

NEW ARRIVALS IN LADIES' FINE SHOES
Coming in every few days. Let us show you SOME OF THE LATEST.
COOK'S SHOE STORE
The Store That Serves You Best.

DIAMONDS
Diamond Rings from \$5.00 to \$350.00, including single Diamond Rings, three and five diamonds, and many fancy settings in the newest designs.
Exclusive designs in Necklets, Pendants, Bar Pins, Scarf Pins, Cuff Links, Tie Clips and Brooches.

C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 RICHMOND STREET.
Phone 1084.

Spring Lamb Specials
ON SALE TOMORROW.
Shoulder Roasts, per lb. 25c
Loin Roasts, per lb. 25c
Chops, per lb. 30c
Breakfast Livers, per lb. 20c
The biggest bargain of the year.

WILSON'S SHELL GLASSES
Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.

John S. Barnard
Optician.
104 DUNDAS STREET, W.

Western Ontario Electric Co.
237 Dundas Street, Phone 4071.
Inspect our new line of Fixtures and Lamps before purchasing. Estimates given on wiring free. A full stock of Fluorescents.

SUNLIGHT SOAP is made from the sweetest and choicest of edible oils and fats. It contains no harsh or strong ingredients. It is the purest and most efficient of soaps and, if used judiciously, the most economical of soaps.

Our Work, Best By Test, Has Been Proven
London Tire Repair Depot
254 Wellington Street, Phone 2334.
A. WILKES, Opp. McClary's.

PETERMAN'S
High-Class, "Hand-Tailored" Made-To-Measure Suits.
\$22.50, \$25.00 and upwards.
London Loan Bldg., Suite 4, No. 220 Dundas Street.

TORIC LENSES
There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

Brown Optical Co.
EYE SPECIALISTS AND OPTICIANS.
223 Dundas Street, Phone 1877.
London, Ontario.

Hardwood ANDERSON
Taylor Drug Company
London's Greatest Cut-Rate Druggist
6-RED STORES-6
The London Loan and Savings Company of Canada
INTEREST RATES ALLOWED
Savings Bank 4 Per Cent
Debentures 5 to 5 1/2 Per Cent
M. J. KENT, Manager.

The Advantages This Store Offers
are most fully realized when you have the time or inclination to make a personal comparison of values.
As to the actual quality of the Diamond you will have to trust to the integrity of the diamond merchant, because that is a matter of expert knowledge. That we have exceptional facilities for procuring the highest grade of Diamonds no one will deny.

DIAMOND HALL STORES.
YOUNG'S
LONDON. EAST LONDON.

XXX
JOHNSTON BROS. BREAD
X X X
-SPY IT!
X X X
TRY IT!
X X X
BUY IT!
X X X

MILITIA CHANGES REPRESENTATIVES ON SOME TRIBUNALS
Replaces Number With Returned Officers.
A number of changes have been made among the men who are acting as military representatives at the local tribunals throughout Western Ontario, due to changes in military obligations and other reasons. The men who have been appointed are in every case returned officers who have seen service in the Canadian army.

THE HEART OF FRANCE.
Dearest to the heart of France, after the "Marseillaise," is the old Napoléonic march, "Sambre et Meuse." It is the purest and most efficient of soaps and, if used judiciously, the most economical of soaps.

PROGRASSINATION
is the thief of time. Don't put off sending in your battery of orders for us for storage and repairing. Do it today. It's to your advantage.
BENSON-WILCOX ELECTRIC CO.
264 DUNDAS STREET.

COMPANY COMMANDER.
Lieut.-Col. John L. Youngs, recently of the 11th Battalion, has been appointed a company commander in the 1st Depot Battalion, W. O. Regiment, with the rank of major.

THE MAKING OF A FAMOUS MEDICINE
Few people realize that over 350,000 pounds of various herbs are used annually in making Lydia E. Pinkham's Vegetable Compound, and these herbs all have to be gathered at the season of the year when their medicinal properties are at their best.

Liquidate part of your debt to Canada by purchasing Victory Bonds.
Federal Advertising Service
Dominion Savings Building, LONDON, CANADA.

Clearing Ladies' HATS
\$5, \$6, \$7 and \$9, for..... \$2.98
BELTZ & CO.

MARGUERITE CLARK
"BABY BURGLAR"
A PARAVANTAGE PICTURE
At the Majestic Theatre Today.

PATRICIA
William S. Hart, familiarly known to all theatre patrons as "Bill," is the star in an excellent photoplay, "The Narrow Trail," at the Patriotic Theatre the first three days of this week.

NEW ARRIVALS in J. & K. SHOES
10-inch Russian Cut White Kid, with white-covered heels. The newest from New York. All widths and sizes. Price..... \$12.00
8-inch Brown Coco Calf, with Louis vany heels. The newest thing in browns \$9.00
8-inch Military Brown, with cloth top to match and new military heels \$7.50

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OVER 6,600 LONDONERS ARE NOW OWNERS OF VICTORY LOAN BONDS

Workers Were Guests of Sir George Gibbons at an Enthusiastic Celebration Last Evening.
Enthusiasm galore and pep with a capital "P" marked the banquet tendered the London Victory Loan campaign by Sir George Gibbons, chairman of the local campaign, at the Townshend House Monday night.
The teamworkers had a chance to get together and formulate plans for the big drive on Monday night. The drive will be carried out for the balance of the week, and that it will be a real drive is a foregone conclusion. There were about 200 present.
Sir George Gibbons was given a great ovation by his teamworkers and staff when he rose to speak.
"I want to congratulate you on the magnificent way in which you have been carrying on your objective," said Sir George. "Your zeal, persistence and steady work in the cause is wonderful. It is the only way in which you are an agent of your objective. Over 6,600 individual subscriptions have already been received, and it means that our citizens are as patriotic as any."

Marvel of Efficiency.
G. Tower Ferguson, vice-chairman of the Toronto campaign, was the next to speak. He said that the Victory Loan machine, under the direction of the Bond Dealers' Association, was a marvel of efficiency, and that from Atlantic to the Pacific 20,000 workers were doing the same work as being accomplished in London. The machine was working smoothly. England had been hearing of financial burdens since the war, leading at first to the Allies. Horrowing abroad followed, then the individual in the bank took upon. Now the Netherlands was asking for money, and even more. England wanted buy supplies here, but didn't have the ready money, and it was up to Canada to raise the Victory Loan as a basis of credit. It was little for us to do, but meant a lot to her.

Passport Refused Married Londoner to Visit in States
Immigration Officers Declined to Issue Permit.
Clair Steele, son of G. G. Steele, the well-known wholesale merchant, recently went on a trip to Florida for several months. Mr. Steele, Jr., has been married some time, but believed he should endeavor to secure an adequate permit. He applied to the chief immigration officer and was told to report to the country, as the married man's class might be called up at any time. Mr. Steele is remaining in the country, as a consequence.
Judge Winchester, a member of one of the Toronto tribunals, recently made a statement to the effect that the second class would be called up. Chairman of the military service committee said that had not been considered, and several Toronto Conservative papers said Judge Winchester should be removed for making such a statement.

SPEND YOUR WINTER IN CALIFORNIA
Let an experienced representative of the Chicago and Northwestern Railway plan your itinerary, arrange for your tickets and relieve you of all details. Past Daily Train, "The Overland Limited," San Francisco Limited and Los Angeles Limited through from Chicago to California, provided with modern travel conveniences and protected by the latest type of automatic electric signal systems all the way. Leave Chicago every evening placing at your command the best of everything in railway transportation. For descriptive literature, station schedules, etc. call at address B. H. Bennett, general agent, Chicago and Northwestern, 45 Yonge Street, Toronto, Ont. Nov. 3, 12, 20, 27.

LONDON'S RUBBER MAN
See Us At Our New Premises, 346-348 Dundas

NEW ARRIVALS in J. & K. SHOES
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8-inch Military Brown, with cloth top to match and new military heels \$7.50

THESE LINES ARE EXCLUSIVE
We Invite Your Inspection

Johnston & Murray
LONDON. ST. THOMAS.

Rowat's Coffee
Please People Who Are Particular.
50c per pound
T. ROWAT & CO.
250 Dundas St.
Phone 3051-3052.

EMPLOYEES OF LONDON BUYING MORE THAN EVER
100 Per Cent of Efficiency Class for Victory Loan Grows Steadily.
The employees of London's industrial concerns are showing up better every day in the Victory Loan drive. The men with a will and have already subscribed over \$200,000, and it is expected that the total will be well over the \$300,000 mark by the end of the week.
Michael Kaplansky, who had charge of the applications, finds it necessary to keep up with the work of the department.
"Everything is going splendidly," said Mr. Kaplansky Monday. "The employees of the city's industries are doing better than was expected and are setting an example that the whole Dominion might well follow."
"It is surprising the number of firms in which every employee has subscribed. The Bell Telephone employees have bought 150 bonds for a total of \$2,000, while the Green-Swift Company people have averaged over \$100 per bond, for a total of \$12,000. The A. M. Smith Co. has \$10,000 to its credit, and the Benson-Wilcox Co. has joined the 100 per cent efficiency class, with a subscription of \$7,000. I expect that there will be many more companies in this class before the total is finally accounted for, for we are not through yet by any means."

LECTURE TONIGHT.
The second of a brief series of extension lectures which are being given on the Canadian Confederation, under the auspices of the Western University, will be delivered this evening at the public library by E. London. His subject will be "The Fathers of Confederation."

LET US DO IT
Let us put that old pair of shoes you were going to throw away in perfect condition. Satisfaction guaranteed.
Modern Shoe Repair
Phone 2210.
There is nothing in all the world so heartening as a bright, active, clear-eyed boy. It has been our good fortune to fit glasses that work remarkable changes in dull "Don't care" boys.

Consult Us About Your Boy
My security is absolutely safe—because the bonded indebtedness of Canada is much smaller than that of other great nations, even in peace times.
I receive 5 1/2 per cent interest—\$5.50 a year, \$27.50 semi-annually is paid to me for every \$100 I loan my country.
Any time that I should become hard-pressed I can borrow around \$96 on every \$100 Victory Bond at any bank.
Or, I can "spend" my Victory Bonds as if they were gold.
Many firms will even accept my Victory Bonds as cash for more than their face value!

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street, Two Doors East of Majestic. Phone 2351.

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LONDON. ST. THOMAS.

WHAT CAN I DO TO HELP WIN THIS WAR?
I want Canada to win.
I want to be able to hold my head high in after years and say "I did all I could for my country."
If it didn't involve some personal hardship it would be an empty honor indeed.
I have not been called to fight.
I go home each day to my loved ones.
We have good clothing, good food to eat, happy surroundings and our pleasures.
I haven't had to give up my business—nor shatter by ambitions—nor suffer the loneliness and pain of separation from those dearest to me.
They live in no mortal agony over what may someday be my fate in the trenches.

Other speakers were George M. Reid, Controller of the Grand Opera House, also made a hit with his songs and jokes. Gordon Finch, district organizer, spoke of the excellent work done by Messrs. Graham, Clarke and McLennan, organizers from the Toronto bond house. The Hamilton and London divisions, about the same in population as the Ottawa Valley, had subscribed just twice as much. This was a record to be proud of. It had been a real pleasure to be identified with the men of London.

On behalf of the workers, I want to tell you, sir, how much we appreciate your co-operation," said Mr. Finch, turning to Sir George. "Your inspiring words, during this meeting, will again start the men off on their toes in this the last week of the campaign. The people through Canada and the United States know how successful you have been in your campaigns, and we hope that as you campaign, your strength will be such that you will be able to do what you have done in the past. Gentlemen, I ask you to drink to the health of Sir George Gibbons."

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REMEMBER Saturday Is the Last Day
This space donated by
THE PARNELL BAKING CO.
F. E. PARNELL, Manager.