Ladies' Semi-Fitted Coats, Special \$12.50

The latest style of Ladies' Coats, made of all-wool French kersey, in semi-fitted style, full length collar and cuffs, trimmed with black Chiffon Taffeta, Queen Quality, recommended to wear, at \$15.00. Our special Tuesday\$12.50

Tokio Costume Silks, Special 39c

A wonderful range of colors, in Tokio Costume Silks, beautiful rich designs; the correct material for evening wear; 27 inches

"Queen Quality" Black Taffeta Silk, Special 59c

Black Chiffon Taffeta, Queen Quality, recommended to wear, woven in selvage; excellent finish; perfect black; 20 inches wide.

Curtain Ends.

NEW DIAGONAL CHEVIOTS, \$1.00. Just received a repeat shipment of new Diagonal Cheviots, in navy, brown, rose, burgundy, myrtle and black: 52 inches wide. Special**\$1.00**

Extra fine finish Chiffon Broadcloths, 52 inches wide, in all the new fall colors. Worth from \$1.50 to \$1.75. On sale Tuesday morn-

CHIFFON BROADCLOTHS, SPECIAL,

AGENTS FOR PICTORIAL R. J. YOUNG & CO.

AGENTS FOR PICTORIAL PATTERNS.

Sale of Manufacturers' ENDS OF SWISS

CURTAINS and CURTAIN MUSLINS

Tuesday morning, at 10¢ to 20¢ for Curtain

Muslin Ends, and 35¢ to 75¢ for Swiss

\$1.35 LADIES' WRAPPERS FOR 98c.

Ladies' Wrappers, made of good quality

American print and Wrapperette, in good

range dark colors. Worth regularly \$1.35. On

sale Tuesday morning at......98¢

COMMISSIONER COOMBS HAS NOT RESIGNED

Prominent Salvation Army Man sonic circles. He was a member of Union Lodge, A., F. and A. M., St. John's Chapter, Royal Arch Masons, Absolutely Denies Reports in Circulation.

[Special to The Advertiser.]

B. Coombs, of the Salvation Army, not yet been made. One brother, Mr. with the central authorities in England, was emphatically denied today by the commissioner himself. "It's a lie, that dispatch about my resignation," he said, "A lie, made out of whole cloth. General Booth is in hearty accord with, and has indorsed our immigration work in Canada. He thoroughly agrees with us, but Cancountry, and we must devote our en-

EX-ALD. PARSONS

The news was a great shock

Mr. Parsons was last week preparthere so as to allow him to make the satisfaction, and was on his way to London to finish up when he met with the accident. He was to have left this St. Catherines Woman Struck by Remorning at 6 o'clock.

deeds were numberless.

moving spirit in the organization of sweeping off her verandah when the cine with a stoic calm that was rather the Parsons Fair Syndicate, which bullet struck her. now has 22 stores in Ontario. His judgment in matters of business was

Elected Alderman.

was again elected, and during his term served the citizens well. He was a member of the finance committee in

Mr. Parsons was prominent in Maand Richard Coeur de Lion Precep-

and one daughter, Miss Effie. Four brothers, John, Owen Sound; George, Sarnia; Richard, Detroit, and Harry, Orillia, all in the Parsons Syndicate, England that Commissioner Thomas and one sister, Mrs. W. E. Braund.

R. Combs of the Salvation Army The funeral arrangements have

> Was Formerly a Member of Public School Teaching Staff.

Mr. Frank Whiting, formerly of the public school teaching staff of this plan of entertainment was such as ergies to bringing out farm laborers public school teaching state of the plan of entertainment and domestic servants." Commission- city, died this morning at the family they approved of, residence. Elmwood avenue. Some "We are discovering just what we er Coombs will go west tion business this week. his connection with the city staff, tak- ertson. "The desire of the commission ing a position in Calgary, where he is to see what is being done at your remained until a year ago when, ow- various industries, and obtain informaing to failing health, he left that place tion at first hand that will be of interfor Elgin, Oregon, where he spent est to us." three months with his brother, Dr. Fred. Whiting. Receiving no benefit sioners to finish up on Tuesday afterfrom the change of climate he returned noon if possible. to his home, gradually growing worse until the time of his death. He is survived by four sisters at home, and three brothers in the west, one of

ACCIDENTALLY SHOT

volver Bullet Fired by Boy.

As a businessman, Mr. Parsons had was amusing himself by firing at any-tral Prison, a splendid reputation. He was the thing and everything. Mrs. Pepen was Lacadero

New York, Oct. 15.-Alfred L. M. Elected Alderman.

Mr. Parsons was elected alderman Bullowa, a prominent New York lawyer, active in Republican politics, two years ago last January. Although and secretary of the Peace and Arbi- one week on a charge of vagrancy. was his first attempt for municipal tration League, is dead here, after an

Arrangements Made For Show. ing Them Around Are Commended.

education visited McClary's, George White & Sons' new plant in the east end, the London Rolling Mills, the carshops, and the Lorne avenue school. After lunch they went to McCormick's and the Dennis Wire and Iron Works. At 3 o'clock the session be-Chairman Robertson outlined briefly the objects of the commission, and Mayor Beattie welcomed them to London, and gave testimony regarding the city needs along technical educa-

It is the intention of the commis-

SIX MONTHS IN JAIL

Lad Was Found Guilty of Theft and Perjury in the Police

theft in the police court for keeping a watch which he says he found, and

with drunkenness and disorderly con-

duct, but her case was adjourned for one week.

of the pawnbrokers' act, was up again this morning. No decision has yet been arrived at as to the value of the missing violin bow, which Anthony pawned with his violin, and now wants recovered. Magistrate Love promised to decide the case tomorrow morning.

law were adjourned for consideration one week later. Mrs. Florence Brown, only 17 years of age, who pleaded guilty to stealing

clothing and other articles from her mistress, Mrs. Lawrence, early in September, was remanded for a week in jail. Mrs. Brown is an attractivelooking young woman, and since leaving the service of Mrs. Lawrence has been working in a King street hotel. Her husband, a soldier belonging to Wolseley Barracks, is ill in the hospital. She was sent to Canada by the Barnardo Home

fined \$20 or 21 days. Thomas Graves, for the same offence, was offered the choice of \$5 or 20

LOSE A MILLION.

Boston, Oct. 17.—College professors and hundreds of persons interested in or identified with educational work are among those who are believed to have lost more than a million dollars in the scheme of the Redeemable Investment Company, whose manager, Charles H. Brooks, was arrested yesterday by

KILLED BY AUTO.

Los Angeles, Oct. 17.-Former Judge Charles J. Norris, of Boston, died here last night from the effects of injuries sustained in an automobile accident three weeks ago. He was 60 years old. Mr. Norris was judge of the Boston municipal court for a number of years, and for five terms was speaker of the Massachusetts Assembly.

Offering of \$650,000 of 7% Cumulative Convertible Preference Shares With 25% Bonus in Common Stock of the

PAGIFIG-BURT CO., Limited

CAPITALIZATION:

7% Cumulative Convertible Preference Stock\$650,000 Common Stock 650,000

DIRECTORS.

S. J. MOORE, Toronto, President Wm. A. Rogers, Limited, and F. N. Burt Co., Limited, Pre-

F. N. BURT, Buffalo, N.Y., Managing Director F. N. Burt Co., Limited, Vice-President. H. T. SCOTT, San Francisco, President Pacific Telephone & Telegraph Co. and Mercantile National Bank, Vice-President.

A. E. AMES, Toronto, of A. E. Ames & Co., Limited; Vice-President F. N. Burt Co., Limited. JAMES RYRIE, Toronto, President Ryrie Bros., Limited; Director F. N. Burt Co., Limited. DR. CHARLES W. COLBY, Montreal, Director Imperial Writing Machine Co. HORACE P. BROWN, Emeryville, Cal., General Manager.

TRANSFER AGENT AND REGISTRAR-National Trust Co., Limited, Toronto.

BANKERS-The Metropolitan Bank, Toronto.

COUNSEL-Messrs. Thomson, Tilley & Johnston, Toronto. AUDITORS-Messrs. Clarkson & Cross, Toronto.

HEAD OFFICE-Toronto, Ont.

FACTORIES—Emeryville (San Francisco), Cal.

Preference share dividends will accrue from November 1st next, payments to be made. first, for a two-months' period on the 1st day of January next, and thereafter quarterly.

Preference Shares carry the right to the holder of exchange at any time, share for share, for Common Stock, and are preferential both as to assets and cumulative dividend at the rate of 7 per cent. per annum.

It is expected that the Common Stock will bear half-yearly dividends at the rate of 2% per annum from January 1st next. The company has no bonds, and there is no mortgage upon its real estate.

Application will be made in due course to have both the Preference and Common Stock

listed on the Toronto Stock Exchange. WE OFFER FOR SALE AT PAR 6,500 FULLY PAID SHARES OF \$100 PAR VALUE

EACH OF THE ABOVE-MENTIONED 7% CUMULATIVE CONVERTIBLE PREFERENCE STOCK, CARRYING A BCNUS OF 25% OF THE AMOUNT OF THE PREFERENCE SHARES IN COMMON STOCK.

Payments are as follows :-

10. per share with subscription, and BC. per share on or before November 1st next.

Subscription books are now open at our offices, and will close not later than 4 o'clock on Tuesday, e 25th inst. The right is reserved to allot only such subscriptions and for such amounts as may be approved, and to close the subscription books without notice. Subscription forms are available on request.

We recommend purchases of these shares, the Preference Stock dividends being well assured and prospects being good for satisfactory dividends on the Common shares. Memoranda are appended, signed respectively by the President, Auditors and Solicitors of the Company, relating to its history and prospects and to the character of its shares.

A. E. AMES & CO., Limited, - Toronto

PACIFIC-BURT CO., Limited.

The Pacific-Burt Co., Limited, is acquiring the whole of the business of the Pacific Manifolding Book Company, of San Francisco, as of March 31st, 1910, subject to a 6% dividend from that date until September 26th, 1910, upon the capital stock of the latter company; also, the exclusive rights under all at the option of the company, to remain for patents owned and to be owned by F. N. Burt a term of five years, and not to engage in mpany, Limited, for the States of California, Oregon, Washington, Idaho, Montana, Utah, Nevada, Arizona, New Mexico, Wyoming and

The Pacific-Burt Co., Limited, is also acquiring the factory site and buildings of the Champion Investment Co. at Emeryville, Cal., a growing manufacturing suburb of San Francisco, where the factory of the Pacific Manifolding Co. has been operating, and where it is proposed to instal the special machinery for manufacture of small paper boxes, and to conduct such a business as is now operated by the F. N. Burt Co., Limited, in their Buffalo factories.

The Pacific Manifolding Book Co. holds exclusive licenses under present and future patents of the Carter-Crume Co., Limited, for practically the same territory as mentioned above in relation to the i ert patents, viz., the territory west of Denver, Colorado, to and including the State of California. Settlement has been made by which no royalties are payable under these licenses in future. The terms on which all the above assets and rights are being secured by the Pacific-Burt Company are set out in detail in an agreement with me as vendor, dated 11th October, 1910, and filed in the office of the Provincial Secretary.

The business has prospered for many years, the year ending March 31 last having been the most prosperous of any theretofore, though net profits for the year now current will appreciably exceed that record. The business has consisted chiefly of the manufacture of merchants' counter-check books and cash sales books for stores, together with kindred lines necessary for use in connection with the highly systematized business of department stores. It is excellently organized and strongly entrenched, being largely protected from excessive competition by heavy freight charges from the east, caused by distance and the Rocky Mountains. The sales for the year ending March 31st last showed an increase over those of the previous year of 25%, and this rate of increase has been maintained for the months of the current year over the same months of the year preceding. The expectation is that both business and profits will continue to show steady and satisfactory increases.

The principal employees of the Pacific Manifolding Book Co. have become employees of the Pacific-Burt Co., Limited, including the General Manager, Mr. Horace P. Brown, to whom much of the success of the business in recent years is to be credited. He has agreed. competition for a period of ten years there-

The opportunity for establishing a large and profitable business in the specialties mannfactured by F. N. Burt Co., Limited, is unusually attractive, a growing demand is assured, and the special machinery and methods used by the company, which will always be at the command of the Pacific-Burt Co., insure a satisfactory and profitable business in the Pacific coast territory.

F. N. Burt Co., Limited, have found it necessary, by reason of the large amount of business being offered them in the eastern States, to enlarge extensively two of their principal factories in Buffalo. In view of this, and of the prospects of their Canadian branch, the Directors of that company have concluded, in establishing a business on the Pacific coast, to avail themselves of the opportunity furnished by the exceptionally good organization and management of the Pacific Manifolding Book Company. An agreement has, therefore, been entered into by which all present and future patents, inventions and improvements of F. N. Burt Co., Limited, become the property of the Pacific-Burt Co. Limited, for the Pacific coast territory, subject to payment of certain percentages upon the gross income of that department.

Ample provision is made in the capital of the company for steady expansion of the present business, and for installation of the plant for manufacture of the Burt lines, as well as for working capital.

The business now in operation, bewell established and prosperous, ing so insures from the beginning net profits considerably more than sufficient to pay Preferred Stock dividends. It will, of course, require a number of months to instal the plant and organize the business of the Burt Department, but I believe that the current rate of earnings on the present business will warrant the declaration of dividends upon the Common Stock at the rate of 2% per annum from January 1st next, while increases in Common Stock dividends may reasonably be expected from time to time after the Burt Department has come into full operation. S. J. MOORE, President.

CLARKSON & CROSS.

Toronto, October 12, 1910.

ACCOUNTANTS' STATEMENT

Regarding the operations for the five years ending March 31st last of the Pacific Manifolding Book Company, of Emeryville, California, after adjusting the net profits as to rent and royalty with the basis which has come into operation through the formation of the Pacific-Burt Co., Limited, and after deducting ample charges for interest, bad debts, depreciation and maintenance and repairs of the property, we hereby certify that the net profits for the period named Year ending March 31st, 1906\$39,029

1907 53,379 44 1908 45,212 1909 35,839 1910 60,428

Profits of the two years ending in 1908 and 1909 were injuriously affected (to an unequal extent, however) by the results of the financial panic in the United States in the latter part of 1907. The lessened profits during these two years were out of the ordinary, and do not indicate the Company's normal earning power. We are advised that it is the intention of the Directors to close the Company's fiscal year

at the end of the present calendar year. From the evidence now in our possession the net profits of Pacific-Burt Co., Limited, for the last nine months of this year should not be less than \$50,000, or at the rate of \$66,666 per annum. We have not considered the question of future profits from the Burt portion of the business. Toronto, October 12th, 1910.

SOLICITORS' OPINION

We have had charge of the formation, under the laws of the Province of Ontario, of the Pacific-Burt Company, Limited, and certify that both the Preference and Common shares have been validly issued as full paid shares, the Preference shares being preferred as to both assets and cumulative dividend of 7% per annum, and carrying the right to the holder to exchange

the same at any time, share for share, for Common Stock. Toronto, October 14th, 1910. THOMSON, TILLEY & JOHNSTON.

RUBBER

When you buy rubber it pays to get it. There are few things in which quality counts for more than in rubber goods.

The demands of our trade requires us to carry more than one quality of rubber goods, but each quality is sold for what it is, and Is sold at an honest price. We carry practically everything in Syringes, Hot Water Bottles, Sickroom Supplies, Etc.

Strong's Drug Store

184 Dundas Street, London, Ont.

THE "WHY" OF HEADACHES

Do you wake up tired in the morning? Feel a little foggy in the head? Then take

OMOND'S LIVER PELLETS And you will be able to concentrate your mind on your work, Twenty-five cents-40 in a vial.

THE LITTLE DRUG STORE, 468 Dundas Street. Phone 1429. ····· LEARN

To learn more about Bookkeeping, Pitman Shorthand. Touch Typewriting, and our other subjects, and to know them as we teach them, will enable you to fill the BEST position at highest salaries. INDIVIDUAL INSTRUC-TION. Particular free.

Western Business College

110 Dundas Street, London. W. E. BLACK, Principal.

CYCLONE SWEEPS ISLAND OF CUBA

Great Loss of Lite Reported in Big Storm of Yesterday.

THE SHIPPING DAMAGED

Reports Say Disturbance Is Worse Than Big Storm of 1906-Places All Along Coast Were Affected.

Havana, Oct. 17 .- The cyclone that struck the island yesterday is increasing. Its velocity is appalling. Beyond doubt it is far more serious than the hurricane of 1906, which cost many lives and damage to the amount of

millions of dollars. The customs warehouses are flooded and the roof of the main building has been blown away. The national observatory reports that the disturbance is beginning, and will last probably

for 24 hours. Wire communication with the interior is cut off, and the situation outside this city is in doubt. The town of Batabano in this provnce, is said to be many feet under water. A large number of lives have been lost there, according to reports. A report from Regla, across the

harbor, says that many persons have been killed there. It is rumored that a great number of sailors and longshoremen have been drowned in the harbor.

Heavy at Pinar de Rio. It is probable that the most fatalities and the greatest monetary damage has occurred in Pinar de Rio, where the destruction of Thursday and Friday has been added to greatly since last night, it is believed. The sugar crop is thought to have suffered severely from the shifting course of the wind, which had the effect of twisting the stalks.

The gale came today from the southsouthwest with a violence not experienced before in a long time. Rain ell in torrents throughout the night, but let up somewhat at daybreak, although the wind held as strong as All traffic in this city and in the

harbor was suspended today. Scores of lighters and other small crafts had been swamped or wrecked against the bulk heads. The sea before noon had swept the

custom houses for a distance of a half a mile, and carried off merchandise valued at many hundred thousands of dollars. It is impossible to observe definitely

what was occurring in the harbor, owing to the high waves and flying spume, which obscures the view like a fog. It is certain, however, that a number of sailing craft are dragging their anchors, and are in imminent danger of being blown out to sea. Keywest, Oct. 17 .- A gale of 45 miles an hour, accompanied by falling bar-

ometer and high tides, this morning indicated that the West Indian hurricane, which yesterday was loitering about the Gulf of Mexico, has taken a sudden turn, and is movink back in a northeasterly direction. High tides are reported all along the eastern gulf

ELECTION RIOTS

Six Were Killed and Eighteen Were Wounded at Guadeloupe.

Point-a-Pitre, Guadeloupe, Oct. 17.-Six persons were killed and eighteen others wounded during election riots in the Petitburg district of Basz-Terre, the capital yesterday.

Three of the wounded are gendarmes. The fighting followed an attempt to prevent attempted frauds in the voting for municipal officers. Much excitement prevails throughout

the island. ACTRESS DIVORCED.

Reno, Nev., Oct. 17.-Virginia Harned Sothern, actress, was granted decree of divorce from Edward H. Sothern, the actor, on the grounds of desertion and non-support. The suit was not contested.



both years, and his services were vallable. Last year he retired.

Toronto, Oct. 17.-A report from

(Continued from page one). here yesterday on No. 6, just an hour after Mr. Robert Parsons had passed

Preparing for a Holiday. ing for a holiday in the north woods, whem, Mr. J. B. Whiting, of Humboldt to be spent in hunting and fishing, Sask., arrived in the city at noon towith his brothers. His trip to St. day, only to be met with the sad news Marys was to arrange his business of his brother's death. He had everything settled to his

The late Mr. Parsons was one of the ularly in the East End, where he frey Pepen, a young French-Canadian bered his friends by the thousand, and this morning by a stray bullet from a oath that he was never charged with

very keen and sound.

tory, Knights Templar.

Deceased is survived by a widow

Harry Parsons, is in the north woods, shooting, and he must be heard from. DEATH OF FRANK WHITING

most popular men in the city, partic- St. Catherines, Oct. 17.-Mrs. Geofwas most widely known. He num- woman, was shot through the shoulder all had a good word to speak of him. revolver. It has been learned that the any offence in the Toronto police He was very charitable, and his good shot was fired by George Williams, a youth, who was out for a walk and six months' imprisonment in the Cen-

DIES AFTER OPERATION.

was elected. The following year he operation. We Can Show You

the most interesting, cunning, mirth-provoking novelties for Hallowe'en and Thanksgiving you ever saw.

You'll find the very thing you want to add a touch of brightness to your Hallowe'en party or a point of interest to the Thanksgiving festivities.

PETERS LONDON

The Dominion Savings and Investment Society

NO. 1 MASONIC TEMPLE. Highest rates of interest allowed on Deposits and Debentures.

T. H. Purdom, K.C., Nathaniel Mills, President. **Managing Director**

MONEY TO LOAN

PLEASED WITH LONDON

The royal commission on technical

FOR ALFONSO LACADERO

Court. Alfonso Lacadero, found guilty of

Mrs. Rose Freeman was charged Arthur Nubble was remanded for honors, he was given a large vote, and illness of three months, following an Fox by Richard Anthony, for breach The case brought against Thomas

Two infractions of the building by-

Isaac Groat, for being drunk, was