

Modern Beacon Fires

THE old beacon fires were the great advertising mediums of their age.

Though they could not advertise merchandise, they advertised the things of most vital interest to the people.

Placed on the summits of high hills, bearing a message to thousands of "readers," they were prototypes of those modern fires of Twentieth Century commerce—the "beacon" fires of Newspaper Advertising.

The advertisements appearing in the newspapers to-day are shining lights in the world of commerce, flashing out news and information to a waiting world.

When the modern manufacturer lights

the Beacon Fires of Newspaper Advertising he places his message before the people in a way that will impart knowledge, beget appreciation and win preference for his goods.

Who can fail to see any day the gleaming messages of "Magic Baking Powder," "Standard Ideal Ware," "Sunlight Soap," "Gillette Safety Razors," "Penman's Underwear," "Infants' Delight Soap," and many others?

To the Manufacturers of Canada

Each day sees more articles given publicity in the newspapers. Are your products and your brand still in the valley of obscurity, or are they blazoned forth by the beacon fires of advertising on the high hill of public favor?

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumada Building, Toronto.

FOR DANDRUFF, FALLING HAIR OR ITCHY SCALP—25-CENT DANDERINE

Girls! Girls! Save Your Hair! Make It Grow Luxuriant and Beautiful.

If you care for heavy hair, that glistens with beauty and is radiant with life, has an incomparable softness and is fluffy and lustrous, try Danderine. Just one application doubles the beauty of your hair, besides it immediately dissolves every particle of dandruff; you cannot have nice, heavy, healthy hair if you have dandruff. This destructive scurf robs the hair of its lustre, its strength and its very life.

TWO KILLED, 3 FATALLY INJURED, WHEN STOREHOUSE COLLAPSED

Owner Declares Place Was Dynamited, But Investigators Think Place Was Badly Constructed and Was Built On Insecure Ground—All Victims Were Caught While Sleeping.

[Canadian Press.] Hartford, Conn., Nov. 3.—The entire side of a four-story brick storehouse in North Front street collapsed early today and crashed through the small frame dwelling house of John Hughes, immediately adjoining, as a result of which two persons are dead, three seriously injured and another seriously hurt.

The dead: John Hughes, 59, a stonecutter; body found in ruins.

Eva Dooty, aged 5, died while being taken to hospital.

The injured: Mrs. Henry Dooty, mother of the dead girl; condition critical.

Mrs. John Hughes, wife of the dead man; condition critical.

and if not overcome it produces a feverishness and itching of the scalp; the hair roots fanish, loosen and die; then the hair falls out fast.

If your hair has been neglected and is thin, faded, dry, scraggy, or too oily, get a 25-cent bottle of Knowlton's Danderine at any drug store or toilet counter; apply a little as directed and ten minutes after you will say this was the best investment you ever made.

We sincerely believe, regardless of everything else advertised, that if you desire soft, lustrous, beautiful hair and lots of it—no dandruff—no itching scalp and no more falling hair—you must use Knowlton's Danderine. If eventually—why not now?

The Dominion Savings and Investment Society

(DOMINION SAVINGS BUILDING), LONDON, ONTARIO.

Total assets \$2,258,171.02
Liabilities to the public 1,119,752.52
Margin of security for debenture holders and depositors \$1,138,418.50

T. H. PURDUM, K.C., President.

NATHANIEL MILLS, Managing Director.

Getting Ready for 1,000-Foot Liners

[Canadian Press.] New York, Nov. 3.—Aroused by port improvements elsewhere, particularly in Boston, the dock department of New York has been working upon building a drydock big enough to accommodate the "forthcoming 1,000-foot ship."

The dock will be located on the south Brooklyn waterfront on land bonded by the city for seven years without bringing any return. The project will cost about \$2,500,000, and the dock department is confident that it will prove to be a self-sustaining municipal enterprise. When the space is not used as a drydock it will be convertible, by simply flooding it, into a berthing space for general shipping.

Dock Commissioner R. A. C. Smith, in announcing the plan, says New York has been far behind the procession in port improvement, but that this will be the case henceforth, as is evidenced by the present plan calling for a drydock which will "surpass anything in the western hemisphere in this line."

ners of the warehouse, declared the building was dynamited, but declined to commit himself further. Firemen and others who have examined the ruins in daylight, say there are no evidences of an explosion.

All the dead and injured were sleeping when the crash came. Mrs. Dooty and her children were visiting her parents, Mr. and Mrs. Hughes, for the night.

TEMPERANCE FIELD DAY FOR MIDDLESEX SOON

Special Preachers To Be in This District on December Seven.

[Special to The Advertiser.] Toronto, Nov. 3.—The field day work of the alliance is this year meeting with great success. This work consists in the holding upon the same day of Sunday services in most of the churches of a county, at which services the pulpits are supplied by special deputations of alliance workers. Sometimes there are more than a hundred of such services on one day. The field occupied for the remainder of this year, before the work is dropped for the local option campaigning that will culminate on Jan. 5, is as follows: Nov. 9, Toronto; Nov. 15, Victoria and Haliburton; Nov. 23, Bruce; Nov. 30, Glangarry, Russell and Prescott; Dec. 7, Middlesex and London.

In these services the alliance is reaching a great many people and doing a great amount of very valuable educating of public sentiment.

ANNEXATION ASSESSMENT COMPARATIVELY SMALL

Returns From New Territory Below Standard of Old City Wards—Engineer Gabey Here—City Hall Gossip.

An interesting comparison of the assessment figures of the newly-annexed district with those of the city proper wards, has been compiled for The Advertiser. It shows that while the population of the annexed territory is only 1,000 short of equalling that of ward 2 (the smallest in the city), the land values are approximately nine times smaller, while the total of lands and buildings is about seven times smaller than ward 2.

Ward 4, the smallest ward for business assessment, is nearly \$123,000 greater than the annex, while ward 3, the smallest for income, has over three times the assessable incomes.

The comparative statements showing the assessment in each of the four city wards, and the annex follows:

By Wards.	Pop'n.	Land.	Buildings.	Total.
Ward 1.....	11,525	\$3,927,148	\$4,798,742	\$8,725,890
Ward 2.....	9,844	2,218,174	2,253,281	4,471,455
Ward 3.....	18,893	2,268,405	3,185,635	5,454,040
Ward 4.....	11,948	2,826,240	4,180,480	7,006,720
Annex.....	4,411	390,341	528,190	918,531
Totals.....	55,606	12,259,177	16,744,455	\$28,425,636

Business. Income. Grand Total.

Ward 1.....	\$1,906,182	\$511,837	\$2,418,019
Ward 2.....	845,615	516,202	1,361,817
Ward 3.....	487,025	76,250	563,275
Ward 4.....	185,160	1,252,842	1,438,002
Annex.....	45,575	21,252	66,827
Totals.....	\$2,229,857	\$1,906,480	\$4,136,337

Next year the annexed district will be divided between wards 3 and 4.

Gabey in London. Chief Engineer Gabey, of the Ontario power commission, was in London today. He is here to attend the conference between the city electrical department and the street railway over the purchase of hydro power by the latter. The head of the hydro engineering department had little to say when seen this morning.

"I am here on an inspection trip," he informed The Advertiser. "It is some time since I was here before, and I am making a tour of the hydro-electric towns."

Swears to Population.

Assessment Commissioner Stephen Grant took the official declaration this morning of the city's assessment, as shown by the 1914 assessment, just completed. The oath, taken before Police Magistrate J. C. Todd, showed the city's population, including the annexed districts, to be 55,606, as announced on Friday afternoon.

No Report Yet.

City Auditor F. E. Jewell, chairman of the special separation committee, empowered to prepare plans for the separate operation of the electric and waterworks departments, has yet received no report on the appraisal of the waterworks system. This report, which is being prepared by John M. Moore, ex-chief engineer of the waterworks system, is to be used as the basis for computing the separation figures.

No Meat Inspection Bylaw. No meat inspection bylaw will be submitted to the council tonight. Last Friday members of the market committee (No. 2), to which the question was referred by the council, inspected the Dominion Abattoir plant, and saw the government inspectors at work, but as there has been no official meeting since, it seems improbable that a report will be prepared by the council this evening. It was last August when the board of health sent its request to the council to have legislation enacted that would provide for the prohibition of all but government inspected meat offered for sale in this city.

May Meet Next Week.

Because of press of business in the city, it is probable that the council's special meeting of the court of revision to deal with the factory question, brought up by the annexation question, will not be held until next week. The original plans were to have the meeting some time the latter end of the present week, but it is hardly likely that they can be carried out. The question of the annexed districts constructed in the annexed district prior to annexation come under the taxation exemption clause is one that is more than interesting to city officials and the property owners who will be affected by the ruling of the board.

Hydro Was Out.

King street users of hydro were in darkness last night for 35 minutes. At the office of the electrical department this morning the explanation was given that a transformer fuse had blown at the corner of King and William streets, causing the line to "go out."

WORKS ALL DAY

And Studies at Night on Grape-Nuts Food.

Some of the world's great men have worked during the day and studied evenings to fit themselves for greater things. But it requires a good constitution generally to do this.

A man was able to keep it up with ease after he had learned the sustaining power of Grape-Nuts, although he had failed in health before he changed his food supply. He says:

"Three years ago I had a severe attack of stomach trouble which left me unable to eat anything but bread and water."

The nervous strain at my office from 6 a.m. to 6 p.m. and improper foods caused my health to fall rapidly. Cereal and so-called "foods" were tried without benefit until I saw Grape-Nuts mentioned in the paper.

"In hopeless desperation I tried this food and at once gained strength, flesh and appetite. I am now able to work all day at the office and study at night, without the nervous exhaustion that was usual before I tried Grape-Nuts."

"It leaves me strengthened, refreshed, satisfied, nervous system toned up, body and brain waste restored. I would have been a living skeleton, or more likely a dead one by this time, if it had not been for Grape-Nuts."

Name given by Canadian Postum Company, Windsor, Ont. Read "The Road to Wellville" in pags. "There's a Reason."

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

Sunday Car Conference.

The conference between the directors of the street railway and the city council over the Sunday car question will be held on Friday. Other questions affecting the street railway agreement will be taken up at the same time. It is declared that concessions will have to be made by the company before the Sunday car question will be submitted to a vote of the people. The concessions that will be asked for will be in the nature of more mileage, over and above that to which the city is entitled according to the original street railway agreement.

Not Opened Yet.

Although the market committee announced last week that the public comfort station at the market was practically completed, it has not yet been opened to the general public in a few days, the "pagoda" is not yet running. The date of its official opening will be announced at the session of the council this evening.

VENETIAN ARTISTS AT THE AUDITORIUM

Popular Numbers Were Greatly Appreciated by Large Audience.

Signor Vite Lacerenza and his troupe of Venetian Serenaders was the attraction at the Auditorium Saturday evening. The attendance was large, nearly every seat in the house being occupied.

The production fully merited the large attendance, and orchestral music of a high class was pleasingly rendered. The selections by the orchestra included Rossini's "Overture from William Tell," Dvorak's "Humoresque," and an "Opera Mirror," which included selections from a number of successful operas.

Madam Bellina, soprano, and Signor Monetti, tenor, sang several duets, which were received with great applause. Besides being in excellent voice, both performers possessed an admirable stage presence that quite won their audience. Madam Bellina scored a great hit when she sang "My Hero" from "The Chocolate Soldier."

A pleasing feature of the instrumental numbers was "Mandolinata," in which the whole company rendered several native songs to the accompaniment of mandolins in the capable hands of Signors Pelierine and Curte.

If any fault could be found with the production it lay perhaps in too heavy a preponderance of classical music upon the program of a popular concert. For this reason some of the selections were not as fully appreciated as they might have been under different circumstances. Popular numbers, of which several were rendered, were extremely well received.

MADE WILD RIDE TO GET TO CLUB DINNER

Cyril Had Twenty-Four-Hour Rush Trip to New York.

New York, Nov. 3.—Twenty-four hours in automobiles, farm wagons and milk and special trains were barely enough for Cyril Maude, the English actor-manager, to get to the Lotos Club last night in time to be the guest of honor at a dinner given by J. E. Dodson, the veteran actor.

Mr. Maude was playing at the Russell Hotel in Ottawa in "The Second Command" until 11:15 o'clock Saturday night. He thought it would be easy to catch a late train and arrive here in a few hours. He forgot the possibilities for trouble on Canadian roads.

Schedule Didn't Work.

When the Canadian friends told him what he might expect, he telegraphed to George C. Tyler, of Liebler & Co., his American managers. Mr. Tyler hastily arranged a schedule which would have brought Mr. Maude to this city at 5:30 p.m. if it had worked out, but it did not. The plan was to auto to Prescott, which is just across the St. Lawrence River from Ogdensburg, and catch a local train at Ogdensburg, which would land him at Utica, in time to board the Lake Shore Limited.

The plan went all to pieces. At midnight a tire blew out, and the automobile went into a ditch. The best Mr. Maude could do was to hire a team of horses, which eventually pulled him from the ditch. Rough roads caused more delays, and it was not until nearly daybreak that the party arrived at Prescott and boarded a ferry boat for Ogdensburg. They had missed their train connection, but Mr. Maude called Tyler on the long distance phone. Mr. Tyler chartered a special train, so Mr. Maude could come straight from Ogdensburg.

He was weary when he entered the Lotos Club banquet hall, but brightened immediately. Nearly 100 persons listened to his description of his adventures.

Blanche Ring III: Cancels Engagements

Kansas City, Nov. 3.—Miss Blanche Ring, star of "When Claudia Smiles," at the Shubert Theatre last week, has cancelled her engagements for next week because of an attack of malaria.

Backache Banished

Thousands of men and women are suffering from weak, lame and aching backs, and many of them unable to do any work for the pain.

The stitches, twinges and twinges are not enough and give enough misery, but lack of the backache, and the cause of it all are the disordered kidneys crying out in warning through the back.

Backache is kidney ache, and there is serious trouble ahead for you if you neglect it.

Doan's Kidney Pills cure every form of backache by curing the sick kidneys that cause it.

Mrs. Jack Mason, Springhill, N.B. writes: "I have been suffering from backache for a very long time. I tried everything and did everything, but it would not get better. One day I was looking over your Almanac, and saw your advertisement for Doan's Kidney Pills. I got 5 boxes, and I am glad to say that they brought me back to life again and from now on I will never be without them."

Doan's Kidney Pills are 50 cents per box, or 3 boxes for \$1.25, at all dealers. Mail order on receipt of price by Dr. T. Milburn Co., Limited, Toronto.

MRS. CAMERON FIRST WHITE GIRL IN LOBO

Pioneer of Township Dies in This City, Aged 92 Years.

Mrs. Euphemia Cameron, said to be the first white girl born in the Township of Lobo, died on Sunday morning at her residence, 138 Elmwood avenue, of paralysis. Mrs. Cameron, who was 92 years of age, was a daughter of the late John MacLachlan, one of the first settlers of Lobo Township. Her husband, Malcolm Cameron, a farmer of that township, died some time previous to her removal to this city, 18 years ago.

Mrs. Cameron is survived by three sons and five daughters: Donald, of this city; Malcolm, of Brisbane, Australia; and Alexander, who resides at the old home in Lobo; Mrs. (Judge) Bell, of Chatham; Miss Annie, at home; Mrs. Dugald McArthur, of Lobo Township; Mrs. Mitchell, of this city; and Mrs. Trehearne, of Zimmerman, Ohio.

The funeral will be private and held from her residence on Wednesday morning. Interment will be made in Poplar Hill Cemetery. Services will be conducted by Rev. Mr. Walker, of the South London Baptist Church.

CIGAR SMUGGLERS WILL BE WATCHED AT BORDER

American Government Is Losing Heavily By Present Traffic.

[Canadian Press.] Washington, Nov. 3.—Residents along the border between Canada and the United States who have been in the habit of making frequent trips across the line will no longer be permitted to make travelling liquor and cigar stores of themselves in an effort to evade the American customs laws.

The Treasury Department has taken cognizance of the fact that the same travellers repeatedly returned with the permitted quart of liquor and a thousand cigars and cigarettes, which later, according to customs officials, were sold in the United States.

The flouting of traffic caught the eye of a customs inspector in North Dakota, who asked for a ruling as to how far the customs regulations could be strained in this direction. He showed how the automobile had increased the opportunities for such trade, and anxiously requested the department to advise him where to draw the line.

The department did not hesitate. It said recent traffic accompanied by such evidence were not to be tolerated, and only bona-fide tourists were to be benefited by the regulations.

ASCRIBES KIEV MURDER TO STOLYPIN'S POLICY

Ex-Premier Declares Killing Was Done in Order To Divert Popular Attention.

[Canadian Press.] Berlin, Nov. 3.—The trial of Mendel Beilis at Kiev for the murder of Andrew Yushinsky is ascribed to the policy of the assassinated Russian Premier, Pierre A. Stolypin, in a letter signed "A Russian, Ex-Premier," appearing in today's Tageblatt, and generally believed to have been written by Count Sergius Gulevitch Witte.

Stolypin, the writer asserts, endeavored to divert popular attention from breaches of the Russian constitution and from non-fulfillment of the Emperor's manifesto of 1905 by inventing the "modern nationalism," designed to rob all non-orthodox Russians and particularly those of the Jewish religion, of their rights.

The instigators of the Beilis accusation are, he says, insignificant individuals, former co-workers with Stolypin.

The writer, answering a question whether the present Russian Premier, Vladimir, Nicholasovitch, Kokovsov, could have prevented the trial, but lacked the courage to do so, expresses the belief that Kokovsov has brought himself into such a position that he can prevent nothing and can retire from office however and whenever he wishes to do so.

Healthful Leavener

Government analysis has proven Strong's Baking Powder to be not only one of the most efficient leaveners procurable, but it has shown it to be a pure Cream of Tartar and Soda Baking Powder of highest quality. Nothing more healthful can be used in your cooking.

Twenty-five Cents a Pound.

Strong's Drug Store

184 DUNDAS STREET.

CUT FLOWERS

F. Dicks & Son

225 Dundas St., Phone 1297.

The Popular Store for Cold Weather Clothing

Ladies' Coats

A new shipment has just arrived of Ladies' Coats, exclusive in style. Worth \$12 and \$14.....\$7.50

Dresses

Fascinating new styles in Serge Dresses, all colors, sizes and styles, at \$3.95. Also line with peplum effect and belt, all latest designs, at \$4.45. Silk dresses, worth \$10 and \$12. Special.....\$6.75

Furs

Now is the logical time to buy, as cold weather will soon be here. We have an excellent showing of Fur Sets, Collars, Scarfs, Mitts. The prices are, of course, lower than elsewhere.

Millinery

A veritable garden of beauty awaits all visitors to our section of Ladies' Hats. Fashion's newest ideas at very low prices.

Ladies, we urge you to take advantage of our exceptionally low prices in Fall and Winter Wearing Apparel.

LONDON READY-TO-WEAR

256 DUNDAS STREET.

Sole Agents for GURNEY OXFORD RANGES

Smallman & Ingram

EAST END FLORAL STORE

J. H. TAYLOR. PHONE 719.

All Kinds of Flowers in Season

613 Dundas Street

The Values We Offer In Furniture

Cannot be beaten elsewhere. When buying Furniture you will find it to your advantage to come to

PATTEN

247 Dundas St. Phone 1688

PEEL'S for Toy Books, Toy Games

RICHMOND STREET.

PLUNGED TO DEATH

Wife of Wealthy Lumberman Killed When Auto Went Into Canal.

[Canadian Press.]

Syracuse, N. Y., Nov. 3.—Mrs. Thos. Henderson Bennett, wife of a wealthy Oswego lumber dealer, was drowned here last night when a touring car, driven by her husband, plunged into the Erie Canal under a raised bridge.

In the automobile when it leaped into the water were Mr. and Mrs. Bennett, their daughter Ruth, and Mr. and Mrs. Myron S. Lovett, of Oswego. All except Mrs. Bennett were taken from the canal by rescuers in time to save their lives.

STEAMSHIP ARRIVALS

Name. Reported at. From.

Cornwall.....New York.....Liverpool

New York.....New York.....Southampton

Lapland.....New York.....Antwerp

Columbia.....New York.....Glasgow

Welshman.....Montreal.....Bristol

Nurse's Years of Experience

PROVES DR. CHASE'S KIDNEY-LIVER PILLS BEST TREATMENT FOR KIDNEY AND STOMACH TROUBLES.

The trained nurse has even greater opportunities than the doctor himself to watch the action of medicine in specific cases.

For years the writer of this letter has been recommending the use of Dr. Chase's Kidney-Liver Pills among her patients, and is firmly convinced that no treatment is so prompt and effective.

This is the most valuable evidence obtainable, and we believe that all who know Mrs. Duffy will appreciate it to the full, knowing that she would not recommend anything in which she had not the fullest confidence.

Mrs. Duffy, nurse, 25 Lewis street, Toronto, writes: "I have used Dr. Chase's Kidney-Liver Pills for years, and recommend them to my patients for all disorders of the kidneys, liver and stomach. In all my professional experience I have found nothing better." Dr. Chase's Kidney-Liver Pills, one pill a dose, 25 cents a box, all dealers or Edmondson, Bates & Co. Limited, Toronto.