

WOODS' FAIR

CANDY DEPARTMENT

BOOSTER FOR SATURDAY

200 pounds of Choice Fresh Maple Cream at 8c a lb., or 2 lbs. 15c. See our new lines of 15c and 20c Candy.

Biggest 25c Saturday Bargain Package Yet.

Another Big Bargain Package for Saturday. Read over the following list of everyday items contained in package: Note Paper—one box of Note Paper and Envelopes, one large package Powdered Ammonia, one box best English Violet Talcum Powder, two cakes Black Lead, one bottle Vaseline and package of best Victor Blue. This lot for 25c

Ladies' Silk Waists, \$2.25.

Black and Cream Louisiana Silk Waist, yoke made of rows of Val. Lace, lace collar and cuffs to match, ¾ sleeves, tucked front, sizes 34 to 40. Saturday \$2.25

House Waists, 50c.

House Waists, made of American cotton flannel in cardinal, navy and blue, tucked front, plain back, long sleeves, sizes 34 to 40. Sale price 50c

Ladies' Extra O. S. Vests, 50c.

Ladies' Extra Large Size Vests, in gray or white, ribbed wrist, button front, shaped waist, drawers to match. Sale price, each 50c

Plain Cashmere Hose, 25c

Ladies', and Children's Plain Cashmere Hose, fine quality, spliced heel and toe, sizes 4 to 10. Special price, pair 25c

25c Collars, 15c.

Wash Collars in assorted styles, some nicely embroidered, others lace trimmed, slightly soiled, regular 25c. Sale price 15c

Men's Working Shirts, 47c.

Men's Shirts, made of American Percelle, nicely made, with rolling collar, all sizes. Sale price 47c

Bargains in Table Linen for Saturday

Several rolls of Table Linen, semi-bleached, and 54 inches wide, regular 25c yard. Special Saturday, yard 19c
35c and 40c Table Linen, Saturday, yard 27c
Large tablecloth of odd shades of wool, 2, 4 and 8 fold, some slightly soiled. Special to clear, skin 40c

Big Assortment of Jardinieres in Basement.

We import our jardinieres from England and have the cream of the best patterns to choose from. Our shapes and decorations are the correct thing, and prices are below all competitors. See our Jardinieres Saturday at 25c
See our Jardinieres at 35c; other lines up to \$3.50.

4-Piece Toilet Sets, \$1.00

Another lot of White Toilet Sets to sell at \$1 a set. This set is composed of 4 large-size pieces, basin, ewer, chamber and soap, and a decided bargain at \$1.00
Printed sets at \$1.75, \$2.25 and up to \$6.50 set.

Our Toy Department on the second floor is complete now with all our new goods. Bring the children along and show them through. Wall Paper, Paint and Blind Department also on second floor. Big values in Wall Paper on Saturday.

JOIN THE Y. M. C. A. MONDAY, OCT. 21.

J. M. THOMSON.



THE ELLIS MFG. CO. LIMITED
HAMILTON, ONT.

Defies Cold

To be Ellis-clad is to be comfortably clad. The heavy-weight ELLIS UNDERWEAR is ideal cold weather wear.

The Spring Needle stitch (the patent of which we control for Canada) enables us to make a garment which is thoroughly elastic, and which, therefore, fits close to the skin, furnishing a snug, warm covering. Besides, it is absolutely unshrinkable.

Our free Booklet tells the whole story. Write for one.

Sole Makers in Canada



"The Proof is in the Can."

"All the arguments in the world are outweighed by proof."

"You PROVE the matchless quality of

St. George's Baking Powder

THE FIRST TIME YOU USE IT."

"There will be a whiteness and lightness to the Bread, Cake and Pastry that you have never gotten with any other Baking Powder."

Our new Cook Book will be a daily help in preparing dainty dishes. Write for a free copy. National Drug & Chemical Co. of Canada, Limited, Montreal.

KOCH IS BACK.

Berlin, Oct. 16.—Professor Robert Koch, who went to Uganda, in Africa, to study the sleeping disease there, has returned to Germany. His hospital and his laboratories in Uganda have been taken over by the German Southeast African colonial authorities.

THE CAESAREWITCH.

London, Oct. 16.—At Newmarket today the Caesarewitch Stakes, a handicap, with 35 sovereigns each, and 500 sovereigns, added for 3-year-olds and upwards, two miles and a quarter, was won by Demure, White Knight was second, and Wuffy third. Thirteen horses ran.

Tonight

Just before retiring, if your liver is sluggish, out of tune, and you feel dull, listless, constipated, take a dose of

Hood's Pills

And you'll be all right in the morning.

FORTY MILES OF RURAL PHONES

How the County of East Elgin Is Successfully Solving the Question.

Toronto, Oct. 17.—A special correspondent of the Toronto Sunday World, writing from Aylmer, says: It must be gratifying to the advocates of rural telephones in this province, as it is to the promoters and users of the Aylmer Rural Telephone service, to realize what a success it has proven. Two years ago the first promoting was done by Albert Trim, who is the owner of one of the finest farms and bank barns in East Elgin. At a meeting called to consider the matter, Mr. Trim was appointed general manager, and he immediately started a stock list which he was not long in filling up at \$10 per share. He went up country and secured poles which were in due time stripped. Then he had the farmers on each concession of Aylmer to place their poles and place them in position at the rate of 20 poles to the mile, which cost on the average 75 cents. Then he had expert linemen to put wires on the poles. These with the insulators, cost \$5 per mile. In addition, the phones and installing switchboard at Aylmer, cost \$20; that is, \$17 for the phone, and \$3 for installing. So that in the long run they only pay \$3.50 per year for the service, which amount goes to line girls, pay office rent, etc.

They have a central exchange in Aylmer, where alone they have over sixty phones, and between six and seven hundred shareholders in the county. The phones in town are free to all the country subscribers, just as the rural phones are free to the town subscribers, and as there is an all-night and Sunday service, the Bell is feeling the tightening of the collar very badly, and ere long, if the shareholders of the rural phones increase in the future as they have in the past two years, the Bell will be entirely supplanted in Aylmer and throughout the greater part of East Elgin.

The advantages the rural telephone wields over the Bell are many. The subscriber in town has the town well covered and the advantage of the rural connection as well, at a yearly cost of only \$3.50, while the Bell costs for the town alone \$25 per year.

Another advantage is that any subscriber has the free use of the phone whether a businessman in the country or a farmer in town to inquire about something at home. "One has only to live in the country," as one old farmer puts it, "to see the advantage of a connection of this kind." To non-subscribers the use of the phone is ten cents. The company is extending its lines in every direction, and in two years more East Elgin will be a perfect network of rural telephones. The lines run now from Aylmer, up the road to Bayham and Richmond, nine miles. There are 22 telephones on this branch.

Aylmer to Port Bruce, 10 miles and 24 phones.
Aylmer to Port Burwell, 16 miles and 30 phones.
Aylmer to Vienna, partly covering Port Burwell line, 16 miles and 30 phones.

Aylmer to Lyons' Corners, eight miles, 8 phones. Then to Springfield, 8 miles, 10 phones.
Aylmer to Springfield, northeast branch, 6 miles, 10 phones.
Aylmer to Corbin, 12 miles, 35 phones; continued from Corbin into Tillsonburg, 6 miles, 14 phones.
Walsingham line, and Old Cavalry line, 10 phones, 8 miles; with another line to Sparta, 10 miles and 20 phones.
Aylmer to Mapleton, 10 miles, 17 phones.

Have also connections from Richmond to Catton, Vienna and Port Burwell.

Any place in the province having any doubts about the efficiency and thoroughness of a rural telephone service would do well to make an investigation into the working of the system in East Elgin, where they now have over 600 and 700 shareholders and subscribers.

Advertiser Correspondence

Henry Van Dyke and Pastor Wagner. To the Editor of The Advertiser:

I have been surprised at the furor created by the statement of Henry Van Dyke, that his "Other Wise Man" was the offspring of inspiration, as portrayed in a New York dispatch in The Advertiser of Thursday, Oct. 10. In a measure, nearly all great writers have claimed a similar source for their matter and matter of inspiration. Emerson said that it looks as if all great books were written by one man, and in his "Over Soul," he puts forth the theory for the origin of what he calls the "Gods Among Men."

The late Dr. Bucke, of the Asylum, here, in his work called "Cosmic Consciousness," formulated a theory for accounting for those big individuals who appear from time to time in the race, and he says that these men have attained to a higher development whereby the become possessed of cosmic knowledge.

The examples he refers to in his work are largely spiritual leaders, who bear testimony again and again to their possession of the action of, a new-mental and moral power.

He would not include Henry Van Dyke as a full type of cosmic consciousness, because the giving of his testimony is an after-thought, a good example not cited by Dr. Bucke is to be found in the preface of "The Better Way," by Charles Wagner, the author of "The Simple Life," and the friend of President Roosevelt.

He is a much more striking example as he boldly gives credit in his preface, and says the whole book is due to this better spirit.

He does not know whom this better spirit is as the following extract from the preface shows:

"I have known solitude, but never abandonment. However, remote my

way, there has always come to fare with me an unknown companion, of unfailing goodness.

"Never have I fought a battle that he was not at my side. Into all life we have gone together, and he who spoke in public; two who took counsel by the fireside. I have come to know him as another self, a good genius, a near and superior spirit who untangles from the perplexities of life that which is sure and essential."

"He has shared my joy in bright days, and in dark ones he has cheered me. Wandering perplexed in the wilderness of ideas of passions I would see him appear suddenly in the very heart of the labyrinth, and his glance opened the way."

"In the hours of youth and expansion, when one stings and vibrates like a harp, he sang infused with the When the hours came in which one cannot speak to grief, silent he wept with me."

"Who this mysterious friend is I do not know. I claim for him neither prestige nor any privilege of infallibility. My purpose is simply to let my fellows profit by what he has brought me."

It is not hard to perceive that he borrows almost everything from him. He throws along my path, for his face radiates human sympathy. For myself, I venerate him as a knight of God. Certainly he has seen far distant times, but he is here with the vigorous current of life that stirs under the bark of ancient oaks. He has been in all good fights; his heart bears the scars of all blows at truth. Along the Sinai and Judea he has listened to the prophets, and he has prayed on Calvary; but he also loves the good Homer, Plato and all things largely human. He has a decided bent for scientific research and social questions; he interests himself passionately in those who follow untried paths over the vast stretches of the unknown. But, when they would deny the spirit, he laughs in his long beard. Shifting in confinement, he seeks equilibrium and wide horizons. He abhors the sectarian spirit, and openly declares that if the chiefs should return by whom men are feared and anathematized, not one of them would he of his creed."

"What distinguishes him above all else is Faith."

"He believes in the profitable flight of days, in the highest destiny which, without knowing how to name or define it, suffering and militant humanity pursues its laborious career. He believes in the mystery that opens in a flower, shines from the stars, pierces the conscience, soaks in our tears, vibrates in our songs, sleeps in the cradle, and hides in the grave. He believes in the spirit beyond measure, in the ultimate downfall of evil, in the triumph of love, in explanation for sin; he believes in heaven, but he believes also in earth; he believes in man, because he believes ardently in God, not alone the God of splendid creations, of transcendent power, of unapproachable light, but the God who works in human guise, trembles in our hope, suffers from our griefs; a God who has chosen like a device this magnificent cry of Terrence's: 'I am a man, and nothing human is alien to me.' Surely the best that the friend possesses comes to him from the Son of Man."

"Alas! I despair of ever characterizing the spirit that inspires him. I must needs force myself, under pain of treachery, to stammer after him some of the words he has said to me."

OBSERVER

THEY CAN'T BE BEAT

DIPROSE PURE COFFEE

Fresh ground, without chicory, per pound.....40c

DIPROSE SPECIAL TEA

Finest Blend Ceylon Teas, full weight, delicious flavor, per pound.....30c, 40c

OUR BACON AND COOKED HAM

Are just right, mild cured, not too salty.
Sliced Bacon, pound...20c
Cooked Ham, pound...30c

John Diprose

Two Popular Cash Stores
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East Store Phones, 2261 & 2262

COAL

Book your orders now and we will protect you throughout the winter at our summer prices.

Large, clean Pea Coal, per ton.....\$5.50

Chestnut, Stove and Egg, per ton.....\$6.50

No deposit required. Pay when you get it and order as you need it.

CONNELL ANTHRACITE MINING CO., Limited
133-139 York Street.
Phone 770. London, Ont.

Weather Probes Fine and Coolers

Smallman & Ingram
THE SATISFACTORY STORE—PHONE 655

Friday, Oct. 18

STORE NEWS TODAY.

Lace Curtain Sale Saturday Morning

Some damaged in transit, some only soiled. Most of these became soiled or damaged in transit. This means they are the newest styles and designs. Some are single and two pair lots, accumulated during the past month. All are up-to-date curtains—no old stock. Only 67 pairs in all, so early comers will get first choice Saturday morning.

These Are Soiled Only:

13 pairs 85c and \$1.00 Curtains, in one and two pair lots, to clear at, per pair, 69c
16 pairs \$1.25 and \$1.50 Curtains, in one and two pair lots, to clear at, per pair, 98c
8 pairs, in one and two pair lots, regular \$2.00 and \$2.50, to clear at, per pair, \$1.48
10 pairs only Nottingham and Cable Net Curtains, mostly one and two pair lots, regular \$2.75 and \$3.00, to clear, per pair.....\$2.10
12 pairs, one pair of a pattern, regular \$3.75 and \$4.00 Curtains, to clear at, per pair, \$2.78
8 pairs only Cable Net Curtains, in one and two pair lots, regular \$4.50 and \$5.00, to clear at, per pair.....\$3.38

Damaged In Transit (Note the Savings)

5 pairs only regular \$1.00 Curtains, to clear at, per pair.....45c
3 pairs only regular \$1.50 and \$1.75 Curtains, to clear at, per pair.....60c
3 pairs only regular \$2.00 and \$2.50 Curtains, to clear at, per pair.....85c
1 pair only regular \$4.50 Curtains, to clear at, per pair.....\$1.50

Saturday morning. Curtain Department—Second Floor.

Warmer Underwear For the Children

Particular attention is given here to the needs of the boys and girls, in fact the children's underwear is a department in itself—so many sizes, weights and qualities are necessary to complete this stock. Bring your list and secure the correct sizes now, while stocks are complete.

Children's Knitted Overalls, in white, black and red.....\$1, \$1.25 and \$1.35

In white only, all sizes, at.....75c

Black Tights, sizes 18 to 32, union.....40c to 60c

Black Tights, elastic or bands, all wool.....65c to 90c

Black Tights, knee length, all wool.....75c to 95c

Children's Warm Sleepers, with feet.....45c to 60c

Children's Fleece-Lined Waists, all sizes, for, each.....25c

Boys' Fleece-Lined Shirts and Drawers, in good quality, at, according to size.....30c to 50c

Boys' Heavy Cotton Shirts and Drawers.....30c to 45c

Boys' Union Shirts and Drawers.....50c to 60c

Boys' Natural Wool Shirts and Drawers.....50c to 85c

Also Stanfield's Pure Wool Shirts and Drawers, guaranteed unshrinkable, for bigger boys, sizes 28, 30 and 32, at, per garment.....85c

Underwear Department—East Aisle Main Floor.

Store Closes at 6 o'Clock Daily

Smallman & Ingram
THE SATISFACTORY STORE—PHONE 655

147 to 153 Dundas St.

Bankrupt Stock of Clothing

Two hundred Boys' and Youths' Winter Suits and Overcoats to be sold tomorrow (Saturday), at less than wholesale manufacturers' cost.

This sacrifice sale of Clothing is at the London Bargain Store. Sale opens at 8:30 Saturday morning. Look through this list of prices, there's money in it for you.

Boys' Pea Jacket Coats, ages 12 to 14, made of English tweeds, double-breasted, hair cloth sleeve lining, velvet collar. Regular \$5.50, Saturday sale price.....\$3.00

Boys' Overcoats, all-wool imported tweed, hair cloth sleeve linings, velvet collar. Regular \$6.50, Saturday sale price.....\$3.75

Boys' and Youths' All-Wool Tweed Suits. Regular \$6.00 and \$7.00 the suit, Saturday sale price.....\$3.90

Youths' and Small Men's Suits, made up of English worsted and tweed, high-class tailored. Regular \$10.00 and \$12.00 the suit, Saturday sale price.....\$7.50

SPECIAL SALE Small Men's Suits, high-grade tailored; fine worsted and tweed material, made up for high-class trade, beautiful patterns, too high-class to sell for regular trade. Your choice of this lot (52 suits) for JUST HALF-PRICE.

A DECIDED BARGAIN. The greatest sacrifice sale of Ready-Made Clothing ever offered in London.

Gentlemen looking for Clothing, Suits or Overcoats, should take advantage of this sacrifice sale. This is an opportunity of a lifetime to get high-class clothing at half-prices.

READY FOR SALE 8:30 SATURDAY MORNING

London Bargain Store

111 Dundas St., Opp. Dominion Bank. T. L. Broderick & Co.

CONCERT AT DELAWARE

Excellent Programme Carried Out by Londoners and Others.

A crowded hall greeted the appearance of the concert company here last night under the management of J. R. Hower, of London.

The Hower Quartet were heartily cheered for their straight work and

comedy, which brought screams of laughter from the audience. Mr. V. Hower also gave several excellent baritone solos, receiving hearty applause.

Miss Hower managed to keep the people laughing from start to finish by her funny and well rendered elation, while Mr. Watson ably acted as musical director for the evening.

A new feature in the concert line here was presented by Mario (Mr. E. Sloan), who delighted and mystified with feats of magic, bringing cheers

at will flags, ribbons, rabbits and birds, in the most amusing manner, also escaping in a few minutes from handcuffs and shackles, in which he was securely locked by the audience. The town hall was filled to standing room and the programme, which proved to be a long one, lasted until near 11 o'clock.

The average American church member gives 54 cents to foreign missions. The record is held by the United Presbyterians, who give \$1.77 a mem-