

**IF YOU RELISH COFFEE**  
With That Rich Flavor and Fragrant Aroma. Try  
**ROWAT'S COFFEE, 70c Pound**  
**T. A. Rowat & Co.**  
250 Dundas St. Phone 3051-3052

**DIAMONDS**  
A Diamond for an engagement ring, Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold.  
Rings from \$25 to \$1,200.  
**C. H. Ward & Co.**  
Diamond Merchants, Jewelers and Opticians,  
386 Richmond St. Phone 1094.

**"Say it with Flowers"**  
**DICKS FLOWER SHOP**

**WEGNER'S**  
Wholesale and Retail Dealer in Overalls, Sweaters, Coats, Gloves, Mittens and Raincoats.  
**LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTERS.**  
Exclusive Manufacturers' Agent for the Best Canadian Makers of Overalls.  
**WEGNER, The Heart of London.**  
871 Talbot St. Phone 18493.  
OPEN EVENINGS.

**ANDERSON & NELLES**  
Cut shows one of our many lines.  
268 Dundas St.

**WHEN YOU Buy a WRAY DIAMOND**  
You know you have the best, 1-3 off present prices.  
**THE STORE WITH THE STOCK.**

**BIRTHDAY CARDS, VIEW BOOKS, SOUVENIRS.**

**Red Star News Co.**  
10 MARKET LANE.

**GORDON L. FERGUSON FUNERAL SERVICE.**  
Private Funeral Apartments, 350 William Street.  
Personal attention; lady assistant. Phone 654. Day or Night.

**COAL**  
ANTHRACITE SIZES  
Egg, Stove, Chestnut, Pea, Scranton and Madeira Hill  
BITUMINOUS COAL  
Steam, Lump, Domestic, Cannel, Pocahontas Egg, No. 3 Vein  
Blacksmith, George Creek  
**Chantler Bros.**  
263 BATHURST. EXV. PHONE 347.

**LONDON OPTICAL**  
HAVE YOUR EYES EXAMINED.  
A. M. DAMBRA, Optometrist.  
Dominion Savings Building, Richmond Street. Phone 6180. EXV.

**Butter Cream Bread Is Bread You'll Like**  
Because it is really a dainty, delicious, light and flavory loaf that has been in much demand since we started to make it.

**PARNELL'S QUALITY BREADS**  
Are always good because of the fact that they are always made right.  
Try Butter Cream tomorrow, and learn how good "good" bread can be.  
**Parnell Baking Co.**  
Phone 927.



**BIRD'S-EYE VIEW OF THE DARDANELLES.**  
Above is a bird's-eye view of the historic point where Europe and Asia meet at the entrance to the Dardanelles. On the left is the Gallipoli Peninsula, and on the right, with the

## REACH TURNING POINT IN DARDANELLES PLAN

**New Resolve Made To Risk Attack Rather Than Withdraw—Fisher Offers To Lead Fleet in Critical Action—Vision of Victory Sweeps Away Early Misgivings.**

**ALL PARTIES SEEM AGREED STEP IS BEST**

By RIGHT HON. WINSTON S. CHURCHILL, C.M., FIRST LORD OF ADMIRALTY, 1911-1915.

While the attention of so many states, great and small, was riveted upon the Dardanelles, and while so many profound and far-reaching reactions were occurring over the whole field of war, the naval operations which had produced these great effects began to falter and to flag. From March 3 onwards the progress of Admiral Carden's attack became continually slower. The weather was frequently unsuitable to long-range firing, our seaplanes in those early days were neither numerous nor very efficient, the co-ordination of the gunnery and the observation, though based on sound principles, was in practice primitive, through lack of experience. The mobile howitzers which began to fire in larger numbers each day from both sides of the straits harassed the bombardment ships, and forced them to keep on the move. Landing parties sent ashore on March 4 met with much stiffer resistance, and failed to reach the forts. The attempts to sweep up the mine-fields encountered considerable and increasing Turkish fire from field guns well directed by searchlights. The mine-sweeping trawlers which had been provided for this service proved inadequate for so severe a task. The coal was very trying to their erstwhile civilian personnel who, though familiar with mines, had never previously encountered artillery fire.

The forts were apparently silenced, but the Turks claim that they were reserving their ammunition for shorter ranges, and that they

**Smithing Orchard's**  
Prompt delivery to all parts of the city.  
45 York St. Phone 384 EXV.

**PARNELL'S QUALITY BREADS**  
Are always good because of the fact that they are always made right.  
Try Butter Cream tomorrow, and learn how good "good" bread can be.  
**Parnell Baking Co.**  
Phone 927.

**The Kind of Glasses To Be Worn**  
There are many and various kinds, all of which we are in a position to furnish. We advise in each case that which our long experience has found will give the best possible results, or in other words, IF IT POSSESSES MERIT, WE HAVE IT.

**The Brown Optical Co.**  
223 Dundas St. Phone 1077  
Branches at Hamilton, Montreal, Windsor.

## OPPORTUNE SALE OF IRISH LINEN HUCKABACK TOWELS

**A SALE OF UNUSUAL INTEREST**—Just when you are thinking of your requirements for Christmas work, we are able to assist you economically in substantial savings on these delightful Linen Huckaback Towels. Purchased at very special prices for clearing stock lots. The quantities are limited, but a very choice selection is here for Thursday morning shoppers. Guest, individual size, and the regular full size are in the lot in plain, hemstitched and assorted damask borders.

**NOTE THE LOW PRICES—EVERY TOWEL GUARANTEED ALL PURE LINEN.**

4 dozen only Plain Hemstitched All Pure Linen Guest Towels, 15x22 inch. Sale price.... 75c pair  
3 dozen only Damask Border Hemstitched Ends, Guest Towels, 15x24 inch. Sale price.... \$1.10 pair

2 dozen only Plain Hemstitched Guest Towels, 15x24 inches..... 98c pair  
5 dozen only Assorted Damask Borders in Huckaback and Draper, 15x24 inches .. 75c and 79c each

**Chicken Dinner Tomorrow**  
Course Dinner, with Roast Spring Chicken, Thursday, 11:30 and 2 ..... 65c

**18x34-Inch Pure Irish Linen Towels, \$5.85 Dozen**  
With an embroidered initial. These will make admirable gifts. So practical, too. The quality is exceptionally good, made in the Shamrock linen mills and made for service. See these for general purpose Towels. You will appreciate the sterling value ..... 49c each, \$5.85 dozen

**Damask Huck Towels, \$8.50 Dozen**  
A good weighty all-flax yarn, woven for service and beauty. A very attractive Towel that is featured at a very low price.  
Two sizes, 18x32 inches ..... \$1.50 pair, \$8.50 dozen  
Extra size, 22x38 ..... \$2.25 pair, \$13.00 dozen

**NEW SHIPMENT OF COLORED HUCKABACK**  
Canary, rose, blue, in the celebrated old bleach make, guaranteed colors to sun and tub. You can also get the smaller size Guest Towels, too, in these colors; very new and popular.  
By the yard, 18 inches wide ..... \$1.00  
Hemstitched, 15x24 inch Guest Towels, all colors..... 75c each

**INDIVIDUAL TOWELS**  
The size in between, very popular and practical, too, in a variety of pretty borders; also plain hemstitched.  
15x30 in., plain hemstitched and damask borders. Sale price.... \$1.10 and \$1.25 pair; \$12.00 and \$14.00 dozen  
18x32 in., plain hemstitched and damask borders. Sale price.... 55c, 75c, 79c and 98c each  
20x36 in., plain hemstitched and damask borders. Sale price.... 63c, 79c and 98c each  
22x38 in., plain hemstitched only ..... 98c each, \$11.50 dozen  
24x40 in., delightful Damask Towels..... \$1.49, \$1.79, 1.95 each

**Halloween**  
For the Goblin's Goin' To Get You If You Don't Watch Out!  
Ghostly noises and sheet-wrapped figures stealing about. Bobbing for apples or fortune-telling. Gazing expectantly in the mirror to seek one's beloved.

Truly, Halloween is the jolliest time in the world—such informality—such wholesome fun. Wouldn't you just love a party? Grown-ups, or children, either would enjoy one. Here is everything you need—favors, decorations, etc. We'd like so much to help you make it a success.

Halloween Decorated Crepe Paper, 10 feet in fold ..... 35c fold  
Large Pumpkin design, also Owl and Moon, Goblins, Witch and Vegetables, and Owls designs.  
Halloween Table Napkins, 4 designs..... 10c dozen  
Halloween Caps ..... 15c each  
Halloween Paper Masks ..... 20c each  
Halloween Festoons, 10 ft. long, 15c each  
Halloween Streamers, 1 1/2 inches wide, 60 feet long ..... 2 for 25c  
Halloween Streamers, 2 1/2 inches wide, 40 feet long ..... 2 for 25c

Halloween Table Covers ..... 50c each  
Halloween Cut-Out Cats. 2 pkgs. for 25c  
Small Black Cat and Witch ..... 6c each  
Large Black Cat and Witch ..... 10c each  
Halloween Place Cards ..... 40c dozen  
Halloween Seals ..... 2 pkgs. for 25c  
Halloween Tally Cards. 40c and 50c doz.  
The Bogie Book ..... 10c

New and old spooky Halloween stunts, weird decorations for the home party or large hall, unusual costumes which add to the fun and spirit of the occasion. All these are shown in detail in this interesting book.

At Stationery Counter, Aisle D.

**MEN'S SERVICE.**  
Ties Pressed Free. Bring Your Twisted Ties and Have Them Pressed Out. No Charge.

**SMALLMAN & INGRAM**

**PLAN PUBLIC MEETING FOR DAY OF ARMISTICE**  
St. Thomas To Observe Holiday in Novel Way—Decorate Boy.

**OWEN SOUND CLUBMEN PAY KITCHENER VISIT**  
Rotarians Go by Special Car—Entertained At Waterloo Also.

**PRESTON PROTESTS.**  
Special to The Advertiser.  
Galt, Oct. 16.—Preston municipal authorities will register a vigorous protest with the department of public highways over the proposal to narrow the new highway into Preston from Kitchener to 16 feet. The new entrance of the highway to Preston is not level and further has a number of curves, and it is maintained a 16-foot pavement would not be safe.

**CHANGE ELECTION DATE.**  
Special to The Advertiser.  
Ingersoll, Oct. 16.—The municipal elections for the ensuing year will be held the first Monday in December instead of January as formerly. The nominations will be received the last Monday in November. A bylaw to this effect has been passed by the council.

**LEMON WITH A GOLD KEY**  
The freedom of the city of Kitchener. The Owen Sound Rotarians who were present, included M. D. Lemon, John Simpson, D. E. MacIntyre, J. G. Keenan, A. P. Armstrong, T. J. Harkness, W. Bishop, E. J. Creeper, R. G. McLaughlin, John Parker, W. G. McLaughlin, Jos. McInden, E. C. Spelman, W. M. Telford. The party was in charge of Vice-President M. D. Lemon.

**GALT FIRE PROBE OPENED BY DEPUTY FIRE MARSHAL**  
Special to The Advertiser.  
Galt, Oct. 16.—D. H. Saville, provincial deputy fire marshal, is in the city making an investigation into Sunday night's disastrous fire, at this afternoon examined a number of witnesses in camera.  
While no announcement was made it is understood that the fire started in the garage of Ralph Curless, son of the Gardiner Sash and Door factory. After being on the job continuously for 37 hours, the firemen finished their work of extinguishing the fire in the large lumber piles. Despite the magnitude of the blaze, the sash and door factory was operating today with all hands on the job, busy filling orders.