## T. A. Rowat & Co.



DIAMONDS

## Say it with Howers FLOWER SHOP

**WEGNER'S** sale and Retail Dealer in Over-S Sweaters, Coats, Gloves, Mittens and Raincoats, ON'S LARGEST HIGH-CLASS KINGMEN'S OUTFITTERS. WING Manufacturer, Agent for the Best Canadian Makes of Overalls.

WEGNER, The Heart of London.

71 Talbot St. Phone 1840.



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.

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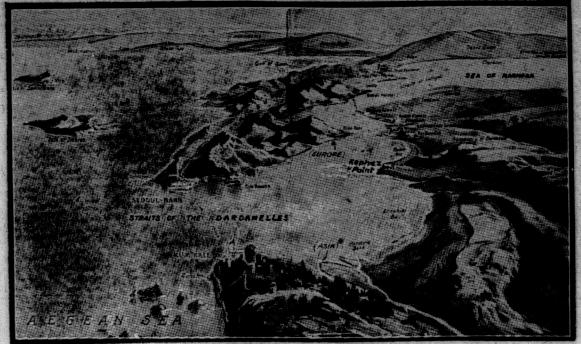
ANTHRACITE SIZES Egg, Stove, Chestnut, Pea, Scranton and Madeira Hill

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### "1915"--TOLD BY WINSTON CHURCHILL



BIRD'S-EYE VIEW OF THE DARDAN ELLES.

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

to our war prestige, suggestions of this kind were indeed made. But now

it was certainly an arguable policy to close the account, and in a naval

# REACH TURNING POINT

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

ALL PARTIES SEEM AGREED STEP IS BEST

Whight Hon. Winston S. Coasel fifting to clear the guns of grit characteristics. Chirp First Lord Of Admiral Carteristics and while so many product and far-racking reactions were occurring over the climater of the count of the second and far-racking reactions were occurring over the climater of the count of the count

Orchard's

## **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.

# for them. Here surely was the time for Lord Fisher. He could say with perfect propriety and consistency: "We have given the Carden plan a good trial. I never liked it much. It has not come off; but it has been a very good demonstration; it has fooled the Turks; it has helped the Russians; it has cost us practically nothing—now let us break off altogether or turn to something else." Later on in April, when we were far more deeply committed, had suffered palpable loss and rebuff, and could not withdraw without great injury to our war prestige, suggestions of IN DARDANELLES PLAN

Further, was not this the moment Italy, of Bulgaria, of Rumania, of Further, was not this the moment to consider alternatives? The prolonged bombardment of the Dardanelles had assuredly drawn continually increasing Turkish forces to the Gallipoli peninsula and the Asiatic shore. Guns, ammunition, supplies of every kind, with which the Turks were so ill-provided, had been scraped and dragged from every other point, or were on the move. Moreover, the Russians had, by a brilliant effort, largely restored the situation in the Caucasus. The British and French troops now on the situation in the Caucasus. The British and French troops now on the sea might not be strong enough to land and storm the plateaus and ridges of Gallipoli. But no one could doubt their ability to take and hold deliberate methods, and we approve Alexandretta—thus cutting from the highly the skill and natience with

and and storm the plateaus and ridges of Gallipoil. But no one could doubt their ability to take and hold Alexandretta—thus cutting from the Turkish empire one vast portion, severing the communications of their army threatening Egypt, and intercepting the stream of sorely-needed supplies and foodstuffs from the east. For such a descent, the Dardanelles operations were the best of all preliminaries—a sincere feint.

All For Resolute Action.

On me these considerations made no impression. I knew them all, and I rejected them all. I was unswervingly set upon the main enterprise. I believed that if we tried hardenelles, and that if we succeeded in this, a truly decisive victory would have been gained. But where were the admirals, generals and statesmen, who did not share these clear-cut conclusions; who had doubts—ahout the feasibility of the operation, about the margin of the grand fleet, about the margin of the grand fleet, about the utility of operations in the eastern theatre! Here surely was the time

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.

RESPONSE IS GOOD.

## The Brown Optical Co.

## 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 GUARAN-TEED 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 5 dozen only Assorted Damask Borders in Hucka-back and Draper, 15x24 inches .. 75c and 79c each



#### 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, weven 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

#### INDIVIDUAL TOWELS .

The size in between, very popular and practical, too, in a variety of pretty borders; also plain hemstitched.

18x30 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

#### **NEW SHIPMENT OF COLORED** HUCKABACK

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

#### The Designer for 12 Months, 90c

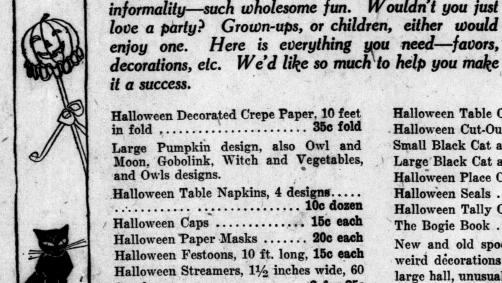
Subscription list now open at Pattern Counter. This wonderful household and fashion magazine for only  $7\frac{1}{2}$  cents a copy. New subscriptions or renewals taken now. Monthly, for one year, only ...... 90c

(If mailed, \$1.25.)

## 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 of

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



Halloween Decorated Crepe Paper, 10 feet Large Pumpkin design, also Owl and Moon, Gobolink, 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, 11/2 inches wide, 60 feet long ...... 2 for 25c Halloween Streamers, 21/2 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 interest-

At Stationery Counter, Aisle D.

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

NOVEMBER DESIGNER. Quarterly Fashion Book at Pattern Counter.

## PLAN PUBLIC MEETING FOR DAY OF ARMISTICE

St. Thomas To Observe Holiday in Novel Way-Decorate Boy.

Thomas, Oct. 16.—A meeting V. A., and the G. A. U. V. Auxiliary, the Ministerial Association, to make provision for the holding of a memorial service on Armistice Day.

It was finally decided to conduct a service at 4 o'clock in one of the theatres, at which all the Sunday schools will be asked to participate. The final arrangements have been left in the hands of Mrs. Dunsmore, convener of the program committee, M. Whitworth, convener of the theatre committee, and Colonel Gerrard, convener of the publicity com-

Meetings are to be held next mittee. Meetings are to be held next week to complete arrangements.

It is quite possible that George Brooks, the 12-year-old St. Thomas boy who risked his life in an effort to save his comrade, Gordon De Hart, during the summer, will be rewarded on this occasion. The Elgin Humane Society have awarded the Hamilton Medal to young Brooks for his gallantry, and have been waiting a suitable occasion to make the presentation.

PRESTON PROTESTS.

was held in the mayor's office at- authorities will register a vigorous was held in the mayor's office attended by representatives of the Regimental Chapter, Municipal Chapter, the three chapters of the Daughters of the Empire, the G. W. V. A., and the G. A. U. V. Auxiliary, the "Ministerial Association, to make provision for the holding of a me-

Rotarians Go by Special Car -Entertained At Waterloo Also.

Special to The Advertiser Owen Sound, Oct. 16 .- Fourtee

nembers of Owen Sound Rotary Club paid an official visit to the Kitchener and Waterloo Rotary Club on Monday. The party left by the morning Canadian National train and returned in the evening, following a thoroughly enjoyable day at Kitchener.

For the convenience of the Owen Sound Rotarians, a parlor buffet car was sent up from Toronto with a crew on Saturday evening, and this was used for the trip to and from Kitchener.

Lemon with a gold key symbolic of the freedom of the city of Kitchene The Owen Sound Rotarians who were present, included M. D. Lemon John Simpson, D. E. Macintyre, J. (Keenan, A. F. Armstrong, T. J. Harkness, W. Bishop, E. J. Creeper, R. G. McLay, John Parker, W. G. McLauchlan, Jos. McLinden, E. C. Sperman, W. M. Telford. The party wain charge of Vice-President M. I. Lemon.

#### GALT FIRE PROBE OPENED BY DEPUTY FIRE MARSH

Special to The Advertiser. Galt Oct. 16 .- D. H. Saville, incial deputy fire marshal, is in city making an investigation Sunday night's disastrous fire, this afternoon examined a number witnesses in camera. While no announcement was

Sound Rotarians, a parlor buffet car was sent up from Toronto with a crew on Saturday evening, and this was used for the trip to and from Kitchener.

The Owen Sound men were driven by motor to the Kitchener and Waterloo Country Club, where they were entertained at luncheon by the Kitchener Rotarians. During the affair Mayor Breithaupt of Kitchener Rotarians. During the Affair Rotarians and Rotarians. During the Affair Rotarians and Rotarians and Rotarians. During the Affair Rotarians and Rot