4.79

ALL-LEATHER SUIT CASES, 20 to 26 inches, for \$4.79

FIBRE AND MATTING CASES, any size, for \$1-10

SEE OUR SPECIAL WARDROBE TRUNK, all fibre covered \$10 to \$75

DARCH'S

PHONE 542. 379-81 TALBOT STREET.

CITY HOTEL CAFE

SPECIAL ATTENTION TO FAIR VISITORS

Best Service Best Meals

105 DUNDAS STREET

Spacious Dining Room

Regular Dinner and Midday Luncheon, 11:30 to 2 p.m.

Banquets and Evening Parties.

JOHN SING, PROPRIETOR.

Breakfast 6 a.m. to 10 p.m. Open 6 a.m. to 1 a.m.

MISS LEWIS WINS

Continued From Page One.

until midnight last night. Every item was checked and re-checked, and not until the last minute could the result be told. In many cases the votes were close, as the full count printed on other pages indicates. Had the auditors not been experts the task would have taken days longer.

Forty-nine prizes were awarded. By reason of the fact that the grand prizes to No. 1 District, there are seven prizes in this district. In each district these prizes are awarded: 1st, a Chevrolet car and \$25 in cash for a patriotic fund; 2nd, a Massey-Harris piano, value \$40; 3rd, a bedroom set, value \$10; 4th, a cabinet of silver, value \$14.50; 5th, a kitchen cabinet, value \$5; 6th, a White sewing machine, value \$5.

Besides these, three special prizes were awarded—\$100 in cash; a trip to New York or the Saguenay for two persons; a Maxwell car.

More Prizes To Be Given.

The advertiser announced that the prizes would aggregate \$16,000 in value.

Let The Children Kodak

It's fun for them and there is a lasting pleasure for the whole family in the pictures themselves. There's nothing confusing about the successful operation of a KODAK. It will feel perfectly at home in the hands of your boy or girl. Send your films here and be assured of the best results in finishing.

J. H. BACK & CO.

210 DUNDAS STREET.

such a keen and energetic list of candidates engaged. Fourteen counties were involved, covering the entire Western Ontario district. Outside of London there were seven districts, with ten counties in each. The counties which won the Chevrolet car and \$25 were: Kent, Middlesex, Elgin, Huron, Grey, Oxford and Waterloo.

The advertiser extends its congratulations to the 49 successful candidates, and to the many others whose efforts are yet to be rewarded.

The prizes will be shipped to winners within a few days.

1877 FORTY YEARS AGO 1917

AND NOW

London's Population, About 17,000.

Present Population, 58,055.

London's Largest Retail Institution Nearing Half-Century Mark---Growing Greater Every Year---Remarkable Advances in Volume of Business Yearly---Present Premises Largest of the Kind In Western Ontario---Patronage From the City and Country Always On the Increase---Progress of This Retail Business Most Remarkable---Commencing With Six Employees In 1877, Now 400---Appointments and Conveniences of the Store Are Modern and Well Patronized---Diningroom a Popular Restaurant for Buying and Business Public.



J. B. SMALLMAN.

Born in Clifton, County of Galway, Ireland, in the year 1819. Came to Canada in 1852. Entered the drygoods business in the employ of Geo. D. Sutherland on the south side of Dundas street, where he commenced as a boy, and remained until the year 1877, when, at the age of 28, he went into partnership with the late L. H. Ingram, giving birth to the firm of Smallman & Ingram, which still continues under that name. Mr. Smallman died February 14th, 1916.

It seems fitting that at this time, after forty years of steady progress, a review or sketch of the history of the Smallman & Ingram business shall be recorded.

Early in September (Saturday the 8th), just forty years ago, this day and date, two young men opened the door of a small store on Dundas street (No. 147) with a frontage of just 16 feet 6 inches, the picture of which is shown in illustration No. 1.

These young men, starting in a modest way, with only their boyhood savings, had visions of greater things in the future, and while at first progress may have appeared a little slow, yet it was steady and sure, and with one exception there has never been a year that has not shown a substantial increase.

The steady growth of this store will be noted by the increasing population figures, given at the different periods in the history of this store—which is evidence of the indorsement and appreciation of the store policy and modern methods by the citizens of London and vicinity.

Store Policy Founded on a Sure Foundation.

Not being over-ambitious, but satisfied to do the right thing and await results, it was decided that their business policy should be founded on the golden rule, to "do unto others as ye would," etc. This policy has been strictly adhered to for forty years in the refund of money or exchange of merchandise—a satisfied customer being ever the first consideration.

First Trip to Europe, 1882.

London's Population, 20,305.

Mr. J. B. Smallman made the first purchasing trip to Europe for the firm in the year 1882, Mr. Ingram making the trip the next year and alternately until his death in 1901. Purchasing trips have continued since then by the buyers of the firm twice yearly until the year 1916, but are now suspended owing to conditions in Europe. Importations are, nevertheless, coming regularly through our purchasing and shipping agencies, established for years in London and Paris.

Newspaper Ads in 1889.

London Population, 26,768.

For over ten years no newspaper space was used for advertising purposes, but in this, as in the management of other branches of the store, the firm was always ready to listen to public sentiment and to adopt modern methods. As with the beginning of the business, the advertising commenced in a very modest way, but being carefully guarded, telling the store news in a straightforward, truthful manner, advertising has become one of the most important features in the growth of this business.

First Expansion in Year 1892.

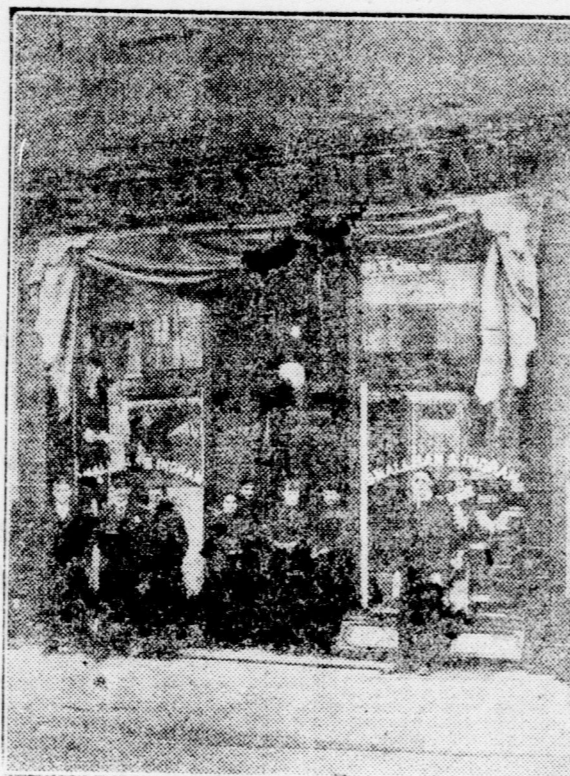
London's Population, 31,615.

Having started in 1877 with six employees, the business was rapidly outgrowing itself, and the need of more room was being felt. The rear of the two adjoining stores on the west side was finally secured, which about doubled the floor space, and in 1892 the adjoining store on the east side was purchased, making a double-store frontage, which was later increased to three stores, as shown in illustration No. 2. This first purchase of real estate was the laying of the foundation for the new building, it being the west section of the present store, and the staff of six employees has grown to four hundred in number.

Cash Policy Adopted, 1897.

London's Population, 34,635.

Up until that year charge accounts were carried, and a credit as well as cash business was done. It was decided that year to do away with bookkeeping, as far as charge accounts were concerned, and that goods would be sold in



SMALLMAN & INGRAM STORE, 1877.

has been pursued up to the present time, the only exception being a few open nights during the Christmas shopping. The wisdom of Saturday early closing has been clearly demonstrated by results obtained from a more loyal staff of employees.

Change of Firm in 1901.

London's Population, 39,056.

Mr. Ingram's death in January, 1901, brought about a change in the firm. The surviving partner, Mr. J. B. Smallman, under partnership agreement, bought out his late partner's share in the business, and owned and controlled the business solely until 1908, when the present limited company was formed.

future for cash only. The wisdom of this change was demonstrated by greater increase in business during each succeeding year.

Saturday Early Closing in Year 1900.

London's Population, 38,902.

Each year, as the business increased, the development became more rapid, merchandising methods were undergoing a change, and the time for waiting was past. This firm realized the necessity of keeping abreast of the day and keeping step with the quickening pace, and nothing less than a sensation was created when the announcement was made that this store in future would close at 6 o'clock on Saturdays and days preceding holidays, which policy



SMALLMAN & INGRAM STORE, 1897.

Growing Business Demands Larger Premises.

Mr. Smallman often expressed himself that the people of London were worthy of a more up-to-date

and establish the business should share also in its future success. In forming the new Company, forty-four employees who had been with the firm over a certain num-



SMALLMAN & INGRAM STORE, 1917.

ber of years, accepted the opportunity to become shareholders in the business, and invested their earnings with the company. The increase in business may be judged by the increase in the number of employees. In 1877—six, in 1907—198, and at present 400, an increase in the last ten years of over 100 per cent.

It is singular, too, that while many of the present staff have been in the employ of the firm from 15 to 25 years, some longer, yet not one of the original staff or member of the firm is living today.

Mr. J. G. Ingram succeeded Mr. J. B. Smallman as president of the company at his death in February, 1916.

New Store Occupied 1907-1908.

In 1907 London's Population, 44,707.

The old premises were torn down and the new building occupied without the loss of one day's business; business was carried on in part of the old premises while the east section of the new store was building. The first section of the present building was occupied in the fall of 1907, and the second section completed and occupied in the fall of 1908, which was the beginning of a new era in the history of this store.

A Modern Fireproof Structure.

The new building is one of the best and finest in America, built of steel and solid brick, with cement floors and ceilings, iron stairways with stone treads and closing iron doors, making it absolutely fireproof throughout. With five floors and a basement, and a floor space measuring 96,000 square feet, it was thought when finished that one floor would not be occupied, but reserved for future development, but with the addition of the dining-room and kitchen, the carpet department, and opening later of the basement department, all available space has already been taken, and many departments are crying for more room.

Conveniences for Free Public Use.

London's Population, 1917, 58,055.

The appointments and conveniences of this store are such as meet almost every demand of the traveling public, who are invited to make free use of same. Rest Rooms and Lavatories on Second and Fourth Floors, and Check Room in the Basement, where your traveling equipment, wraps, etc., are cared for free of charge.

Restaurant, Fourth Floor, where you may lunch at any hour



L. H. INGRAM.

Born in Toronto in the year 1855, coming to London when quite young, and received his education in the old union school after which he entered into the employ of John Green & Co., wholesale drygoods, where he remained until the year 1877, when, at the age of 22, he went into partnership with the late J. B. Smallman, which partnership continued until his death on January 11th, 1901.

in the day. Grill service, a la carte or table d'hôtel.

Soda Fountain, Main Floor.—Ice Cream and fancy cooling drinks and dishes; also coffee and short lunches served continuously.

Visitors to the Western Fair are invited to make use of the free check room and other conveniences of the store while in the city. Make this your downtown headquarters.

Mail Order Expansion.

First Catalogue, Fall Season, 1911.

The Mail Order expansion has proven to be one of the most important branches of the business, efforts being confined principally to Western Ontario up to the present time. The mailing list, which is a list of actual buyers, has increased at a rapid rate, and this season sees the beginning of an expansion list in the Western Provinces. If out-of-London people are not already Mail Order customers of this store they should write for the Fall Catalogue.

Free Delivery and Prompt Service.

The free delivery of goods was made a special feature from the start, this being the first store in Ontario to offer, without any restrictions whatever, to pay the carrying charges on all mail orders, no matter how small the purchase.

The buying public may be assured that the same satisfactory treatment and store policy that has built this business will continue in the future.



MAGIC BAKING POWDER
CONTAINS NO ALUM



MAGIC BAKING POWDER
CONTAINS NO ALUM

It is a pure phosphate baking powder and is guaranteed by us to be the best and purest baking powder possible to produce.

The perfect leavening qualities of "Magic" combined with its purity and wholesomeness make it the ideal baking powder.

The ingredients are plainly printed on the label and our half century reputation should be sufficient guarantee of the high quality of these ingredients.

E.W.GILLETT COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

SUNNYSIDE JOHNSTON FIRST PRESIDENT OF WESTERN FAIR

The honor of being chosen first president of the Western Fair Association in the year of Confederation was accorded a man of outstanding prominence in the district, James Johnston, president at the time of the London District Horticultural and Agricultural Society.

Owing to the name of his farm on the fourth concession of London Township, Mr. Johnston was known far and wide as "Sunnyside" Johnston.

The original owner and first Western Fair president was known many years ago, and his family is scattered far from this section of the country. The old farm still retains the name of "Sunnyside," owned as it is by R. G. Fisher of this city, who makes his home there during the summer.

Coming from the Maritime Provinces, where the residents were known to Ontario people as "Ethiopiens," there was nothing bleak nor austere about Mr. Johnston's disposition.

An unusually genial man, he took a leading part in public affairs, and his social qualities attracted to him a large circle of friends. He was the "gentleman farmer" of the old school, and in later years was prominently associated with the Ontario Mutual Insurance Company as manager and agent.

Apparently the first Western Fair was exceptionally well managed. In any case, it set the pace for the long line of fairs to follow. The receipts of the first fair, including all receipts, amounted to \$3,670.20. The expenses, including \$1,530 paid in prizes, was \$2,237.45, leaving a balance to the credit of the association of \$1,432.75.

Associated with Mr. Johnston on the executive were George Meeker, president of the East Middlesex Agricultural Society, Messrs. William McBride and Henry Anderson, joint secretaries, and Messrs. Alex. Kerr and John Stuart, joint treasurers.

HALF A CENTURY OF SUCCESS

This is the jubilee year of Confederation.

This is the jubilee year of the Western Fair.

The Dominion of Canada and the Western Fair have both enjoyed 50 years of success.

The Western Fair has grown up with the Dominion.

It is one of the finest achievements in the way of an exhibition of any country in the world.

For fifty years the Western Fair has paid its own way.

In all the years of its existence it has never had a deficit.

The first president of the Western Fair was James Johnston, well known as "Sunnyside" Johnston, from the name of his farm.

The present, efficient president is one of London's foremost citizens and businessmen, Lieut.-Col. W. M. Gartshore.

In the years that have intervened since the pioneer days of the Western Fair, many men of outstanding ability have occupied the presidential chair and wisely guided affairs.

None held the office with more conspicuous success than the late Capt. W. J. Reid, who, after eleven years in the position, was obliged to resign previous to the 1916 Fair owing to ill-health.

His Royal Highness the Duke of Connaught, former Governor-General of Canada, attended the Western Fair in 1869.

A three-days' fair was held in 1870 for the first time.

The fair of 1871 was still more ambitious, occupying four days.

The late Dr. William Saunders, subsequently superintendent of the Government Experimental Farm in Ottawa, was president in 1872.

His Excellency the Governor-General and Lady Dufferin visited the Western Fair in 1872.

A provincial fair was held in London in 1873 and again in 1877.

Twelve thousand dollars offered in prize money in 1875, new stables erected, and new buildings placed around grounds.

After paying prizes of more than \$7,000 and a construction account of \$1,491.35 in 1879, the Western Fair had a balance of \$5,459.97.

First mention of advertising of Western Fair is made in accounts of year 1882.

D. MacKenzie, treasurer of the Western Fair Association, was appointed to the office in 1882, to succeed William McBride, who was drowned in Victoria disaster.

Evening performance attempted for first time in 1883. First grandstand erected and ring inclosed.

Western Fair Association became an incorporated institution in 1887.

A nine days' fair was held in 1888.

Lord Aberdeen was a Western Fair visitor in 1890.

Grounds improved, drives and walks laid and trees planted in 1890.

In 1892, last payment was made on property bought by association. The sum of \$7,658.48 had been paid for construction and permanent improvements at Queen's Park, and \$3,134.10 spent on furniture and chattels.

Daily live stock parade inaugurated in 1894.

Gates and grandstand receipts in 1896 exceeded \$15,000.

Ontario Government granted \$10,000 for new dairy building in 1901.

A. M. Hunt, capable secretary for past eleven years, appointed in 1906.

Sewerage system installed in grounds in 1907.

Big improvements in 1908-9-10.

In 1913, one week before fair, stock barns lost by fire. Rebuilt by opening day.

Buildings used for military purposes in winters of 1914-15, 1915-16 and 1916-17.

Nineteen hundred and fifteen—New steel grandstand erected.

Nineteen hundred and sixteen—New process building erected.

Nineteen hundred and seventeen—New judging rings built.

Stomach Cramps COLIC

These are very painful, and their attacks are often sudden, and sometimes fatal. The principal seat is in the stomach and bowels, producing severe twisting, cramping pain, and often accompanied by vomiting. If you are troubled in this way, there is only one remedy to cure you, and that one is Dr. Fowler's Extract of Wild Strawberry. It has a record of cures extending over 72 years, and we have yet to hear of a case where it has failed to either relieve or cure.

Beware of imitations and substitutes sold by unscrupulous dealers for the sake of greater profits, as these no-name, no-reputation, worthless preparations may prove dangerous to your health.

Mrs. H. Miller, 735 Mark street, Fort William, Ont., writes: "Last summer my husband came home from work and could hardly straighten up for cramps. The first thing I gave him was a dose of Dr. Fowler's Extract of Wild Strawberry, and I hadn't repeated it very long until he was all right again. It is the only remedy I give my children in the summer for cholera or cramps in the stomach. I have never been without it in the house for the last two or three years."

Price 25c. Put up only by the T. M. Murr Company, Limited, Toronto, Ont.

FAIR WEEK

"Every Day a Big Day."

Friday, September 7.
All gates open. Exhibitors are expected to prepare their exhibits. Everybody busy.

Saturday, September 8.
Admission by turnstile only. All gate rules will be enforced Saturday morning. Judging ladies' work and agricultural products.

Monday, September 10.
Gates open to the public at 7 a.m. Judging fine arts at 9 o'clock. Horses, dairy and poultry products at 1 o'clock. All exhibits in place, all attractions on hand.

Afternoon—The attraction program will be given before the grandstand, commencing at 2 p.m. Music to be furnished by the 7th Regiment and Juvenile Pipers' Band.

The following artists will appear: Oscar Greenwood, his wonderful act, "Looping the Death-Trap Loop." This is without doubt the biggest act in America today. Length of incline, 110 feet; loop diameter, 25 feet; gap, 25 feet, with a leap of 40 feet to the platform. This was the feature act at the Panama-Pacific Exhibition in 1915.

Decease and LeDoux in their marvelous gymnastic act and their comedy act, which is a real funny one.

The Rose Troupe—nine people. The greatest combination of laugh producers on any platform.

Applale's Zoo—a real circus and menagerie. Something the children must all see.

Manley, the great singer, will appear twice daily with his patriotic and other songs, and various other attractive features.

The International Fireworks Company of London will furnish a program. They have something entirely new and different in their attractive and Speed Events—Three-year-old trot, 1 1/2-mile heats, best 3 in 5; purse \$200; 2 1/2-year-old, mile heats, best 3 in 5; purse \$100.

Evening—Performance of afternoon repeated, also military musical ride, presented for first time of the week. Grand fireworks program this evening and each succeeding evening of the week.

Tuesday, September 11.
Grand military program, including military ride, physical drill, manual exercises and bayonet fighting, and platform attractions; a 2:30 trot, mile heats, purse \$100, and a 2:30 pace, mile heats, purse \$100.

Evening—Military program, platform attractions, and complete change of fireworks program.

Music furnished for day by 1st Hussars, 7th Regiment and Juvenile Pipers' Bands.

Dog show opens at 12 o'clock.

Wednesday, September 12.
First parade of the prize live stock at 1 o'clock, followed by military and platform attractions program. Hunting and jumping classes to give fine exhibits in the afternoon. Full military and platform attractions program after an evening and fine fireworks program in evening.

Speed events—2:30 pace, mile heats, purse \$100, and 2:30 trot, mile heats, purse \$100. Music by Guelph Band, 7th Regiment and Juvenile Pipers' Bands.

Thursday, September 13.
Second parade of live stock on the track before the grandstand. Full military and platform attractions program after an evening and fine fireworks program in evening.

Speed events—2:30 pace, mile heats, purse \$100, and 2:30 trot, mile heats, purse \$100. Music by Guelph Band, 7th Regiment and Juvenile Pipers' Bands.

Friday, September 14.
Splendid day for sightseeing. Live stock parade, complete program, afternoon and evening. Fireworks as usual. All exhibits to be left in position until 10 o'clock p.m. Music by Hussars of Ye Olde Firm of Heintzman & Co. Limited, 242 Dundas street.

J. FERGUSON'S SONS
FUNERAL DIRECTORS.
OPEN DAY AND NIGHT.
180 KING STREET.
PHONES 543, 373, 2086.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence, Westmead, Phone 459.
Private Ambulance Service.
Detaware Branch, W. Acres, Mgr.

GEORGE E. LOGAN
FUNERAL DIRECTOR AND EMBALMER.
416 RICHMOND ST. PHONE 1968.
Finest Motor and Horse Equipment.

Smith, Son & Clarke
FUNERAL DIRECTORS.
115 DUNDAS ST. PHONE 558.
Private Ambulance Service.
Motor Equipment.



Penman's Underwear
THE STANDARD OF EXCELLENCE

The little, but all-important things that—after quality of material—count most with the well-dressed, are just the features that make Penman's Underwear the choice of all discriminating buyers.

Penman's, Limited
Paris

Also makers of Suits, Coats and Hosiery

THROWN ACROSS BARN

AILSA CRAIG, Sept. 7.—Hugh Bowman, of Denfield, while threshing for Homer Torrance this week escaped from what might have been serious injuries. He was caught in the belt and thrown across the barn. His head was cut so badly several stitches were required. The cap he wore at the time was torn into ribbons.

R. H. Coulson, who has been manager of the Standard Bank here for the past two years, has been transferred to the Markham branch, and left for that place on Wednesday. Mr. and Mrs. Coulson will be greatly missed by a large circle of friends in town.

HOCKEY NOT LIKELY.
INGERSOLL, Sept. 7.—It is hardly to be expected under existing war conditions that Ingersoll will make much of an effort in the direction of forming a hockey team for the coming season. A large number of the former players have donned the khaki, and are either in France or England. There are some young players here, who have shown good form, but it is difficult to con- sider what turn events will take before the opening of the puck-chasing season.

ITALIAN SHIPS LOST.
Rome, Sept. 8.—Only three Italian ships were sunk during the week ending September 3. It is officially announced. "In all seas," says the statement, "three steamers were sunk and one small auxiliary sailing vessel was damaged by a torpedo attack. It was towed into port."

BUY YOUR BRANTFORD RED BIRD BICYCLE WHILE THE FAIR

BIRD BICYCLE AT THE FAIR

You have had it in mind for some time to purchase a Brantford Red Bird Bicycle. You have convinced yourself that you need one; that it will be a great help to you whether you live in city, town or country. But you have been awaiting an opportunity to reach London, where Canada's Largest Bicycle Dealers—THE BICYCLE AND MOTOR SALES COMPANY—do business, before purchasing.



CANADA'S BIGGEST BICYCLE MERCANTS

Your Visit to the Fair Will Be Your Big Opportunity to Purchase a Bicycle Before the Increase in Price

Think what a help a bicycle will be to you. Saves time, saves money, promotes health. Increased prices will go into effect very soon, so it will pay you to buy your bicycle now.

By Paying a Deposit of \$5
We will reserve a Brantford Red Bird for you at the present price.

Come to Our Exhibit
In the main building at the fair. You can't miss it. It's the only real bicycle exhibit at the exhibition.

Bicycle and Motor Sales Co.
425-427 WELLINGTON STREET. PHONE 3182

Artistic Ladies Wear Co.

SHOP OF FASHION (211 DUNDAS ST.)



Our Great "Fair Week Sales"

Offer Exceptional Values in Women's Ready-to-Wear Garments, Millinery and Furs

We have prepared what is probably the greatest assortment of Women's Ready-to-Wear Garments of all kinds that has ever been assembled in one store, and we are confident that the values offered will be unanimously declared the most remarkable ever seen.

AN UNUSUAL DISPLAY OF NEW FALL SUITS FOR WOMEN AND MISSES SPECIALLY PRICED AT \$15, \$20, \$25, \$30 TO \$50

The new styles shown in this collection are exclusive. They show the long, medium and short length so popular for the coming fall season; stylish, dressy models and conservative tailored styles, mannish serges, oxfords, gabardines, poplins and novelties. The newest colors of burgundy, autumn green, brown, navy, black and plaids.

BEAUTIFUL COATS FOR WOMEN, AT \$12.50, \$15, \$18, \$23.50, \$30 TO \$75

The new styles and materials more beautiful than ever; a remarkable variety of styles in velours, bolivias, tweeds, broadcloths, beavers, plushes and fur coats, full length, plain or belted styles, some trimmed with fur, others self-trimmed; all sizes.

CLEVER FALL DRESSES

In a wonderful array of distinctive models, showing quality without undue cost. Dresses for all occasions, belted or straight waistline, handsomely embroidered. \$15 to \$35

SMART NEW FALL HATS UNUSUALLY LOW PRICED

The latest creations in Hatters' Plush and Lyons Velvet. A most extraordinary variety of new fall models. \$3.50 to \$18

ARTISTIC LADIES' WEAR CO.
211 DUNDAS STREET - LONDON

DRISCOLL OFFERS TO PAY FOR DRAMA BY CANADIAN WRITER

Former London Manager Endeavoring to Encourage Native Drama.

Montreal, Sept. 7.—With a view to the encouragement of Canadian drama, and in order to afford Canadians who possess a gift for play-writing an opportunity to make known their work and produce results great Canadian play, George F. Driscoll, of Edwards & Driscoll, Limited, managers and lessees of His Majesty's Theatre of Montreal, has decided to make an offer of \$500 and 2 1/2 per cent of the gross receipts for the best play written and also a consolation prize of \$100 and 2 1/2 per cent of the gross receipts. The contest will be open to any British subject resident in Canada, either sex, 17, and close May 20, 1918.

Mr. Driscoll was formerly manager of the Majestic Theatre in this city.

KAISER AT RIZA

Grass at Rare Chance To Review Troops When Victorious.

Amsterdam, Sept. 8.—Emperor William has arrived at Riza, a Berlin dispatch reports. He reviewed the troops

London Advertiser

Member Audit Bureau of Circulation. Morning Edition, Evening Edition. City, Outside City, By Mail, 15c per week, \$3.00 per year. \$2.00 per year by mail.

Fiftieth Anniversary Should Be Banner Year of Western Fair

The most wonderful era through which the world has ever passed finds London's great Western Fair, excelled by only one Canadian exhibition, with a great inpouring of the products of the country, agricultural, mechanical and commercial, and a worthy display of the domestic arts.

Most of London's institutions have endured since the city sunk its roots into the soil between the two forks of the Thames. We may have been a bit slowwagging at times, but it has taken only two generations to advance the community to a place of importance in whatever work it is called upon to share.

The exhibition has prospered. London has been a great military centre since war began. Thousands have been attracted because of the presence of the soldiers, and London in turn has given freely of its facilities in the form of the fair buildings to house the thousands who have passed through since 1914.

The Western's friends from the country are this year having broader opportunities in the way of fair week trading than ever before. Merchants have united to make a banner week of the period between the 10th and 15th.

Every citizen should hang out the "Welcome" sign. Every citizen should attend the fair and make of its fiftieth anniversary a notable milestone in its history.

PLANS FOR PEACE.

LET US SHOW the people of Germany the fulfillment of war as a means of settling difficulties, and let us do so by satisfying them that we are in this war for humanitarian purposes only. When they see this fact, they will cease to fight against us, and will overthrow their present Government.

Of the two views, Carson's appears the most likely to succeed. It is all very well to tell the German people that the war is not directed against them, but it is only true if they will dissociate themselves from Prussianism.

So weaken the Germans in a military way, that they cannot disregard peace treaties, is Carson's advice, and no one can doubt the effectiveness of this plan.

THE ELECTIONEERING BILL. THE election bill is a measure such as might be expected from a party whose traditions go back to old country oligarchy. One section of the women of Canada are given a privilege not enjoyed by the other part.

Visitors to the Fair will find a welcome seat at WONG'S CAFE. Excellent Meals. Prompt Service. RICHMOND ST., NORTH DUNDAS

AUTOINTOXICATION OR SELF-POISONING

The 'Dangerous Condition Which Produces Many Well Known Diseases. HOW TO GUARD AGAINST THIS TROUBLE

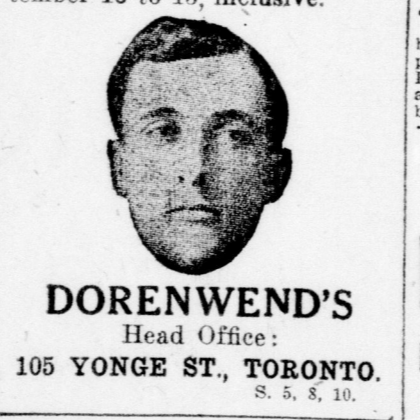
'FRUIT-A-TIVES' - The Wonderful Fruit Medicine - Will Protect You. Auto-intoxication means self-poisoning, caused by continuous or partial constipation, or insufficient action of the bowels.

Wait a Minute!

There is one thing about a row in the Senate - no party will commit men. There is hardly a good set of teeth in the house. Now that Arthur Hawkes has said that Sir Robert Borden is the only man in Canada fit to lead a government, the rest of the eight million folks here should waive their rights to express opinions, and let Arthur do it.



Dorenwend's OF TORONTO. Canada's greatest hair goods stores announce. A Display of Sample Hair-Goods in private showrooms. At the City Hotel London. FOUR DAYS DURING THE LONDON FAIR. Monday, Tuesday, Wednesday, Thursday. September 10th, 11th, 12th, 13th.



HOTEL CADILLAC. Detroit, Mich. UNIVERSALLY KNOWN FOR ITS HOMELIKE ATMOSPHERE. RATES: \$1.50 and Upwards. MANAGERS: R. A. Carson, C. C. Shantz.

Oakey's (LIMITED.) EMERY CLOTH, GLASS, FLINT and GARNET PAPERS. 'Wellington' Knife Polish. SILVERSMITHS' SOAP, PLATE POWDER, ETC. WELLINGTON MILLS. London, S. E. (1), England.

WATCH FOR 9 TO 12 A.M. BARGAINS FAIR WEEK. Chapman's 'THE BEST PLACE TO SHOP AFTER ALL.'

Knitted Goods For the Children

KNITTED WOOLEN SUITS, in silver grey, white, scarlet and cardinal, sizes 24 to 30. Prices \$3.50 and \$3.75 complete. BOYS' WOOL SWEATERS. Heavy knit, shawl collar, pockets, plain or combination colors. All sizes. Prices \$2.00 to \$4.50.

Children's Hats - Children's Fall Hats, rowdy and helmet shapes, in corduroy velvet, colors are black, brown, navy and copen. Prices \$1.00, \$1.25, \$1.50. -Infants' Bonnets, in velvet or silk, white and colored. Prices 50c to \$2.00.

Middy Skirts - Girls' Black and White Check Skirts, pleated; ages 4 to 10 years. Special... 85c. -Girls Blue Serge Middy Skirts, ages 4 to 6, at \$1.75; ages 8 to 10, at \$2.00.

Suitings - Special bargains in all wool materials for fall suits. -2 pieces Navy Blue and Black All Wool Serge, 50 and 54 inches wide. Value \$2.00. On sale, per yard... \$1.50.

New Fall Coats, Suits and Dresses - New Winter Coats, handsome brown checks, large velvet trimmed collar, pockets and belts on this splendid new coat. \$13.00. -Girls' and Misses' Plush Coats, in green, rose and brown, showing the new large collar and belted back, lined throughout. \$14.00.

Welcome, Fair Visitors! Our new fall goods are ready for your inspection. Every department showing a large range of seasonable merchandise.

Hosiery - Ladies' Black or White Cashmere Hose, extra fine quality, all sizes. Prices, per pair... 65c, 75c, 85c. -Ladies' Black Cashmere Hose, in O. S. sizes for stout women, extra good black dye. Prices, per pair... 75c, 85c.

Ladies' Black Fleece-lined Hose - These would be splendid quality at 50c pair, but owing to an unusual buying opportunity we are enabled to offer them at... 35c pair. -3 pairs for... \$1.00.

CHILDREN'S SCHOOL HOSE - 1x1 rib, all sizes, 5 to 9 1/2. Prices, per pair... 15c, 20c, 25c.

NEW NECKWEAR - Ladies' New Neckwear, in georgette shoulder collars, lace and net jabots, etc., all the newest shapes. Prices... 50c to \$2.50. -Windsor Ties for middys, Each... 25c.

Black Waists - Semi-Military Black Poplin Waists, long sleeves and high collar, sizes 34 to 44. Just new in for autumn wear, at... \$1.50, \$1.75. -Black Gloria Waists, low collar or military high neck, all sizes, at... \$1.25. -Fancy White Voile Waists, with new pointed collars, advance autumn styles, at... \$1.00, \$1.25, \$1.50.

Corsets - Special for Fair Week - Corsets with four hose supporters, fronts strongly reinforced, sizes 19 to 28, at... 98c. -Stout Women's Corsets, with antipon belt firmly stitched on front, graduating front clasp and rust-proof steels, sizes 20 to 30... \$2.25. sizes 31 to 36... \$2.50. -Reducing Corsets, for stout figures, adjustable reducing straps in front and elastic sections in the back. C.C. la Grace make. Price... \$3.50.

Art Fancy Work - About 200 sample pieces of Silk Embroidered Art Goods, including Table Covers, Runners, Centre Pieces, Cushions, Laundry Bags, etc., all high class goods, all worked ready for use. Just right for gifts. Prices... 35c to \$3.00.

J. H. CHAPMAN & Co., 239, 241, 243 Dundas St.

Rheumatism - Muscular and Inflammatory - stiff and swollen joints, pains in the back, etc., promptly relieved. This potent penetrating oil goes straight to the seat of the trouble, drives out the disease, and establishes a normal condition. The standard family remedy for rheumatism for generations. Dr. Thomas' Electric Oil. 25c a bottle.

CUNARD LINE PASSENGER SERVICE BETWEEN MONTREAL AND LONDON. Calling Plymouth to Land Passengers. MONTREAL AND BRISTOL. For particulars of sailings and rates apply to local agents, or to The Robert Redford Company, Limited, General Agents, 60 King Street East, Toronto, Sept. 29.

RELIEF AT LAST - I want to help you if you are suffering from bleeding, itching, blind or protruding Piles. I can tell you how, in your own home and without anyone's assistance, you can apply the best of all treatments. PILES TREATED AT HOME. I promise to send you a FREE trial of the new absorption treatment, and references from your own locality if you will but write and ask. I assure you of immediate relief. Send no money, but tell others of this offer. MRS. M. SUMMERS, Box 12, Windsor, Ont.

CUTICURA HEALS BAD CASE ECZEMA. Relief Instantaneous. Healed With 3 Cakes of Soap and 2 Boxes of Ointment. 'I was very much annoyed by an irritation on my back. I found out I had a bad case of eczema. My back was in a very bad shape, and my clothing irritated so that the skin became very sore. I sent for Cuticura Soap and Ointment. Relief was instantaneous and with the use of three cakes of Cuticura Soap and two boxes of Cuticura Ointment I was healed.' (Signed) B. F. Grosch, Y. M. C. A., St. Catharines, Ont., July 4, 1917. For hair and skin health Cuticura Soap and Ointment are supreme. For Free Sample Each by Mail address post-card: 'Cuticura, Dept. A, Boston, U. S. A.' Sold everywhere.

Shrewd Investors - demand two things SAFETY and RETURN. The Ontario Loan & Debenture Co. IS SAFE. Our DEBENTURES Yield 6% Term One to Five Years. SAVINGS DEPOSITS YIELD 3 1/4% Compounded Interest. H. M. Smart, Manager. Corner Dundas Street and Market Lane, LONDON, CANADA.

Traction Company - Cars between London and St. Thomas will run on summer schedule until September 15. Between St. Thomas and Port Stanley winter schedule is now in effect. LONDON AND PORT STANLEY RAILWAY. Timetable Effective June 1, 1917. To Port Stanley - 6:20, 6:20, 9:20, 8:20, 9:20, 10:20, 11:20 a.m., 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20 p.m., Saturday only, July and August, 11:20 p.m. To St. Thomas Only - 2:31, 6:21, 11:20 p.m. *Limited Local on Sunday. Heavy type, daily, except Sunday. 2:20 and 6:20 p.m. cars are local between St. Thomas and Port Stanley. Incline Railway, Port Stanley, operates daily 6:30 a.m. till 11:30 p.m.

MANY THOUSAND FARM LABORERS WANTED for Harvesting in Western Canada. 'GOING TRIP WEST' - \$12.00 TO WINNIPEG. 'RETURN TRIP EAST' - \$18.00 FROM WINNIPEG. GOING DATES - SEPTEMBER 10th and 12th. SPECIAL THROUGH TRAINS. Further particulars from Canadian Pacific Ticket Agents. W. B. Howard, District Passenger Agent, Toronto, Sept. 10.

CANADIAN PACIFIC VISITORS TO THE WORLD'S GREATEST ANNUAL EXHIBITION TORONTO (August 25th to September 10th) WILL FIND THE Canadian Pacific The Convenient Route From All Points in Canada. EXTRA TRAIN SERVICE To and from Parkdale Station and Exhibition Grounds. From principal points on certain days. Particulars from any Canadian Pacific ticket agent, or write W. B. Howard, district passenger agent, Toronto, Sept. 10.



FAIR VISITORS

are cordially invited to visit this store while in the city and become acquainted with the good values and qualities of our merchandise.

"Exhibition Week" will be a week of special displays and special values, so that a visit to this store will prove both profitable and interesting.

We prepay shipping charges on all purchases of \$5 or over to any station in Canada, also postal charges on any purchase mailed within a radius of twenty miles.

Phones 115 and 116.
140 DUNDAS STREET.

GRAY'S

Limited.



The Select Family Hotel
Centrally located—Just off Yonge Street

Rates:
American Plan—\$2.50 up per day.
European Plan—Single \$1.50 up per day. Double \$1.50 up per day.
Write for descriptive booklet.

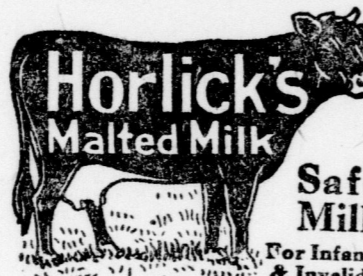
71 Grenville Street, Toronto, Ontario

"One Whole Wheat Meal a Day"—that's the slogan for those who want to conserve food and also conserve strength and health. But be sure it is the whole wheat prepared in a digestible form. **Shredded Wheat Biscuit** is 100 per cent. whole wheat—nothing wasted, nothing thrown away. Fifteen years ago Shredded Wheat was eaten only as a breakfast cereal; now it is eaten for any meal as a substitute for meat, eggs, or potatoes. Two or three biscuits with milk or cream and some fresh fruits make a nourishing, satisfying meal at a cost of only a few cents. **Made in Canada.**

EDUCATIONAL

ST. AGNES' SCHOOL

BELLEVILLE, ONTARIO.
Patron—The Lord Bishop of Ontario.
Advisory Board—His Honor Judge Wills, H. E. Ketcheson, Esq., mayor; J. Elliott, manager Standard Bank.
Junior school and preparation for the universities.
School of Music—Ernest Wheatley, A.R.C.O., director. Special A. T. C. M. course.
Handsome thoroughly equipped building, beautiful, extensive grounds, outdoor sports, swimming pool.
Miss F. E. Carroll, Principal.
School reopens on Sept. 12, 1917.



Horlick's Malted Milk
Safe Milk
For Infants & Invalids

A Nutritious Diet for All Ages. Keep Horlick's Always on Hand Quick Lunch; Home or Office.

Ready For Service

"Compass Oil" on your medicine shelf is always ready to give instant and efficient aid when used for the many emergencies happening about the home.
"Compass Oil" gives quick relief, and heals, with smallest possible scar, burns, scalds, cuts, etc.; takes out the inflammation and pain from bruises and sprains, reduces swellings, and cures piles of every form. In fact, "Compass Oil" is an all-around, home remedy, pure, antiseptic and harmless.
See that your home is supplied.

35c All Druggists 35c

A PAGE OF INTEREST TO WOMEN



Our readers are invited to phone all news of this kind to the society editor. Phone 3670.

Mrs. Sheldrie and small son Clifford of Edmonton were guests in town attending the Skelly-Ferguson wedding.

William J. Hill of Windsor has been in town attending the wedding of his sister, Miss Edith Hill, to Charles Nellie Young.

Mrs. H. H. Halliday and Miss Mary-Halliday of Greensboro, N. C. are guests of the former's niece, Mrs. Wilbur K. Darch.

Mrs. Dane Bart of Stratford is visiting friends in town.

Mrs. Cody is visiting Mrs. McWhirter in Beachville for a few days.

Mr. and Mrs. William Bradley are holding with Mr. and Mrs. Pinch of Tillsonburg.

Mrs. Melvin Stoner and family have returned from a visit spent with Mr. and Mrs. Cascarden of Aylmer.

Mrs. F. E. Brown and children have returned to their home in Collingwood after a brief holiday spent at the Hotel

RED CROSS AND C. W. C. A. COLUMN

THE ANNUAL MEETING.
The annual meeting is almost here—Thursday, September 13. Every woman who can possibly spare the time should try to attend. Miss McIntosh, our nurse, who has been doing such splendid work in France, will address the meeting, and Miss Viola Powell, an authority on the work of the Red Cross, will also speak. The meeting opens at 2 o'clock p.m., in the Masonic Hall, Queen's avenue, London.

THE FRENCH RED CROSS.
The campaign for raising funds to help the French hospitals has come to a glorious end, and the fund is now closed. All societies interested in this work will please note this fact. Below is a complete statement of the money raised since July 14, which was French Flag Day. Mrs. A. E. Cooper, treasurer of the Red Cross, has submitted the following statement of receipts and disbursements:

Receipts.	
City contributions from Flag Day, July 14, 1917.....	\$4,911.39
Outside circles and towns.....	12,569.34
Total.....	\$17,471.73
Disbursements.	
Thomas Whyte, Toronto, for French flags.....	444.60
Lawson & Jones, printing.....	3.00
McConnors, Ferguson, advertising.....	53.60
The Advertiser Job.....	56.00
London Advertiser.....	31.88
The Free Press.....	3.75
London Advertiser.....	11.88
A. A. Langford.....	7.50
Prof. P. Venita.....	55.00
Balance to B. S. MacInnes, A. French of Stratford, Toronto.....	16,773.04
Total.....	\$17,471.73
Additional Receipts.	
City.....	\$11.00
Outside.....	273.70
Towns.....	232.70
Total.....	\$516.40
To B. S. MacInnes, Esq.....	\$289.70
Total sent to B. S. MacInnes, Esq.....	\$17,662.74
Respectfully submitted, ANNIE W. G. COOPER, Treasurer. Audited August 23, 1917, and found correct. KATHARINE C. BROWN.	

LATER CONTRIBUTIONS.
Some weeks previous a list of contributions to the French Red Cross was published in this column. Since then

Advertiser Patterns



A Smart Little Dress for Mother's Girl. 2137—This model is lovely for the new summer cottons and linens. It is also good for soft woolsens, crepe, gabardine and silk. The sleeve may be finished in wrist or elbow-length.
The pattern is cut in four sizes: 4, 6, 8 and 10 years. It requires 2 1/2 yards of 36-inch material for an 8-year size.
A copy of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

ADVERTISER PATTERN DEPT.

Please send above-named pattern, as per directions given below.

Name.....
Town.....
Province.....
Age (if child or miss' pattern).....
Measurements: Bust..... Waist.....

CAUTION: Be careful to include the above illustration and send size of pattern wanted. When the pattern is sent measure you need only mark 32, 34 or whatever it may be. When in waist measure, 22, 24, 25, or whatever it may be. If a skirt, give waist and length measure. When miss' or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from date of application.

after a delightful visit with her mother, Mrs. W. J. Thompson, of King street.

Miss Maud and Harold Linley are in Thamesville, visiting with their grandmother, Mrs. W. J. Harner.

William Martin is holidaying in Exeter for a short time.

Mr. and Mrs. George Young are in Exeter, visiting Mrs. James Beer.

Rev. William Clark of Stratford is in town for a few days.

Miss Kathleen Martyn has returned to town. She has been visiting her parents in Wardsville.

Miss Lillian Westland is in Glencoe for a few days, visiting her aunt, Mrs. M. Sutherland.

Mrs. Cummings, Hellmuth avenue, with her sister, has returned from a pleasant summer spent at Ipperwash Beach.

Mr. and Mrs. J. K. McDermid have returned from their country home, where they have spent the last two months.

Mrs. H. A. Boomer has returned from a brief holiday spent at the Hotel

Bedard, Courtright. While at Courtright, Mrs. Boomer had hundreds of names sent to her by people interested in the return of our soldiers who went with the first contingent.

John D. Chase, United States customs officer, and Mrs. Chase have taken up their residence at 4 Ingliside Place.

Miss Hilda Tunn was a recent guest in Detroit with Mrs. Irwin of this city.

Bert Culver of Pingra is a visitor in town.

Madame Pain Smith has returned to London after a stay of three months in California, and will be at home at 154 Adelaide street after the middle of September.

The engagement is announced of Miss Christina Armstrong, daughter of Mrs. B. W. Armstrong to Norman C. Johnson of the Bank of Montreal. The marriage is to take place the latter part of September.

Sir Adam and Lady Beck with Miss Marion Beck have motored to New York.

Miss Helen McMillan has returned to town after a delightful holiday spent in England.

It has yet attempted. There must be more women undertaking war work this year than there were last. There is one more terrible winter in trench and hospitals facing our men. They must not be left to bear their incomparable suffering alone. We must all get to work at once. Everybody is needed if the tremendous task is to be undertaken.

On August 23, 1917, the C.W.C.A. shipped as follows: 1,584 pairs socks, 532 towels, 186 day shirts, 29 trench suits, 30 sweaters, 12 pairs wristlets, 42 pairs knee caps, 18 scrub books, 30 lbs. prunes, 3 pounds coffee, 4 pounds tea, 3 pounds dates, 12 pounds rice, 1 pound raisins, 1 pound tapioca, 23 pounds sugar, 3 packages grapes, 2 packages cornstarch, 7 packages cornstarch, 1 tin lobster, 20 tins cocoa.

MARION KEITH,
Press-See.

Cynthia Grey's Mail-Box

Our Halifax Friend.
Dear Miss Grey,—Here I am again. Last week it rained and was foggy, but this week it is beautiful. The fall is setting in, which makes Halifax unrivalled on the continent.

DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON.
By Rev. T. S. Linscott, D.D.
(All Rights Reserved.)
August 19, 1917.
"The Benefits of Total Abstinence."
(Temperance Lesson.) Daniel, i, 8.
"Golden Text"—"Daniel purposed in his heart that he would not defile himself with the king's dainties, nor with the wine which he drank." Daniel, i, 8.
18. Where is it said to what extent may all men develop their ability by increasing their knowledge?
19. Why is it not possible for all persons with sufficient study to become first-rank artists, writers, poets and scientists, or to attain to supernatural powers like Daniel and his companions?
20. Where do you draw the line as to the possibilities of present spiritual or supernatural powers?
21. Where do you draw the line as to the possibilities of present spiritual or supernatural powers?
22. Where do you draw the line as to the possibilities of present spiritual or supernatural powers?
1917. "The fiery Furnace." Daniel, iii.

Wright Pianos Are Right Pianos.

See the **WRIGHT PIANO**
In the Main Building

Visitors to the Fair should not fail to see this wonderful piece of Canadian handicraft. They should not fail to hear its wonderful tonal qualities and note the handsome finish and expert workmanship on every piano.

WRIGHT PIANOS Are Built for a Reputation

They are absolutely the last word in piano perfection. Only the finest of actions and the best of materials are used in their construction, and the men who build them are experts with years of experience in piano building. Then they are built in Western Ontario, the home of the Western Fair.

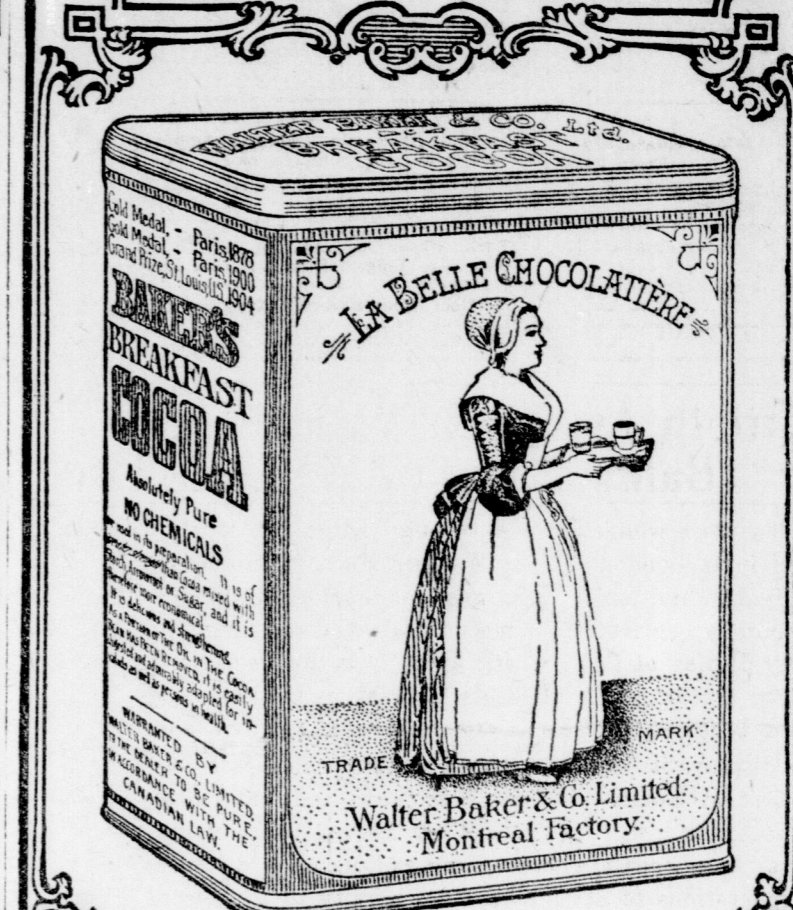
WRIGHT PIANOS Are Built for a Reputation

Be sure and call at the booth and ask for a demonstration, or drop into the downtown salesroom, where it will be a pleasure for us to go thoroughly into the question of piano quality with you.

WRIGHT PIANO CO.

A. M. DOUTHRIGHT, Manager.
352 DUNDAS STREET

MADE IN CANADA



The Ideal Food Beverage
BAKER'S BREAKFAST COCOA
Delicious and Strengthening

It has a delicate fragrance and flavor peculiarly its own, owing to the scientific blending of the cocoa beans and the perfect process by which it is made.

"One never tires of Baker's"

Booklet of Choice Recipes sent free.

WALTER BAKER & CO. LIMITED
Established 1780
Montreal, Canada • Dorchester, Mass.

Chemically Self-Extinguishing "Silent 500"

MAYBE BUYING MATCHES never struck you as being an important job. But it is. It is important that you buy none but EDDY'S

The matches with "no after-glow." EDDY is the only Canadian maker of these matches, every stick of which has been dipped in a chemical solution which positively insures the match becoming dead wood once it has been lighted and blown out. Look for the words "Chemically self-extinguishing" on the box.

For Men Who Appreciate QUALITY

We specialize on high-class pure wool underwear in medium and lighter weights for business men, doctors, lawyers, and others who appreciate garments of real CLASS

While soft and comfortable in texture, Mercury Underwear is made of lively, durable wool, and goes through a special process that makes it unshrinkable.

The garments are cut to trace the form. The tailored seams are smooth and comfortable. The combinations require but one button to close the crotch and a ribbed gusset relieves all tension here. The specially cut Mercury neck fits without a fold or wrinkle. Men, you'll find this underwear a real luxury at a fair price. We guarantee satisfaction.

Mercury Mills, Limited
HAMILTON, ONTARIO
Makers of high-class underwear for men, women and children, and seamless cutlery and lace.

Mercury Underwear

LIFEBUOY HEALTH SOAP
Use Lifebuoy for the hands, the bath, the clothes, and the home.

CEETEE UNDERCLOTHING
Guaranteed Not To Shrink.

294 DUNDAS STREET. OPEN EVENINGS.

Royal Millinery and Feather Co.

294 DUNDAS STREET. OPEN EVENINGS.

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 and 178 Dundas
LOOK for the Big Electric Sign and Street Streamer

The One Great Interesting Business Attraction of
Exhibition Week will be at DOWLERS

Great 10-DAY EXHIBITION SALE!

of Extraordinary Fall and Winter Clothing Values

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 woolens. Fitted out with the most modern space-saving wardrobes. To accommodate our fast-growing trade we have taken in the former stock-rooms 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.

Over \$75,000 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," "Balmaroons" (very Swagger), Palmattas and Cravettes, Silk-Lined Fall Overcoats, Sunday Best and Everyday Trousers. Wagon loads 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.

Great Overcoat Sale - \$11.65

275 warm, comfortable driving coats for Motor or Buggy in sizes from 35 to 44; one of our big cash plunging purchases. Coats that are being sold in other stores at \$16.50 to \$18.00. Here's a chance to save a big chunk of cash for gasoline.

\$28.50 Tailored Blue Suits - \$22.00

These are tailored from best 20-oz. west of England Botany pure wool Serges, and acknowledged the best Blue Suit values in Canada. We contracted for enough of this cloth for twenty-one hundred suits of this particular line.

\$35.00 Blue Suits Exhibition Sale \$25.00

160 pure Indigo dye, best British Blue Serge Twill, 20 oz. pure wool; will not shine. Hand-tailored, hand made buttonholes. Equal in every particular to any \$35.00 Blue Suits tailored to order in Canada. Come in and try one on.

Travellers' "Model" O'Coat Sale \$14.95

185 Travellers' Model O'Coats 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 travellers; Scotch Plaids, Self-Lined O'Coats, British Overcoatings 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 \$30.00. Come early to this great Demonstration of Dowler value giving, \$14.95.

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. Travellers' models worth up to \$18.00, on sale during our Great Exhibition Sale, \$12.95.



HATS HATS Borsalino, Knox, King

and everything that is new in Hats. \$2.00 to \$5.00

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.

Over Four Tons of Fall and Winter Underwear and Warm Winter Sox

Most of this at last season's prices. We have been piling it in in cases and bales for many moons—Penman's, Stanfield's, Cee Tee, Truknit, Jagers, and many others in fall and winter weights; two-piece and combinations. Many special bargains during our 10-Day Sale. Penman's special 22c. sox, 10-Day Sale, 3 pairs, 50c



SILK-LINED FALL O'COATS, \$15.75
In handsome, dark gray Chesterfields for dress, Sabbath wear and the chilly evenings; standard \$20.00 quality.

\$15.00 FALL O'COATS FOR \$11.75
No matter how warm the weather it will pay you to make your selection early. When the weather is cooler you may find the price "warmer."

BENCH TAILORED FALL OVERCOATS, \$16.50
\$18.00 \$22.50 \$25.00



Young Men's Belted and Sport Suits and Overcoats

The Smartest Fall Creations in the new "five-eighth" lengths. The mode shows 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—\$20.00, \$22.50, \$24.00, \$27.50, \$30.00, and \$35.00.

Exhibition Trousers Bargains



465 pairs English Hairline Tweed Trousers, regular \$4.50 value, all sizes (32 to 42) in Mid and Dark shades of grey, specially priced for Exhibition Week.....\$3.75
250 pairs Men's Work Trousers—special.....\$1.38
400 pairs Men's English Worsted finish, \$3.25 Trousers, specially priced for 10-Day Sale.....\$2.39
Extra quality English Worsted Trousers, \$3.50, \$4.00, \$4.50, \$5.00, \$6.00 to \$12.

BOYS' UNTEARABLE STOCKINGS—1-1 Rib, all sizes, 3 pairs for \$1.00.
BOYS' 2-1 RIB STOCKINGS, SPECIAL 29c.
BOYS' SCHOOL CAPS. **BOYS' SCHOOL BLOUSES.**
BOYS' FALL AND WINTER UNDERWEAR.



Society Brand Clothes

Young Men! 20th Century and Society Brand Suits and Overcoats. The world's Top Notchers for smartly tailored clothes—shown ready for your selection.

Raincoat Special \$9.95

Handsome Plaid-lined, Scotch Bannockburn Cloth, that sells regularly for \$15.00.
19 only, Double Texture \$5.90 Coats in dark shades, Balmaroon Style. Exhibition Sale \$5.00

Boys' School Waterproofs Special \$3.90

"Bilbury," "Glengarry" and Kilmarnock Scotch Tweed Raincoats in very handsome colorings. Belted, Balmaroon and Sport Styles for the particular young men and more standard styles for their dads—\$20.00, \$18.00, \$16.50, 14.00, \$12.50 and \$10.00.

Fur, Fur-Lined and Fur Collar Coats at very Special Bargain Prices. An early selection will pay big dividends on your money.



First Long Suits for Youths

\$12.50, \$14.50, \$16.50, \$18.00

Specially designed for Dowler Stores, Coats, Belted and Pinch-back styles, Trousers neat with Cuffs and Belt Loops. A splendid range of assortment.

BOYS' DEPARTMENT EXHIBITION BARGAINS \$6.50 Suits for \$4.78.

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

BOYS' \$4.50 BLOOMER NORFOLK SUIT, \$3.65

STUDENTS' LARGE SIZE BLOOMER SUITS. In Scotch Heather and handsome Overcheck Tweeds, Belted, Pinch-backs and Norfolks, Manish Suits with Patch Pockets; large full Bloomers. The handsomest range shown in Canada in our new Boys' Department, \$15.00, \$14.00, \$12.00, \$10.00, \$8.50, to \$6.00.

BOYS' SWEATERS in Pure Wool, 3-ply yarn, in all the School Colors; usual three-year wear garments—\$2.50 and \$3.00. Other lines 69c to \$1.50



PEABODY'S
OVERALLS AND GLOVES
AMERICAN GOODS MANUFACTURED IN CANADA
For Sale by



A Shirt Tale Plainly Told

\$1.25 Fine Shirts for.....89c
Full, roomy bodies, good colorings. Shirts Made for Men's bodies, sizes 14 to 17.

IT WILL PAY YOU TO BUY A YEAR AHEAD

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.

EVERY AUTOMOBILIST SHOULD HAVE ONE

Attractive Bargains in Work Goods

\$1.45 Stiffel Stripe Overalls, blue and black Denims.....\$1.15
\$1.75 Strong Cottonade Trousers, special.....\$1.38
Peabody's Best Union Overalls, stripe, blue and black.....\$1.75

R. H. & J. DOWLER, Limited

176 and 178 DUNDAS ST., LONDON. The Store With The Stock Where War Prices Do Not Prevail. LONDON, ST. THOMAS and WINDSOR.

NEWS OF THE FILM FAVORITES AT THE LOCAL THEATRES

Programs of Attractions at Many London Film Houses—Gossip of the Stars, the Plays and the Authors—Progress of the Photoplay Art and Conditions That Advance or Hinder the Business—Activities of the Managers, Censors and Producers.

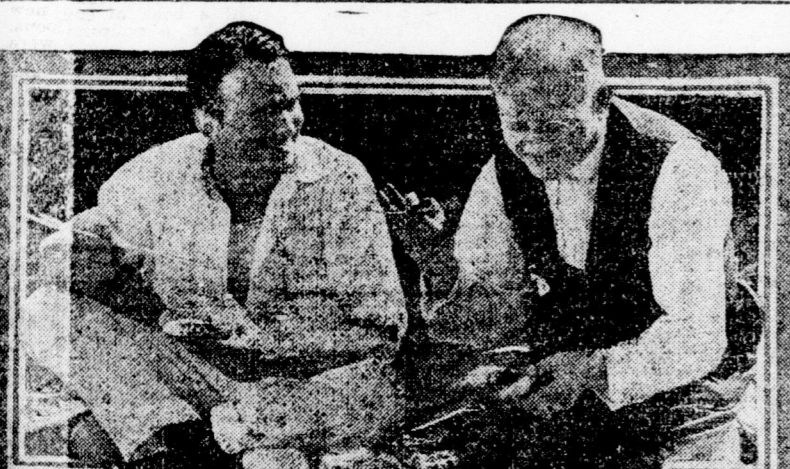
Matinee. Daily at 2:30 25c--50c
Night at 8:15 25c, 50c, 75c, \$1
PATRICIA ALL NEXT WEEK

THE BASIL CORPORATION PRESENTS D. W. GRIFFITH'S MIGHTIEST SPECTACLE EVER PRODUCED



THE BIRTH OF A NATION

BIG SYMPHONY ORCHESTRA OF 30 MUSICIANS



DOUGLAS FAIRBANKS "DOWN TO EARTH" ARTCRAPT-PICTURES

At the Patricia Theatre on September 20, 21, 22. This is the last picture made, in which the famous smiling star has appeared.



One of the scenes in D. W. Griffith's mammoth spectacle, "The Birth of a Nation," at the Patricia Theatre.

"BIRTH OF A NATION" AT THE PATRICIA DURING FAIR WEEK

Supreme Attractions in Filmdom To Be Shown at the Patricia Soon. Among the greatest screen productions billed for early presentation at the Patricia Theatre are included the famous Artcraft and Goldwyn pictures. The following are a few of the stars and photoplays to be shown at early dates:

"The Deemster," by Hall Caine, featuring Dorwent Hall Caine, Sept. 17, 18, 19.

Happy Doug Fairbanks, "Down to Earth" (Artcraft production), Sept. 20, 21, 22.

Dainty Mae Marsh, "Folly of the Circus" (Goldwyn production), Sept. 24, 25, 26.

Broadway's favorite, Geo. M. Cohan in "7 Keys to Baldpate" (Artcraft), Sept. 28, 29, 30.

"Womanhood, the Glory of a Nation," Elinor Peterson in "Barbary Sheep" (Artcraft).

Mary Pickford in "Rebecca of Sunnybrook Farm" (Artcraft).

Maxine Elliott in "The Modern Magdalene" (Goldwyn).

Douglas Fairbanks in "Wild and Woolly" (Artcraft).

Geraldine Farrar in "The Woman God Forgot" (Artcraft).

Maxine Elliott in "The Modern Magdalene," a Goldwyn production, at the Patricia soon.

Maxine Elliott's first picture feature production for Goldwyn pictures will be typical American actor, and his engagement to create so important a character is so important a play by so important an English writer, marks a dramatic event.

PHOTOPLAY DIRECTORY---WEEK OF SEPT. 10

	MONDAY, TUESDAY	WED., THURS.	FRIDAY, SATURDAY
Majestic	Julia Swayne Gordon in "A SOLDIER'S CHANCE." Roy Griffin SILVER-VOICED TENOR. MATINEE ONLY. Mae Murray and Wallace Reid in "TO HAVE AND TO HOLD."	Robert Warwick in "FAMILY HONOR." Roy Griffin SILVER-VOICED TENOR. MATINEE ONLY. William Desmond in "PAWS OF THE BEAR."	Madame Petrova in "THE LAW OF THE LAND." Roy Griffin SILVER-VOICED TENOR. MATINEE ONLY. Mae Marsh in "A CHILD OF THE PARIS STREETS."
Star	Baby Marie Osborne in "WHEN BABY FORGOT." PATHE COMEDY AND DRAMA.	Thirteenth Episode of "THE MYSTERY OF THE DOUBLE CROSS." TOPICAL REVIEW AND PATHE WEEKLY.	Eleventh Chapter of "THE NEGLECTED WIFE." MUSTY SUFFER COMEDY. LONESOME LUKE COMEDY.
Unique	June Caprice in "THE RAGGED PRINCESS." Helen Holmes in "A LASS OF THE LUMBERLANDS."	Kingsley Benedict in "LONE LARRY." Sixth Chapter of "THE SECRET KINGDOM."	Sidney Drew and John Bunny in "THE FEUDISTS." AN O. HENRY STORY.

D. W. Griffith's Mammoth Spectacle "The Birth of a Nation" ALL NEXT WEEK



MME. PETROVA "THE LAW OF THE LAND" A Paramount Picture
At the Majestic Friday and Saturday.

"The Modern Magdalene," adapted from Robert McLaughlin's play of the same name, which was one of the events of the dramatic season in the metropolis a short time ago. It was this production, brought out at the 48th street theatre by Selwyn and company, which marked the return to the stage of Julia Arthur, Arthur Hopkins directed the screen version. Both he and Mrs. McLaughlin are Clevelanders, Mr. Hopkins having been a reporter on the Plain Dealer at the outset of his career.

"The Modern Magdalene," since its production has been played from coast to coast by the original company and has been the offering of innumerable stock organizations. It is not a religious play but a drama of modern life, built around real, modern people, among whom is a prototype of Billy Sunday. The filming was done with the personal co-operation of the author.

At the very moment that Margaret Warner is being led, she knows not where, by the mysterious veiled woman, Mary Kennedy, wife of Horace Kennedy, resolves to win back the affections of her husband by whatever means she can.

Driving along in the machine, Margaret again questions the veiled woman as to the whereabouts of Kennedy, but the latter only shakes her head and motions silence with her gloved hands. Fearing for Kennedy's safety, she is led into a strange room, where she is assisted. Margaret regains courage, arriving at a strange house, Margaret is led into a strange room, where she is puzzled at not seeing Kennedy, and then finding herself asked in, Margaret realizes that she has been trapped.



Scenes from "HUMAN FLOTSAM" Sixth Episode of "THE SECRET KINGDOM" featuring CHARLES RICHMAN and DOROTHY KELLY
At the Unique Wednesday and Thursday next.

STAR THEATRE

TODAY! TODAY!

Tenth Chapter, "THE NEGLECTED WIFE," featuring Ruth Roland. Three-Reel War Drama, entitled "SONS OF FRANCE." One-Reel "LONESOME LUKE COMEDY" and one-reel "MUSTY SUFFER COMEDY."

MONDAY AND TUESDAY NEXT WEEK.

BABY MARIE OSBORNE in 5-Reel Gold Rooster Play, entitled, "WHEN BABY FORGOT."

Two other reels of Pathé Drama and Comedy.

WEDNESDAY AND THURSDAY.

Thirteenth Chapter of "MYSTERY OF THE DOUBLE CROSS," featuring MOLLY KING.

Matinees, 10c. Evenings, 10c. All Fair Week.

MAJESTIC

"THE THEATRE" "THE SHOW" "THE ORCHESTRA"
Showing Today (Saturday) Sept. 8
A YOUTHFUL STELLAR COMBINATION. PICKFORD AND HUFF
IN
"THE VARMINT"

NEXT WEEK'S OVERTURE
"The May Queen" - By M. von Lenz

Showing Monday and Tuesday, Sept. 10, 11.
Special Attraction
Evart Overton, Miriam Fouché and Julia Swaynd Gordon
IN
"A SOLDIER OF CHANCE"
The drama of a man's fight for love and vengeance, set in the mystic enchantment of the tropics.

Wednesday and Thursday, Sept. 12, 13.
THE ACTOR OF THE SCREEN
ROBERT WARWICK
IN THE
"FAMILY HONOR"
How can a man save his younger brother from the clutches of a designing adventuress?

Showing Fri. and Sat. Sept. 14, 15.
MADAME PETROVA
IN
"LAW AND THE LANDS"
A Thrilling and Spectacular Production.

Majestic The Big Time Feature House
Supreme Attractions Coming
Alice Joyce, in "An Alabaster Box"
Pauline Frederick, in "Double Crossed"
Hayakawa, in "Hashimerra Togo"
Billy Burke, in "Mysterious Miss Terry"

DOUBLE MATINEES DAILY. THE BIG SHOW AND SOME SHOW.
Photoplays changed three times a week—Monday, Wednesday and Friday.
Doors Open—Afternoon, 1:30; show 2:15 to 5; Evenings, 6:45; shows 7:15 to 9 to No Advance in Prices. 9, 9 to 10:30. No Advance in Prices

MAJESTIC CONCERT ORCHESTRA AUGMENTED—10 PIECES.
Leadership Mr. Joseph Tirli.

production from a scenic point of view has been given this attraction, and all those who see this latest World Picture Grandly-Made at the Majestic Theatre on Wednesday and Thursday will be thoroughly delighted with it.

"Paws of the Bear," To Be Seen at the Majestic Wednesday and Thursday, Matinee Only.

William Desmond is starred in "Paws of the Bear," a new Triangle play produced under the supervision of Thomas H. Ince. Desmond, as Ray Bourke, a young American traveler, is stopping at an inn in Belgium, at the beginning of the war, when the German army is sweeping on towards Paris. Here he meets Clara Williams, as the Countess Olga Raminoff, who is of the Russian secret service. As the German army marches through the town, she fires a revolver from a balcony, and shoots and wounds the general in command.

"The Law of the Land," at the Majestic Theatre.

Mme. Petrova, the famous Russian actress, will appear at the Majestic Theatre Friday and Saturday, September 14-15, in an adaptation from George Broadhurst's well-known play, "The Law of the Land," which had a sensational long run on Broadway a short time ago. This is a Paramount photoplay, directed by Maurice Tourneur. The story is of a woman, tried beyond her strength, who shoots the brute of a man who attempts to beat her boy. The verdict of any jury would have been against her, for the circumstantial evidence was never clearer against the vilest criminal—but the verdict of the inspector who was sent to look up the case, well, you must see this for yourself to appreciate it—at the Majestic Theatre on Friday and Saturday.

"Mae Marsh," at the Majestic Friday and Saturday, Matinee Only.

In "A Child of the Paris Streets," to be shown at the Majestic Theatre, Miss Durance, queen of the Apaches, pleads with a judge of the French court to spare her son, who is arraigned before him; but he is deaf to her entreaties.

J. H. Strickland, champion bucking horse rider of the world, has been engaged by Douglas Fairbanks to appear in several productions. Five cowboys were engaged with Strickland after Fairbanks had witnessed their work in a Wild West celebration in Cheyenne, Wyo.



EVART OVERTON
At the Majestic, Monday and Tuesday next in a special attraction, "A Soldier's Chance."

UNIQUE THEATRE

MATINEES, 5c. TODAY EVENINGS, 10c.

CLARA KIMBALL YOUNG in "The Violin of St. Peter."
NORMA TALMAGE in "An Episode at Home."
MONDAY, TUESDAY, NEXT WEEK.
JUNE CAPRICE in "The Ragged Princess."
HELEN HOLMES in "A Lass of the Lumberlands"

WEDNESDAY AND THURSDAY.
CHARLES RICHMAN AND DOROTHY KELLY in "The Secret Kingdom" Chapter VI.
KINGSLEY BENEDICT in "Lone Larry."

FRIDAY AND SATURDAY
SIDNEY DREW AND JOHN BUNNY.
Also an O. HENRY Story.
COMING—"THE FIGHTING TEAL"

Your Grocer will say "SALADA" TEA

pleases his most discriminating customers. Sold only in metal packets. Never in Bulk.

WOULD OPERATE MINE TO SECURE WAGES WILL TRY AGAIN

Victoria, B. C., Sept. 8.—To take over and operate themselves the property and plant for the company by which they have been employed, and by which they are still owed \$7,000 in wages, is the unusual suggestion made to Hon. William Sloan, minister of mines, by the workmen of the Island Coal and Coke Company, of Nicola Valley. The miners' plan is engaging the attention of Mr. Sloan.

TELEGRAPHIC BRIEFS

CANADIAN

The Hamilton Trades and Labor Council endorsed a resolution last night urging the Government to appoint Labor representatives to the exemption tribunals that are now being composed.

A. A. Martin, aged 46 years, time-keeper and shipping clerk for Metacals-Chemicals Limited, Welland, was sent to the Royal Bank on Tuesday afternoon to draw the payroll and has not yet returned, nor has the company seen anything of the payroll. The loss involved is \$1,700.

Armed with loaded rifles and with orders to shoot on sight, five Montreal detectives spent yesterday at Kingston combing the city and district for two men who escaped from Montreal and who are wanted in connection with the recent dynamite outrages in that city. The men, so it is alleged, are making west in a grey automobile of high motor power. The detectives could get no trace of the missing men and left for Napawan.

Rev. Father Leo Buchanan, a Roman Catholic priest and a native of Halifax, stationed at St. Mary's Parish, Halifax, was drowned while bathing in Bedford Basin late yesterday. The body was found.

Henry J. Brock of Buffalo, president of a New York film company, was instantly killed when his automobile turned turtle near Kingston Friday. Harry Brown of Ottawa, Ont., and Emery P. Hylamp of Buffalo were with him, but escaped with slight injuries.

President J. C. Watters of the Dominion Trades Congress has denounced the C. P. Bill as "the most damnable piece of business ever perpetrated by any Government."

Announcement was made in the Senate yesterday that the Government would fix a maximum amount to be paid for the 600,000 shares of the Canadian Northern to be purchased by arbitration.

The Vancouver Trades and Labor Council has passed a resolution calling on London to give the vote to all women.

Robert W. Merryman, believed to be the Christian Association, will send a leader from the United States, was arrested at Lethbridge, Alta., by mounted police and is being held. He probably was deported. He escaped the vigilance of immigration officials at the border.

Precautionary measures to protect ships under construction in Canadian shipyards have been taken. An order-in-council makes it unlawful for any ship owner, agent or broker, who is a natural-born British subject, to enter or be on any ship under construction without permission from the minister of marine. A fine of \$500 or six months' imprisonment is provided for infractions.

At an anti-conscription meeting in Quebec, Armand Lavergne affirmed that conscription was the result of the false principle that the conscripts participate in European wars. "Only one man can save the situation," Lavergne said, "and that is Sir Lomer Gouin."

His Majesty the King has granted the Imperial Service Medal to several retired members of the civil service as a recognition of long and meritorious service. Emil Frank, letter-carrier, Hamilton, is one of those honored.

Safety measures for the colleries of the Crow's Nest Pass are to be established shortly following the recommendation by George Rice, chief engineer of the United States Bureau of Mines. Mr. Rice reported that tests showed the most gaseous in the world.

The chief analyst of the inland revenue department has made a report upon the wheat harvest for the departmental inspectors during January, February and March of the present year in all parts of Canada. The report was made because of many complaints suggesting the extensive sale of adulterated wheat. The report says that not a single sample of the article was obtained by the inspectors.

According to reports received by the United Grain Growers' Association, 75 per cent of the wheat of Alberta has already been cut, and threshing operations are in full swing in many sections.

The recent recount conducted by Judge J. C. Morris at Wabamun, Alta., on the election in Lac Ste. Anne, has resulted in the Conservative candidate, Barker, being confirmed in his seat, with an addition of seven votes to his previous majority of 22.

Hon. Mr. Motherwell, minister of agriculture for Saskatchewan, has issued a statement to the effect that Saskatchewan's crop is now assured, and many men are urgently needed to get the harvest off.

That the United Grain Growers' Association will eventually enter both the milling and meat-packing industries, is the statement here by Cecil Rice-Jones, vice-president of the great farmers' organization.

The body of Lieut. von Glimt, commander of a German underwater boat belonging to the Flanders submarine flotilla, has been washed ashore on the northwest coast of Denmark. The bodies of two aviators, one British and one German, also have been brought up by the tide.

Lieut. Raoul Lufbery, the American aviator flying with the Lafayette escadrille, yesterday brought down his twelfth German airplane.

The official weekly report of French merchantmen sunk by mines or submarines during the seven days ending September 2 shows that three vessels of more than 1,500 tons were sent to the bottom. No vessels in the category of less than 1,500 tons were sunk. One vessel was unsuccessfully attacked by a submarine.

Nothing less than an invasion of her soil will drive Holland into the war, ac-

FALL OF RIGA GIVES GERMANY UNEQUALLED OPPORTUNITY TO MAKE GREAT PEACE CAMPAIGN

It Adds Another Patch on Coveted Map of Mitteleuropa and Will Bolster Up Courage at Home, But It Means Little as a Military Achievement—War Will Be Decided in France or Belgium.

By Frank H. Simonds

Author of "The Great War," "They Shall Not Pass."

[Written for The London Advertiser and the New York Tribune—Copyright 1917—The Tribune Association.]

Two years ago the fall of Riga would have been an event of military importance not to be minimized. Today, so completely have the conditions and the issues of the war on the military side changed, it must be regarded as an incident. By taking Riga the Germans gain a great harbor, a new naval base. The road to Petrograd lies open to them, but it is incredible that any serious effort will be made in the present year to advance to the Russian capital.

The fall of Riga recalls once more how complete has been the Russian collapse. Russia is today, on the military side, a great inert mass, against which the Germans can launch blows at will and from whom the Germans can win victories whenever they choose to expend the men and the munitions necessary for such a purpose. It may be that the revolution will yet be saved in Russia; it will capture the spirit of the Russian people and the Scylla and Charybdis of her present situation—the threat of anarchy on one side and the Russian empire on the other. But, as I have so often said in these columns, it is useless to count on Russia for anything on the military side, and it is necessary to be prepared for any development, whether it be a separate peace or a total collapse.

The Pan-Germanic Dream. On the larger side, Riga is interesting because it was an essential detail of that pan-Germanic dream which has almost been realized on the map. If one should go back and look at the pan-Germanic maps, already forgotten, so rapidly have events moved, one would see that the patriots of that time had drawn across Central Europe new and striking frontiers, and that these frontiers were based upon certain commercial and ethnographic ideas. The new Germany—the Mitteleuropa—was to be bounded on the west by a line drawn from Belfort to the mouth of the Somme, Calais and Antwerp were to be its naval and commercial ports upon the Channel and the North Sea. All the coal districts of Lens and the valleys of the Sambre and the Scheldt in France and Belgium were to be German. The iron districts of the Lorraine frontier and the Meuse were to be joined to a German state. Eastward the German line was to run from the Gulf of Riga to the mouth of the Dniester River. The cities and harbors were to be new commercial ports of Germany upon the Baltic. Poland was to be erected into a subject state. Eastward the geographical independence. Bessarabia in Rumania which Berlin could believe while King Carol lived would be an ally and not an enemy. Eastward the Greek Saloniki were to be German ports upon the Adriatic and the Aegean. Bulgaria, Rumania and the Balkans were to be soldiers, servants and silent partners. Serbia was to be destroyed, its territory divided between Bulgaria and Austria-Hungary. Turkey was to be the arch by which German Central Europe crossed the Hellespont into Asia and the Indian Ocean. When the war began, was pushing southward under the Cilician gates by which Alexander the Great made his great invasion. This railroad was to be the life line, the spinal column, of the Asiatic empire. Under the walls of Aleppo the Germans had planned to erect a railroad station in which armies should change cars as their tide of invasion was directed by the Hedjaz railroad to Suez, or by the Baedjan line to Basra, at the head of the Persian Gulf, and beyond in due course of time, India was to be broken other German armies of conquest.

Britain's Alcibiades. Two years ago the attention of the world was fixed upon the trench struggle in Artois and Flanders. Britain was repeating the folly of Athens, and sending her troops needed in France to Galipoli under the urgings of Winston Churchill, as the Athenians, seduced by Alcibiades, sent their ships and troops to Syracuse. The world saw little of the real drift of events, and awake to find that Germany had erected the mightiest empire in the history of territory, which Europe had seen since the decline of the Roman empire. Germany had almost completed the erection of her Mitteleuropa. Her armies were still at high marches. Calais, Antwerp was hers; Warsaw, Lwow, her long-range artillery reached Riga; her advancing armies had overrun Serbia and reached the Golden Horn; her

(Continued on Page Fifteen.)

Peking Government. Fighting between his troops and the forces of Sun Yat Sen in Canton. Civilians in Canton are fleeing to Hong Kong.

Russian newspapers report that the Government has decided to release and pardon the result of the recent exposure of a counter-revolutionary plot. Grand Duke Michael Alexandrovich, Grand Duke Paul, Mine Yribeva, confidant of former Empress Alexandra, who lately was released from the Peterhof prison, were among the prisoners. The former prime minister, Alexander Khvostov, and the former finance minister, General Yevgenoff.

Former Premier Sturmer's secretary, the notorious Manassevitch-Manuelov, was sent abroad.

According to a Vienna press dispatch, Emperor Charles has commuted to eighteen years' penal servitude the death sentence pronounced on the assassin of Premier Sturmer at Vienna last October.

Difficulties with the winter supply of fuel in Germany already are being felt. The city of Stuttgart already has suspended street lighting entirely on account of the lack of coal. The German press and public are for the moment far more keenly interested in problems of fuel and food than in politics.

INTERPRET SPEECH TO MEAN IMPROVEMENT TO BETTER RUSSIAN CONDITIONS. London Believes Premier Has Advice of Better Russian Conditions.

New York, Sept. 8.—A special cable from London to the New York Sun says: "The speech of the prime minister, David Lloyd George, at Birkenhead and some other expressions in quarters only a little less authoritative, are construed to indicate that the Entente Allies possess information that political conditions in Russia are becoming better, and that there is strong probability the provi-

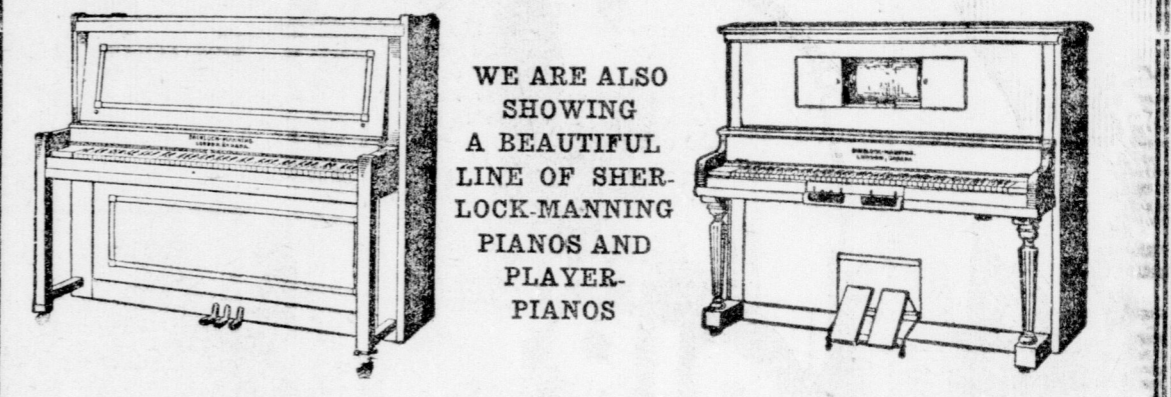
The Biggest Sensation In The Musical World! SEE IT AT THE FAIR!

Not since the advent of the Phonograph has anything created such widespread interest in musical circles as this new invention. It meets every demand for variety; it fulfills every desire of the music-loving home. It is

The Sherlock-Manning Combination Piano and Phonograph

(Made in London)

Yes, the piano case includes both instruments, and the piano and phonograph may be played separately or together as desired. It is operated by an electric motor, and plays any make of record. This instrument is as simple in its mechanical construction as the ordinary phonograph—anyone can operate it. You'll be glad when you see it and hear it play, that there was one Canadian manufacturer with enough originality and progressiveness to perfect such an ideal instrument. Don't miss this exhibit.



See these instruments and our Combination Piano and Phonograph at our booth in Main Building (to right of main entrance). Also see our exhibit in the Process Building, where Sherlock-Manning Pianos are being assembled and finished.

Sherlock-Manning Piano Co.

LONDON CANADA.

TWO EXHIBITS AT WESTERN FAIR One in Main Building—One in Process Building—See Both.

Government will take a firmer grip and adopt rigorous measures which alone can save the situation. Various reports from Petrograd somewhat vaguely suggest the same thing.

BETTER FAIR PLANNED Muncie Exhibition Being Encouraged by Departments.

MUNCIE, Sept. 7.—The Indian people of the Oneida, Delaware and Chippewa reserves are arranging for a grand union fair, to be held on the Chippewa Weather permitting, this year's fair will be decidedly the best ever held at Muncie. The department of Indian Affairs and the Agricultural Association

of Ontario are donating larger grants to encourage and promote a union fair at Muncie, so that a greater variety of prizes will be offered, which will be valuable enough to stimulate healthy competition.

The races and other sports will be the best that can be secured.

HAMILTON'S LIST HAS FORWARDED TO OTTAWA HIS LIST OF candidates for Hamilton's thirteen election tribunals. They are: Judge Gault, W. H. Wardrop, K.C., George S. Kerr, K.C., B. F. Richardson (contractor), Deputy Sheriff Zealand, Wm. Bell, K.C., J. B. Turner (teacher), Magistrate J. G. W. Ballard (barrister), Lieut. Col. G. W. Farmer, K.C., W. S. McBrayne (barrister), and Rev. P. W. Philpott. The list is about evenly made up of Conservatives and Liberals.

Jewelry Specials FOR FAIR WEEK

Diamonds, Watches, Clocks, Ivory, China, Silver-Plated Ware, Cut Glass, Jewelry, Etc.

- Watches**
 - Ladies' Gold-filled Wristlet Watches with expansion bracelets \$7.00 up
 - Soldiers' and Boys' Wristlet Watches with plain and luminous dials. From \$3.00 up
 - Boys' London Time Watches, for \$1.00 each
 - Gents' 18-size Waltham, nickel movement, 17-jewel, in a Fortune gold-filled case. Special at \$15.00
 - Gents' 18-size Waltham movement, 7-jewel, in a gold-filled Fortune case \$10.00
 - Gents' 16-size Waltham, gilt movement, 17-jewel, in a gold-filled Fortune case \$15.00
- Rings**
 - Baby's Signet and Stone-Set Rings, in 10k gold \$1.00 each
 - Boys' and Girls' Set Rings, in 10k and 14k gold \$1.50 to \$6.50
 - Gents' Signet Rings, heavyweight, plain and fancy designs \$4.50 up
 - Ladies' Single-Stone Pearl Rings \$3.00 up
 - Ladies' 3-Stone Pearl Rings \$4.50 to \$25.00
 - Ladies' 5-Stone Pearl Rings \$5.00 up
 - Birthday Rings \$1.50 and \$2.00
 - Cameo Rings, in pink, black, brown, green and blue; some with combination of pearls \$3.50 to \$15.00
 - Special—10k Solid Gold Gem-Set Ring, \$1.00
 - Manicuring made easy by the use of "Cutex." Complete set... 50c and \$1.50
- Bargain Tables**
 - Always a large assortment of various articles at special values—50c table, \$1.00 table, \$2.00 table.
- China Department**
 - In the Basement we show exclusive designs in High-class China from the famous makers, Royal Crown Derby, Coalport, Minton, Paragon, Aynsley, Limoges.
- Necklets and Pendants at Reduced Prices**
 - Gold Necklet, set with a cameo and pearls. Regular \$10.00, for \$5.00
 - Gold Pendant and Chain Cameo, set with pearls. Regular \$10.00, for \$5.00
 - Pendant set with pearls. Regular \$15.00, for \$7.50
 - Necklet, set with pearls and peridots. Regular \$12.50, for \$6.25
 - Necklet, set with amethysts and pearls. Regular \$12.50, for \$6.25
 - Pendant, set with seed pearls and peridots. Regular \$17.00, for \$8.50
 - Coral and Pearl-set Pendant, \$18.00, for \$9.00
 - Gold Pendants, set with diamonds and pearls with combinations of colored stones \$4.50 to \$25.00
- Diamonds**
 - Special trays of Diamond Rings \$5.00, \$10.00, \$15.00, \$25.00 and up to \$500
 - Diamond Set Lavalliers and Pendants \$10.00 to \$500.00

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After a Strenuous Round of Golf— Nothing is more refreshing or satisfying than a cool glass of sparkling, invigorating

Labatt's Special Ale

Brings the freshness and snap of October mornings to overcome the languidness of dog-day heat.

You can't sip it without a smack of satisfaction. Its the drink of efficiency. It makes clear heads, steady nerves, endurance and "pep" in the pinches.

Your Grocer Sells It Order a bottle or two today

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Huge Money-Saving Shoe Sale

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Extra! Special Bargains Every Hour Every Day

The People's Shoe Store

Phone 5123. 131 Dundas St., 112 Market Square. The Shoe Store That Saves You Money.

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A perfect combination Coal and Gas Range, being introduced to housekeepers for the first time at our exhibit in Process Building.

Burns Coal or Gas—-or Both—- at the Same Time

The new Treasure Combination Range does everything that the best coal or gas range could do, and only occupies the space of one range. If you have only a moderate coal fire going, and the oven is not hot enough to bake, just turn on the gas, and you will soon have the desired heat in the oven. It is kitchen economy and convenience of the highest order.

Treasure exhibit in the Stove Building at the Western Fair.

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A Vitally Interesting Display To Every Rural Visitor

Everyone who lives in the country is vitally interested in Delco-Light. It means a new era of living for them—electricity for light, for power—more light, better living, less work. Visit the exhibit—see how efficient and economical Delco-Light is. Get some literature from the men in charge.

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H. M. PETERMAN
 HIGH-CLASS TAILOR.
 Has resumed business, Room 4, London Loan Block, Dundas street, corner Clarence, and solicits the patronage of his old friends and the public generally. ywt

The London Loan and Savings Company of Canada
 Improved farm for sale under mortgage—181 acres in Township of Artemesia. Terms: Only \$200 down or secured, balance in installments to suit.
 M. J. KENT, Manager. ywt

On Your Way to Work
 Drop a pair of old shoes upon they will be as good as new, at moderate cost.
 All Work Guaranteed.
 Give us a Trial.
 PHONE 2310-1066.
The Modern Shoe Repair Co.
 505 Richmond Street.
 142 Bruce Street. ywt

SPECIAL!
Ingersoll Picnic Hams 27c lb
 MILD CURE.
 Don't forget our Cut-Rate Meat Sale Saturday Night.
WILSON'S PHONES 5600-5601.

The New Tire Rims In LADIES' HATS
 MARABOU SCARFS
BELTZ & CO.
 PRACTICAL FURRIERS. ywt

DIAMOND JEWELRY
 In our stores we are constantly showing the newest designs in DIAMOND and PRECIOUS STONE MOUNTINGS.
 Our stones are perfect and of the finest grade possible, mounted in white gold, platinum or 14 or 18 karat.
 Rings. Pendants. Scarfpins. Brooches. Earrings. Bracelets.
YOUNG'S
 TWO STORES.
 Official Watch Inspectors for C. P. R. and G. T. R.
 LONDON. EAST LONDON. ywt

Johnston Bros.
XXX Bread
 What mother does not know that bread is the staple food of life? Give the children "X" they can eat. It is the food that builds a strong constitution, a vigorous, robust body and mind.
XXX is the Best Bread

It is not enough to wear just glasses
 You should have glasses that give your eyes a wide range of vision—our deep, curved lenses, for example, that are efficient to the very edges, and look better, while they make you see better and more easily.
Carlyle TREBILCOCK OPTICIAN
 PHONE 2251, 233 DUNDAS ST. Two Doors East of Majestic. ywt

Your Child's Eyes
 Need every care. They should be examined and, if necessary, fitted with a pair of GOOD GLASSES at a very moderate cost.
John S. Barnard
 Optician.
 194 DUNDAS STREET. ywt
Western Ontario Electric Co.
 If it's electrical, consult us before purchasing. We save you money on electrical fixtures and supplies. Wiring estimates given FREE.
 237 Dundas St. Phone 4071, 125 King St. ywt

Federal Advertising Service
 IF YOU live out of reach of artists, engravers, writers and printers, you'll find mighty good help in
Federal Advertising Service
 Dominion Savings Building, LONDON, CANADA. ywt

BACK FROM NEW YORK.
 Mr. and Mrs. James McCormick, Palace Dancing Academy, arrived back from New York yesterday, where they spent the last three weeks attending the convention of the Inner Circle American National Teachers of Dancing, held at Hotel McAlpine. The convention was considered the most successful ever held in New York city, and was attended by teachers from all the principal cities of the United States

events held during the convention was a carnival at the Grand Central Palace, which was attended by 1,000 dancers, the dancing floor being estimated to cover one acre of space. Next year's convention will be held at Chicago.
PLAN "BIG DRIVE."
 A meeting of the local committee of the organization of resources committee will be held Monday afternoon at 2:30 and Canada. Among the many social

in Crown Hall to make final arrangements for the house-to-house canvass to be made on September 17. The presidents of local women's organizations and others interested have been invited and captains will be chosen for teams. It is planned to call at every home in the city and ask women to conserve food by not using certain articles. They will also be asked to sign pledges to this effect and put them in the front windows.

Rowat's COFFEE
 Please People Who Are Particular.
50cper pound
 T.A. ROWAT & CO.
 250 Dundas St.
 Phones 3051-3052. ywt

St. Andrew's College Toronto
 A CANADIAN SCHOOL FOR BOYS
 UPPER AND LOWER SCHOOLS
 CAREFUL OVERSIGHT THOROUGH INSTRUCTION
 LARGE PLAYING FIELDS EXCELLENT SITUATION
 Autumn Term Commences Sept. 12, 1917
 REV. D. BRUCE MACDONALD, M.A., LL.D. HEADMASTER
 CALENDAR SENT ON APPLICATION

TAYLOR'S 6 DRUG STORES

invite you to take advantage of their exceptionally low prices for Fair Week. Spot cash buying for the six busiest drug stores in Canada enables Taylor to keep down the cost of all drug store goods, and to sell them to you at a lower price than smaller dealers can buy them from the jobber. Taylor's guarantee of satisfaction or money refunded insures the quality.

Western Fair Visitors

are invited to use Taylor's stores for their convenience. Meet your friends at his stores. Leave your parcels there. Use them in any way that will convenience you. They are conveniently located, and no matter where you are visiting, there is one near you.

The following bargains are for every day of next (Fair) week. Make up your list today and bring it with you.

Prices the Same at All Six Stores.

Leave Your Films
 taken at the Western Fair at Taylor's stores for developing and printing. We will mail them to you without extra charge.
 Any size roll film developed and printed for 25c
 Expert Work. One-Day Service. Films and Supplies for Any Make of Camera.
 25c Mennen's Talcum 2 for 25c
 50c Dodd's Kidney Pills 29c
 \$1.00 Eno's Fruit Salts 72c
 50c Dr. Chase's Nerve Food 32c
 \$2.50 Hot Water Bottles, 2-year guarantee \$1.69
 \$1.50 Syr. Hypophosphites 79c
 \$1.00 Nuxated Iron 57c
 50c Fruit-a-tives 28c
 35c Pond's Vanishing Cream 23c
 25c Thomas' Electric Oil 14c
 25c Mentholatum 15c
 50c Mentholatum 28c
 50c Pink Pills 29c
 35c Compass Oil 22c

For Your Health's Sake
 stop using gripping, nauseating laxative pills and tablets. Buy a bottle of TAYLOR'S STOMACH AND LIVER CURE. It is a liquid remedy, made entirely from roots and herbs; does not contain one particle of calomel or other mineral poison. The best remedy for constipation, indigestion, sick headache, dyspepsia, biliousness, gas and all impurities of the blood. It is a laxative, but, unlike pills, it does not weaken the system; it acts as a powerful system tonic. Price 25 cents a bottle, and your money back if it fails to cure. Larger sizes 50c and \$1.00.
 35c Freezone 24c
 50c Gin Pills 35c; 3 for \$1.00
 \$1.00 Pinkham's Compound 87c
 50c Morina Peroxide Vanishing Cream 24c
 25c Mecca Ointment 2 for 25c
 50c Emulsified Coconut Oil 28c
 \$1.00 Beef, Iron and Wine 59c
 25c Abbey's Effervescent Salt 14c
 60c Abbey's Effervescent Salt 38c
 75c Mary Garden Talcum 48c
 35c Castoria 22c
 35c Syrup of Figs 19c
 50c Syrup of Figs 29c
 \$1.00 D. D. D. Eczema Cure 69c
 90c Peppermint 72c
 35c Listerated Tooth Paste 24c
 \$1.00 Dr. Morin's Kidney Tonic 49c
 \$1.00 Sargol 79c

Why Suffer From Rheumatism?
 when "Square Deal" Taylor guarantees ENGLISH RHEUMATISM CAPSULES to relieve the worst rheumatic pains inside of six hours and to cure permanently if given a fair trial? They remove the uric acid from the blood; the true cause of all forms of rheumatism. Will not upset the stomach. Price 50c a box.
 50c Ingram's Milkweed Cream 28c
 \$1.00 Ingram's Milkweed Cream 57c
 25c Baby's Own Tablets 15c
 25c Tiz 18c
 50c Peerless Hair Restorer, for restoring color to grey, faded hair 28c
 35c Best White Liniment 18c
 60c Dr. Chase's Ointment 38c
 25c Lilas de France Talcum 2 for 25c
 50c Florida Water 33c

Cigar Bargains
 10c Rex, Mi Linda, Baled Havanas, Humps, Havana Perfectos, Tampa's Pride, etc. 5 for 25c
 10c Suns, Gaste's 1492 or Santa Claras ... 4 for 25c; 9 for 50c
 5c Panatelas 8 for 25c
 Buy a box for your guests.

Five Thousand
 Western Fair visitors last year took advantage of this opportunity to buy a bottle of the famous TAYLOR'S THROAT AND LUNG BALM. It is the only remedy absolutely guaranteed to cure the worst cough, cold or bronchial irritation. The dose is very small, just half a teaspoonful; do not upset your stomach by taking large doses of the inferior substitutes. Throat and Lung Balm is the only preparation that acts on the eliminating organs of the body as well as on the throat and lung passages. This action enables the system to throw off the worst cold more quickly. Price 25 cents, on our no-cure-no-pay guarantee. Larger sizes, 50c and \$1.00.

Taylor Drug Co.

6 Red Stores. London's Greatest Cut-Rate Druggists. 6 Red Stores.

LONDON'S GREATEST CUT-RATE DRUGGISTS.

Main Store—399 Talbot Street, Opposite Market Phone 1194
 South Branch—Corner Horton and Wellington Streets Phone 379
 East Branch—652 Dundas Street Phone 663
 North Branch—Corner Richmond St. and Central Ave. Phone 4151
 Hamilton Road—Corner Hamilton Road and Anderson Avenue. Phone 405
 London South Branch—Corner Wortley Road and Craig Street. Phone 1920

THERE IS A TAYLOR STORE NEAR YOU.

ROSS' LIMITED
The Fall Season Is Here

And with it has come an entire change in LADIES' ATTIRE. For beauty in design and color this season has produced the most pleasing results. Garments are to be made in ample proportions and graceful lines. Materials, in higher grades and richer appearance, are to be in demand.
 Our designers are in close touch with the leading centres of fashion, and are now producing the newest styles of the hour, which are slightly different from that shown by manufacturers some weeks ago and now on the market.

COMPARE OUR STYLES AND VALUES IN LADIES' SUITS AND COATS
 with others in the trade, and we will be pleased to accept your judgment in the choice.

FURS
FUR DEPARTMENT NOW OPEN.
 with an entire stock of new styles in Fur Garments, Elegant Hudson Seal Coats, Serviceable Canadian Muskrat Coats, and a host of the most attractive and beautiful Fur Sets, in black fox, black lynx, cross fox, mink, Hudson seal, wolf, raccoon, beaver, sable, Persian lamb, etc., all at manufacturers' prices. We manufacture our own goods.
 PHONE 1319. 196 DUNDAS STREET.

UNO-CRYSTAL BI-FOCAL LENSES
 HAVE NO ABERRATION.

Invisible Bifocals
 Double-vision Glasses, ground on one solid glass; no lines or cement.
On Sale During Month of September
 at the same price you would pay for the old-style, cemented in two pieces.

BROWN OPTICAL CO.
EYE SPECIALISTS AND OPTICIANS
 223 Dundas St. Phone 1877
 LONDON ONTARIO

We Don't Repair Any Old Tires Unless They Are Worth It.
LONDON'S RUBBER MAN Rear 186 King. Phone 5124.

The Actual Daily Sales of

NEAL'S ALOAFA and BROWNIE BREAD

Are ever on the increase---day after day, week after week, month in and month out. The bread consuming public of London and throughout Western Ontario are using more of NEAL'S

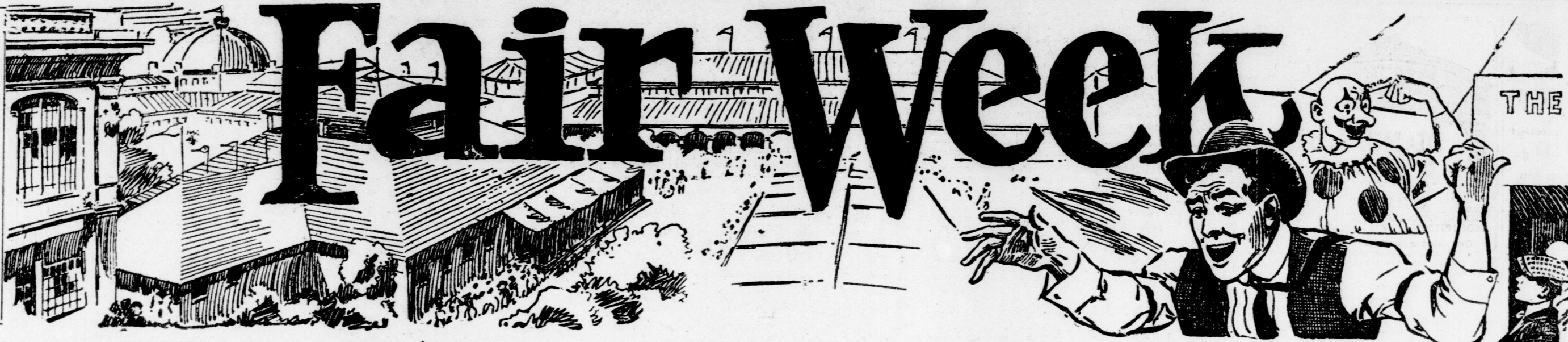
WHY?

NEAL BAKING CO., LIMITED

P.S.—Ask your grocer today for NEAL'S BROWN or WHITE



1867



1917

JUBILEE YEAR of WESTERN FAIR

“COMPARED with the first Western Fair, which was held on the old military grounds on Richmond street, this looks like a world’s fair,” declared an “oldtimer,” as he stood near the general offices and surveyed with evident satisfaction the “preparation day” activities yesterday at Queen’s Park. “And to think it is fifty years ago!” he continued. “Why, I remember as well as if it was yesterday, though I was just a green lad, new come to the country.”

“They had their East Middlesex Society fall shows before that, but I can tell you, the first Western Fair was a grand event. You said it lasted just two days? Why, I could swear it was three, counting preparation day like we have today. And don’t you call this something to see?”

He paused impressively as, with a wave of his hand, he drew attention to the processions of vehicles of every description crowding in through the gates, the bustle and industry attendant upon getting exhibits in shape, the people hurrying in and out of the spick-and-span buildings, the tents which had sprung up like mushrooms all over the grounds.

“It was a good deal smaller 50 years ago,” he commented, “but I can tell you, preparation day, even then, was worth seeing. Just the same, I never dreamed the Western Fair would grow to be what it is today, with exhibitors sending in their entries from the farthest parts of Canada, and people writing from even the Antipodes to find out how we run our fair and manage to keep it getting bigger and better every year and never going into debt.”



“That is some record for 50 years, coming through with head above water, whatever the adverse circumstances. There isn’t a better-run fair to my knowledge than the Western, and I’ve been judge at a good many, big ones at that. It’s something we old-timers take a good deal of pride in, the way the Western Fair has grown up from its small beginnings, always going ahead, never losing ground.”

Old as Confederation itself, and, in fact, a twin sister, the Western Fair has progressed with the progress and development of the Dominion, adding each year new features and to its interest and importance.

Celebrating its own jubilee, as well as the fiftieth birthday of the Dominion of Canada, the Western Fair of 1917 eclipses all previous ones that have been held in number and quality of exhibits, in educational and amusement features. The weather will determine in a measure whether or not all previous attendance records will be broken. Few citizens of London and Western Ontario who have attended the Western Fair in the past will be satisfied to miss, rain or shine, the jubilee exhibition, and, without a doubt, before the end of the week thousands of staunch new friends will be enrolled. Apart from the fact that the first Western Fair of the year 1867 was like the little acorn from which a mighty oak has grown in 1917, the present is closely bound to the past by the military link.

THE MILITARY LINK.

The first Western Fair was held on the military grounds on Richmond street, surrounding the present site of the C. P. R. station. Uniforms, more picturesque than they are today, were much in evidence at that first Western Fair, even as they will be at the jubilee anniversary.

The military was occupying the “Crystal Palace,” consequently the old drill hall, where the collegiate institute now stands, furnished accommodation for such exhibits as required to be placed inside a building.

In the year of grace 1917 the military evacuated Queen’s Park in ample time to afford the fair board full opportunity to get the grounds and buildings in good shape and the militia department made good for any repairs necessitated. The exhibits, in consequence, will be found in their own special buildings, as far as space permits. Where there is an overflow, the late entries have been quartered wherever accommodation could be found for them.

Through the kind permission of Col. L. W. Shannon, D.O.C. No. 1 Military District, the military is figuring prominently in the jubilee program. Monday evening, for the first time, there will be a “musical ride,” which will be repeated each succeeding afternoon and evening of the week in front of the grandstand, along with exhibitions of bayonet fighting, physical drill, manual exercises, boxing and military manoeuvres. The military feature will occupy an hour or so of the program each afternoon and evening.

SO THEY LAID THE FOUNDATION.

Away back in last century, a “Provincial Exhibition” under the direction of the Provincial Government, was held annually, and passed around to various centres in Ontario. In 1865, it came to London. This aroused the ambition of a number of far-sighted men of both the city and surrounding district to hold an annual exhibition larger than had hitherto been done. The subsequent fair expansion movement resulted in the establishment of “The Western Fair,” though the association did not become an incorporated institution until 1887.

From the very first, Western Ontario rallied to the support of the Western Fair. There was a most creditable array of entries in the livestock section, and an especially fine display of poultry. There was an imposing array of the latest improvements in farm implements, such as reapers and self-rake attachments, a combined pea harvester and hayrake, hand grass seeders, seed drills and plows, not to mention ditching machines, straw cutters, wagons and carriages.

The old-timer recalled these manufacturing triumphs of 1867 and the small amount of space required to exhibit them as he wandered yesterday through the big transportation building, with the stage all set for “horseless carriages,” the long machinery halls with their multiplicity of “farming-made-easy” devices, run by motive power; “machinery row,” for the exhibits impossible to house, the “self-loaders,” threshers and traction engines, which will demonstrate throughout the exhibition.

Not a word did he say in disparagement of the past, and not a sigh did he give for “the good old days.” Instead, he remarked in gratified tones, “Glad I am that such a good foundation was laid 50 years ago.”

BUTTER FROM “SUNNY ALBERTA.”

Fifty years ago, the woman’s work was exhibited in the drill hall, the bread, butter, cakes and the wonderful quilts and fancywork, along with other articles that demanded shelter from the elements. In 1904, the Government dairy building was erected, and all the way from “Sunny Alberta” have come butter exhibits to find a place there this year. In 1867, Alberta belonged to the great wilds of Canada, the practically unknown far west of the Northwest territories. Butter would have been run many times over in transit in 1867 from the sites that were to be Edmonton, Red Deer and Calgary.

And the women’s own special work. Once upon a time, it occupied a corner upstairs in the main building. Then it extended and extended till at last a whole building was dedicated to the purpose of displaying “woman’s work.”

Once upon a time, the upstairs of the main building was regarded as suitable for the “art gallery.” Next, it was transferred to the new “annex” and a few years ago, a permanent fireproof building dedicated to art was erected, declared by an eminent judge, who was here a few years ago, to be “ideal for the purpose, so far as architecture and lighting are concerned.” In any case, it has been a great acquisition to the grounds and undoubtedly added “tone” to the exhibition. This year, in addition to the competitive work in amateur and professional classes, the exhibit will include the finest art loan collection that up to the present time has been shown at a Western Fair. These pictures have been obtained from the Detroit Museum of Art, and from collections in Hamilton. Well-known

Canadian painters are represented, as well as famous old world masters. Special interest attaches to one small canvas from the fact that it was painted by the great Gerome, who was for a time the teacher in Paris of Paul Peel.

FROM A BOUNTIFUL HARVEST.

In such abundance has the earth yielded her fruits this year that probably never before have there been exhibits to equal the grains and vegetables displayed in the agricultural building. In a number of sections the fruit is of especially fine quality. In the midst of all the “greater production” and “war-time service” hurry and rush, time has been found for the flowers and the glory and luxuriance of these bear testimony to the manner in which gardening efforts have been crowned with success this year.

In no place is the evolution which the years have brought about more strikingly revealed than in the process building. In 1867, the finished product in plows, wagons and carriages, etc., was shown. A later development was the demonstration of the capabilities of the finished product. Within the past few years it has become the fashion not only to exhibit and to demonstrate, but to show each step in process of manufacture. Hence the necessity which arose a few years ago for a “process” building. Even in 1916, the first year, space was at a premium, so popular has the “process” method of exhibiting become.

“I wonder what will be next?” said the old-timer. Whatever it is, he is going to extend to it a welcome.

THE GOVERNMENT EXHIBITS.

Next? Why nothing less than the multiplying of Government exhibits for the Western Fair. Last year it was a practical demonstration of poultry farming, testing and grading, and also marketing of eggs according to the most approved methods. Idea? To encourage interest in poultry-raising and to raise the standard of poultry and the poultry product called an egg.

Side by side with the “chicken farming” exhibit a year ago was the Dominion Government’s demonstration of wool, from sheep to weaver. Object, to revive an interest in sheep farming and “wool gathering.” This year the egg and the wool exhibits are back again to teach their practical lessons. And still there is another one, a flax process exhibit.

This is a part of the Government’s educational campaign, the way the Government has of saying: “If it can be done in other countries it can be done here, and we are prepared to show you how. If greater production and right methods were ever needed, it is right here and now.”

And so, in the 50 years in which the Western Fair has run its honorable course, growing stronger with age, it has become a great educational factor in Western Ontario and for many who visit it from much farther distant points.

“MOVIES,” TOO.

The “movies” have even invaded the Western Fair. But the movies in this case happen to be of an exceedingly dignified and high-grade variety, the kind of movies shown at world’s fairs and places like that. Didn’t the old-timer say something about the Western Fair of 1917 being like a world’s fair? Anyway, that is how he started out.

The Western Fair board has arranged a mammoth tent not far from the grandstand (that fine, fireproof, steel stand, used the first time a year ago.) In that tent, day by day and evening by evening during the Fair, the Government is showing moving pictures illustrating the development and progress of Canada since Confederation. Since the Western Fair has progressed through 50 years with the Dominion, never dropping a step all the way, it seems eminently fitting that this Government “process” series should have a place at the Jubilee Exhibition.

Away back at that first Western Fair of 50 years ago there was music, and fine music at that, to be sure, a band, and no less. It was to the music of the band that the best young man stepped along beside the best girl and treated her to peanuts, candy and lemonade. This year, “two hearts will beat as one” to the music of several bands, not to mention hurdy-gurdys, steam pianos, calliopes, midway solos and choruses, and the musical voices of the spiclers and refreshment vendors.

A special attraction for those who are stirred by that kind of music will be the Juvenile Pipe Band, which has met with so many triumphs.

The 7th Band also has been secured for the whole of the exhibition, the Hussars for Tuesday and Friday, the Clinton Band for Wednesday and the Guelph Band for Thursday—five bands all told, and never a day without two.

And the “attractions.”

The old-timer chuckled with glee as he ran through this year’s program.

“CAGE OF MONKEYS” TO MAMMOTH SHOW

“The Rutherford Carnival Company will fill the midway with good, clean shows,” he quoted. “They wouldn’t have known what a midway was in 1867, at least, I wouldn’t.” Then he continued: “Oscar V. Babcock, in his most wonderful and daring act, ‘Looping the Death Trap Loop and Flying the Plume,’ the feature attraction of the Panama-Pacific Exposition in 1915. Didn’t I say this was a world’s fair? ‘The Rose Troupe, greatest laugh-producers in America.’ ‘De Renzo and Ladue in their great comedy revolving pole act.’ ‘Appalaie’s Zoological Circus.’ Fireworks each evening. Races every day. Well, well, well. In the early days of the Western Fair, if we had a few monkeys and a Punch and Judy class, we thought we had a grand line of attractions.”

“But didn’t you have horse-racing in those days? Surely there was never a time when the Western Fair didn’t have horse races?”

“Horse races,” and the eyes of the old-timer twinkled. “We did so have them, and well it is I remember the race track; it would be up now, let me see, bordering on where there is now Piccadilly street. Yes, we had horse races, hit and miss and go as you please. But they were great fun just the same. But say, isn’t it a caution the way this Western Fair has grown up? Fifty years, and always paid its way! Tell you I don’t think there is another fair like it in the world.”



NO ANNOUNCEMENT THIS WEEK ON GRAIN PRICES

WINNIPEG, Sept. 7.—The Dominion Board of Grain Supervisors in session

here have not yet decided on a basic price for the 1917 Western Canadian wheat crop. It is said that an announcement need not be looked for until next week.

598,000 HAVE ATTENDED EX. TORONTO, Sept. 7.—With an attendance of 598,000 to date, the exhibition closed its last day but one with a total exactly even with the figures for the same period last year. Today's crowd of 25,000 fell 2,000 short of a year ago.

WAR ELECTION BILL HELD TILL PRINTED IN FRENCH TONGUE

Indications Point to a Bitter Fight Over Measure.

ALL WOMEN SHOULD VOTE

Opposition Will Insist Upon Not Limiting the Franchise.

OTTAWA, Sept. 7.—The second reading of the war-time elections act was not proceeded with today owing to the fact that the bill had not yet been printed in French. There is every indication that there is to be a real fight over the voters' bill. The Opposition censured the situation today, and came to the conclusion that the measure was designed by the Government for the purpose of winning the pending election. The limitation of women's franchises to the female relatives of soldiers, is taken as the basis of this contention, and there is expectation that the Government will ask the enfranchisement of all the women of the country. The Government has at the front by fighting men are entitled to the vote. The Liberals at the front by fighting men are helping to win the war, and that there are many women who, while not represented at the front, are engaged actively in war work in Canada.

Will Require Closure. The 7th of October is approaching, and the life of Parliament is expiring. If the measure is to become law, the Government holds that there is no time to lose, as it has to pass all the stages of both Houses of Parliament. Therefore, it is conceded by both sides that there will be closure to get the measure through the Commons, and that there will be long hours of sitting in the Commons to achieve the passage of the measure before Parliament dies. The bill was not up for discussion today, but hereafter it will be steadily held up to the House for passage. It is stated that the Liberals will resist closure, and there has been an intimation that, as a last resort, the Liberals will leave the chamber in a body to draw attention to their protest against the application of closure. Senate Rules Suspended. In the Senate, from now on, there will be three distinct sessions, each day. This will help the Government to get the bill through that chamber, as it will cut out the long delay required between the various legislative stages of the measure that the rules require. The Government has given notice of suspension of the Senate rules, so as to prevent the possibility of blocking the measure there by anything but continuous talk. The Senate is not trained for marathon oratory. The consensus of opinion is that there is a merry fight before Parliament, which will be waged in both House, and that the Government will succeed in getting the measure enacted before the statute closes the authority of Parliament. Sir Edward Kemp informed Sir Sam

WHY SHOULD MUNITIONS WORKS IN CANADA BE CLOSING, ASKS ROWELL?

United States Is Getting British Orders Because She Can Give Britain Credit, Is the Answer—Why Should Not Canada Be Able To Do Likewise?

TORONTO, Sept. 7.—"Britain is giving her orders for munitions to the United States, and our works are threatened with closing down. For why? Because Great Britain has now come to a point where she cannot possibly pay in gold, after the great assistance she has given to the Allies, and she must purchase on credit. The United States can sell her on these conditions, and why should not Canada be able to do likewise?" Such was the comment of N. W. Rowell, K.C., in the course of a speech at the directors' luncheon at the Exhibition today. "This war is the most gigantic business undertaking our humanity has ever known," said Mr. Rowell. States can sell her on these conditions, and why should not Canada be able to do likewise?" Such was the comment of N. W. Rowell, K.C., in the course of a speech at the directors' luncheon at the Exhibition today. "This war is the most gigantic business undertaking our humanity has ever known," said Mr. Rowell.

Protest From Montreal. MONTREAL, Sept. 7.—At a meeting of the Equal Suffrage League, and the executive of the People's Power League, two women's organizations, last night the new franchise bill was condemned, and a resolution demanding the same political rights as men was passed. E. F. M. Macdonald objected to the use of the word "charity" in connection with the bill.

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"NAMING" INCIDENT CAUSE OF SECOND FLARE IN SENATE

Hansard Report Is Put Against Speaker's Word.

OTTAWA, Sept. 7.—A peculiar sequel to yesterday's row in the Senate is Hansard's revelation that the speaker did not "name" Senator Choquette at all, though he asserted afterwards that he had named him. What the speaker did say was: "I shall have to name the honorable gentleman the next time." Choquette thereupon made his remark about the speaker's alleged undue zeal for the government. Sir James Loughheed demanded that the speaker "name" him, and the speaker said: "I have named him." In order to name a member, the speaker would have to use the specific words, "I name you." Senator Landry, Conservative, called attention to these facts in the Senate this afternoon. "I am still convinced," he said, "that the speaker never named the honorable gentleman." Senator Daniels raised the point of order that the speaker had stated that he did name Senator Choquette, and the chamber must accept his word. "I remember distinctly that I named the honorable member," declared the speaker, "and I hold that the point of order is well taken." "I say the report is absolutely correct," said Choquette. "Honorable gentlemen have no right to tell me I have lied to the House," he retorted. Speaker Bolduc, hoily: "I did not say that," answered Choquette, and before the uproar could get worse, the clerk called the first order of the day, and ended the discussion.

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The Product of Experience

SEVERAL NEW MODELS:

"FOUR-NINETY" TOURING AND ROADSTER TYPES.

- BABY GRAND TOURING CAR. ROYAL MAIL ROADSTER. CHEVROLET "EIGHT" TOURING CAR. CHEVROLET "EIGHT" FOUR-PASSENGER ROADSTER.

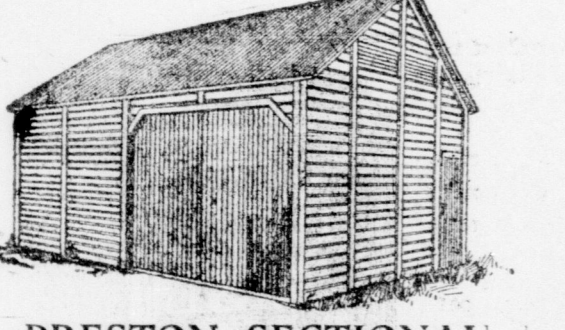
See These Cars at Exhibition SERVICE STATION Ontario Garage and Motor Sales Ltd. PHONE 2431. DUNDAS AND COLBORNE STS.

Modern Buildings for the Farm

Anything that saves farm labor these days is increasing food production. When a farmer spends time building barns, driving barns and implement sheds, he is not attending to the main line of profit on the farm—the production of food.

COMBINED LIGHTNING PROTECTION AND VENTILATION.

No one should fail to provide his building with this latest safeguard against lightning. The Preston Lightning and Ventilating Ridge extends the full length of the barn, and is connected by Copper Cables with the ground. It is the most modern scientific protection. It also supplies ventilation equal to ordinary 16-inch ventilators placed every six feet along the ridge. See it at London Fair.



PRESTON SECTIONAL BUILDINGS.

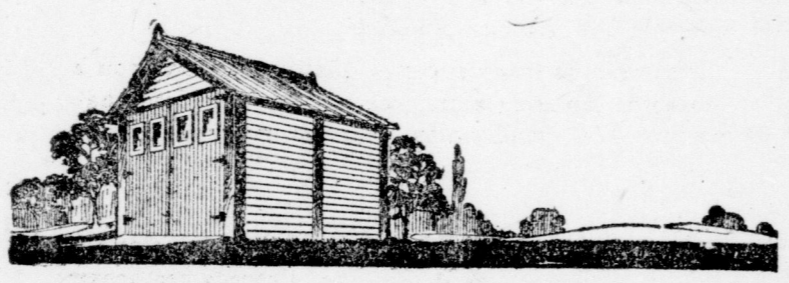
One of these wonderful 16x24 feet buildings is erected on the grounds. Any size can be supplied. Built of standard sections. At Toronto Exhibition three men put up this building in one hour and eighteen minutes—complete even to the paint, ventilated, roofed with metal. Any arrangement of doors and windows may be ordered.

THE famous labor-saving idea of this company is the Preston Steel Truss Barn.

It is built on a new plan. It does away with building waste. Weeks of labor for dozens of men are saved for more profitable farm work. The worry, annoyance, and expense of keeping such a crowd about are all done away with.

The new idea of hiring a factory to build your barn will be made clear if you see the miniature model of the Steel Truss Barn at London Exhibition.

Make sure of seeing how these modern ideas have been worked out. See our buildings and building supplies, and let us show you how to save time and money.



PRESTON PRIVATE GARAGES

Handsome buildings shipped in sections ready to bolt together. Many styles and sizes, the one illustrated 10x14 selling at \$70. All-metal-covered garages from \$118 up. These fine, well finished buildings pay for themselves in garage rent saved. Two models are erected on the grounds for your inspection. They are worth looking up.

THE METAL SHINGLE & SIDING CO., Limited

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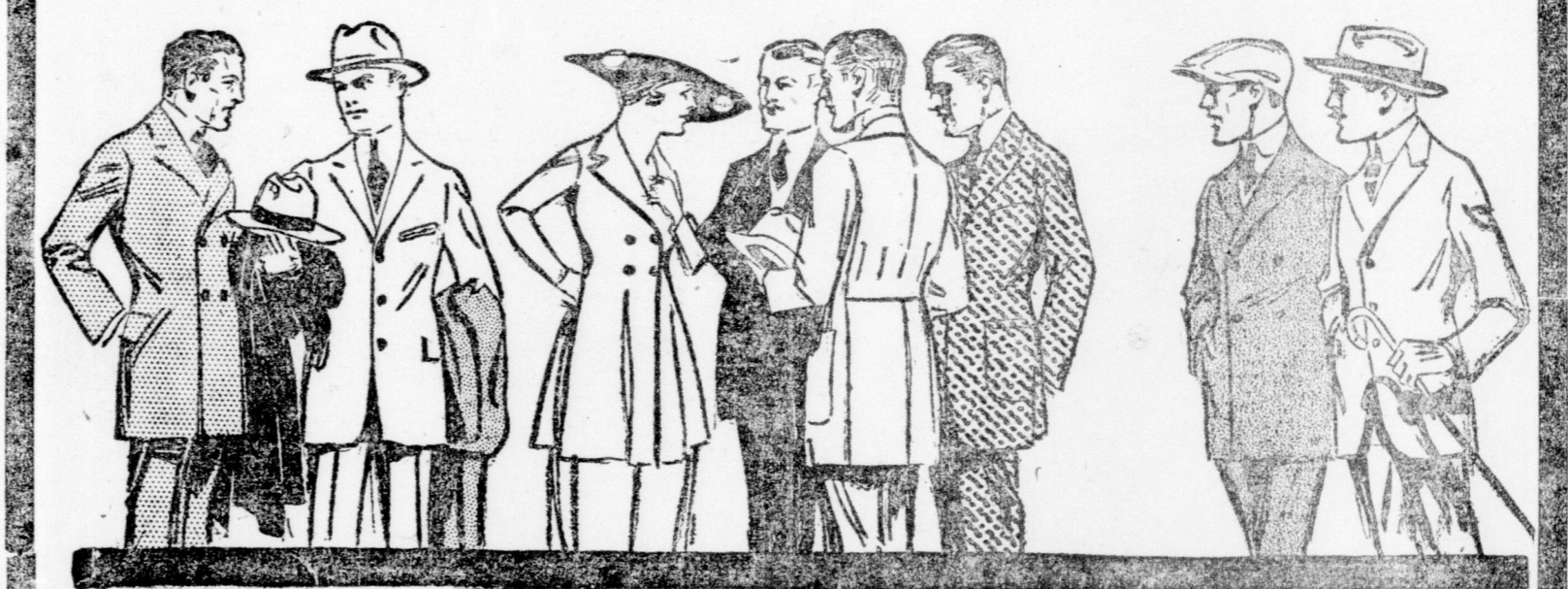


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EVERY one of our co-workers in The Tip Top chain of stores understands that the best way to serve us is to serve our customers. That makes it easy all 'round; we know quality, style, value; we buy with the idea of customer service; we sell in the same way. Satisfaction guaranteed or money cheerfully refunded.

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TIP TOP TAILORS A CHAIN OF STORES FROM COAST TO COAST 205 DUNDAS STREET, LONDON Every Garment Made to Measure

FALL OF RIGA

(Continued from Page Eleven)

Bulgarian ally was almost within sight of the ancient walls of Saloniki, and a British army was going to defeat and surrender before Bagdad.

In February, 1915, Germany came west to make the great Verdun attack, which was designed to crush the sole remaining force effectively in the field at the moment. Could the French army have been broken Mittleuropa would have been a permanent fact, for many months were to pass before Great Britain could yet be ready for her work at the Somme. Mittleuropa was destroyed at Verdun. Every day since has seen the slow ebb of German hope to preserve that empire which German armies, German statesmen and German soldiers had created from the Battle to the Garden of Eden, from the Drina to the coast of Flanders, and the British Isles.

In 1915 Calais, Riga, Saloniki and Bagdad, the port of Bagdad, were all the vital details in Mittleuropa that had escaped the Germans, and, despite the contemporary view, all save Calais were within the grasp of Germany whenever she chose to concentrate the guns and men necessary to take them. She chose rather to seek a larger triumph at Verdun, which would have enabled her to gather in her own time the remaining fruits of her great successes.

For the German Public, the fall of Riga now means merely that she has chosen to take one of those ports because the effort was no longer great, and the prize had no longer value for a public which had recently faced disaster in the west and a denial of the hope of peace. It is necessary to understand the German spirit when the nation as a whole is to war to realize how difficult it is now to bring home to the German people, and above all to their leaders, the necessity of abandoning what has been won. Germany's victory in 1914 believing that the campaign of 1917 would be the last, that a short, sharp struggle would end the war, the vision of the land she coveted, the supremacy in Europe she desired, and the foundation for the British Empire, and then the attack which the German empire beyond the seas. The victory was not so swift, her initial blow was parried at the Marne, Austria was almost destroyed in the opening campaign in Gallia, and yet after a few months of the attack which preparation a new German blow in the east shattered the Russian Empire, Balkan, Asiatic, Persian and Indian military strength and before the year had ended almost all the eastern, Balkan, Asiatic, Persian and Indian were realized, and from that day to this they have endured. The line of power runs clear from the day from Berlin to Jerusalem and to the environs of Bagdad. It is a reality on the map and in the hearts of the German people still. It is a reality which grows less potent as the months follow month of terrible casualties, of suffering at home, of losses of influence and future commercial opportunity abroad. But it is still the most dazzling dream that any race dreamed, and it acquires a new, if passing, vitality when Riga, one of the last elements, is at last brought within the Mittleuropa frontier.

The war will have to continue until the dream is shattered, because a Germany dominating Central Europe at the close of the war will dominate the world within a matter of a century. It would have been shattered already if Russia had not fallen, mainly through German intrigue, for it was the Germans who corrupted the monarchy and led it to the great betrayal of the Russian armies in 1915 and 1916, to the sacrifice of Rumania, which remains the greatest tragedy of the war, and to the radicalism of the revolution and the public into the peril of a Russian army and the danger of a reaction which should return the Romanoff power, with all that this means to democracy in the world.

The Italian Pause. I had hoped in the present week to discuss the Italian operation in some detail, but despite continued local advances there has been an unmistakable slackening, which is the inevitable concomitant of the present sort of war, which requires time both for advancing the heavy artillery and for restoring stocks of munitions exhausted by the bombardments which are the prelude to attack. The Italians have not yet captured Monte Gabrio, or Hermoda Hill as I wrote these lines on September 4. These are the next objectives, and until they fall the Italian advance will still be held up. Both are positions essential alike to Austrian defence and Italian advance. When they have fallen, and the

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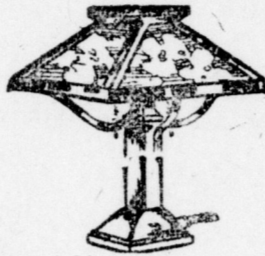
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In the effort to produce beautiful effects, close attention has been paid to the artistic designs of these lamps. Then, too, every one of them is well made of dependable, high-grade materials and is sure to give good service in the home. Table Lamps, Desk Lamps, Dining Domes, etc.

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in which have been absorbed so many army, has never yet signified its intention to part with a single portion of this huge Mittleuropa; not even Belgium has been offered back by the Hohenzollerns. Riga should for the American people serve to emphasize again the actual situation in Europe, the extent of German successes and the greatness of the danger that if German defeat is not complete, will emerge from this war only to begin preparations for a new war. The real danger now is the sort of peace which will enable Germany to recuperate and give her time to organize her present conquests in such fashion as to complete her aim, which is world supremacy. Napoleon at the height of his power had not a greater success on the map than Germany has. German failure has been in her inability to destroy France before England prepared for war, and in her inability to wear out England and France before the United States began to send its men to the conflict. Today the war can have but one of two endings if Germany is not to dominate the world. The Allies must either win a decisive battle in the field or they must continue to exert and multiply the pressure upon Germany until hunger, casualties, economic ruin, finally compel the masses of the German people to lay aside the dream of world power and to consent to the restoration of Belgium, Serbia and Rumania, as well as of France. And despite her parliament, Germany will be abandoned to military side in all this huge empire.

any serious consequences this year beyond the seizure of the high ground around Ypres, as the high ground above Lens and Arras was taken by earlier offensives. The French at Verdun, on the Masouillers Heights east of Rheims and on the Chemin-des-Dames west of Rheims have already seized all good observation points along their front. The British are now in possession of similar heights from St. Quentin to the Yser, except about La Bassée. It is going to cost the Germans much greater casualties this winter than last because of British and French advantage in observation and superiority in heavy artillery. But the Russian collapse has already changed the face of the war for the present year. The conference of the Allied general staffs, which has just been called, is an evidence that a new military policy is probably to be formulated, and this new policy will probably mean a postponement of any considerable attack until next year, when American man power will be

The decisive blow on the military side in this war will have to come somewhere between the Vosges and the sea. The inability to recognize this fact in 1915 led the British into the almost fatal blunder of Gallipoli. Germany is the chief enemy, and when Germany is beaten the entire coalition of Central Europe will fall. Even should Austria make a separate peace Germany would remain to be disposed of; but if Germany is defeated the Austrian resistance will not last long thereafter.

At the close of the war, the Allies will have to be prepared to deal with the consequences of a German victory. The conference of the Allied general staffs, which has just been called, is an evidence that a new military policy is probably to be formulated, and this new policy will probably mean a postponement of any considerable attack until next year, when American man power will be

gin to become available in considerable numbers on the western front. If we have a quarter of a million troops ready to use next summer and another quarter of a million on European soil in training, we shall have contributed materially to lessening the strain upon the French, and the English, instead of having to take over more French lines, will be able to concentrate their effort on another offensive somewhere between the Yser and the Oise.

given the Germans an unequalled opportunity to make the great peace campaign for which they are preparing. Already it is the peace inaction of Germany and not the military operations which are commanding the attention of the world. The Riga victory will be used as one more argument to prove Germany invincible, both at home and abroad. It will be used as one more basis for combating in Germany the doctrine of no annexation and no indemnity, and it will be used abroad to stimulate war weariness and the pacifism discoverable in all three of the great European nations which are still fighting Germany to the limit of their strength. It was probably timed to counteract the effect of the Verdun achievement of the French. There has never been any moment in the last few months when Riga could not have been taken by the Germans had they chosen. They had manifestly saved it for the time when its fall would contribute most to raising their fortunes in the eyes of the world.

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Open for close inspection any time.

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As we are not showing at the Fair Grounds this year. Besides we give the best values in the city.

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Go a long way at our store.

A WISE HUNTER

After bargains first consults the newspaper advertisements, and then investigates them.

OUR CLAIM IS NOW OPEN

And in good working order. Clearing out a lot of odds and ends of Parlor and Den Furniture.

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Of a married man is home protection, buying where he can get the best for the least money.

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You should do after reading this notice is to drop around and look our goods over. Yours truly,

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Will Be Made More Enjoyable By Visiting Our Display of



STARR PHONOGRAPHS

The more phonographs you have heard of other makes, the better you will appreciate the merits of the Starr. It marks an epochal advancement in the field of music, and we are proud to offer to the Canadian public this latest development in the phonographic field.

We want you to see it, and let us explain its many superior qualities. When you hear the Starr's rich, pure tone, without the usual scratching, blurring noise, you will be convinced that it is the instrument you have been waiting for. We'll gladly play your favorite selections on the Starr any time you call.



The Starr Phonograph will play perfectly any disc record made, but Starr Records are heavier and harder than customary, and practically indestructible.

IN ADDITION TO STARR PHONOGRAPHS AND RECORDS WE WILL ALSO SHOW THE CELEBRATED GOURLAY PIANOS AND PLAYER-PIANOS IN OUR BOOTH TO THE LEFT OF ENTRANCE IN MAIN BUILDING.



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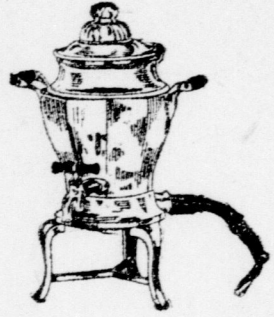
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Sole Canadian Distributors for Starr Phonographs and Records.

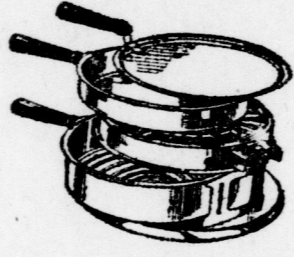
The Comfort and Charm of Electric Table Cookery

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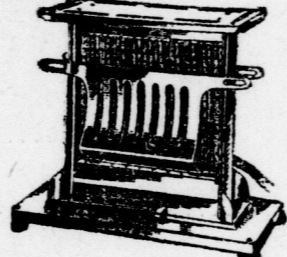
Ready in a Jiffy! No Trouble At All!!



Coffee and cold water in the Percolator. Put in the plug. In 7 or 8 minutes you serve it— piping hot and delicious to taste.



Connect the grill on high heat. Fry potatoes in lower dish. Bacon and eggs in upper dish. Ready to serve as soon as the coffee.



When coffee, bacon, etc., are nearly done, put bread on the toaster. Two slices a delectable brown on both sides in a couple of minutes.

LUNCHEON OR DINNER? Just as easy to prepare and just as charming. And the doing of it is real fun, because everybody likes electric food.

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A visit to the HYDRO EXHIBITS during your stay in London for the Western Fair will give added interest to the Exhibition trip. At every turn you will find something electrical to delight you. Hydro exhibits in the Main Building and New Progress Building. DON'T FAIL TO SEE THEM.

The Hydro Shop Phone 3180
238 DUNDAS STREET
(Opposite Chapman's Drygoods Store)

PATRIOTIC BALE

Generous Shipment Comes to Hyman Hall From Thamesford.

THAMESFORD, Sept. 7.—The War Relief Society met in the Anglican Parish Hall on Wednesday with about twenty workers, who occupied their time in quilting. After the business meeting a dainty lunch was served by Mrs. Alex Sutherland and Mrs. (Dr.) Weir. A good collection was given, and the interest is still unabated. A bale was sent to Hyman Hall of 12 suits of pyjamas and 42 pairs of socks, besides a box of preserved fruit for the sanatorium and a bale will be packed at the next meeting for French relief, and donations are asked for. The annual bazaar for the W. M. S. of St. Andrew's Church will be pack-

ed about the 15th of September, when the friends and members of said church are asked to contribute new or good second-hand clothing and a complete outfit for a boy 12 years old. The regular meeting will be held on Monday next.

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Thousands Being Turned Out Daily at Ruthven Factory.

RUTHVEN, Sept. 7.—Bruce Fox & Sons are working on rush orders for cement tiles. Thousands are being turned out daily to keep pace with the demand.

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Rideau Hall Coffee



is the acme of coffee goodness. Its flavor is indefinable, but it awakens, stimulates, gratifies and satisfies the most critical taste. Order a trial tin from your grocer.

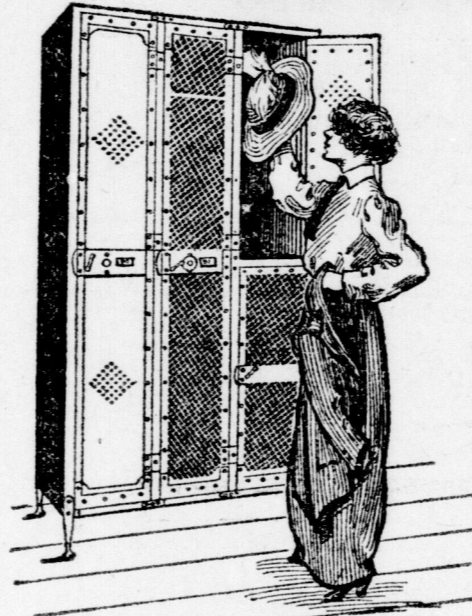
Gorman, Eckert & Co., Limited
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Foundry Tins 45c
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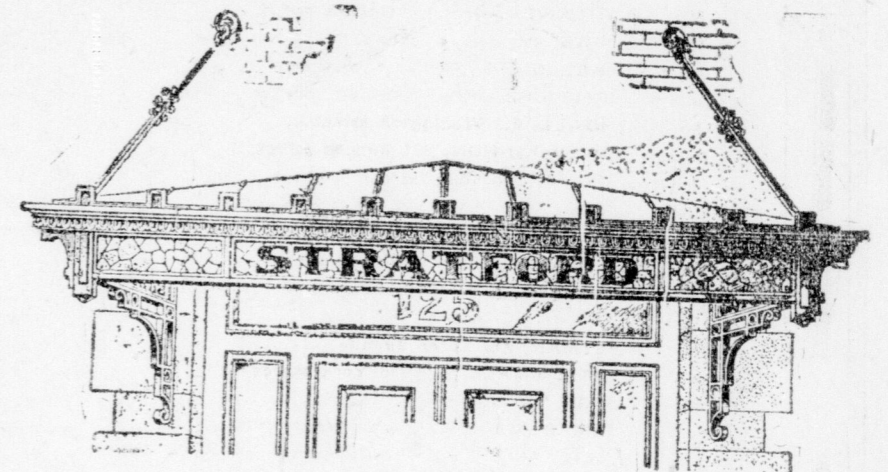
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We are Canada's largest manufacturers of modern steel factory equipment, and produce a large range of steel stools, chairs, tool cabinets, garage lockers, stationery cabinets, foremen's desks, etc.

Let us tell you how and where DENNISTEEL Lockers and Shelving make for stricter economy, higher efficiency and greater security in your business.

We will be glad to send very interesting illustrated matter, containing the proofs that this modern Canadian-made equipment will save you time, space and money.

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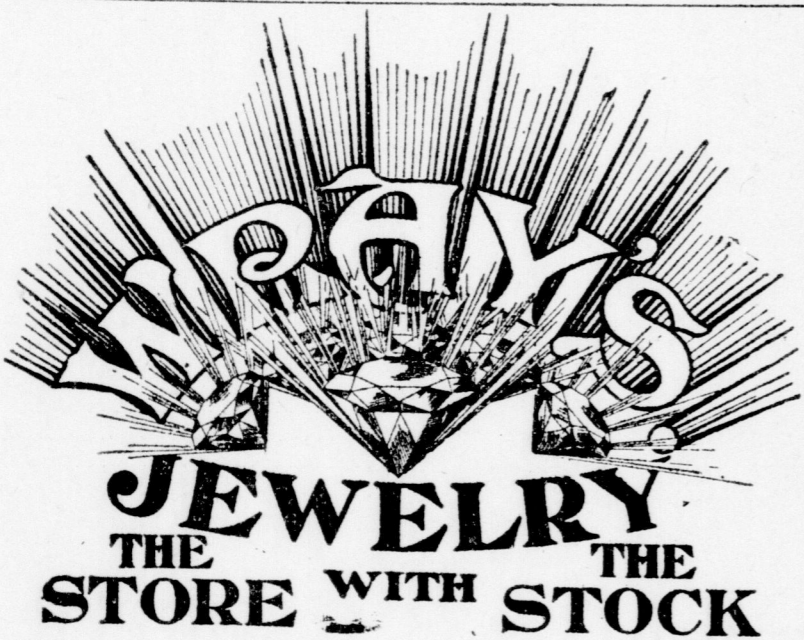
We specialize in Marquises, Balconies, Fire Escapes, Window Grilles, Counter Grilles, Gates, Wickets and Railing, Elevator Cars and Inclosures, Tablets, Stairways, etc. Also

General Builders' Iron Work

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Also Wirework of every description, including Counter Grilles and Partitions, Cages, Window Guards, Signs, Wickets, etc.

THE DENNIS WIRE AND IRON WORKS CO. LIMITED
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We have a large stock of Ladies' Gold-Filled Separable Expansion Link Bracelet Watches, fitted with 15-jewel movements, fancy dials, for \$13.50, and \$15.00 with engraved case. These watches are exceptional values.

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| Gent's 16-size, high grade gold-filled case, best quality, 7-jewel, nickel movement | \$11.50 | Cut Glass Cream and Sugar, per pair | \$2.25 | Lady's 19-k. Solid Gold Necklace, set with diamonds | \$10.00 |
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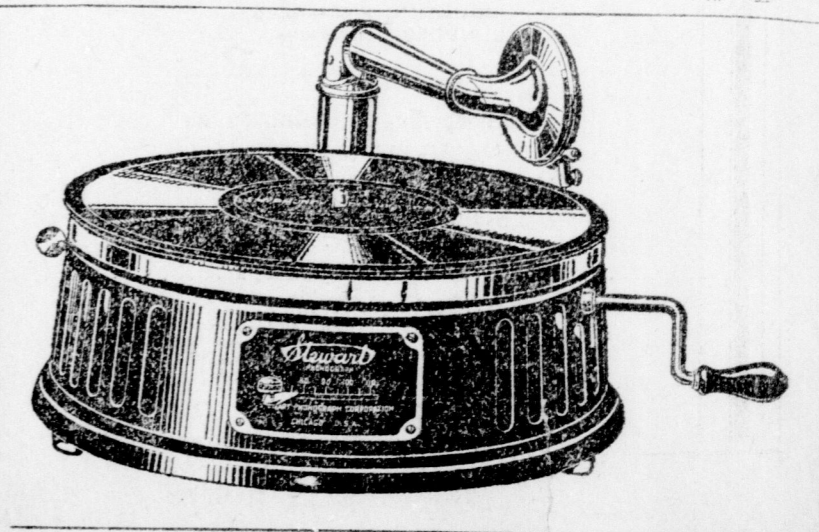
W. J. WRAY & CO.

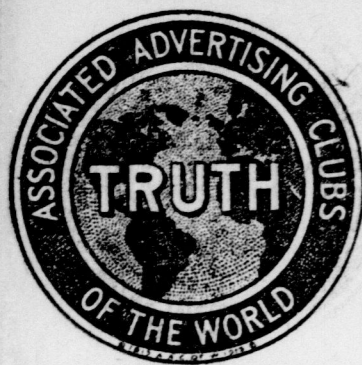
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Plays Emerson, Victor or Columbia records. If you buy one of these machines you could turn it in later at what you paid for it on one of our high-grade Rayola Cabinet Phonographs, which is a piece of furniture anyone would be proud to have in their home. Rayolas are finished in fumed or golden oak, also mahogany. In this way you can have music at a very small outlay. Rayola Floor Cabinets sell from \$65.00 to \$200.00, and play any disk record without the use of attachments. If you are thinking of buying a high-grade phonograph be sure to see the Rayola. If we have no agent in your town, call at our showrooms and hear them play.

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Extraordinary Values In
Men's and Boys' Suits and Overcoats
For Fair Week
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QUALITY VALUE SERVICE
Fall Shoes for Fall Days
Ladies' Dark Brown Kid High-Cut Lace Boot, \$6.00, for \$4.95
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CASSELMAN BROS.
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Special Hat and Shirt Bargains
MONDAY MORNING, 9 TO 12 O'CLOCK.
15 dozen New Soft Hats, selling every day for \$3.00, on sale Monday morning for \$2.15
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Is a necessity in the modern home. It works very rapidly and is operated with great ease.
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MAKE YOUR CHOICE EARLY.
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SHIRT SALE! \$1.00 AND \$1.25 SHIRTS, 89c.
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FREE—For two hours Monday, 9 to 11 a.m., with every Suit or Overcoat at \$15.00 to \$35.00, a pair of \$3.50 Trousers, fitted to size.
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250 only, Food Choppers, family size, with four steel plates, which cut anything eatable. Regular \$1.75. On sale, 99c
50 dozen Pocket Knives. Regular 40c, 50c, 60c. On sale 25c
25 sets Socket Chisels, with leather tipped handles (5 to a set), 3/4, 1/2, 3/4, 1, 1 1/4-inch.
Regular \$3.00.
On sale ... \$1.69
Cowan's Colossal Hardware
THE STORE WITH A STOCK.
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At London's Big Shoe Store
60 WOMEN'S PATENT LACE BALS
Louis heel. Regular \$5.00. Saturday \$3.48
36 WOMEN'S GUNMETAL BUTTON AND LACE
Round toe, Cuban heel. Regular \$5.00. Saturday \$3.48
36 WOMEN'S GUNMETAL HIGH-CUT LACE
New walking heel. The very latest. Reg. \$7.50. \$5.89
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MANUFACTURING FURRIERS AND MANUFACTURERS OF LADIES' GARMENTS.
On Sale Fair Week
FROM 10 TO 12 EACH MORNING.
Our Special Value Ladies' Hudson Seal Coats, sizes 36 to 42, 40 to 42 inches long \$150.00
Also the opportunity of selecting from OUR FUR STOCK, THE LARGEST IN WESTERN ONTARIO, any article which will be reserved for you on receipt of a small deposit. We welcome you to our showrooms.
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\$5,000 STOCK OF RUGS
PRICES REDUCED 10 TO 35 PER CENT.
Come in and see our special display for this sale. Stock is new, bright and attractive, consisting of Axminsters, Wiltons, Brussels and Tapestry.
HERE YOU CAN SAVE MONEY—Weight paid on out-of-town shipments. A small deposit will hold any rug until wanted.
Wm. Trafford Furniture Co.
COMPLETE HOUSE FURNISHERS.
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386 RICHMOND STREET.
Fair Week Specials!
DIAMONDS.—See the wonderful bargains that we are offering at \$5.00, \$10.00, \$15.00, \$25.00 and \$50.00. Diamond display in windows.
We are also offering special bargains in Watches, Jewelry, Rings, China, Clocks and Silver-Plated Ware.
CHINA DISPLAY IN BASEMENT.

Ladies' Sample Boots
Travelers' samples of the best American and Canadian makers—Patent Colt, Vici Kid, Gunmetal Calf, laced and buttoned styles; sizes 2 1/2, 3, 3 1/2, 4 and 4 1/2; widths A to D. Regular \$4.00, \$5.00, \$6.00 and \$7.00. Sale price \$2.49
182 Dundas Street. Eight Stores.
Agnew's Boot Shop

Read Chapman's advertisements for special selling during Fair Week. See large ad on page 3.
LADIES' SUITS
MONDAY MORNING, 9 TO 12 ONLY.
Don't miss this opportunity to buy a heavy new fall and winter or a lighter weight for present wearing. Special for Monday morning only \$15.95
NEW WINTER COATS
in handsome large collar models. This price for three hours only \$13.95
CHAPMAN'S
239, 241, 243 DUNDAS ST., LONDON.

Monday Morning Bargains
9 TO 12 O'CLOCK ONLY.
A special discount of ten per cent on all Women's Ready-to-Wear Suits, Coats, Dresses, Skirts, Blouses, Millinery and Furs.
Buy your new fall outfits in the morning and save ten per cent on your purchase.
The price tags will bear the regular price of each article, but when a purchase will be made in the morning the reduction of ten per cent will be made by the clerks.
Artistic Ladies' Wear Co.
211 DUNDAS STREET, LONDON.

TWENTY
New Fall Coats
On sale 9 to 12 a.m. Monday \$16.50
Smart new styles in fall and winter weights, some received this week from New York. Reduced for this special event.
BRICK & DUNDAS, Limited
188 DUNDAS STREET.

THE BIGGEST ATTRACTION IN LONDON DURING FAIR WEEK WILL BE AT THE
Giant Clothing House
A GREAT SLASHING OF PRICES ON 800 RAINCOATS
Regular \$16.50, Fair week \$11.95
Regular \$15.00, Fair week \$9.95
Regular \$12.50, Fair week \$7.95
Regular \$10.00, Fair week \$5.95
By taking advantage of this sale you will save your railway fare or more.
120 DUNDAS STREET
Look for the Big Arrow Sign and name over the door before you enter. Wholesale and retail dealers in Raincoats. The largest high-class workmen's outfitters in Western Ontario. 81c

Monday Morning Shoe Specials
No. 1—Ladies' All-Brown Kid 7 1/2-Inch Lace Boot, Plain Pointed toe, two-inch Louis heels. Reg. selling price \$7. Monday morning price \$3.98
No. 2—Ladies' Gunmetal Calf 7-inch Lace Boot, English Walking design, low heels, pointed toes, extension soles. Regular selling price \$5.00. Monday morning price \$2.98
Dobplants

HONEY DAY
IT'S SO GOOD, A LITTLE CLOVER HONEY GOES A LONG WAY.
5 lb. Can 95c : 10 lb. Can \$1.85
Dominion Seeds Limited
Successors to Darch & Hunter Seed Company.

ONE OF OUR SPECIALS FOR FAIR WEEK.
\$10.00 KITCHEN CABINET BASE.. \$7.95
White wood top, 25x48 inches, two bins, two drawers, two cutting boards. \$1.00 takes it home. Balance \$1 weekly. See our window for specials.
Be sure and visit our store. There is a welcome for you.
Peoples Outfitting Co.
240 Dundas St. W. D. Thomas & Sons. Phone 5616

JUST ARRIVED FROM NEW YORK
GEORGETTES AND WASH BLOUSES
in all styles at the lowest prices. Also
One dozen Crepe de Chine in various shades \$2.98
20 Wash Waists, regular \$1.50, for .89c
Special line in Serge and Silk Skirts, in navy and black, at \$3.45
Ten only Serge at \$5.65
Six only Serge at \$9.90
Metropolitan Suit and Skirt Co.
232 DUNDAS STREET.

MONDAY SPECIALS
25c Abbey's Salts16c
60c Abbey's Salts39c
Tanglefoot, 6 sheets5c
15c Water Glass10c
25c Tiz16c
50c Pink Pills28c
MANY BARGAINS EACH DAY OF FAIR WEEK.
Strong's Drug Store
184 DUNDAS STREET, LONDON, ONT.

BENSON-WILCOX ELECTRIC CO.
ELECTRIC AND AUTOMOBILE SUPPLIES
Electric Lamps 1/4 Off
Monday morning, between the hours of 9 and 12 o'clock, you may take your choice of all our Portable Electric Lamps at exactly twenty-five per cent off the regular price. Will it pay visitors and citizens alike to be here promptly for these bargains? Yes! It's a rare opportunity.

2 of Our Monday Specials
Women's All Kid
Laced, on a neat last, plain toe, all sizes, \$5.00 value \$3.00
Men's Brown Dongola
Laced, Goodyear welt soles, sizes 6 to 8 only, \$6.00 value, for \$4.00
At our Dundas St. Store, next to Advertiser Office.
ROWLAND HILL

Monday Specials, 9 to 12 a.m.
FALL OVERCOATS AND RAINCOATS, VALUES \$15.00 TO \$20.00, ON SALE \$12.75
Men's Chesterfield Coats in all wool black and dark grey chevrons. Young men's Switzer Coats in Belted French, Pinch-Back and Slip-On models, in smartest tweed effects. Guaranteed British Raincoats, in new tweeds and paramattas, for motorists, drivers and walkers. Genuine values, \$15 to \$20. On sale Monday morning only.
WOMEN'S POPLIN RAINCOATS, GENUINE \$8.00 VALUE, ON SALE \$5.45
Stylish Mercerized Poplin Raincoats, of best English cloth, in shades of tawn, olive and brown; thoroughly rainproof; ruffled sleeves, belted back, convertible collar, two-way style; sizes 34 to 44. On sale Monday morning only.
R. J. YOUNG & CO.



LONDON MERCHANTS SPECIAL 9 TO 12 A.M. FAIR WEEK SALES

TWO BIG BARGAINS

For Monday Morning's Selling Between the Hours of 9 and 12 o'Clock only.

LADIES' BLACK LISLE GLOVES, 75c VALUE, FOR 29c PAIR.

These are to be had in sizes 6 and 6½ only; some long gloves, others regular length, with two domes, perfect black, as they are old dyes. Regular price was 75c pair.

For these items we cannot take phone or mail orders, the quantity being limited. Your attention is called to Tuesday's and Wednesday's sale list in Monday's paper.

GRAY'S, LIMITED

Many Visitors

To the Fair count on obtaining their New Fall Suit from the splendid assortments at this popular store. The smart new styles are beautiful. Our stocks offer a wide range for choice. Come in and see the

Special Suit Values at \$20.00, \$25.00 and \$30.00.

The Raphael-Mack Co.
"The Store of Popular Prices."
236 DUNDAS STREET.

Special Bargains in High-Class Shoes

Ladies' Black Calfskin Lace Boots, pointed toe, low heel, sport last, heavy walking sole. Regular \$7.50. Special Fair price\$6.00

Tan Calf Lace Boots, pointed toe, low heel, sport last, heavy walking sole. Regular \$8.00. Special Fair price ...\$6.00

25 PER CENT DISCOUNT.

On any Suit Case, Club Bag, Trunk or Ladies' Hand Bag in our great stock during Tuesday and Wednesday of Fair week.

Ladies' Highest Grade, dark shade green kid lace, with white kid top. Regular \$9.00. Special Fair price\$7.00

Ladies' Brown Kid Lace Boots, with champagne kid top. Regular \$11.00. Special\$8.50

COOK'S SELECT SHOE STORE
DUNDAS AND RICHMOND.

Mara's Fair Week Specials

Sealette Coats

First showing of Salt's Sealette Coats, made of best quality imported sealette. All made with large shawl collars, in two sizes, in flared coats with belts, and plain flared coats, in all sizes 32 to 46. Regular \$10.00 value. Fair Week special \$9.00

Ready-To-Wear Hats

Just opened, New Fall Ready-to-Wear Hats in Velvet, Plush, Satins, Velour and Felts, in small and large shapes. Specially priced for Fair Week from \$2.00 to \$5.00 each

MARA'S 134 Dundas Street

Oak Hall

Young Men's Suit Special **\$12.00**

Boys' Suit Special **\$5.95**

Men's Raincoats, Special **\$10.00**

VISITORS TO THE WESTERN FAIR:

You will save money by buying your hardware from us. We have a complete line of Cutlery, Brassware, Tools, Builders' Hardware, Cut Glass, Paints, Varnishes, etc.

TABLE CUTLERY.

Rogers' Knives and Forks\$3.00 to \$6.50 dozen
Dessert Spoons\$2.00 to \$8.00 dozen
Table Spoons\$3.00 to \$10.00 dozen
Tea Spoons\$1.00 to \$5.00 dozen
White-Handled Knives\$2.50 to \$10.00 dozen
Carving Knife and Forks\$2.00 to \$3.50 per pair
Carvers, in case\$3.50 to \$10.00
Pearl Knives and Forks\$1.00 to \$2.50 per set
Special Casserole Dishes\$1.00 each
Special Cut Glass Bowl\$3.75 each

J. G. STEELE & CO. Hardware, Phone 750. 204 Dundas Street.

39c each for Solid Oak Taborettes

10c extra delivered prepaid anywhere in Western Ontario.

\$11.75

For a \$15.00 SOLID OAK EXTENSION TABLE. Free delivery in Ontario.

Keene Pros.
LONDON'S BEST HOME FURNISHERS
125-127 KING STREET.

HOLLAND'S EXPENDITURE.

London, Sept. 8.—Holland's total expenditure in connection with the war up to August 1 last, approximated 75,100,000 guilders.

Grand Trunk Railway System

WESTERN FAIR, LONDON.

For the accommodation of visitors to the Western Fair, London, the Grand Trunk Railway System will, in addition to their regular train service, operate the following extra trains:

Leave Wingham 6:20 a.m., Sept. 11, 12 and 13, for London; returning leave London 10:50 p.m., same dates for Wingham, stopping at all intermediate stations in both directions, except Clinton and Lucan Crossing on the going journey.

Leave Chatham 7:40 a.m., Sept. 11 and 13, for London; returning leave London 10:30 p.m., same dates for Chatham, and Sept. 13 for Windsor, stopping at all intermediate stations in both directions, except P. M. crossing and Hyde Park Junction.

Leave Stratford 8 a.m., Sept. 11 and 13, for London; returning leave London 9:35 p.m., Sept. 11, 12, 13 and 14, and 10:15 p.m., Sept. 15 only, for Stratford, stopping at all intermediate stations in both directions.

Leave Sarnia Tunnel 6:50 a.m., Sept. 13, for London, via St. Marys Junction; returning leave London 10:30 p.m., same date, for Sarnia Tunnel, stopping at all intermediate stations in both directions.

Leave London 11 p.m., Sept. 11, for Alvinston and all intermediate stations.

Leave Guelph 7:10 a.m., Sept. 11, for London; returning leave London 11:20 p.m., same date, for Guelph, stopping at all intermediate stations in both directions, except Fairfield and Winton on the return journey.

Leave Stratford 8:45 a.m., Sept. 11 and 13, for London; returning leave London 11:20 p.m., same date, for Stratford, stopping at all intermediate stations in both directions, except Fairfield and Winton on the return journey.

Full particulars from any Grand Trunk ticket agent, R. E. Buse, C. P. and T. A. London, H. M. Hayes, depot ticket agent, London, S. 14.

Three-Hour Sale

AT YOUR FAVORITE

STANDARD DRUG STORE

9 a.m. to 12 noon ON MONDAY

FOR THE MEN—Jap, Bachelor or Arabela Cigars 4 for 25c

FOR THE LADIES—Mennen's, Duchess Rose and Duchess Violet Talcums 2 for 25c

STANDARD DRUG LIMITED

SAVE YOU MONEY.
4 Stores in London. All Orange Fronts.

All-Wool Serges | Duchess Silks

\$1.00 Yard | \$1.00 Yard

Guaranteed fast colors, Pure Wool Old Dye Serges, in light and dark navy, brown, copenhagen, dark red and black; splendid weight for suits, dresses, skirts, etc. On Monday\$1.00 yard

Complete range of colors, almost every shade Fine Quality Satin Duchess Paillette Silks; a splendid wearing soft silk that will not cut or crush; very fashionable for dresses, etc. On Monday\$1.00 yard

See the new Millinery.

Kingsmills

DISTRICT CASUALTIES LINE IS ADVANCED ON CANADIAN FRONT IN AVION VICINITY

KILLED IN ACTION

LONDON.

Pte. E. G. Patterson, CAMLACHIE.

Lance-Corp. George Ritchie, SARNIA.

Pte. Charles Robson Major, PAISLEY.

Pte. Reuben Wiltman, GLAMIS.

Pte. Ernest Cunningham, GREENOCK TP.

Pte. John McAfee, WOODSTOCK.

Pte. Harold Fraser, OWEN SOUND.

Sergt. Fred Weir, SIMCOE.

Pte. L. B. Lewis, DELHI.

Pte. Roscoe Doyll, NORWICH.

PRESUMED DEAD

GUELPH.

Pte. Jack Robinson.

DIED OF WOUNDS

ST. WILLIAMS.

Pte. Harry Masters.

WOUNDED

LONDON.

Pte. H. W. WOOSTER.

Pte. J. A. Henderson, PRESTON.

Pte. C. Purkie, BIRLEY.

Pte. L. G. Nimmo, DELHI.

Pte. C. Young, GODERICH.

Pte. T. W. Dunn, BRANTFORD.

Pte. J. Stephenson, GORRIE.

Pte. J. E. Vittie, STRATFORD.

Pte. P. J. Morrison, WALKERTON.

Pte. Samuel Leake, GUELPH.

Pte. T. O'Connell, DELHI.

Lieut. J. E. VALE, BRANTFORD.

Lieut. J. H. CHESTER, PAISLEY.

Pte. T. J. Dunn, PAISLEY.

Pte. William Thomas Race, INGERSOLL.

Pte. Frank Wilson, CHATHAM.

Pte. David Labombard, OWEN SOUND.

Flight Lieut. Howard STRATFORD.

Sergt. Donald McTavish, WALKERTON.

Pte. Bruce Ferguson, LISTOWEL.

Lieut. F. E. Gray (severely), LISTOWEL.

Lieut. Hope King, LISTOWEL.

Pte. Francis Grell, LISTOWEL.

Pte. Percy Hill, STRATFORD.

Pte. W. C. Patterson, STRATFORD.

GASSED

BRANTFORD.

Pte. H. J. Mearns, ST. THOMAS.

Pte. M. R. Blackburn, WOODSTOCK.

Pte. Fred W. Endall, WALSHINGHAM.

Pte. Allan Pickersgill, WALSHINGHAM.

INJURED

PAISLEY.

Flight Lieut. Reg. F. Gliven, PAISLEY.

WOUNDED AND GASSED.

GALT.

Pte. Irvine Pueteck, SEAFORTH.

Lance-Corp. W. McMillan, SEAFORTH.

SERIOUSLY ILL

PARIS.

Sergt. C. H. Dugan, PARIS.

GOMPERTS IS PRESIDENT OF DEMOCRACY ALLIANCE

MINNEAPOLIS, Sept. 7.—Samuel Gomper, president of the American Federation of Labor, today was unanimously elected president of the American Alliance for Labor and Democracy recently organized to solidify labor behind the Government and stamp out the activities of disloyalists.

A BEFORE-CONFEDERATION PIANO

The first Heintzman piano was made before Confederation. During this more than half a century the Heintzman & Co. piano has obtained not only Dominion-wide, but world-wide fame, as a high-class instrument. The exhibit of this firm is one of the outstanding features of the Fair. The city show-rooms at which all visitors are welcomed are at 242 Dundas street, S. 12.

DODD'S KIDNEY PILLS

THE GREAT KIDNEY DISEASE REMEDY

BRIGHT'S DISEASE, GRAVEL, CALCULI, RHEUMATISM, DIABETES, ACID URINE, NEURALGIA, MIGRAINE, BRUISES, SCALDS, BURNS, SORE THROAT, COLIC, CONSTIPATION, AND ALL AFFECTIONS OF THE URINARY SYSTEM.

23 THE PILL

Solid Oak Dressing Tables—36 to clear, four designs. Worth from \$12.50 to \$15.00, for\$9.95

Come early if you want one. If you cannot pay cash, join the Home Lovers' Club. Club terms: \$2.00 cash, \$1.00 weekly.

Luxurious Turkish Rocker, in Wear-Ever Bradley leather\$12.95

Deep spring seat and back; a solid comfort Rocker that will give you years of service. Club terms: \$2.00 cash; \$1.00 weekly.

The Ontario Furniture Co., Ltd.
226-28-30 DUNDAS STREET.

BARNARD SPECIALS FOR MONDAY

\$3.00 Clocks for \$1.00

\$2.00 Cream Jugs, \$1.00

JOHN S. BARNARD
JEWELLER,
194 Dundas Street. Opposite "The Advertiser."

It Is Now Possible for Every Home To Have a Phonograph

Will buy a STEWART Phonograph which plays 7, 10 and 12-inch records. Can be exchanged later on a Rayola Cabinet, if so desired. Full purchase price will be allowed.

\$5

W. J. WRAY & CO.
234 Dundas Street. London's Largest Jewelers.

Fall Suits and Overcoats

Suits \$18 to \$40 Overcoats \$18 to \$30

To our out-of-town customers visiting the city during fair week we suggest that you select the cloth and style and be measured in the forenoon before going to the fair. This will give us time to prepare your try-on and give you a fitting before your train leaves. We will express your clothes (charges prepaid) right to your home as soon as you want them. Needless to say, we have everything that is new, nice and good in anything you want to wear.

SELAK, Merchant Tailor
Dundas, Corner Clarence Street.

Heintzman & Co. YE OLDE FIRME

Pianos and Victrolas

EXTRA SPECIAL VALUES ON THE FLOOR AT OUR PARLORS OR AT OUR EXHIBIT AT THE FAIR.

We invite the inspection of visitors to the city during the Fair.

Parlors, 242 Dundas St., London

Fair Week Specials At Enticing Prices

No. 40 Potato Pots, three coat grey enamel, hold-fast covers and steamer 65c

25-quart Round Boilers, three-coat grey enamel, with cover\$1.00

J. A. BROWNLEE
385-387 TALBOT STREET.

An Outstanding Piano Exhibit

Whatever is one's interest in a piano—whether that of the professional musician, or the home-lover who is charmed by good music—the large exhibit of

Heintzman & Co. Art Pianos

Grand, Upright or Player

is sure to attract the attention of visitors to the fair. The range of Art Upright and Grand Pianos, finished in various styles, must be seen to be appreciated. Those who are interested in Player-Pianos will find an instrument entirely different from any other player-piano. A careful examination of its many special features would be time well spent.

CITY SHOWROOMS, Heintzman Hall
242 DUNDAS STREET.



Harmony Should Rule Home Furnishings

(BY KATE WEBBER.)
 "When friends are at our hearthside meet. Sweet courtesy hath done its most. If we can make each guest forget. That he himself is not the host."
 —T. B. Aldrich.

It is an established fact, and one of which we may be justly proud, that the home-loving and home-seeking spirit is manifest in every section of the United States. And to the increasing care and forethought of the mistress of the house is this condition due. To her is this article respectfully dedicated, with the earnest hope that it may definitely help her to keep her hearthstone ever bright, and ever attractive to those for whom she is endeavoring to create an atmosphere to which they may be unconsciously and deliciously sensitive.

More effect may be gained by studied lighting than by any other medium in household decoration. Throwing new light, or mayhap less light, on old furnishings is of vastly more importance than a new rug, or even new wall coverings. Many architects and interior decorators do not favor any ceiling lights; some consider them indispensable, especially in dining-rooms where a concentrated effect is desired. However, I have seen some very wonderfully lighted homes with nary a

ceiling fixture. Six or eight sets of side brackets supply the necessary light with a floor lamp, and desk candles for spot lights. Shield shades for sconces and candles are very lovely, but reflect onto the wall rather than direct the light downward. Nothing is prettier on a dining table than real old-fashioned wax tapers. Also, electric candles are hard to manage and the effect isn't so homely as with the spurtery kind. And "hominess" is what we are striving for.

For bedrooms come Dresden candlesticks, wired, and fitted with veritable petticoats of flowered silk with lace floofies for a shade. Also ivory wicker floor lamps with chivite linings, and silken tassels wreathed to prestolight or darkness. Along with the electric appliances are to be mentioned ivory-tinted telephones with sprays of flowers painted thereon, and white silk cords, wherever cords are visibly needed.

A living room to be all that the word implies, should have for its prime object durability and usefulness. Happily these words do not carry with them the drab, black-horse-hair-meaning they once did. Nowadays useful furniture is more often than not, quite artistic, as well as quite reasonable. Several large firms make a specialty of excellent lines in medium-priced furniture, using mostly Colonial and Early English periods as the most popular styles.

Hang a mirror, place thereon one of the new glass vacuum vase filled with posies; place a Windsor chair close by, and see the effect. A housewife need never be afraid of mixing periods or styles in furnishings. It is being done nowadays, and if one is in doubt, there

is always a decorator near at hand whose special study and experience will help one over the rough places. Books are always safe, creating as they do a feeling of coziness. To hold the "best seller" on one's library table come very handsome book-ends in bronze, in Della Robbia ware, as well as newly flowered ones of painted iron or wood.

Mirrors and pictures are being hung by silk cords, with tow tassels that cover the brass hanger at the molding. These cords may be had in colors to match the hangings, and are rather dear. But there is always a way to circumvent high prices when one really wants a certain effect.

Dining-rooms are becoming sayer and are demanding careful treatment. If a clear-cut, dignified effect is to be sought, wise selection in the rugs and wall coverings tend to solve the problem. Chinese rugs in blue, rose or gold are quite good, and nearly all of them have a narrow black border which is very striking. Brown mahogany and walnut are most popular for conservative tastes, but how quaint are the severely simple pieces and acts painted in the soft new colors!

One suite of sideboard with knife-urns and a 36-inch sideboard with knife-urns each end, one master's arm-chair and eleven straight chairs, all upholstered in blue striped haircloth. The china cabinet has doors of the wood delicately embossed.

Egyptian blue and café au lait are two new shades in painted furniture. Grey is very good also; one cottage set I have in mind is soft grey, with sprays of violets and maidenhair. Among its

good points are a drop-leaf table and comfortable chairs.

Bedrooms are no longer the pink, blue or rose colorifics we once knew. The wallpaper and furniture may harmonize in tone but there the likeness in color ends. Canary satin-striped paper and soft yellow furniture starts out with demurest intentions, when lo! there hops up serenely a chair lounge upholstered in turquoise blue with pillows of cherry-colored taffeta or amethyst satin. The rug is just as apt to be grass green as not, and the hangings will probably run amuck in rainbow stripes. Some of these parti-colored rooms are very, very attractive and decidedly nice in conforming to one's various costumes. But it is not always advisable to seek unusual or bizarre effects, unless one has unlimited means. For when we cherish a femme, she is nearly always in her sanctum and restfulness should be the keynote rather than startling combinations of color. However, a room in lavender and blue, or in amber and pink, or in deep purple and grey, could be worked out with delightful results and create an original appearance without running the risk of being too ultra.

Of utmost importance is the choice of pictures in the home. If those we have seem unattractive, and the auspicious moment for cold-blooded purchasing new ones has not presented itself, it is far better to leave our walls unadorned. Nothing can make or mar a room to so great an extent as pictures. Clever placement and irreproachable taste are necessary, and wise is she who, feeling unsure, consults one who knows.

Curtains come in every imaginable material and in many lovely color combinations, despite the constant cry of falling dye-pots. Very good are the new colored damasks, which are made full length and finished in soft-towered fringe. For cottage or small apartment these constitute sufficient window coverings by themselves. Glass curtains are mostly small figured net in square mesh. Draperies are very rich in effect, being of casement cloth, linen, cretonne, taffeta or damask. Nothing is daintier for the Colonial eight-paned window than dotted swiss with fluted ruffles and white cords to tie them back.

For the sun parlor, which is fast becoming a delightful necessity, there are sets in colored wicker, as well as newer pieces in painted chairs and tables. In these cherry, glass-enclosed rooms one can be more prodigal in choice of color combinations or contrasts. A black wrought iron console with top of black glass has a mirror to match and would be equally effective in the entrance hall. Lamp bases, book ends and smoking sets in Japanese Incoquer lend an attractive appearance.

New and useful are the shoe shining cases for bathroom and upper hall. They come in mahogany, fumed oak or ivory stand about thirty inches from the floor on high legs; a door opens to disclose two partitions for several pairs of shoes and drawers to hold various "shiners" requisites.

Bathroom conveniences are taking on stylish proportions. For our necessary needs we need no longer have a skunk and crossbones posted on a long-necked bottle. Hair fat tins and forty, if you want sun bottles have clean-cut black letterings on the front, glass stoppers, and in all probability an illogical bouquet of

flowers painted saucily beneath the warning letters. Duplicate bottles hold antiseptics, toilet waters and medicines. Separate shaving stands have special mirrors and compartments for accessories to sartorial comfort.

You may have talked through your hat, but hardly yet through the petticoats of a maid in a mob-cap. And you shouldn't unless you are perfectly sure there is a house telephone inside. These fetching disguises come in various styles to suit the rooms they grace and are indeed preferable to the usual square, prosaic mouthpiece we all know.

For the sewing room come aldermaid chairs no larger than a small typewriter, and upholstered, if you please, upon a slender-legged table in wood to match the cutting table and chairs. Cabinets to hold sketches, patterns and scraps in order may seem a bit pretentious, but are no doubt very comforting and helpful to the modest modiste, especially should she happen to have a temperamental assortment of ideas.

LAMBETH.
 LAMBETH, Sept. 7.—Mrs. Milton Sharp has been in Hamilton visiting her mother this week.

School reopened on Tuesday, with Miss Bessie Morton of Brick street as senior teacher, and Miss Lillian Robinson as junior teacher.

Mr. Walter and Mrs. Rigby are visiting with friends in Norwich.

Mr. and Mrs. Grant are holidaying in Toronto and Orillia.

Gershom Anderson, son of Rev. S. Anderson, who underwent an operation for appendicitis on Wednesday night, is progressing favorably.

LES MISERABLES, VICTOR HUGO'S MASTERPIECE, TO BE ADAPTED TO SCREEN

Victor Hugo's great masterpiece, "Les Misérables," is being presented as an eight-reel motion picture. Henri Kraus, considered by many to be the leading actor of France, plays Jean Valjean, the man who, to save his mother from starvation, stole a loaf of bread, and ever after was persecuted by the police. As a motion picture, "Les Misérables" loses none of the salient features of the book. The elisions are those portions which depart from the story, such as the Battle of Waterloo, which, as all readers of the book remember, while a magnificent piece of literature, has nothing bearing on the life history of Jean Valjean. The picture is highly praised by critics, some of whom do not hesitate to call it the vindication of the motion picture.

COLLECTING PENNIES.

BOTHWELL, Sept. 7.—The Women's Institute has started a "milk-of-pennies" movement to get money for yarn for soldier socks. The women are around collecting and are meeting with good success. It is expected they will have a neat sum by the time of their next meeting.

FASHIONS IN FLOOR COVERINGS

We have had fads of all-over flowered Brussels carpet; we have had our next-door neighbor in having the smoothest laid matters; we have had "art squares" and denim creations. But where a housekeeper thinks of out-Midas Midas, she contemplates, with half-shut eyes the sight of a Persian rug upon her newly-polished floors. We Canadians will never quite be able to detach from its high place this automatic of Rugdom; though many of us who are not connoisseurs would just as lief have a Kokomo carpet (to be general) as a Persian rug. But that as it may. The Persian rug has deservedly gained its title, and whenever one is able to thus cover his floors, one is indeed fortunate, and can be sure he is as well in his choice.

Details in quality, and the buyers tell us, exceeding in sales, the Oriental carpets, are the rugs of Nigstia and Peking. They are indeed worth dreaming over, and are practically light-proof, made as they are of permanently dyed wool. These rugs are lowliest in the Chinese blue, light symbols showing rose, jade-green and yellow—and nearly always a narrow border of black. Some excellent American reproductions are to be had at a small cost.

In purchasing rugs for the living-rooms, one should first of all consider harmonious colors and durability. This combination is easily found in these days of studied decoration. We used to have to content with a good green or a faded brown if we wanted lasting qualities. But nowadays we can be more or less prodigal in selection, because the choice of durable colors is wide.

In new colorings come our old favorite Brussels, with a new "American Oriental." There is a new rug which comes in all sizes, and the usual bedroom colors, blue, rose, green and amethyst. It has the appearance of a Wilton, with a heavy pile, but is a silken fibre and light enough to be easily cleaned and handled, yet of sufficient body to be amenable to the widest of floors. The border is in a deeper tone than the centre.

Linon rugs, of wool fibre and raw rug are equally good for cottage or bungalow, and wear well.

For the close-up room come hand-brained rugs in wool, cotton or silk. There are shops which have instructors in this art, which isn't so simple as it sounds. Unless one knows how to conjure the braids, one will have a bowl instead of a rug.

Catarrhal Deafness May Be Overcome

A Simple, Safe and Reliable Way That Calls for No Ugly Trusses, Phones or Other Instruments.

To be deaf is very annoying and embarrassing. People who are deaf are generally very sensitive on this subject, and the "folk" who carry around instruments that call attention to their infirmity. Therefore, people who are hard hearing, who suffer from head noises, or who are actually deaf from catarrhal trouble, will be glad to know of a simple recipe that can be easily made up at home for a few cents cost that is really quite efficient in relieving the disagreeable deafness and head noises caused by catarrh.

From any drug store, buy one ounce of Parmitin (double strength) about 90c worth. Take this home and put it into a simple syrup made of ¼ pint of hot water and four ounces of ordinary granulated sugar. Take a teaspoonful four times a day.

This treatment should be tonic action before the trouble has reached the middle ear that a catarrhal condition would be likely to cause and with the inflammation gone, the distressing head noises, headache, cloudy thinking and that dull feeling in the ears should gradually disappear. Anyone who suffers from catarrh, catarrhal deafness or head noises should give Parmitin a trial. It is pleasant to take and is quite inexpensive.—Adv't.

Are You Proud To Show Your Friends Through Your Home?

OR IS YOUR HOME JUST A PLACE IN WHICH TO EAT AND SLEEP?

Your home is just what you make it. You can make it either a happy haven or a dull, dreary uninviting group of rooms. Furniture plays the all important part in your home. If it is carefully selected with good taste you will be proud of your home. You will want to show your friends through the various rooms and hear their admiring comments. And just think! This pride of possession can be had without any inconvenience to yourself through our Home-Lovers' Club, that enables you to select what you desire and pay for same in weekly or monthly payments.

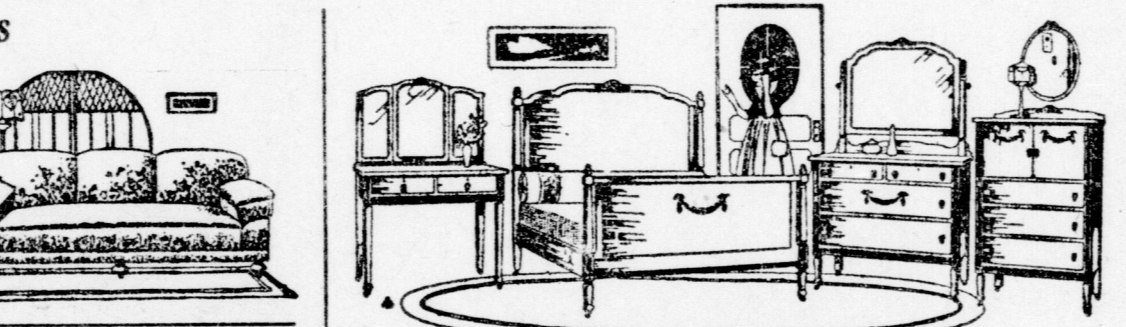


Opening the Way to Unexpected Savings In This Preliminary Fall Furniture Showing

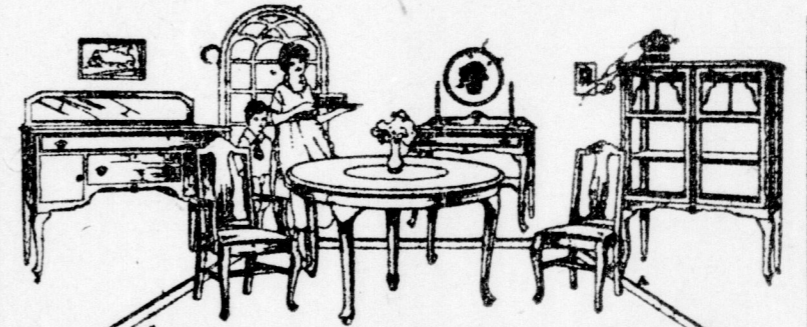
These Beautiful Chesterfields

\$89.00
 Upholstered in English Tapestry, genuine Marshall Coil Spring Cushions. These must be seen to be appreciated. Club terms, \$10 cash, \$7 monthly.

Hand-Hold 45-lb. Mattress.
Layer Felt, \$11.95
 CLUB TERMS, \$3.00 CASH, BALANCE WEEKLY OR MONTHLY.
 A good night's rest means a good day's work. A high-grade mattress like this, that is always soft and never lumps or mats, brings the proper rest.



A Beautiful and Practical Empire Bedroom Suite \$99.00
 Antique Ivory Finish.
 This is but one of dozens of handsome suites, ranging in price from \$75 to \$300. In all the latest periods and finishes. Nowhere else will you see one-half the assortment.



Nine-Piece Walnut Dining Suite \$115.00
 As Dainty as Only Queen Anne Furniture Can Be.
 Many other beautiful walnut suites on display. Prices range from \$125 to \$450. Sold on Club Terms to suit your convenience.

34 Brass Beds

\$29.00
 With 2-inch posts and 2-inch fillers. These beds are splendid value at \$40 regularly. Come early if you want our Club Terms, \$5.00 Cash, \$5.00 Monthly.

This Massive Oak Dining-Room Table \$27

48-inch top, 8-foot extension; heavy colonial design, in fumed or golden oak. Regular \$35.00 value. Ask to see our special \$15 Oak Table.

Extension Couch \$11.95

In Art Cretonne. Opens to full size bed, has genuine felt mattress and best springs. Club terms, \$2.00 Cash, \$1.00 Weekly.

Join the Davenport Club

We are opening our annual Davenport Club; \$5.00 Cash, \$1.00 Weekly are the terms. Lowest cash prices prevail. Prices range from \$30 to \$75. Come in and see them at once.

This Handsome Staffover Rocker

\$12.95
 Brown or Black. Wear-Ever Imitation Leather, Deep Spring Seat. Club Terms, \$2.00 Cash, \$1.00 Weekly.

THE ONTARIO FURNITURE CO., Ltd.
 226-228-230 DUNDAS STREET. LONDON'S LARGEST HOMEFURNISHERS.

Mother, Why Don't You Take Nuxated Iron

And Be Strong and Well and Have Nice Rosy Cheeks Instead of Being Nervous and Irritable All the Time and Looking So Haggard and Old... The Doctor Gave Some to Susie Smith's Mother and She Was Worse Off Than You Are and Now She Looks Just Fine.

NUXATED IRON WILL INCREASE THE STRENGTH AND ENDURANCE OF WEAK, NERVOUS, CAREWORN, HAGGARD LOOKING WOMEN 100 PER CENT IN TWO WEEKS' TIME IN MANY INSTANCES.

THE CHILD'S APPEAL In this way they could ward off disease, preventing it becoming organic in thousands of cases and thereby the lives of thousands might be saved who now die every year from pneumonia, grippe, kidney, liver, heart trouble and other dangerous maladies.

Mother, why don't you take NUXATED IRON and be strong and well and have nice rosy cheeks instead of being so nervous and irritable all the time and looking so haggard and old... The doctor gave some to Susie Smith's mother and she was worse off than you are and now she looks just fine.

"There can be no healthy, beautiful, rosy cheeks without iron," says Dr. Ferdinand King, a New York Physician and Medical Author. "In my recent talks to physicians on the grave and serious consequences of iron deficiency in the blood of American women, I have strongly emphasized the fact that doctors should prescribe more organic iron - nuxated iron - for their nervous, run-down, weak, haggard-looking women patients."

Dr. Ferdinand King, New York Physician and Medical Author, tells physicians that they should prescribe more organic iron - Nuxated Iron - for their patients - Says anemia - iron deficiency - is the greatest curse to the health, strength, vitality and beauty of the modern American Woman.

FINANCIAL AND COMMERCIAL

THE LOCAL MARKET

All varieties of vegetables appeared on the market this morning in plenty. A good attendance at a particularly large sale of all produce occurred, and many changes were recorded.

NEW YORK STOCK EXCHANGE. (Reported by Thomson & McKinnon.)

WALL STREET. New York, Sept. 8.—Wall Street, 10:30 a.m.—Lack of general selling, coupled with the requisite unusually strong demand for the short interest, encouraged the bulls to bid up their favorites sharply in the stock market.

NEW YORK STOCK EXCHANGE. (Continued.)

Standard Stock and Mining Exchange. (Special to The Advertiser.)

CHICAGO GRAIN MARKET. (Reported by Thomson & McKinnon.)

CHICAGO PROVISION MARKET. (Reported by Thomson & McKinnon.)

LIVE STOCK. (Reported by Thomson & McKinnon.)

NEW YORK COTTON EXCHANGE. (Reported by Thomson & McKinnon.)

SEVEN LONDONERS REPORTED AS CHOSEN FOR TROUBLES

WOMAN STOLE PURSE AFTER AWFUL STRUGGLE FOR LIFE

Went to Hospital After Arrest and Now Appears in Court With Baby—Is Allowed to Go.

MAC HARBIN SENT OVER THE BORDER

FALLS FROM ROOF; PAINFULLY HURT

GOES TO FORESTRY—Lieut. Walter Roy Nickle, 7th Regiment Fusiliers, has been appointed to the Forestry and Railway Construction Depot at Carleton Place, and has reported for duty with that unit.

SORDID STORY TOLD, BUT NO CONVICTION

Mrs. Mary A. Haines, 278 Ridout Street, was found not guilty in police court today on a charge of keeping a house of ill fame.

MAC HARBIN SENT OVER THE BORDER

Mac Harbin, a former soldier who was convicted in police court two months ago on a charge of having violated the Canadian Immigration laws, was taken to Windsor today for deportation to the United States.

FALLS FROM ROOF; PAINFULLY HURT

R. Avey is in a serious condition at his home, 891 Lorne avenue, as a result of a fall from a roof at 10 o'clock today, which resulted in a fractured skull.

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FOOD FAMINE IN RUSSIAN CITIES IS GROWING ACUTE

Ten Days' Supply in Petrograd—Moscow Worse.

STOCKHOLM, Sept. 8.—A food crisis in Petrograd and Moscow is reported in advices received here from Hanarand.

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Free!

In spite of anything we can tell you regarding their merits, you will never properly appreciate Chamberlain's Tablets until you have tried them yourself. One dose will do more to convince you than columns of advertising.

Chamberlain Medicine Co. Toronto

Silver Stocks

Present high price of silver is only normal influence of supply and demand. These factors may bring about dollar silver in a short time. There should be a substantial advance in the shares of silver and silver-lead stocks.

Chas. A. Stoneham & Co. (Established 1903) 23 MELINDA STREET, TORONTO, ONT. Head Office, 41 Broad St., New York.

"NO PROMOTIONS."

You are cordially invited to visit the IDEAL exhibit at the WESTERN FAIR, comprising a representative assortment of Brass and Steel Bedsteads, Cribs, Couches, Bedsprings and Mattresses

The Duplex

The Spring with the Backbone, which you will have noticed this year advertised in newspapers, billboards, street cars, etc. Come and learn more about this wonderful spring. You can identify this display by means of the Duplex elephant and monkey, featured in large size in colors. Don't miss seeing it!

The Ideal Bedding Co., Limited

MAKERS OF HIGH-GRADE METAL BEDSTEADS, CRIBS, COUCHES, SPRINGS AND MATTRESSES. 2-24 JEFFERSON AVE. TORONTO.

Merchants, Attention!

WAREHOUSE SOLD! The premises we have occupied for years have been sold and we must vacate by November 1. You are coming to THE WESTERN FAIR next week. Get out your notebook and mark down RIGHT NOW, "CALL AT WRIGHT SONS."

Hats, Caps, Furs, Horse Blankets, Robes, Rugs, Gloves, Mitts, etc.

The Wright Sons Co.

322 RICHMOND STREET, LONDON, BESIDE G. T. R. DEPOT.

THE NORTHERN LIFE Assurance Company of Canada. Insurance the Most Convenient Asset. Delays are dangerous. Communicate with us at once for rates and full information as to the Policy which is best suited to meet your requirements.

The Western Fair September 7th to 15th, 1917 THE GREAT JUBILEE YEAR 1867---A Half Century of Success---1917 EDUCATION--INSTRUCTION--AMUSEMENT. THE GREATEST LIVE STOCK AND AGRICULTURE EXHIBITION OF WESTERN ONTARIO.

IMPERIAL BANK OF CANADA CAPITAL PAID UP \$7,000,000 RESERVE FUND \$7,000,000 PELEG HOWLAND, PRESIDENT E. HAY, GENERAL MANAGER HEAD OFFICE: TORONTO SAVE your Money, SECURE your Future and SERVE the Country.

BROTHERS IN FRANCE ONE NOW WOUNDED. Pte. Lloyd Beach and his brother, Pte. Benjamin Beach, D.C.O. were captured in the Somme on Thursday, August 23rd, 1917. He is listed here with the 7th Battalion, his brother, Benjamin, enlisted in a West York regiment with the A. M. C. at the beginning of the war, and has been over-awarded more than three times the Victoria Medal for bravery in the field. Mr. J. Avey, 142 Clarence Street, and Mrs. Fred Ford, of West London, who are today the wife and mother of the two soldiers, Mrs. Whitehead, of Delaware, is an aunt.

TRACING LONDON POETS WHO SUNG IN '70'S' Who was the writer of verse, whose work was published in London in 1871 in the volume entitled "Maple Leaves," and the page gives only the first name, and the initials of the author, and the name of the publisher, who is now compiling a book of poetry written by Londoners, and is anxious to know the identity of the writer of this volume. The doctor also wishes to obtain information regarding Ernest Swire, whose poems were published by the Vivian press in 1877.

ON REMAND FOR SENTENCE.—William Johnson, until recently employed as a driver for a local coal company, was found guilty on a charge of theft, tried before Judge Judd today. According to the evidence, he drove a much-used buggy out to the home of Charles Miller, in the Township, and exchanged the vehicle for a comparatively new outfit. He was remanded one week for sentence.

WOMAN STOLE PURSE AFTER AWFUL STRUGGLE FOR LIFE Mrs. Bailey had been forced to earn her own living by going to private homes, where she did washing, and other work. Her husband, who suffered from a mental disease that required his removal to the hospital for insane some months ago, after which she was compelled to go out and work. While engaged in doing some work at the home of Mrs. Frances Demare, she stole the purse, in the hope that the contents would assist her in her struggle for existence. She was removed to Victoria Hospital before her trial. Her husband, who was confined to a child, which she carried with her, was also present.

Went to Hospital After Arrest and Now Appears in Court With Baby—Is Allowed to Go. Mrs. Mary Bailey, who pleaded guilty to the theft of a purse containing \$2 in money and a gold pocket watch, on May 1st, was allowed to go on suspended sentence.

SEVEN LONDONERS REPORTED AS CHOSEN FOR TROUBLES It has been reported from Ottawa that the following local men have been nominated by Judge Macbeth as members of the seven city exemption boards: John Henry Alfred Beattie, barrister; John Stephen Blackburn, master in chancery; Ralph H. Dignan, registrar; Charles Stephen Grant, assessment commissioner; Edward E. Reid, actuary; Albert M. Smith, merchant; Charles R. Somerville, gentleman.

MASONIC HALL
FOUR RECITALS
ISOLDE MENGES
England's Greatest Violinist

Motors-Phone 658
City Tours Phone 658
F. B. Clarke

F. B. CLARKE
Richmond Street, Next Bank of Commerce, London, Ontario

BORN, MARRIED, DIED.
McKay - To Mr. and Mrs. Jack McKay, 138 Matilda street, a son on September 7, 1917.

Hard-Boiled Candy Makers ATTENTION!
If you are open for a position in one of Canada's foremost candy factories, send particulars to Box 183, Advertiser.

HELP STILL URGENTLY NEEDED
on farms; attractive contracts by day, week, month or year. Ontario Government Employment Bureau, 108 Dundas Street, No. 6.

BOARD AND ROOMS.
ACCOMMODATION FOR ONE OR TWO BODILERS through fair week or longer. Apply 174 Wellington or phone 242.

ARTICLES FOR SALE.
FOR SALE-TWO SEATED ENGLISH BIRD CARRIAGE, cheap. Phone 524.

ARTICLES FOR SALE.
BINDER TWINE FOR SALE-MCCORMICK'S, 351 Talbot street, 57-61.

A FEW TIRES AND TUBES LEFT
LESS THAN WHOLESALE PRICES. GET BUSY!
London's Rubber Man 186 KING STREET.

BIG SALE OF AUTOMOBILE ACCESSORIES
We are offering our complete stock of Auto Accessories at less than wholesale prices.

The Canada Auto Devices Co.
330 Dundas St. Phone 3578. Opposite Armouries.

MALE HELP WANTED.
WANTED-EXPERIENCED MAID, for family of two, to go home at night. Apply 774 Wellington or phone 242.

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REAL ESTATE FOR SALE. REAL ESTATE WANTED.

THOS. C. KNOTT Real Estate Broker

117 DOMINION SAVINGS BUILDING—First Floor Up. Phone 650. WE HAVE OPENED AN INSURANCE DEPARTMENT...

SOUTH—New two-story and attic, red pressed brick, three bedrooms, mod. bath, water-closet, hot water heating, laundry tubs in basement, a modern kitchen, instantaneous heater. Price \$4,000.

FARMS

131 ACRES—Township of Euphemia, County of Lambton, soil sandy loam and chocolate loam, 15-story frame house, two barns, drive, chicken house, etc.

EXCHANGES

Only a few of the many dozens of exchange propositions on our lists. Many farms for sale at bargain prices. Come in to see us when visiting the Fair next week.

ONTARIO FARMS

Good 150-acre farm in Bruce County, sandy loam soil and good buildings. Price, \$9,500. Exchange for 50 or 75 acres west of London.

WESTERN FARMS

One section in Central Saskatchewan at \$18 per acre. Half section in Manitoba, at \$8,000. Splendid land in Ontario.

CITY PROPERTY

Houses in London to Exchange for Farms in Western Ontario. 2-Story white brick, North end, \$4,500—for 100 acres.

The Western Real Estate Exchange, Limited

75 Dundas Street, London, Ont.

P. WALSH'S BULLETIN

DUFFERIN AVENUE, NEAR ADDINGTON STREET—Large 2-story brick barn, 15 perfect order, suitable for garage or factory; lot 6x120 feet. Call for price.

P. WALSH

425 RICHMOND ST. LONDON, ONT.

ANDERSON & CO.

Suite Four, Corrie Block, Market Lane. Fire, Life and Accident Insurance Estimated Money to Loan.

REAL ESTATE WANTED.

WANTED BY OCT. 1—SMALL MODERN house, or heated flat centrally located. Apply Box 167, Advertiser.

REAL ESTATE WANTED.

WANTED TO BUY—AN IMPROVED farm of about 100 acres, Middlesex or Perth preferred. Apply Box 184, Advertiser.

REAL ESTATE WANTED.

WANTED TO RENT—FARM OF ONE hundred acres, with buildings, well fenced and well watered. Apply Curtis, Ettrick, Ont.

BARTER AND EXCHANGE.

FOR SALE OR EXCHANGE—100 acres in Gosfield North, Essex; 90 acres cleared, 45 acres in third crop this year; 8-roomed house, barn, all well fenced, about 10 acres bush and pasture, good deep well, 1 1/2 miles to school, 5 miles to Cottam and electric line. J. Mumford, Plent, Ont.

Cooper's Auction

MONDAY SEPT. 10-17 DUNDAS STREET. Opposite D. S. Ferrin Company, Ltd. Complete contents of nicely-furnished home moved to my rooms for convenient sale.

City of London Debentures For Sale

Applications from citizens of London will be received at the City Treasurer's office for the purchase of London Debentures to mature in five years and to yield 6 per cent interest, payable half-yearly.

IN THE MATTER OF THE Estate of The London Motor Sales Company, Limited, 187 King Street, London, Ont.

Will be sold by public auction, on the premises on Monday, the 17th day of September, 1917, at 2 o'clock p.m., the stock of automobiles, oil tanks, pumps, tires, and other accessories, parts and equipment of an automobile garage.

Notice to Creditors

In the Matter of The London Motor Sales Company, Limited, of the City of London, in the County of Middlesex.

Court of Revision.

TAKE NOTICE that the Court of Revision will sit at the City Hall on the 15th day of September, 1917, in the matter of an appeal against the assessment of the Appraised District, Wards 3 and 4, of the City of London, on Monday, A. D. 1917, at 12 o'clock noon.

TAKE NOTICE

That the Council of the Corporation of the City of London intends to construct an asphaltic concrete pavement on Erie street, from Wortley street to Broad street, and intends to specially assess a part of the cost upon the land abutting directly on the work.

NOTICE TO CREDITORS

THE MATTER OF CARSON WHITEMORE (carrying on business under the name of C. Whitmore & Co.) a firm of the City of London, in the County of Middlesex, Insolvent.

Tenders For Drain

Sealed tenders will be received by the undersigned until 10 o'clock a.m. Tuesday, September 11, for the construction of the Fitzgerald-White drain, townships London, Ridolph and West Nisour, to let in bulk or in sections to suit tenderer. Plans and specifications may be seen at the office of S. W. Farcombe, E. E. or at 110 Dundas street, London.

NOTICE TO CREDITORS

A meeting of the creditors of the said C. Fitzgerald-White, assignee for the Assignee, No. 116 Dundas street, in the City of London, Ontario, on Monday, the 16th day of September, 1917, at the office of the Assignee, to receive a statement of the affairs of the said estate, to appoint inspectors and give power of attorney to the Assignee.

Suburban Property.

GOOD FRAME COTTAGE, HENRIE RD. 2 1/2 miles from London, Ont. on one block from car line; \$2,300, or would exchange on small farm near London. T. A. Faulds, Robinson Hall.

REAL ESTATE WANTED.

WANTED BY OCT. 1—SMALL MODERN house, or heated flat centrally located. Apply Box 167, Advertiser.

REAL ESTATE WANTED.

WANTED TO BUY—AN IMPROVED farm of about 100 acres, Middlesex or Perth preferred. Apply Box 184, Advertiser.

REAL ESTATE WANTED.

WANTED TO RENT—FARM OF ONE hundred acres, with buildings, well fenced and well watered. Apply Curtis, Ettrick, Ont.

BARTER AND EXCHANGE.

FOR SALE OR EXCHANGE—100 acres in Gosfield North, Essex; 90 acres cleared, 45 acres in third crop this year; 8-roomed house, barn, all well fenced, about 10 acres bush and pasture, good deep well, 1 1/2 miles to school, 5 miles to Cottam and electric line. J. Mumford, Plent, Ont.

MEDICAL CARDS

DR. HOLMES, 344 RICHMOND, HAS returned and resumed practice. Specialty: Skin diseases, medical electricity.

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Transportation Building .. AT THE .. WESTERN FAIR THE FOREST CITY MOTOR SALES CO., 346-8 DUNDAS STREET. C. M. STEELE, Manager ONTARIO DISTRIBUTORS.

Marion-Handley Motor Cars —And— Pennsylvania Tires Distributors. McQUAY-NORRIS LEAKPROOF RINGS. We have parking space for 50 cars in the rear of our place of business. All articles in cars guaranteed safe. 50c PARKING 50c Phone 3894.

Silverwood's Milk Products If the weatherman favors us with hot weather during Fair Week, there will be lots of thirsty people on the grounds. We are aiming to quench that "long thirst" by providing in our booth in the Main Building fresh sweet milk, either in bottles or by the glass; also fresh, rich buttermilk, in addition to various flavors of our "SMOOTHER THAN VELVET" ICE CREAM. Served either in cones or dishes. Nobody knows, except the man who manufactures them, what ingredients go towards making soft drinks, pink lemonade, etc., etc. Don't risk your health by drinking something about which you know absolutely nothing when all you have to do is to call at our booth and procure not only a sanitarily bottled drink, but also one that contains a high percentage of nourishment. We invite you to use our "Palm Room" as a rest room any time during the day. Arrange to Meet Your Friends at Silverwood's Booth. You will find SILVERWOOD'S "SMOOTHER THAN VELVET" ICE CREAM served at all the refreshment booths on the grounds. You need not be afraid to buy ice cream, either for the children or the grown-ups, as nothing but the purest ingredients are used in its manufacture. The Words "Silverwood" and "Quality" Are Synonymous. We are the largest manufacturers of CREAMERY BUTTER in Western Ontario. If your dealer does not handle "SILVERWOOD'S," phone our office, and we will put you in touch with the right grocer. Order your SPECIAL ICES and ICE CREAMS during the coming fall and winter through your grocer or confectioner. Specify "SILVERWOOD'S". Silverwood's LIMITED The Firm That Has Made London the Home of Ice Cream

Every Picture tells a Real Story Repair Directory

LOOK down this list and have that repair work done NOW. Every ad represents the best of workmanship and years of experience. Keep this directory. It's a money-saver. J. FRAUMENI, Tailor London Garment Care Why Don't You Try Us? We are the most reasonable-priced tailors in the city. ALL WORK GUARANTEED. PHONE 4890.

Save the Pieces! Bring your broken lenses to us. We grind our own lenses and can duplicate any lens on short notice. Carlyle Trebilcock Optician, 233 Dundas Street, Phone 2851.

Vulcanizing Properly Executed LONDON TIRE REPAIR DEPOT A. WILKES, 154 Wellington Street, Phone 2334, Opposite McCarty's.

THOMPSON Expert General Machinists Machinery of all kinds thoroughly repaired and overhauled by experienced machinists. Bexton & Carson REAR OF 187 QUEEN'S AVE. PHONE 3076.

Accurate Watch Repairs AT MODERATE PRICES. John S. Barnard Jeweler and Optician, 104 DUNDAS STREET, LONDON.

NORDHEIMER'S PREST-O-LITE Storage Batteries Plus a service that satisfies Recharging and repairing. Exchange station for gas tanks. London Battery Repair Company, 216 King Street, Phone 6151.

You May Need Repairs This directory of business firms will give you the information desired.

Mason & Risch Repair Dept. Pianos, Player-Pianos tuned. Damaged Violins, Guitars, Banjos and small musical instruments made like new. Bows re-haired. All makes of Talking Machines repaired. MASON & RISCH, Limited TELEPHONE 1268. 248 DUNDAS ST., LONDON.

MISCELLANEOUS. TAG DAY September 12, 1917 Overseas Chapter, I. O. D. E. FOR SOLDIERS' COMFORT FUND Socias and tobacco direct to the men in the trenches.

MARRIAGE LICENSES MARRIAGE LICENSES ISSUED BY E. J. Childs, Registrar, 652 Dundas. MARRIAGE LICENSES ISSUED BY W. G. R. Bartram, 62 Dundas.

EDUCATIONAL THE COUNCIL OF HURON COLLEGE offers two scholarships of one hundred and fifty dollars (\$150) apiece for a competition. The candidates must be members of the Church of England, not more than twenty-two (22) years of age, nor at present in attendance at any other church college. They will be examined in English Bible and Prayer Book and Church Catechism and Voice Expression at Huron College on September 28. If successful they must enter into residence at the college the following week. University graduates not more than 28 years of age are also eligible. Apply with credentials to Principal Walter, Huron College, London, Sept. 8, 1917.

MONEY TO LOAN. PRIVATE FUNDS TO LOAN—LOWEST rates. U. A. Buchner, corner Talbot and Carling. PRIVATE AND TRUST MONEY TO loan on farm and city property; lowest rates; terms to suit. T. W. Scandrett, 38 Dundas street. MONEY TO LOAN AT LOWEST rates—Thomas C. Knott, real estate broker, 117 Dominion Savings Building (first floor up).

ROOFING. SLATE ROOFING—OUR SPECIALTY. Work done on slate, shingles, J. Whitaker, 551 King street. SLAYE, REAVEL AND CEMENT ROOFING. Work done on slate, shingles, Walter Scott, 506 York street.



Mason & Risch Piano—Miniature Grand "Louis XV."



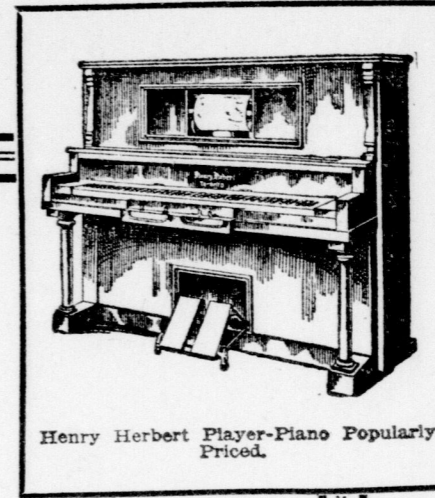
Mason & Risch Piano, Upright Grand "Style 63."



Mason & Risch Piano, Medium Upright Grand, Colonial.



Mason & Risch Piano, Upright Grand "Louis XV."



Henry Herbert Player-Piano Popularly Priced.



Classic Piano Manufactured by Mason & Risch, Limited.



This crest—an emblem of QUALITY SERVICE and RELIABILITY.

MASON & RISCH COURT PUBLIC INSPECTION

The Mason & Risch display is one of the finest and most attractive in the Exhibition. Complete with its models in variety of designs it offers an interesting, brilliant and educational attraction, and we are confident that the more intimate your inspection the more enthusiastic your praise will be.

If you are interested in GOOD pianos—instruments that have received the sincere stamp of approval, not only in every province of our proud Dominion, but from every colony in the British Empire, Australia, India, New Zealand, and other points innumerable—pianos that have proven their ability to withstand the severest extremes of climatic conditions in mountains, country-side, seashore, arid dry belts, and severe frost of our

central provinces—it will be to your interest to personally inspect these fine, unusual art-creations of Canada's leading factory. These instruments have been taken from our REGULAR stock—not one has been finished SPECIALLY for exhibition purposes—the pianos you see here today are of the splendid average merit, delivered each day from our factories.

Exhibition Stock Is EVERYDAY STOCK in the Mason & Risch Stores. EVERY Mason & Risch Piano Is An EXHIBITION PIANO.

Mason & Risch Pianos are sold to you direct "From Factory to Home," throughout twenty branch manufacturers' stores, saving you the factory profit which must be added to every middleman's cost.

Small Musical Merchandise Department

Here you will find the most complete stock of
 Violins Ukuleles
 Guitars Flutes
 Banjos Fifes
 Mandolins Mouth-organs
 Sheet Music.
 If it's "worth while," we have it.

Mason & Risch, Limited
 "The Home of the Victrola"
 248 DUNDAS STREET, LONDON



VICTROLAS—Prices \$21.00 to \$50.00.
 RECORDS—Nearly 3,000 selections. Do your choosing in our airy, sound-proof rooms.

DAY LABOR PLAN WILL BE ADOPTED

The board of works had a brief meeting last evening, and cleared the agenda for the time being.

KEEP CHILDREN WELL DURING HOT WEATHER

Every mother knows how fatal the hot summer months are to small children. Cholera, infantum, diarrhoea, dysentery and stomach troubles are rife at this time and often a precious little life is lost after only a few hours' illness.

The G. T. R. and north of Horton between Talbot and Wellington streets. It was sent on to the council.

Next Sunday morning quarterly meeting will be held and sacrament of the Lord's Supper administered in the First Methodist Church.

Mrs. S. F. Lawson, of this city, was yesterday chosen treasurer of the Ontario Women's Citizens' Association at the convention in Toronto.

LONDONER AN OFFICER OF MAIL CLERKS' ASSN.

WINNIPEG, Sept. 7.—The first annual convention of the Dominion Railway Mail Clerks' Federation will open Wednesday, September 12 next, when officers and delegates will be present from every division of the railway mail service throughout the Dominion.

Evangelist T. L. and Mrs. Belcher has returned from Bethshan. Evangelist Belcher will preach Sunday night at the York Street Mission Hall.

WON PRIZES. Misses Lorna and Josephine McGillivray of Bellevue Heights, this city, won four firsts and two second prizes for their exhibit of china painting at the Toronto fair.

MERCHANTS READY FOR RECORD TRADE DURING FAIR WEEK

Special Bargains Will Be Offered to Early Visitors.

SACRIFICE OF PRICES

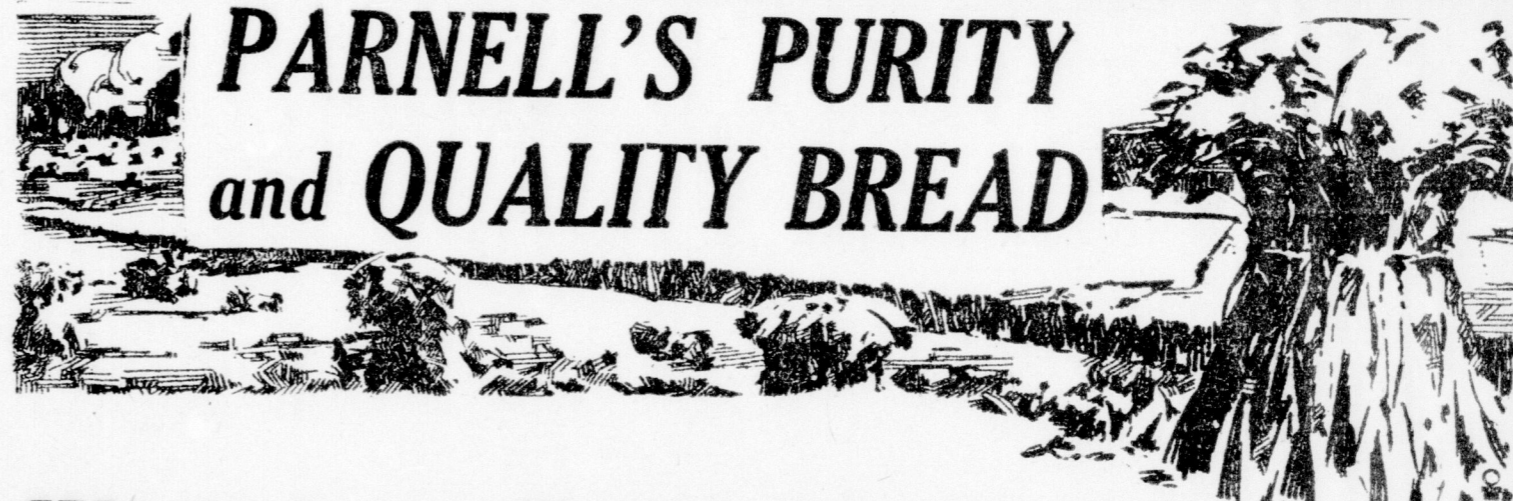
Parking Arrangements Made for Thousands of Autos in the City.

Today's co-operative advertisement of the merchants of London is probably the most original announcement of a body of retail merchants ever published in an Ontario newspaper.

The piano exhibits at the London Fair afford a splendid opportunity to critically compare the different Canadian makes of pianos.

GARDEN FETE WAS MOST SUCCESSFUL IN SPITE OF RAIN

Notwithstanding the rain, the garden fete given under the auspices of the Campbell Becher Chapter, L.O.D.E., at "Thornwood," home of Mrs. Becher, was one of the most successful functions of the season.



WESTERN FAIR VISITORS:

Don't fail to visit our model plant. We extend to you a most hearty invitation to visit the home of Parnell's Bread. Just imagine a trip of inspection if you can't come.

Be Sure You Ask for PARNELL'S Bread --- "The Utmost In Bread Craft"

When you buy Parnell's you buy the most nourishing loaf that's baked. Eat more Brown Bread. Your Government demands that you save white flour.

The slightly laxative effect of the coarse Graham Flour makes it an ideal food for children. Give them plenty at meal time.

Don't Waste Bread

Ask for one of our recipe books containing many recipes for preparing dainty dishes from stale and left-over bread.

PARNELL, The Breadman

Phones 929---1390

SAFETY + 5 1/2 %

When surplus funds have accumulated, a safe and convenient investment, free from all worry, should be obtained.

5 1/2 %

per annum, for a five-year term.

Attached to each Guaranteed Investment Receipt are half-yearly interest vouchers, which, as they fall due, can be torn off and cashed by the investor at any branch of the company.



LONDON (two branches) and ST. THOMAS

Managed in connection with the Huron & Erie Mortgage Corporation
 T. G. Meredith, K.C., President Hume Cronyn, General Manager

