

GAMMAGE

The House of Flowers

Saturday Specials:

ROSES
5c and 10c Each

MUMS
10c and 15c
ALL COLORS

GAMMAGE
The House of Flowers

MR. ASSITER HONORED BY HIS ORANGE LODGE

Rev. S. F. Assiter, chaplain of Forest City L. O. L., No. 762, resigned his office at the October meeting last night, on account of pending removal from the city. Mr. Assiter expects to spend a year at Halifax in his ecclesiastical work. In recognition of his services as chaplain the brethren voted to confer honorary membership on him during his absence from London.

Forest City Lodge has considerable degree work in prospect, and a committee was appointed to arrange, if possible, for a second meeting night each month in district hall.

W. Bro. P. L. Ferguson presided. Two candidates were initiated; two members affiliated by certificate, and later one candidate was advanced to the purple and blue degrees.

BROUGHT LIQUOR ALONG; PREPAREDNESS MEASURE

Stratford Man Fined for Being Drunk in This City.

A Stratford citizen appeared in police court this morning charged with drunkenness under the Ontario temperance act. He pleaded guilty to the charge, and stated that the bottle he had in his possession was one he had purchased prior to September 16. He was fined \$10 and costs. He explained that he had brought the liquor with him, so as to make sure he would be supplied with "refreshments" on his journey. The liquor was confiscated and when last seen was trickling down the gutter. Sgt. Birrell "performing the operation."

KING APPROVES OF BATTLE OF SOMME PICTURES ON FILM

Indorses Exhibition Which The Advertiser is Bringing Here.

MUCH INTEREST SHOWN

Many Inquiries Received Concerning Pictures and Sale of Seats.

As was expected in view of the importance and the fame of "The Battle of the Somme," the greatest motion picture so far produced, the announcement that films would be shown under the auspices of The Advertiser for one week, beginning Monday, November 6, at the Lyric Theatre, has attracted wide discussion.

Inquiries have reached the office, personal, by telephone and by mail concerning the pictures, and the number of these already indicate that the presentations of the pictures will attain more than a satisfactory success. Some controversy, such as accompanied the showing of the pictures in England, has already started among those who are familiar with the character of some of the scenes depicted at the battle front. But the large majority of persons who have discussed the advisability of having the pictures exhibited in London, assume the same view which in England overcame the effort of those who sought to stop the presentation.

That the hearty approval by the members of the Ontario Board of Censors, and the Appeal Board of Ontario, has done much to allay the suspicions of those who believe the portrayal of men being killed and maimed is too fearful a sight for womenfolk, is apparent.

The protest and vigorous objection to the screening of these scenes of horror and bloodshed were overwhelmingly silenced in England, where the King did much to end the controversy by passing judgment on the film.

It was shown to their majesties privately at Windsor Castle, by Capt. Faintorpe and Lieut. Madgick, the latter representing the war office. With the conclusion of the program the King in the course of his conversation with the officers gave his hearty approval to the showing of the pictures throughout the Empire, according to the Toronto Daily Star. The King said:

"In the ages before the invention of the motion picture machine it was impossible to convey so clear and full an idea of warfare as anyone may now see for a few pence. At a bound the cinematograph has taken its place as a great moral and patriotic force. Before long it will be accepted as a necessary recorder of all events of national and historic interest. Nothing of importance will happen without the moving image of it being preserved for the benefit of those afar and future generations."

"Contempt of the cinematograph will then be found if at all only in the morbidly sensitive and the coldly 'superior' persons. But something remains to be done before this great power for instruction and entertainment can become worthy of its responsibility. It must be freed of all disreputable associates. Such mistakes as the display of comic films or sensational films in the same program as the pictures of the Somme fighting should not be committed."

Speaks With Authority. The King can speak with authority, for he has seen something of the horrors of war and the bravery of his soldiers in close quarters. As a matter of fact, on the same occasion there was shown a film, entitled "The King's Visit to France," at Windsor Castle, which will shortly be released to the public. It forms an interesting record of the King's visit to the battlefield at Fricourt and Mametz. His majesty is shown watching the bombardment of Pozieres, inspecting captured trenches and dugouts, meeting with lines of cheering troops assembled from all parts of the Empire. Many of the incidents surprised the King when he saw them on the screen, as he had no idea that his movements had been so closely followed.

CAMP BORDEN ALIVE; WITH VISITORS FROM WESTERN ONTARIO

[Special to The Advertiser.]

CAMP BORDEN, Oct. 25.—Three special trains brought visitors from Western and Northern Ontario today to see the seven battalions still in camp, and beautiful weather added to the attraction.

Natives of Huron County were present to see the 161st Battalion, and among the visitors were A. H. McGrover, M.P.P. for North Huron, and several other prominent citizens.

Many friends of the 16th (Oxford) journeyed from Ingersoll and Woodstock and a large delegation from London was seen in the lines of the 142nd (London's Own) Battalion. The 11th (Perth) were not forgotten either, and Stratford was represented, as was also the rest of the county.

The 159th (Sudbury) Battalion, 133rd (Norfolk) Battalion, each had its quota of friends, and entertainment of various kinds was provided for all. Luncheon was served to the visitors from the battalion messes and they were agreeably surprised to see the quality of food prepared for the men and themselves, also that the cooks understood their tasks. After a splendid day, in which they saw the camp at its best, they left for home at 6 o'clock.

142nd Officers' Dinner. Tonight the officers and men of the 142nd Battalion were hosts at a gigantic oyster supper, which they gave in honor of their neighbors, the 161st Battalion. Huge bonfires were built and bonfire wood was burnt, the flames in many cases reaching a height of fifty feet, and fireworks proved another enjoyable feature. The bands of both battalions played lively tunes and the men sang and frolicked like school boys, until the bugles sounded "Lights out."

HALLOWEEN SOCIAL.

The Halloween social given in the Southern Congregational Church last evening by the young people of the church proved to be a great success. Dialogues and choruses were presented, and solos by Mr. Webster and one from Mr. Read were well received. Miss Patterson and Miss Frank gave readings which were heartily applauded by the large audience. Refreshments were served at the close of an enjoyable evening.

POPE URGES PEOPLE TO CEASE FIGHTING OVER BILINGUALISM

Peace Urged in Letter Just Sent to Bishops.

WOULD END DISCUSSION

Preservation of the Catholic Schools of Supreme Importance, He Says.

A letter which is being sent by the pope to all bishops and archbishops of Canada urging peace in the bilingual dispute was received in London yesterday. Bishop Fallon is at present in Windsor, but will return today.

The letter is perhaps the briefest document ever sent out from Rome. Pope Benedict urges the bishops to adjust any differences, if possible, among the people. If they should fail in this, then the entire matter must be referred to the Holy See. He declares the contention which for some years have been kindled amidst Canadian Catholics as a cause of intense anxiety. He recites the fact and language of the difference between the English- and English-speaking Catholics, and the desires of the French-Canadian for the appointment of French-speaking priests and teachers. He states in due proportion to the number of Catholics of both languages, and in the separate schools the children be taught more fully in the French language. He refers to the other argument that due consideration must be given to the language of the province of Ontario.

Government's Rights. Nobody can deny, says the letter, that the civil Government of Ontario has the right to exact that children should learn English in the schools; and likewise that the Catholics, as citizens, legitimately require that it should be perfectly taught in order that their sons should be placed on the same level in this respect with non-Catholic children who frequent the neutral schools, and that they should not be eventually less fitted for the higher schools or be disqualified for civil employments.

Schools Important. Nevertheless, says the letter, let the Catholics of the Dominion remember that the one thing of supreme importance above all others is to have Catholic schools, and not to imperil their existence, in order that their children, while receiving a literary education, should be taught to preserve the Catholic faith, to openly profess the doctrine of Christ, and to live in the exact observance of His laws. Love for our children, the good of religion, and the very cause of Christ demand as much.

Two Requirements. The holy father urges that the two requirements to be met being a thorough knowledge of English and an equitable teaching of French for French-Canadian children, it is obvious that in the case of schools subject to the public administration the matter cannot be dealt with independently of the Government. But this does not prevent the bishops in their earnest care for the salvation of souls from exerting their utmost activity to make countenance of moderate, prevalent, and with a view to obtaining that what is fair and just should be granted on both sides.

I. O. D. E. DID MUCH FOR 142ND IN CITY AND AFTER LEAVING

Members Regret Misstatement of Facts by Bandsman Who Wrote.

Speaking personally in behalf of the Lord Roberts Chapter, I. O. D. E., the regent, Mrs. E. B. Smith, said to The Advertiser today "I feel very sorry indeed about the letter from that bandsman of the 142nd Battalion which appeared some days ago in your paper. I feel sorry for the sake of the men of the battalion should feel they were not appreciated, and I also feel sorry because the real circumstances were not fairly presented. The bandsman was evidently not aware of all the facts of the case."

"I can say for the Lord Roberts Chapter, the oldest in the city, and for the Imperial Order of Daughters of the Empire, as a whole in the city, that the members have the greatest appreciation and sympathy for the 142nd Battalion. We greatly regretted the sudden removal of London's Own to Camp Borden, before we had an opportunity to show in a practical way our strong appreciation."

"I may say for the Lord Roberts Chapter that when we heard the battalion was ordered to leave very suddenly for Camp Borden, Mrs. J. B. McKillop, the vice-regent, and myself went up to the camp and presented the commanding officer, Lieut. Col. Graham, with \$100 for the battalion, on behalf of the Lord Roberts Chapter, conveying to him the greetings and good wishes of the chapter and regrets over the battalion's removal. We also sent \$25 worth of oranges for the men on both the trains on the departure of the battalion."

"We individually donated socks to the sock-shower held by the Women's Auxiliary of the Lord Roberts Chapter. More than this, we took the initiative in organizing the tag day just previous to the farewell visit of the unit as a whole. The tag day proceeds netted nearly \$500, which was turned over to the 142nd Battalion fund."

PAYS \$25 FOR SELLING ADULTERATED SYRUP

Grocer Pleads Guilty, But Wholesaler Pays Fine.

A portly and grocer, charged under the Dominion adulteration act with selling syrup represented as maple syrup and found under analysis to be adulterated, pleaded guilty in police court today, and was fined \$25 and costs.

This is the seventh trial for the same offence that has been heard in the police court in the past two weeks. The firm from whom the grocer purchased the syrup has agreed to pay the fine imposed.

FINE BARN BURNED.

Samuel Carrothers, a farmer living on the town line near White Oak, lost his fine barn and whole season's crops last night shortly after 7 o'clock, when a lantern exploded. By quick work all the horses and cattle were gotten out safely, but the flames spread so fast that nothing could be done to save the building.

Smallman & Ingram Prices Average Lowest For Reliable Goods

We maintain a high standard of quality, not barring out inexpensive goods by any means, but absolutely rejecting all which do not provide satisfactory service, and guaranteeing that our customers shall never be offered low grade goods masquerading as goods of higher grade. We sometimes see certain articles advertised as "bargains," described in some terms as would be necessarily used in describing articles of decidedly higher grades, but which are shown by comparison to be decidedly inferior.

Be assured that no store can gather and distribute merchandise more advantageously or more economically than Smallman & Ingram, and that COMPARISON OF BOTH QUALITY AND PRICE will almost invariably prove the advantage of depending upon this store. A GREAT LIST FOR SATURDAY.

Ladies' Suits Up to \$25.00 Now \$10 to \$16.50

Saturday will see the last of these suits at above prices. All are this season's styles. Russian and belted, braid and velvet-trimmed suits, in serges, gabardines and chevots, black and colors. The broken assortments after the season's selling, grouped for final clearance. This is certainly under present conditions a great opportunity, as the styles are the newest and smartest models of the present season. Choice Saturday Sale Prices \$10.00 to \$16.50

Taffetine Underskirts 98c

Splendid Taffetine Underskirts, flounce made in two sections, accordion pleating; double stitched seams; tape to regulate fullness at waist line. Royal blue, purple, grey, sky, also black. SPECIAL 98c each

Ladies' Neckwear Half-Price



shield, fastening with tapes in front.

All soiled and odd lines of fancy collars, collar and cuff sets, etc., will be cleared at half price Saturday to make room for the display of Christmas things. We will not go into details, but come early for your choice. Regular prices 25c to \$3.00. Sale

Also 1 group of stocks, jabots and flat collars, etc. 5c and 10c each
10 dozen Dress Shields, the detachable shield, fastening with tapes in front. Special price Saturday 19c pair

LEATHER GOODS

The popular hand strap purse, in fine crepe seal, leather lined, clasping with one dome, 6 dozen of these only. Regular \$1.25. SPECIAL 98c

JEWELRY

Special Sale of Hatpins at Jewelry Counter. A special purchase of 12 dozen pairs, smart small gold tops, dainty plain or filigree designs. SPECIAL SATURDAY ONLY 50c per pair
A smart, useful and dainty Christmas suggestion.

COTTONS AND FLANNELS

150 yards Flannelette Sheeting, in grey and cream. Good heavy nap. Nothing better for warm winter sheets. Regular 50c yard. SPECIAL 39c yard
Kimono Cloth, 20 choice patterns, printed flannelette. SPECIAL 18c yard
Bleached Twilled Sheeting, 70 inches and 80 inches. SPECIAL 25c and 30c yard
Bleached Longcloth, 36 inches wide, extra value 11c yard, or 10 yards for \$1.06

\$1.75 STRIPED HABUTAI SILKS 98c

300 yards, of Extra Quality Satin Stripe Habutai Silks, guaranteed first choice goods. Very heavy make. These are Japanese perfect washing silks, made especially for Men's Shirts and Ladies' Blouses, which are ideal for any time of the year. It will pay you to secure a few lengths, as this is the balance of a big purchase from a jobbers' odd and broker's stock assortments at nearly half price. 12 pieces in the lot, satin stripes, in colors of pale blue, black, copenhagen, navy, green and turquoise blue. Some are in two or three styles of stripes in above colors. All 32 inches wide; \$1.75 values. Saturday sale 98c yard

BASEMENT SATURDAY SALES

50 only, medium size Cedar Oil Mops, with oil. Pointed mop to get in the corners. Regular \$1.00. SPECIAL 60c
50 only, large size Cedar Oil Mops, and one pint of oil. Regular \$2.00. SPECIAL \$1.19
Cedar Oil, half gallon cans. Regular \$1.50. SPECIAL 85c
Cedar Oil, one quart cans. Regular 85c. SPECIAL 45c
Cedar Oil, one pint cans. Regular 50c. SPECIAL 25c
Rennall Polish. Regular 50c. For 39c
Rennall Polish. Regular 25c. For 19c
Matchless Liquid Gloss. At 25c and 35c
Wall Mops, for dusting the walls or ceilings. SPECIAL 69c
Dustless Hand Dusters 25c

Overcoats Saturday \$14.75

NOW IS THE TIME

SPECIAL PURCHASE THIS WEEK FROM MONTREAL MAKER—ULSTERS, CHESTERFIELDS AND SLIP-ON STYLES.

100 coats in the lot. Our buyer was on the spot this week, and picked these up right in the factory, at a very special price, which enables us again to give our customers a benefit sale. We are only acting in such transactions as your agents, and when we procure merchandise in this way the savings are passed on to our customers. These one hundred coats will be ready for sale Saturday morning at 8:30, and you will find some extraordinary coats in the group. Ulsters, Chesterfields and Slip-on styles, English Tweeds and Chinchillas, with self or velvet collars, smart new models. Your winter coat Saturday. Don't overlook these. All one price \$14.75

Men's Paramatta Raincoats \$10.50

50 only Paramatta Raincoats, English coats, a special purchase picked up in the warehouse this week at a clearing price. Every coat worth much more than above price. Coats we have been unable to sell below \$15.00. Fifty only on special sale Saturday morning. Sizes 36 to 46. Get yours early. Sale price \$10.50



50 Boys' Overcoats, \$4.95

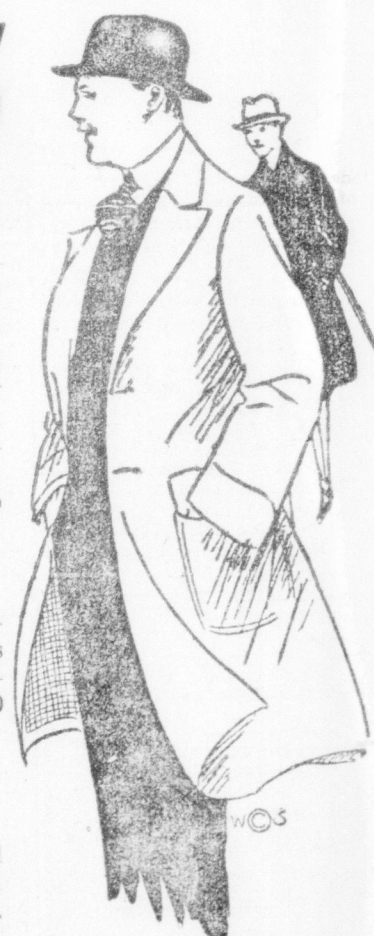
Dark Tweeds, in medium weight, for winter wear, ulster styles, with shawl collar and strap on back, double-breasted and lined throughout, in sizes 28 to 33, for ages 10 to 15 years. A clearance of one table of 50 coats only. Here is an opportunity. Bring the boys Saturday. Your choice of all on this table \$4.95

Men's Cas' mere Socks 50c

50 dozen Imported English Ribbed Black Cashmere Socks, all-wool, winter weight. Special 50c pair
50 dozen Plain Black Cashmere Socks, all-wool, made in Canada, winter weight. Special 50c pair

Men's Fleece-Lined Shirts and Drawers

Grey shade 50c each
ALL-WOOL UNSHRINKABLE. Men's Heavy All-Wool Unshrinkable Shirts and Drawers, for out-door winter wear \$1.25 per garment



BOYS' FLEECE-LINED UNDERWEAR.

Most boys don't care for the woolen garments, too hot and irritating. Fleece-lined underwear is soft and smooth, neatly made and very serviceable, in white or grey.

SEPARATE GARMENTS—Shirts and drawers, for ages 8 to 15 39c each
COMBINATIONS—4 to 15 years 75c suit

CORTESE ORCHESTRA SATURDAY AFTERNOON.

Roast Chicken Dinner Saturday. Ice Cream—Fruit (to take home). Bulk 25c. Bricks 25c.

SMALLMAN & INGRAM
LIMITED

AFTERNOON TEA.
English Walnut Sandwich, Cup of Tea or Coffee 10c
Lettuce Salad, with Thousand Island Dressing, Brown Bread and Butter, Cup of Tea or Coffee 20c



Out today New Victor Records for November

Famous Artists

Caruso sings "Cantique de Noel; Gluck and Zimbalist present "Sing Me to Sleep; Maud Powell plays "Guitarero." A few from a remarkable list of selections by the world's greatest artists.

Current Successes

Sung by popular artists—90 cents for two selections. "Today," by Elsie Baker and "The Melody of Home," by John Barnes Wells (18122); "You've Got Me Going With Your Irish Eyes," and "Sweet Babette She Always Did the Minuet," by Marguerite Farrell (18135).

Dance Numbers

Yearning for You—Waltz McKee's Orchestra 35575
Irresistible Waltz McKee's Orchestra
The Big Show—One-Step Victor Military Band 35587
She is the Sunshine of Virginia—One-Step Victor Military Band

And Ninety Others

including

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| 20 popular song hits | 4 exquisite orchestral renderings |
| 8 captivating dance numbers | 2 groups of light opera gems |
| 2 new mambo records | 2 humorous dialogues |
| 2 charming cello solos | 4 beautiful poem songs |
| 4 delightful band selections | 3 vocal trios |
| 2 saxophone fox trots | 2 instrumental trios |
| 2 accordion classics | 5 vocal quartet numbers |
| 15 songs of the past | 12 famous artist selections |
| 2 fascinating Hawaiian duets | 1 Christmas song |

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