

FORM CLASSES AT WESTERN 'U'

Economics and Advertising To Be Taught in Extension Course.

In addition to the course in commercial law established last year at Western University, a course in the principles of economics has this year been added, and both began last week under the direction of F. H. Curran. The university authorities stated that the enrollment this year showed a gratifying increase over last year, and that the course in commercial law last year at Western was the year following up their studies in the new class in economics.

Professor Morrow this week made it known that it has been decided to add a class in advertising to the course, as there is a decided demand for education of this nature on the part of the business community.

The instruction in this course will be given by C. J. Bell of the McConnell & Ferguson Advertising Agency. Authorities stated that it is in keeping with the policy of Western University that Mr. Bell, who has the practical, as well as the theoretical knowledge of the subject, should be asked to give this instruction.

Mr. Bell is also a member of the arts faculty, and conducts a class in advertising for the regular students of the university.

The course in advertising, which will open at 8 p.m. on Nov. 15 at the college of arts, will be a course of an advanced character. The general principles of advertising will be considered in their relation to the various sales policies of manufacturers, wholesalers and retailers, and the more technical phases of the preparation of copy for different types of advertising media will be covered. The course will be conducted for one hour each week.

BRITISH MAILS

The next mail for Great Britain and Europe will close at the London postoffice at 10 p.m. on Nov. 3, 1922, to be forwarded via S.S. Mauretania, sailing from New York on Nov. 7, 1922, and will consist of letters and registered matter only.

LONDON MUSIC HOUSE OPENS BRANCH IN ST. THOMAS.

The Crawford Piano Company of 236 Dundas street, this city, has opened a St. Thomas branch at 121 Talbot street, Mr. L. A. Vanciel, well known in St. Thomas and adjoining territory as a salesman of musical instruments, is to have charge of the new store. St. Thomas and Elgin County will be served from this branch, where a representative stock will be carried.

A forest, at maturity, contains scarcely 5 per cent of the trees that started life there, the death of the other 95 per cent having been necessary to the survivors' development.



Glasses For Elderly People

Grow old gracefully. Keep your eyes young by having them examined every 7 to 10 years to determine if your glasses need changing. Our thorough experience and modern equipment assure you of an examination that is accurate and dependable. Our Glasses Will Rejuvenate Your Sight.

Expert Work. F. Steele. Expert Work. OPTICIAN. 210 Dundas St. b

Up-To-Date Portraiture At The Harragh Studio (Formerly Edy Bros.) v

THE MUTUAL LIFE, announces another increase in dividends. This makes MUTUAL LIFE INSURANCE the cheapest in the world. Let us quote the new rates for you. THE DAVIS INSURANCE AGENCY, 305 Royal Bank Building, LIMITED. Phones 776W-2922W.

\$60,000 STOCK of MEN'S WEAR

THROWN ON THE MARKET

The lease has expired at 120 Dundas street and the combined stock of the Giant Clothing House and the "Heart of London" will be sold at a tremendous sacrifice at

371 TALBOT ST., OPPOSITE MARKET

STOCK INCLUDES OVERCOATS, SUITS, PANTS, SWEATER COATS, RAIN-COATS, HATS, CAPS, GLOVES, MITTENS, FURNISHINGS, UNDERWEAR, SOCKS AND OVERALLS.

The Dundas street store must be vacated by January 1, and the stock must be reduced by \$30,000.00. Prices are marked in plain figures and show very substantial reductions.

Sale Starts Today—Come and Come Quick

Wegner Clothing Co.

"The Heart of London," Famous for Their Little Prices.

OPEN EVENINGS. 371 TALBOT STREET, OPP. MARKET, LONDON

Town Topics.

A THOUGHT FOR TODAY

In that day a man shall cast his idols of silver, and his idols of gold, which they made each one for himself to worship, to the moles and to the bats.—Isaiah 2:20.

A MAN who does not know how to learn from his mistakes turns the best schoolmaster out of his life.—Henry Ward Beecher.

NEW YORK STOCK EXCHANGE

will be closed all day Tuesday, Nov. 7, on account of elections.

A MEETING of the library club was held Thursday night in the public library, when papers were read by Miss Baxter, on Canadian Periodicals, and by Miss Crouch, on Maria Chapdelaine. It was arranged that the program for the year should include addresses on the prominent Canadian authors.

EDWARD ROWLAND of Strathroy, through his solicitor, A. W. Bixel of Strathroy, has issued a writ in the supreme court against James E. Edwards of Lobo; William J. Henry of London, and Edmund Barker of Strathroy, claiming \$1,382.50, which, he alleges, is the amount of a mortgage due.

Local Baptists filled Adelaide Street Church in a record crowd Thursday night, when the church celebrated its 45th anniversary.

Rev. Dr. Bowley Green of Talbot Street Church was asked to deliver the anniversary address, and his subject, "The Lordship of Christ," was developed in a most interesting and valuable fashion.

Thursday night formed but the first and devotional part of the anniversary celebration.

A social affair, at which all the congregation and their friends are invited, will be held Friday night.

Rev. G. A. Leichter officiated as chairman, touching, in a brief address, on his appreciation of the work and earnestness of the congregation.

Rev. A. Burgess of Eglinton Street and Rev. G. W. Young of Kensall Park were both present, bringing the greetings of their congregations.

NO DELIVERY OF LETTERS ON THANKSGIVING DAY

Postoffice to Remain Open From 8:00 a.m. Till 10:00 a.m.

The London postmaster has notified the public that as Monday, Nov. 6, is Thanksgiving Day, the day will be observed in the London postoffice as follows:

The general postoffice will be closed on that day, except between the hours of 8 a.m. and 10 p.m., during which period postage stamps will be on sale, and the general delivery and registration windows will be open.

There will be no delivery by letter carriers, but special delivery letters received will be specially delivered.

The outgoing mails due for dispatch after 12 o'clock noon will be closed at that hour. The night mails will be dispatched as usual.

Two clearances will be made from the street letter boxes and parcel receptacles, commencing at 7:30 a.m. and 7:30 p.m.

Money orders, savings bank hand postal notes and tickets will be closed the entire day.

CITY CLUBS TO PAY FOR WATER FOR SKATING RINKS

UTILITIES WITHDRAW PRIVILEGES.

NO MORE will London's citizenry disport themselves on glass-like ice, of club or church rinks, at least on ice made from free water. City schools will still be accorded the use of all the water they need to furnish themselves a sheet of ice, and public rinks in the parks and playgrounds will be maintained.

The Public Utilities Commission, which has year by year extended the privilege to one or more additional churches and clubs, now is becoming alarmed lest they find themselves paying so much for free competition that they run their paying customers, who are proprietors of skating rinks, out of business, and consequently themselves are accused of offering undue competition.

The subject was raised when E. V. Buchanan, general manager of the public utilities, read a communication from a club asking that the service be extended to them gratis, because of financial weakness.

Some of the commissioners pointed out that the utilities had given these services free to such organizations in previous years, provided that they paid for the necessary installation, and that they could continue to do so if it was found that these rinks were charging admission, the gratis privileges should be withdrawn.

"We do not know where we are going to stop," said Chairman Jared Vining. "If we don't settle this thing now, there is no telling what proportions it is going to assume."

After some discussion it was decided to extend the privileges of free water to the schools, and to charge all other institutions for the use of water and light.

ASK BUREAU TO AID RAILWAY BOARD

London Town Planning Commission Urges Advisory Board to Prevent Errors.

When the London town planning commission sends its amendments to the "Proposed Town Planning Legislation," as printed in the Canadian Engineer recently, it will stress the value of the establishment of a bureau to advise the Ontario Railway Board, it being contended that that body is unable to begin to keep track of the work thrown upon it, and that as a result it has made many grievous mistakes. The Ontario government will be asked to establish the bureau. This was decided at a meeting of the commission in the city hall Thursday.

When the town planning area extends beyond a city's limits, those districts outside will have the right to appoint representatives to the commission.

All the amendments to the 59 clauses of the proposed legislation are aimed to, and will, if passed, keep the control of the work under the management of the municipal councils, instead of the commission.

The members of the commission expressed their conviction that town planning is necessary. Ald. L. S. Holmes, chairman of the committee, stated:

"The proposed legislation submitted to the commission for approval, gives a fuller foundation for the work than the members of the commission expect they will have."

The amendments and the proposed legislation will have to pass No. 1 committee and the city council before being forwarded to Toronto. The town planners decided that the matter should be submitted to both No. 1 committee and No. 2 committee. The members of the commission will attend these meetings.

Members of the commission present were Ald. L. S. Holmes, chairman; Major T. E. Newhouse, George Reiton and Ald. H. J. Childs.

SEES RAW DEAL ON CITY HALL SITE

Ex-Ald. Wenige Shows Federal Square Property Is Already Sanctioned.

The ratepayers will not be receiving a square deal if the city hall bylaw is now being given to the city council, reasons ex-Ald. George Wenige, majority candidate.

"The people have already voted twice on the McCormick site," he said on Friday, "and if the present bylaw goes to them they will not be afforded an opportunity to state where they might prefer it. If they do not desire the Spencer Block, there is no alternative."

"It should not be a difficult problem for the council to solve. Let the statement be made on the ballot paper: 'We have \$300,000 (or whatever the amount may be) for city hall purposes.' Then below this put the two alternatives: 'Do you want the hall on the Federal Square, or do you want it on the Spencer Block?'

"If the people want the new building on the Spencer Block, fair enough. It is for them to say. But the people should be given a fair chance. There are many who favor the sale of the Federal Square, but do not favor the Spencer Block. What will happen? Why, they'll vote against the entire project, and the issue will be dead for another year, or for many years, perhaps."

Until 1920 there were only two stars with know diameters. The Hawaiian Islands, number 20, though some of them are very small.

J. Calvert Elected President of City Teachers' Institute

Members of Profession Hold Annual Session in Normal School and Choose Officers—Hear Several Instructional Lectures, Then Hold Successful Banquet in Masonic Hall—In Windsor Friday.

J. F. Calvert of the staff of the Central Collegiate, was elected president of the London Teachers' Institute at a session held at the Normal School, Thursday afternoon.

Other officers elected are: Past president, E. J. Newhouse; vice-president, Miss C. Brenton, and secretary-treasurer, Miss Knott. Executive committee members: W. K. Greer, G. A. Sullivan, C. J. Vining, Brother Gregory, H. H. Horne and Miss K. Hisslop; librarians, Miss M. Dowell and another yet to be chosen; auditors, Dr. F. Bryant and Mr. F. Golpin.

T. E. Clark gave an address on "Spelling" during the afternoon. Briefly he recapitulated the history of the teaching of spelling and told how it changed from one of the really important subjects in school to one of the least important.

Subject Deteriorates. Quoting from various authorities, he showed how the tendency of modern teaching is to grade the child words that in the ordinary way he had no use for. The child of today was being offered a larger vocabulary than he could well use, he said, and he recommended a more simple list of words and greater care in the method of teaching. Where other subjects have been graded to suit the various ages of the pupil, spelling still remained as a general subject with no definite divisions.

Among the subjects that the speaker had noticed in children's spelling were the silent letter and the confusion of vowels.

Dr. Jones of South Dakota, in an experiment covering the efforts of over 1,000 children, had discovered that their vocabulary extended to about 4,500 words, which the speaker contended was too large.

At the conclusion of his address, Mr. Clark was accorded a very hearty round of applause.

Mr. Wendall Speaks. Mr. Wendall, who spoke on "Education From the Standpoint of a Businessman," said that he had collected the opinions of several businessmen in the city, and that he was going to offer a resume of these to his hearers.

The general consensus of opinion was to the effect that the adolescent act, at its most stupid, is a grave mistake, and that the service of men are going into the practical end of business. And that the trend of modern education was about 180 degrees from that of the business world.

Lack Politeness. Businessmen also found a great lack of politeness in the young men of today, though they did not lay the blame for this particularly on the schools.

The speaker urged a broader form of education for young boys in which more attention might be given to the formation of character and the guiding of ambition.

Brains and ability, he said, were of little avail without push and energy and the will to win. He spoke with earnestness and force and his speech was the subject of a generous mead of applause.

Gives Report. Miss Evans made a most report on "Auxiliary Classes," and spoke of the rather severe isolation of Byron in spite of its proximity to London.

Dr. J. T. Phair, provincial officer of health, spoke briefly on "Preventive Medicine," stressing the need for a closer co-operation between the provincial health authorities and all educational institutions.

Hygiene must begin with the child, and the local place to inculcate cleanliness in the child was in school. He evoked the smiles of his audience by stating that "the school teacher is really the best person to train the child in good habits of health."

Talk On Teeth. Dr. Fuller addressed the meeting on the use of preventive dentistry. He emphasized the service of his branch of health. They have no wish to extract teeth, the whole idea is to enable the child to keep a mouthful of good sound teeth.

He wanted children to be taught to come to the dental department of their own accord, and not to have any fear of the dentist's chair.

He referred to the inadequacy of the present equipment for the work. The clinic in Aberdeen and Riverview is able to handle about 1,500 children a year, whereas there are in the city some 9,000 children. Last year one man performed 4,900 operations on children, and this year with added facilities, he hoped to accomplish

SEEK YOUR EYES

EVERYBODY'S "spying." Why not you, too? Keep your eyes open for news and—

WIN TWO TICKETS FOR THE GRAND THEATRE.

Remember, however, that "spying" isn't dressing up some well-worn joke for the occasion. Hundreds of such entries have been discarded to the waste paper basket. It's news that is wanted; something you see, not a funny conversation or an old joke.

If "J. P." in Thursday's "I Spied" column, will call at the Advertiser office today or Saturday, he will be given two tickets for the Grand Theatre, Saturday.

WHILE WALKING along after dark, a man riding on the back of his horse, to whose tail was tied a lamp, L. S.

A MAN, going down the Wharncliffe road, with the sign, "Maximum Load, One Quart," tacked on behind his car, J. A.

AS I WAS WALKING down Colborne street, a gentleman with a runabout, stop his car, get out, take a baby's bottle from his wife, and warm it on the radiator. E. B.

A BABY BUGGY, standing outside of the annex door of the London Life Insurance office, 1 London who is so fond of business in a carriage.—M. D.

A MOTOR TRUCK, coming down the street, it stopped just behind a big car, and the beam of its headlights was directed at the head and shoulders of a small boy emerged from the leaves, where he had buried himself, "just for fun."—T. M.

DROPPING INTO A city cafe today for a cup of coffee in one of those places, where they use that heavy white china about a quarter of an inch thick, as the cup that I received had quite

twice the work done in 1922.

Urges Teachers' Help. The essential character of the industry is a "clean mouth" and he urged all teachers to do what they could in inducing their pupils to form good habits of dental hygiene.

During the debate on new business, a motion was put to hold the next meeting of the Institute in the Central London Collegiate.

The motion was the subject of much controversy and finally on a second count of hands it was defeated.

Banquet at Night. Professor Robertson of the Western University was the speaker of the evening at the dinner given by the Teachers' Association on Thursday evening in the Masonic Hall.

He took as his subject, "The Beginnings of Biological Research." The history of biological research from the earliest times of which we have any record down to the present day. From the Assyrians and Egyptians to the modern scientific method, through the days of the Greek civilization, when Aristotle believed that life was formed of compound parts of fire, water, earth and air, through the darkness of the Middle Ages towards the light of present-day knowledge.

The speaker pointed out that protoplasm, which is the ingredient of a cell, is really the greatest single material in life.

Describes Cells. Professor Robertson described how every human characteristic is attributable to the cell structure of each individual's body, and how impossible it is for education to alter in any way these fundamental facts. The best that we could do was to supply an environment that should be the most suitable for each individual cell.

He asked the teachers to remember the limitations imposed by heredity and biology and to "temper the wind to the shorn lamb." At the close of his address, the speaker received a very hearty vote of thanks.

Miss Grace Blackburn, who spoke for a few minutes, asked her hearers to co-operate with the Canadian Club in an effort which the club is making to erect a memorial in honor of the men who fell in the war.

The memorial is to take the form of a tower to be erected in Springfield.

Lauds Teachers. She described the assembled teachers as being the finest body of citizens in London, remarking that from an educational standpoint, they were the fathers and mothers of the children committed to their care.

Edwin Smith, chairman of the board of education, in a short speech, thanked the teachers for the hospitality of their sumptuous repast, and assured them that though his term of office was short, he hoped some time this winter to return their hospitality on behalf of the board of education.

He believed that it would be beneficial if the members of the board and the teaching profession could get to know each other better, and thought that some form of social evening would be the best means of accomplishing this.

The teachers agreed to return from the meeting in Windsor on Friday by the 7 o'clock train.

Vining & Hobbs 69 Dundas St. Phone 5394.

Choice Roast Beef, rolled ... 25c Pot Roast Beef, Shoulder ... 15c Beef Steaks, boneless ... 14c Stewing Veal ... 12c Roast Veal ... 22c Young Lamb Roast ... 28c Leg Lamb Roast ... 28c Fresh Dressed Pork Roast ... 25c Pork Chops ... 25c Chickens, Ducks ... 25c Dairy Butter, recommended ... 40c Canned Butter ... 35c Choice Groceries and Fruits.

We Deliver Free. Fresh Meats of all kinds—Steaks, Chops and Cooked Meats. Complete Stock of Groceries. Phone your order 5394. We deliver. 69 DUNDAS ST. v

MONEY AHEAD FROM EFFECT OF BYLAW

Treatment of the Indigent Patients Not Such Serious Matter as It Used To Be.

London has saved roughly \$5,000 if not more since the city council passed the "Indigent Patients Bylaw," announced Dr. W. S. Downham, civic medical officer of health.

Legislation became effective last summer, directing that all prospective indigent patients for admission to the hospitals must be first attended by Dr. Downham. In this way it was found possible to care for certain patients by other means than removal to the institutions.

Dr. Downham reports that from July 10 last, until Oct. 31, 96 patients were referred to the medical officer of health, 66 of whom were finally transferred from their places of abode to either of three institutions, Victoria or St. Joseph's Hospitals or the Byron Sanatorium. The remaining 30, the authorities point out, have been cared for otherwise, but would probably have been sent to the hospitals if the bylaw had not been in force.

The saving in this respect, although it can only be roughly computed, is considered quite substantial by the city councilors, evidently, they say, of the usefulness of the bylaw.

LABOR TO FIGHT IN ALL CITY WARDS

Party Sees Necessity For Thorough Representation in Coming Elections.

Labour must fight in every ward at the coming election, according to the members of No. 1 branch of the London Labour party, in regular session at a quarter of eight Thursday night.

Civic affairs were treated to a thorough consideration and there is every evidence, the delegates report, that interest in the leading issues has deepened considerably throughout the city, more particularly in wards three and four.

It was the unanimous feeling on Thursday night that candidates should enter the field in every ward and for every municipal office, and while the final decision rests upon the pleasure of the Labor convention, November 10, it is the belief of a goodly portion of the Labor element that a fight should be staged for the mayor's chair.

There are three likely possibilities as the party's choice in this respect, and all names will be submitted on the floor of the convention. Several new candidates will be in the race for the board of education, including representatives from ward three, where, it is reported, there is certain dissatisfaction expressed by reason of the delay in connection with the new public school, contemplated for Southeast London.

A brand new aldermanic slate for this district is also promised.

RELATES STORY OF MANY WARS

The Advertiser recently carried a story about a Halloween party of the Boys' Naval Brigade, held at the home of Mr. and Mrs. Axtell on Cheapside street, from which an important item of the program was unwittingly omitted.

This omission was the toast to "The Army," given by Sergt.-Major Nanfan. He told the boys how he had joined the Grenadier Guards in 1874, and saw service in Egypt after the bombardment of Alexandria in 1882. The recounting of his experiences in the fighting throughout Egypt and his part in the expedition under Sir Herbert Stewart to rescue Gordon in the Sudan, was indeed interesting.

Sergt.-Major Nanfan is an old soldier of many campaigns, having served in the Boer war, as well as in the Nile country. He volunteered in the European war, but his age made him ineligible.

Women's Pumps \$1

PRICED FORMERLY At \$6.00 To \$15.00 NOW

TODAY we place on sale our entire stock of Women's High-Grade Pumps and Colonials. Former values \$6.00 to \$15.00. In three groups of prices \$1.00, \$1.95 and \$2.95 a pair.

Made of the Highest-Grade Patent Colt and Black Kid Leathers, with top-grade trimmings, linings, etc., self-covered Louis heels. All sizes. Widths AA to D.

These Pumps were made by the leading manufacturers of HIGH-GRADE SLIPPERS for women, viz.: Blackford Manufacturing Company, La Paresine Company, Smardon and Bell of Montreal.

No Sale Shoes Charged, Sent on Approval or Exchanged.

Ashplant's THE GOOD SHOE STORE

NO MAIL ORDERS ACCEPTED.

WATER WASTE GROWS SERIOUS

Public Utilities Decide On Inspection of All Taps in City.

So critical has the situation become as a result of water wastage, traceable to unmetered taps, that the public utilities commission has decided to inspect the taps in city homes, and place meters in houses where leaky taps are found. Other homes will be metered later.

This course was decided upon at the meeting of the public utilities commission Thursday afternoon.

Mr. Buchanan presented figures to show that unmetered houses on the average were using over five times the quantity of water that metered houses were using. He said that in order to arrive at an accurate result he took the total quantity used, as shown by meter readings for a given time, and averaged that among the total number of meters. Then he averaged the remainder used among the unmetered users, and the amazing result showed that over five times the quantity of water was flowing through the taps that were not metered.

Thirty-five per cent of the houses were metered, and there was no reason why London should have a maximum water consumption unless there was an unnecessary waste somewhere. One hundred meters have been installed during the past month. Many people were demanding meters, knowing that their water rates would thereby be considerably lowered.

Some were in favor of making a systematic installation of meters, and beginning right away.

Commissioner Philip Pocock advanced the suggestion, however, that inspectors be sent around to the houses and that wherever a leaky tap was found a meter should be installed.

"If the taps are in good condition, there is no immediate need for a meter," said Mr. Pocock. "A leaky tap, on the contrary, reveals carelessness, and we should label that houses for a meter."

This plan found favor, and it was decided to carry out the suggestion as soon as suitable inspectors could be secured.

WOODMEN OF THE WORLD were treated to an interesting and edifying address Thursday night by City Clerk Sam Baker, who chose as his subject, "Business Prosperity." His listeners gained much useful information respecting city affairs, they said, about which they have long been ignorant.

MAYOR CAMERON WILSON is far afield after big game. He left at 5 a.m. Friday, and Ald. H. J. Childs, chairman of the finance committee, will be acting mayor until his return.

ATTENTION!

is drawn every day to the Classified Ads for—

RESULTS SHOW GOOD RETURNS TO BUYERS OR SELLERS. BUSINESSMEN OR WOMEN. CITY OR COUNTRY PEOPLE. USE THEM. DO YOU?

London Advertiser Classified Ads. for Service and Results.