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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 new designs.
Exclusive designs in Necklets, Pendants, Bar Pins, Cuff 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 Lamb, per lb. 20c
The biggest bargain of the year.
WILSON'S PHONES 6600-5601

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.

Service Station
OPEN DAY AND NIGHT.
EQUIPMENT AND WORKMANSHIP
UNEQUALLED
Reliance Garage
Phones: Day 5318, Night 3158.
229 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 Fluorolights.

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
354 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, W.

TORIC
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.

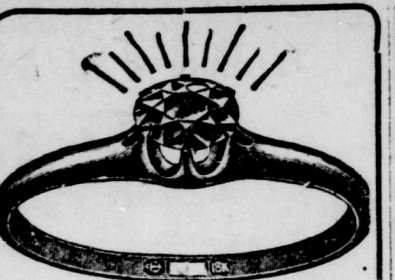
LENSES
Brown Optical Co.
EYE SPECIALISTS AND OPTICIANS.
223 Dundas Street, Phone 1877.
London, Ontario.

Hardwood
ANDERSON
Phone 1391.
489 York St.

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 5½ Per Cent
M. J. KENT, Manager.



The Advantages This Store Offers

are most fully realized when you have the time and inclination to make a personal comparison as to 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

and you won't have any other kind. Begin with a Log Cabin Loaf. Telephone 944.

XXX

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.
Only one change has been made in the city of London, that at local tribunal 184, Talbot and Carling streets, where Military Representative William Ward has been replaced by Lieut.-Col. J. H. Wilson.
At tribunal 150, Lambton, Ont. Joseph Howlett has been replaced by Lieut. A. W. Crawford, at tribunal 458, Brantford, George Hargrave has been replaced by Lieut. Gilbert Reid as military representative, at local tribunal 242, Drumbo, Hugh Allen has been replaced by Lieut. C. P. Stevenson, and at tribunal 636, Walkerton, Lieut. Pinkerton has replaced John Clancy Sen.

THE HEART OF FRANCE.
Dearest to the heart of France, after the "Marseillaise," is the "Chant du Départ," "Sambro et Meuse." Victor Hugo's "Chant du Départ" was recorded in 1917, for sale by Y. Ode Films of Heintzman & Co., Limited, 242 Dundas street.

PROCRUSTINATION
is the thief of time. Don't put off sending this battle to your friends for storage and repairing. Do it today. It's to your advantage.
BENSON-WILKIE ELECTRIC CO.
264 DUNDAS STREET, W.

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

Lieut.-Col. Youngs went overseas as a subaltern in the 1st Battalion, first contingent. He is at present employed as local military representative on the exemption tribunal at Stratford.

Lieut. Arthur E. Dods of the Canadian Forestry Corps has been appointed audit officer on the staff of the depot.

Lieut. Lewis F. Clarke of the 63rd Battery has been detailed temporarily for duty with the 6th Depot Battery at Guelph.

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.

The watchword in preparing these herbs is cleanliness, the process of percolation is perfect. All utensils and tanks are sterilized and the medicine is pasteurized, clarified and filtered before it is bottled for the consumer.

It is this wonderful combination of herbs, together with the skill and care used in the preparation, which has made this famous medicine so successful in the treatment of female ills.

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.

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 Tenthon Hotel Monday night.
The workers had a chance to get together and formulate plans for the big drive on Monday night. They were 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" to your objective, said Sir George. "Your zeal, persistence and steady work in the cause is wonderful. It is the only way to win, for you are an eight of your objective. Over 6,500 individual subscriptions have already been received, and from that our citizens are as patriotic as any."

Marvel of Efficiency.
G. Tower Ferguson, vice-chairman of the Toronto campaign, was the next speaker. He pointed out that the Victory Loan campaign was the most efficient of the kind ever held in Canada. He pointed out that the campaign was the most efficient of the kind ever held in Canada. He pointed out that the campaign was the most efficient of the kind ever held in Canada.

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 Patricia Theatre the first three days of this week.

Hart portrays an outlaw who falls under the influence of a beautiful girl. He loves her with all the desperate passion of which his wild nature is capable, and determines to reform. In doing this, his source of income is naturally shut off, and he is in trying straits for ready cash.

Just at this crisis a big rodeo is to be held in a nearby city. A cash prize is offered for the principal event—a "jump in the saddle and away" race, and the outlaw determines to enter himself and his Pinto pony. In doing so he knows he is taking a tremendous risk, as the peculiarly-marked pony is known to the sheriff and his deputies, but, goaded by necessity, he takes a chance, and in the presence of a crowd leaps into the saddle.

It is during this wild ride, with its thrills of contesting cowboys, that excitement rises to its highest pitch.

Mr. Hart has the role of a western highwayman, who ventures into a typical "chance-of-a-lifetime" race, and the motion picture audiences will see presented with graphic vividness and dramatic interest the story of a man who made this particular section of San Francisco notorious the world over.

Nothing like the Barbary Coast has ever been known. It occupied a niche of its own in underworld history. Here all sorts of crimes were plotted and perpetrated. Here were drawn the dregs of criminal organizations from foreign lands, as well as this country, and here crimes thrived and blossomed and succeeded as nowhere else in the world.

Port Said, reputed to be a "bad town," was a kindergarten compared with San Francisco's Barbary Coast in its present period. And it is in this period that is so wonderfully reproduced in Hart's "The Narrow Trail."

An effort to "shanghai" the big, rugged western highwayman results in a fight that for sheer spectacular features has no parallel in screen battles.

MAJESTIC

Returned from a select girls' school, Bab is just at the age of romance, as she calls it, and when her old friend Tommy Gray gives her his first pin to wear, she believes that her "life's romance has commenced."

It all begins when her father puts her on an allowance of \$10.00 a year, and no extras. "Not princely, but it will do," writes Bab. "With this sum, she is to purchase all 'furs, theatre tickets, underwear, manicuring, dentist, church collections, candy, tennis balls and machine tickets, ice cream and taxi-cabs and Christmas gifts' for an entire year."

Bab had heard of various and sundry cases of burglary in the vicinity, and when the visit of the mysterious man increased in frequency, she began to think that he was no other than the burglar himself.

Keeping her suspicions to herself, Bab decided to go out for the \$20.00 reward, which was offered for the capture of the thief.

In the meantime, Lella, Bab's sister, whom the romantic child was trying to marry off to the old friend of the family, Carter Brooks, had been acting quite strangely.

Bab, however, was too much occupied with the capture of her "burglar" to notice this, and spent several uncomfortable nights on the dining-room table (so as not to go to sleep) waiting for him.

She keeps her nerve, however, and when she thinks that both safe in the library, and the burglar is outside and shoots a deceptively shot, which she had begged from the gardener.

The family, thoroughly frightened, appears, and finds—not what Bab had triumphantly imagined—but her sister Lella and the young man with whom she was eloping. Poor Bab, thoroughly disgusted at her own "Bab," retired with more haste than dignity to her own room, where her father soon found her sprawling just waking up, although his golf cap was tilted over one ear, and the revolver lay still smoldering beside her.

She had not only lost the reward, but had effectively prevented just what she had wanted to "marry off" her older sister, that she might herself be "treated like a young lady." Her father, however, atoned valiantly by her, and the story ends the next day with Bab telling him, "No, she is not too old to be held in laps."

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

subscribed 100 per cent and more were following closely.

Pte. Theodore Robinson, London's first little hero, who walked to Toronto in the interests of the loan, was presented with a \$50 bond by Major Ingram, on behalf of the headquarters staff. Theodore responded with his best little speech, which was a real scream.

Other speakers were George M. Reid, Controller Sir Little, Phil Petherly, Gordon Finch, T. B. Parkinson and George H. Davis.

Charles Martin rendered a solo in excellent voice, while Ed Mack, who played 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 McLean, organizers from the Toronto bond house. The Hamilton and London division, about the same in population as the Ottawa Valley, had subscribed the same amount. 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 say how much we appreciate your co-operation," said Mr. Finch, turning to Sir George. "Your inspiring words of this evening will again start the men off on their toes in this 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 go on, 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."

Sir George replied briefly.

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 visited to take 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 a medical board, after which providing he was placed in Class E, he would be permitted to leave the country. According to Mr. Steele the board refused to examine him.

On making a second application to the chief immigration officer, he was told that he could not be given a permit to visit, with the married men'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. Chairmen of the tribunals, however, have 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 signals all the way, leave Chicago every evening placing at your command the best of everything in railway transportation. For descriptive literature, train schedules, call or address B. H. Bennett, general agent, Chicago and Northwestern, 1000-1002, Yonge street, Toronto, Ont. Nov. 3, 12, 20, 27.

Don't Let Up.
"Don't stop till Saturday night," declared Sir George Gibbons, who was glad to see the hearts of the Empire, but the soldiers at the front.

J. J. Foote stated that he was proud of the salesmen, and that he was confident that this was going to be the best week of all. He advised the canvassers to get the word out as well as the people in London had bought bonds so far, and it was hoped that this record would be lowered to one in every seven.

Mr. Foote also stated that the firm of E. Leonard & Sons had been awarded a good-sized order for the construction of a new factory building, one that would keep the factory running for some time.

T. A. Eakin, vice-chairman of the groups committee, stated that 145 institutions, employing 7,530 men, were buying up bonds. The objective of \$200,000 had been realized already, and it was hoped to practically double the mark set up by the workmen of London was not only remarkable, it was stupendous. Seven institutions had

Rowat's
Please People Who Are Particular.
COFFEE
T.A. 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 workers of London are behind the loan 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 \$9,000, while the Green-Swift Company people have averaged over \$100 per bond, for a total of \$13,000. The M. Smith Co. has \$10,350 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 announced, 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 F. Landon. 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
Carlyle TREBILCOCK OPTICIAN
233 Dundas Street, Two Doors East of Majestic. Phone 2351.

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 5½ per cent interest—\$5.50 a year, \$2.75 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!

I can buy Victory Bonds on installments—"easy payments"—in hundreds of places.

Until they are paid for my money draws regular interest the same as in a savings account.

I am teaching myself to save.

I am laying by a "nest egg."

And all the time I am helping my country to win—I am doing my share—I am living up to my duty as a Canadian.

What can I do?

Here is my answer—
I shall enlist every dollar I can spare during the coming months.

I risk nothing.

I can always have my money back with interest at any time, should I need it.

And then I will ask every member of my family and ten of my friends to do the same.

And I will do it today that my order may be in early; that it won't help swamp the already over-worked clerks at headquarters.

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 some day be my fate in the trenches.

The war hasn't hit me as hard as it has millions of others.

Do I appreciate it?

If brave mothers can loan their only sons—if loyal wives can loan their husbands—if little children can loan their fathers—

Can I hesitate to loan a few of my dollars?

Can I permit my family and myself to be pointed out after the war—can I let it be scornfully said that "They wouldn't even buy Canadian Government Bonds to help us win?"

Buying Victory Bonds is little enough for me to do.

I simply loan what money I can spare to the richest nation on earth.

As a gilt-edge investment it has no equal.

My security is absolutely safe—because the bonded indebtedness of Canada is much smaller than that of other great nations, even in peace times.

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And I will do it today that my order may be in early; that it won't help swamp the already over-worked clerks at headquarters.

REMEMBER
Saturday Is the Last Day

This space donated by
THE PARNELL BAKING CO.
F. E. PARNELL, Manager.

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 vanity heels. The newest thing in browns \$9.00

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.