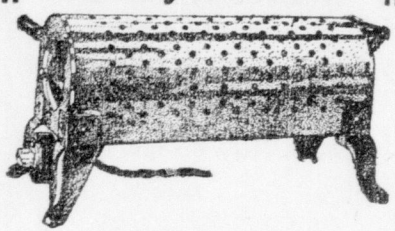


## The Hydro-Electric HEATER

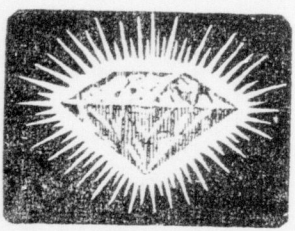
is the most comfortable, convenient and satisfactory heater you could have. Just the thing for chilly, frosty fall days.

**HEATERS**  
All prices from \$5 up.  
PHONE 3180.  
**The Hydro Shop**



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Diamond Merchants and Jewelers.  
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All come from mechanical defects of the eyes. Nothing but proper glasses will correct the trouble.

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## ABOUT YOUR EYES CONSULT US.

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## TAYLOR'S CREAM OF ROSES.

A greaseless, emollient cream for sunburn, tan, and all skin irritations. Does not contain one particle of oil or grease. Cannot promote the growth of hair on the face. Price, 5 cents per ounce, and we supply the bottle.

**Taylor's 6 Cut-Rate Drug Stores**

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The Coal That Satisfies.  
Best prepared, highest efficiency, lasts longer. No clinkers. Greatest comfort. Most economical.

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## Scranton Coal

The most satisfactory coal for furnace or range. Send in your order.

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## THE LONDON LOAN and SAVINGS COMPANY OF CANADA

DIVIDEND NO. 90.  
NOTICE is hereby given that a Dividend at the rate of 8 per cent, and bonus at rate of 1 1/2 per cent per annum, is declared on the Capital stock of the Company for the current three months, ending September 30, 1916, and same is payable on 2nd of October to Shareholders of Record on 15th of September.

**AL J. KENT, Manager.**

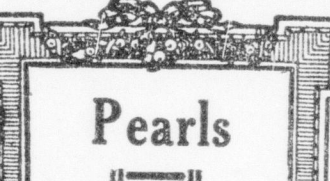
## It's QUALITY That Has Made PARNELL'S BREADS FAMOUS

in London and Western Ontario. Quality has given Parnell's breads entrance into the majority of London homes. Quality has made thousands of friends for us amongst the children and caused hundreds of them who ate our breads twenty and thirty years ago to order it when they marry and go into homes of their own.

If you have never tried our breads you ought to try them today. They're the acme of perfection.

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We are making a special showing of necklaces, matched with wonderful precision, which you will be interested in seeing. Our prices are very moderate.

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TWO STORES:  
170 Dundas St. 674 Dundas St.

## ON THE MARKET IN A FEW DAYS

**24-Ounce WRAPPED Loaf**  
At Grocers or delivered direct from the Bakery.

**Johnston Bros. XXX BREAD**

## COMMISSION DEALING WITH AUDIT QUESTION

Will Be Officially Notified of New Appointment Today.

The utilities commission this afternoon will be notified that W. M. Dunlop, Ottawa, has been named city auditor, and has been given authority to look after the books of the commission.

Whether or not the commission will appoint Mr. Dunlop, and pay a portion of his salary, will be taken up. It is probable that the present auditors, Messrs. Jewell, Dale and Sweeney, will be continued until the end of the year. Mr. Dunlop to take up the work after that time.

The wells will not be discussed directly, as the commission have sent that problem to the city council. The question of drilling wells will be taken up, and it will probably be decided to drill on the Horton street property.

## SORE CORNS GO!

**Putnam's Corn Extractor** makes the corn go without pain. Takes out the sting overnight. Never fails—leaves no scar. Get a 25c bottle of Putnam's Corn Extractor today.

**"LOST IN THE SHUFFLE?"**  
That will not be the fate of your small ads, provided you let us make them "unshufflable."

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## HOUSEWIVES' LEAGUE IS PLANNED TO FIGHT HIGH COST OF LIVING

Trades and Labor Council to Take Definite Action.

FOR MUNICIPAL BAKERY

All Women's Organizations Will Be Asked to Co-operate.

The high cost of living and the best plans to adopt in order to solve the problem and reduce the cost of commodities, were the principal questions discussed last evening at a meeting of the trades and labor council.

The matter was discussed from every angle, and every phase of the situation covered, and as a result the members of organized labor in the city have decided to take definite action, in order, if possible, to reduce, at least check the advance in prices.

It was finally moved that a committee be appointed by the trades and labor council to confer with all women's organizations in the city relative to the formation of a housewives' league, similar to that formed in New York city.

The motion to this effect was made by Vice-President Wright, and seconded by Delegate Hessel.

The discussion in the first place was launched by Delegate Joe Dean, who moved that a committee from the council be appointed to call on all the Mothers' Clubs and other women's organizations, and all the wives of all members of organized labor, and request that they take their own bread, in an effort to reduce the present cost of that article.

He also suggested that the Dominion Government be requested to take its own bread at the military camps.

Delegate Dean characterized as a "crying shame" the present cost of certain foodstuffs, and said it was high time that the laboring men were awakened to the fact.

**Municipal Bakery.**  
Delegate Terry thought that a solution of the problem would be in the establishment of a municipal bakery, and stated further that the Dominion Government should exercise control of all the wheat produced in the country.

He thought that the proper course to follow would be to submit the question of a municipal bakery to a vote of the people and urged that the council be approached relative to the proposition.

Delegate Hessel strongly advocated the formation of a Housewives' League, and thought that great good would result by holding public meetings in the schools and educating the people in the best methods of fighting the high cost of living.

Delegate Dean then made a motion to the effect that the Dominion Government be asked to investigate the high prices of food products of all kinds.

This motion was made in conjunction with Delegate Dean's motion to send a committee to confer with all women's organizations requesting that they take their own bread.

**Wait on Council.**  
The city council will be waited upon in the near future by a deputation from the Trades and Labor Council, which will ask that a bylaw be submitted to the electors relative to the establishment of a municipal bakery.

Considerable discussion arose over the advanced prices in coal, and the action was made by Delegate Dean and seconded by Delegate Hessel as a result.

Ald. Ashplant believed that the schools should be used to give the high cost of living problem the greatest publicity, and advocated that the members of the Trades and Labor Council take steps at once to do what they could to assist in a reduction.

The next question to be discussed was that of free text books for the school children. Several of the delegates stated that their children had received none of the free school supplies, and they wanted to know why.

Ald. Ashplant agreed to furnish the information desired at the next meeting. Ald. Max Lerner protested against the Trades and Labor Council being forced to pay \$35 for one day's use of Queen's Park.

**Favors Project.**  
International Agent W. T. McKay of the International Union of Marine and Shipbuilders' Union addressed the council and complimented the members on the stand taken regarding the organization of women to fight the present high cost of living.

He cited several cases that had been brought to his notice where women had won many a fight.

He believed that a campaign by a Housewives' League along the line suggested in Delegate Dean's motion would result in producing the desired results. He concluded by strongly urging all union men to stand behind unionism by purchasing nothing but union goods.

John Madson of the Clarendon Local Union was obligated as a delegate from that branch of organized labor, and was duly made a member of the council.

The members propose to stand together in their fight against the high cost of living, and in the motions made asking that municipal bakeries and coal yards be established, they are taking what they claim to be only preliminary steps for future movements.

## DIED FROM EXPOSURE

James Reynolds, South African Veteran, Found in Park.

The inquest into the death of James Reynolds, commenced last evening at the undertaking parlors of John Ferguson's Sons, and will be continued tonight.

He was found in Victoria Park during fair work in an exhausted condition, and was first taken to the police station and later to the Victoria Hospital, where he died on Tuesday night.

Dr. Ferguson, the coroner, believes death was due to exposure. Deceased was about 60 years of age, and so far as can be ascertained has no relatives in the city. It is stated that he was a veteran of the South African war.

## ANNUAL MEETING

Catholic Women's Patriotic Society Holding It Friday.

The annual meeting of the Catholic Women's Patriotic Society will be held in St. Peter's Hall at 3:30 o'clock on Friday afternoon.

Mrs. B. C. McCann, the president of the society, will be in the chair. A report of the Red Cross work of the society for the past year will be made and discussed.

The secretary, Mrs. McLean, is very anxious to have as many members of the society as possible present.

Let us help you plan a box of "Good things to eat" for your soldier friend.

Peters, London.

## ROWAT'S COFFEE 50c Per Pound

T. A. Rowat & Co.  
250 Dundas St.—Phones 3051-3052.

## BARMAIDS MAY BE TRIED IN CITY TO INCREASE RECEIPTS

Hotelmen Not Sure as to Future Steps.

## BAR BUSINESS IS POOR

Some Find It Unwise to Open for Sale of Refreshments.

Will some of the city hotels introduce barmaids as an inducement to get customers to patronize the "soft goods" bar now in operation in the hotels in succession to the licensed bar which became extinct on Saturday night?

From the small receipts in all the bars in the city during the past few days it appears evident that some such scheme will have to be introduced otherwise, it is said, the bars will be of necessity forced to close.

In Toronto one of the hotels introduced the novelty of barmaids, and it is claimed there that this particular bar was well patronized, whereas others were dead.

The barmaid seems to be the solution of the problem, but whether any of the hoteliers will be employed by any of the local hotels is yet a matter of conjecture.

Several hotelmen, when asked for an expression of opinion on the question of barmaids, did not wish to commit themselves definitely.

One hotelman, though, thought that the idea would be first-class, and he stated that he was going to Toronto today and would look over the situation there, and if the novelty appealed to him he would place barmaids at work in his bar on his return to the city on Saturday.

All the hotels report a great slump in their bar receipts under the new act, as only one-third of the receipts of other days.

One bar closed up completely yesterday, the owner stating that he could see nothing in it, and considered he was just about as far ahead with the bar closed as with it open.

Others when interviewed said they were contemplating similar action, and unless the business took a decided change would close very soon.

The introduction of the barmaid may solve the problem, but as none are at present employed the question cannot be answered until the scheme has been adopted and tried.

## WESTERN CLASSES DRAWING STUDENTS FROM OTHER CITIES

University Arts Course Gaining Ground Rapidly.

## INFLUENCE IS EXTENDED

Development of Institution Shown by Number of Professors Required.

The Western University is commanding a growing attention throughout Western Ontario. While in the past the classes in the arts department have been recruited entirely from city students, there are indications that several this year will come in from outside points. One city alone is sending three students, a further step being the sending of students from the university of Western Ontario people.

Registration in the arts department is taking place rapidly, and the 27, and lectures will begin the following day. In the medical department registration will not take place until Monday, October 2, and lectures will be started Tuesday, October 3.

While the attendance of the arts department will be affected by the number who have gone overseas, prospects are very good, better, in fact, than some years ago, in the medical department the attendance will be about as large as usual.

**Great Development.**  
Development of the university is indicated in several ways, several among these is the increase of honor departments. Each year there has been an increasing demand for honor courses, and where four honor departments were offered two years ago, seven are offered this year. To illustrate what this means in the way of added work, the professor of mathematics, Prof. Patterson, has as his medical department in mathematics, due to the honor work, as he had in mathematics, philosophy and economics three years ago. Three men are now required to cover the department which Prof. Patterson had alone three years ago. Dr. Louis Woods taking economics and Prof. Alfred Buckley, the latest addition to the faculty, philosophy. Three years ago Dr. Tamblin was able to manage all the work in English and history. This year the department is divided among three. Three years ago Dr. James was alone in the French and German department.

Last year it was necessary to secure an assistant lecturer, and Miss Hilda Baynes was appointed to this department.

**Standards Raised.**  
Even with the additions which have been made to the staff, the development indicates that more assistance will be required in the near future. A further evidence of the "growing up" of the Western is to be found in the raising of the standards. This especially applies to the M.A. and B.A. M.D. courses and the standard for admission. The M.A. degree standard now is that will answer for one year for anyone desiring to take the Ph.D. course in one of the larger United States of America or central universities. An opportunity is thus offered any of the graduates of taking one year towards the securing of the Ph.D. degree without leaving the city.

The B.A. M.D. course has now been extended to seven years, instead of five, as formerly. The standard for admission to the university has also been stiffened. At the present time, President E. H. Brathwaite and members of the faculty are engaged upon the arrangement of time-tables and other details in connection with the work of the term about to open.

## Y.W.C.A. WORK TO BE GREATLY EXTENDED THROUGHOUT CITY

Two Well-Trained Secretaries Appointed Yesterday.

## SATISFACTORY REPORTS

Invaluable Service Is Being Rendered to Young Women Here.

With the monthly meeting of the board yesterday afternoon, a new era was inaugurated in Young Women's Christian Association activities in London.

For years the association has gone quietly about its work, rendering an invaluable service to young women and to the city, making little demand upon the public for recognition.

Proportionally to time, certain extension has been undertaken, when accomplished, only proved the need of some further development.

So imperative has become the demand of the times, and of the opportunity, that the board has practically no choice but to set about extension work which will, in some measure at least, cope with the situation.

**Secretaries Named.**  
The great undertaking towards living up to the opportunities was launched yesterday at the board meeting, to which reference has already been made with the appointment of two highly trained and efficient secretaries, Miss Beatrice Lukes, late of Montreal, to fill the position of general secretary, made vacant by the resignation of Miss May Ludwig, and Miss Kate Archibald of Toronto, to act in the capacity of extension secretary.

Miss Lukes for the past two years has been general secretary in Montreal in one of the largest associations in the Dominion. She comes to the London Association at a reduction in salary because the work of organization which lies before her in this field makes a stronger appeal than carrying on work so perfectly organized in every detail that it has become routine. In addition to her responsible position in Montreal, Miss Lukes has behind her experience as general secretary in Edmonton.

**Will Go to Study.**  
With all the knowledge she has had an opportunity of acquiring, she is not content to come to the new position in London with her present equipment. Her acceptance of the appointment has on condition that it will not take effect till December 1. In the meantime she plans to go to some large centre in the United States for a couple of months for further study of the most up-to-date methods.

She has been in London for the past few days making a survey of the situation, and yesterday attended the meeting. She made a most favorable impression upon the members by her keen insight into conditions here, gained after a very short time for investigation, and her evident entire mastery of the work to be undertaken by a general secretary.

Miss Kate Archibald's ability is already well known to the association from the success of her work in charge of the Y. W. C. A. rest tent in co-operation with the Y. M. C. A. military work in the summer. She comes the beginning of October to organize the industrial extension work.

Apart from the interviewing of Miss Lukes, discussion in regard to educational and other work for the fall and winter, and appointment of the two secretaries, reports were received from the officers and conveners of committees.

**Satisfactory Reports.**  
In connection with the work of the travelers' aid committee, reported upon by Mrs. C. B. King, touching reference was made to the late Miss Ina F. McBride, who was a prominent member of the travelers' aid committee from the time it became a department of the association.

During the discussion in regard to the appointment of the new general secretary, reference was made to the fine service rendered by Miss May Ludwig, and the appointment of her as a secretary, and the members in half that she held the position. Marked progress had been made in that time, for which she was in a large measure responsible. Regret was voiced that her health had suffered, and that she is already feeling benefitted by her holiday and rest.

Special mention was made of a gift of linen for the central rooms from the King's Daughters, and the secretary asked to write thanking the donors on behalf of the board.

The meeting, the first since the holiday season, was the most largely attended in several months, and much interest was evinced by the members.

Miss Moore, the president, announced that the new furnace had been installed in the residence. The problem of raising the money to pay for this is one which immediately faces the board. Several of the members have each assumed the obligation of raising \$25 towards the amount.

## CORN ROAST ENJOYED BY MEMORIAL CHOIR

Outing More Than Made Up For One Missed in Summer.

The choir of the Cronyn Memorial Church missed its picnic outing during the past summer. But it has no regrets on that score. An old-fashioned corn roast and the jolliest kind of a frolic in the city, were held on the river bank, some distance from Springbank, last evening, was more than compensation.

The idea of a corn roast was the suggestion of the rector, Rev. R. W. Norwood, and the plan was taken up with enthusiasm by the members of the choir. Committee to take charge of arrangements were appointed as follows: Men's committee, Rev. R. W. Norwood, Messrs. E. A. Gibson, J. R. Hazlett and Noel Pettit; ladies, Messdames E. A. Gibson, Mrs. Laphorne, and Misses Gladys Wright and Lenz.

The spot chosen by the men's committee for the event was an ideal one, beside a grove of trees overlooking the river. Chinese lanterns were hung among the trees, and a huge pile built up for a bonfire.

With lanterns twinkling, the bonfire blazing, and the river gleaming in the twilight, the picnicers were enchanted with their surroundings when they arrived by special car shortly after 7:30 o'clock, and entertained also with the prospects for the evening's fun.

Games, singing and story-telling added to the enjoyment, though the cooking of the supper was sufficient entertainment in itself for one night. And a tempting repast it proved, notwithstanding a bit smoky in spots, occasionally charred and with more than a flavor of ashes. Little drawbacks like these nobody minded with appetites keen for that corn, baked potatoes, toasted wien-

## ROSS' Limited

LONDON and EDMONTON

## Fashion's Choice in Fur for Coats This Coming Winter is Hudson Seal

The correct styles for the season are full box with wide swing and close-fitting, with ample flaring skirts. Contrasting Furs in Lynx, Fox, Sable, Beaver, Ermine, etc., are used on collar, cuff and round the bottom. Rich brocade satin favored for linings.

These garments are made in lengths varying from 36 to 45 inches. We are specially well prepared this season to meet the demands of our patrons in these handsome Coats at the most moderate prices on the market. Our guarantee accompanies every garment.

We will be pleased to have you examine our styles, qualities and prices.

**LARGE STOCK OF FUR SETS, ALSO SINGLE ARTICLES, IN ALL THE FASHIONABLE FURS OF THE SEASON, BEST VALUES IN THE TRADE.**

## Fall and Winter Coats

in tweeds, zibelines, plushes and chinchillas. The latest styles. Prices.....\$18.50 to \$45.00

## FALL SUITS

Ready-to-Wear or Made to Order

IN THE FASHIONS OF THE HOUR.

See our exclusive designs in Fur-Trimmings, produced in our own workrooms, and guaranteed correct in style, fit, workmanship and material, at most moderate prices.

Phone 1319 196 Dundas St

## FOOTWEAR Dress Up!

For London's Feminine

Styles this year correspond with the season more than ever before—trim, with natural lines, varying in tones and colors.

In fact, the stock enables us to fit not only the foot, but the personality. Look in our window and select the Shoes that you would have become a part of you.

AT PRICES THAT ARE OURS AND YOURS.

**\$3.00 to \$6.00**

## Johnston & Murray

THE POPULAR SHOE STORE.

LONDON AND ST. THOMAS.

## KEEP WITHIN ZONES TO PREVENT ACCIDENTS

Police and Council Urge That Citizens Regard Lines Established at Busy Corners.

Since the safety zone lines at the corner of Dundas and Richmond streets have been repainted, and now that the city council intends to extend and maintain the system permanently, the question is asked by many citizens as to the law concerning the enforcement of traffic regulations at these corners.

The zones are to be established within the next few days at the corner of King and Richmond streets, to be followed later by other zones at other streets as the traffic justifies.

Under the existing city bylaw covering traffic, no person can be arrested for failure to keep within the lines. The city council and the police will do all within their power to get pedestrians to regard the zone lines, and guard as much as possible against accidents.

"We would urge that citizens keep within the zone lines and help to guard against accidents at these corners, as experience in other cities has proven that the establishment of safety zones has had a tendency to reduce accidents to a minimum," said Mayor Stevenson in urging that citizens walk within the white lines.

## COLLEGE PRESIDENT INTERESTED IN "U"

Former Lecturer Here Comments on Progress of Western.

Though it is a number of years since he was associated with the arts faculty of the Western University, President F. H. Sykes of a woman's college at New London, Connecticut, still takes a lively interest in the welfare and development of the Western.

Recently he wrote for a calendar of the university, and has replied thanking President F. H. Brathwaite for commenting upon it. He says: "The copy of the calendar has been duly received. I have gone over it with particular interest and appreciation of the lines of progress it shows."

While at the Western University, Dr. Sykes lectured in English and history.

## FILLED WITH WATER

Crumlin "Gas Strike" May Have To Be Abandoned as Result.

The gas well at Crumlin, struck some time ago opposite the Methodist Church there, has filled up with water and it is not known as yet whether or not it will be abandoned.