### An Executor's Qualifications

An individual may have integrity and good judgment, yet he lacks the continuous existence that assures uninterrupted management so necessary to the welfare of an estate.

## CANADA TRUST COMPANY

Managed in connection with the Turon & Erie Mortgage Corporatio London (two branches) and St. Thomas T. G. Meredith. K.C. Hume Cronyn.

President General Manager

## \$30,000 FUND FOR TWO INSTITUTIONS CAMPAIGN'S OBJECT

Joint Y.M.C.A. and Y.W.C.A. Canvass Launched.

NOV. 5 WEEK SELECTED

British Red Cross Appeal Prevented Earlier Request for Subscriptions.

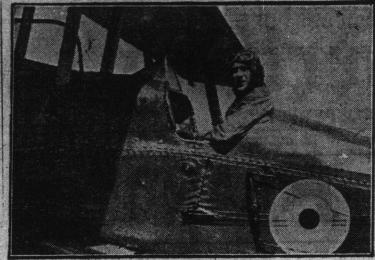
To avoid having two separate cam paigns these, the Y. M. C. A. and Y. W. C. A. of London, are jointly asking for the aid of the citizens of London. October 15 had been decided upon for the campaign, but the committees gladly stood aside for the worthy cause of the British Red Cross fund, so splendidly

supported last week.

The week of November 5 has been decided upon by the honorary chairman, George M. Reid, who will direct the George M. Reid, who will direct the campaign, and who is keenly interested in the welfare of both Y. M. C. A. and Y. W. Y. W. C. A. And Y. W. Y. W.

Always Had however, the state of the state o

## LONDON AVIATOR REPORTED MISSING WASH INTERNALLY



## ROYAL FLYING CORPS REPORTED MISSING

Popular Sporting Editor of The London Advertiser Had Been on Western Front for Several Weeks-Hopes Entertained for Safety, Despite Official Word.

A cablegram from the secretary of the British war office was received are encouraged in their attitude by the Cases of other Allied airmen. Flight-Lieut Bourio street, stating that his son, Second Flight Lieut. Bert B. Perry, sporting editor of The Advertiser, was reported missing.

The cablegram read as follows:

"We regret to inform you that Second Lieut. B. B. Perry is reported missing since October 18. This does not necessarily mean that he is either wounded or killed. We will notify you for further particulars.

wounded or killed. We will notify you of further particulars.

"Secretary of War Office."

Joined the 180th.

Lieut. Perry enlisted first with the 180th (Sportman's) Battalion of Toronto. After some months training at Camp Borden he arranged to join the Royal Flying Corps.

While awaiting his transfer he resumed his position as sporting editor of The Advertiser.

He left the city a year ago, and trained for some months in England. He went to France in the early part of September. In a recent letter he tells of a thrilling flight before Langemarck the first week of this month.

Hope for Safety.

Friends of Flight Lieut. Bert Perry

### 119 GIRLS FOUND HAVEN LAST YEAR IN S'ALVATION ARMY RESCUE HOME. 24 OF THEM BEING FROM THIS CITY

Work for Those Who Have Misplaced Trust Explained to St. Work for Those Who Have Mi splaced Trust Explained to St.

Andrew's Congregation by Officer, Who Commends the Y. W. C. A. Institutions As Great Safeguards of Young Women.

"This is practically Christianity, the in it was established the first rescue that the sight of God," was the comment made by Rev. D. C. MacGregor of St. Andrew's Presbyterian Church at the close of an address on Church at the C

The juice of two fresh lemons strained into a bottle containing three ounces of orchard white makes a whole quarter plant of the most remarkable lemon skin beautifier at about the cost one must irritable, no appetite, could not sleep, and was always tired, so my house work was a great effort. After many other medicines had failed Vinol built me up and made me strong. I have a good appetite and aleep well. Every nervous, weak, ailing woman should try it."—Mrs. N. Edmunds, at they nervous, weak, ailing woman should try it."—Mrs. N. Edmunds, at they nervous, weak, ailing woman should try it."—Mrs. N. Edmunds, at they nervous, weak, ailing woman should try it."—Mrs. N. Edmunds, at they nervous, weak, ailing woman should try it."—Mrs. N. Edmunds, at they nervous, weak, ailing woman should try it."—Mrs. N. Edmunds, at they nervous, weak rundown, ailing woman in this town to try this cod liver and tron tonic on our guarantee to return their money if it fails to help them.

Taylor Drug Company, London, also at the beat druggist's in all Ontarie towns.

Taylor Drug Company, London, also at the beat druggist's in all Ontarie towns.

Taylor Drug Company, London, also at the beat druggist's in all Ontarie towns.

CLEAR COMPLEXION AND BRIGHT EYES NEED A CLEAN BODY.

Brain Cannot Be Active If Your Body Is Clogged With Impurities.

As the face and hands and body are washed daily to remove impurities, so it is necessary for the same reason that the intestines should be flushed regularly. Drugs will not do this. RIGA WATER will. RIGA WATER does not bring about

harmful stimulation and reaction which follow the use of ordinary drug remedies. It acts in effect as a mechanical flusher. By softening the contents of the intestines it encourages normal, healthy bowel movements, upon which cleanliness of the body and clearness of

25c A BOTTLE.
Riga purgative Water Co., Montreal.

## **CANADA MUST SHARE** RESPONSIBILITY FOR **DECLARATION OF WAR**

Neglect To Knit Empire Together One Cause.

DEMAND VOICE IN AFFAIRS Must Have Part In National Life, Says John Cottam at

Theatre Meeting.

Canada must share the guilt and re-Canada must share the guilt and responsibility for the outbreak of the war in 1914, was the message of John Cottam to a large audience at the Majestic Theatre last evening.

"Since 1914 our conduct has blindly embraced well-nigh every possible blunder," he said, "as Mr. Lloyd George confessed when enjoining the United States not to repeat them. But those recent blunders are trivial," Mr. Cottam declared, "compared with our collosal sin, which a saddened world now explates, that sin which made this war possible and encouraged its outbreak, namely, our neglect to knit together the twentieth-century resources of the British Empire, our failure to focus every available force in support of Sir Edward Grey in his efforts to deter the kaiser's government.

"Demograpy throughout the world can

Grey in his efforts to deter the saison a government.
"Democracy throughout the world can count on Canada's blood and treasure to repel any future danger. And Canada will ever be liable for the world service which her gallant sons have so nobly rendered. But are we to remain liable for that world service at such awful cost, with no share, as at present, in directing those affairs between nations which make for or guard against war?"

THE WEATHER

Special Demonstration

Commencing Today

The Unusual Merits and Wearing

Qualities Will Be Proven

By Severe Tests

If you are going to have any buying of oilcloth or linoleum to do, we advise you to get acquainted with

"NEPONSET" during this demonstration in the Car-

pet Department, Third Eloor. A representative from

We have placed at the entrances to this store sections of

"Neponset," and thousands of feet will walk upon it

daily, under all sorts of weather conditions. This test

will continue for a week, when the "Neponset" will be

removed, washed and then exhibited to show how slight

the wear has been. This is a real trial of durability.

It will prove to you the economy of having Neponset

Neponset is a felt-base floor covering, with a great range

of designs and colorings; being absolutely waterproof

it is 100 per cent sanitary. It will not curl at seams or edges, lies perfectly flat, requires no tacks or binding.

It is better than most oileloths and cost is much less.

A carload of 170 rolls, about 10,000 yards, have been

placed on the Third Floor for the introduction and demonstration of Neponset. Remember, there is just

This Is the Week To Buy White

Habutai Silks Right

We advise you to take advantage of the prices this week,

the Neponset factory will be here for one week.

# The Introduction of "Neponset" To London This Week



The Home Is No Cozier Than Its Floors

Bare floors make a home as uninviting as bare walls or windows. Pleasant warmth and cheer enter a room as soon as you install

## NEPONSET Floor Covering

Made in agreeable color designs specially suitable for bed-rooms. kitchen, sewing-room, nursery, porch, halls, closets and bathrooms. Many special patterns for every room.

Sanitary, easily washed, waterproof and enduring. A tough, thick, resilient fabric that takes the jar and noise out of walking. Lies flat without tacking, and

won't curl. Product of the century-old manufacturing experience of one of New England's oldest firms. Come in and pick your pattern today.

Made by BIRD & SON (Est. 1795) East Welpole, Mass SMALLMAN & INGRAM, LIMITED LONDON AGENTS



### Linen Department Specials BROWN LINEN DRESS HOLLANDS OF SUPERIOR QUALITY.

You will be looking for materials for children's dresses, house dresses, etc., a little more weighty than ordinary cotton materials. You will find all linen dress hollands unsurpassed for hard wear, having good weight, launders perfeetly, making ideal knockabout dresses for children or house dresses. We have still in stock the following, but cannot repeat when present stock has gone.

28-inch wide Natural Linen Dress Holland at, per yard 30c and 35c 34-inch wide Natural Linen Dress Holland at, per yard 40-inch wide Natural Linen Dress Holland at, per yard ..... 50c

STOCK OF INDIA CROCHET NOW, COMPLETE. Many customers are waiting to complete their sets. Our stock is now complete. ....19c, 23c, 33c, 50c, 69c and 98c Doilies at, each..... Centres at, each ......\$3.00, \$3.25, \$4.75 and \$7.50 Also Cosy Covers at, each ......\$3.00

AFTERNOON TEA-See special menu for new afternoon tea specials. Service 10c



because it's greatly to your favor to do so. These particular silks have advanced greatly in a short time. This store took

advantage to lay in a goodly supply when prices were about the same as before the war. The quotations below will appeal to you, but first let us show you the wonderful values in the piece at the Silk Department, where you will find each piece opened up for your inspection. All are full yard wide. Four 

# Every Day Needs in Toilet Goods at Right Prices

Medicated Antiseptic Soap ...... 10c cake Dental Cream ......19c and 25c each 

ICE CREAM-To take home-Pints-

## **LONDONER BECOMES NEW SECRETARY OF CANADIAN PREMIER**

George Yates, Former Advertiser Man, Appointed.

According to advices received here, George W. Yates, formerly a member of The Advertiser editorial staff, and a London Old Boy, has been appointed private secretary to Premer Sir Robert Borden. Mr. Yates will succeed A. E. Blount, who has been appointed cierk of the Senate. He will assume his new duttes at once.

freezone, the recent discovery of a Cincinnati man, which is said to loosen any corn, so it lifts out with the fingers.

A quarter of an ounce costs very little at any pharmacy, but is said to be sufficient to rid one's feet of every hard or soft corn or callous.

You apply fust a few drops on the tender, aching corn and instantly the soreness is relieved, and soon the corn is so shriveled that it lifts out without of dress when applied and never inflames or even irritates the adjoining tissue.

This discovery will prevent thousands of deaths annually from lockjaw and infection heretofore resulting from the suicidal habit of cutting corns.

GIRLS! USE LEMONS!

MAKE A BLEACHING,

DEAUTIEVING GREAM

Blount, who has been appointed clerk of the Senate. He will assume his new duties at once.

The appointment is received with much favor here, where Mr. Yates lived for so many years. He started in the newspaper business in London, and was for many years a reporter on The Advertiser. Later he went to Toronto, where he engaged in similar work.

When Hon, E. J. Davies was minister of crown lands in the Ross Government, the ry Yates was transferred to Hon. Frank Cochrane, who also held to Hon. Frank Cochrane to Ottawa, where he became secretary to Mr. Cochrane to Ottawa, where he became secretary to Sir Robert. He has had a long and varied experience in this work.

SPECIAL SERVICES MARK ANNIVERSARY DAY AT WELLINGTON ST. CHURCH

being "Service and Sacrifice. He referred to the sacrifice and fortitude of such heroines as Florence Nightingale and Clara Barton in comparison with the heroism of the Allied troops on the western front.

Special music for the services was supplied by the church orchestra, a feature of the alternoon service being a violin selection rendered by F. Cresswell, the leader of the orchestra.

NORTHCLIFFE TO GIVE

ORVILLE WRIGHT MEDAL

NEW YORK, Oct. 21.—Lord Northspecial of the shipping problem, and is expected to reach Washington early next members of the British war mission, left

in your home.

Bulk, 20c; bricks, 25c. At Soda Fountain.

# ... Join the ... Happy Thought Stove Club

Members May Have Their Stoves Delivered Now and Pay As They Use It



Prices on Ranges run from \$38.00 up.

Any honest person may become a club member. It costs nothing to join. Members may select what Range or Heater they like and, by paying of a small deposit, have stove delivered at once, paying the balance in small weekly or monthly payments, When You Buy a

Stove Buy The Best

For years this stove has been recognized as Canada's finest. It costs a little more, but it is well worth the difference. Visit our basement and see the splendid display. Everything in Stoves is/here.

Prices on Heaters run from \$7.50 up.

## Ontario Furniture Co., Limited

LONDON'S LARGEST HOME FURNISHERS.

226-228-230 Dundas Street

WE CARRY ALL HAPPY THOUGHT REPAIRS IN STOCK