SUCCESS

VITAL RELIGION

INSPIRITG ASSOCIATES

INTELLECTUAL DEVELOPMENT

PHYSICAL FITNESS

Y.M.C.A.

TO VALUED

CITIZENSHIP

"STAIRWAYS"

A BOY WILL GO UP OR DOWN!

THE Y.M.C.A PERFERS TO SEE HIM GO UP. DON'T

TO FAILURE

BAD COMPANY

ENSLAVING HABITS

PHYSICAL DETERIORATION

FAILURE AND WORSE

BROKEN

HOME TIES

AND VICIOUSNESS

## FRENCH PRESS ON. SERBS WIN GROUND. TEUTONS KEPT BUSY

Official Communications Are All Optimistic.

DEFEAT FOR BULGARIA

Big German Claims Against Rumanians in Transylvanian Fighting.

PARIS, Oct. 10.-Good news continue be chronicled in official pronounce ents. Tonight's text is as follows: "Eastern army-On the Struma the my evacuated Chavdor Man, or nli, and Haznatar. In the centre re was patrol encounters and moder-

"On the left wing our offensive conues successfully. There has been pecially sharp fighting in the Cerna nd between the Serbs and Bulgarians. the course of these actions 816 pris-

Activity Along Danube. BUCHAREST, via London, Oct. 10 .e official communication issued by the war office today says: "On the northern and western front there has been minor engagements.
"On the southern front there has been skirmishes and artillery bombardment along the Danube."

TEUTON CLAIMS OF VICTORY. BERLIN, Oct, 10 .- Tonight's officia announcement regarding the Transyl-

vania front is as follows: "On the eastern front of the Transylvanian theatre progress was made verywhere. The exits from the Hargitta Mountain into the upper and ower Alta Valley have been won. On both sides of Kronstadt our victorious troops are closely pressing the defeated Rumanians. As a result of three days' battle at Kronstadt, 1,175 men and 25 cannon, including 13 heavy guns. numerous ammunition carts and other war supplies have been brought in up to the present time. In addition, we have captured two locomotives and more than 800 wagons, most of them loaded with provisions. According to the unanimous reports of our troops, the "To the west of Vulcan Pass, the mountain of Negrului was cap-

### ONE MORE TRY IN GREECE TO CREATE SAFE CABINET

LONDON, Oct. 11.—An Athens dispatch to the Daily Chronicle dated nesday, says: "The new cabinet took the oath of office this morning. Constantine Andonopoulos and M. Oeconomides refused portfolios at the last moment. The posts of minister of justice and of nationa economy will be filled in a day or two. "Alexander Tselos, who is the new minister of interior, is disliked in Enente circles; he is regarded as a pro-

## BRIG.-GENERAL HOWELL IS KILLED IN ACTION

[Canadian Press.]

London, Oct. 10 .- Brig.-Gen. Howell has been killed in action. Gen. Howell was mentioned in the dispatches last year, and was made a commander of the Order of St. Michael and St. George. He was only 39 years old, and had had a distinguished career in India, where he saw service on the northwest frontier and received the war

## TWO AMERICANS KILLED BY GUNFIRE OF GERMANS

a.m .- Two Americans have been killed n the Avenue Georges Henri, Brussels, by German gunfire directed against British aeroplanes, according to the Echo Belge. The paper says that the American minister at Brussels is in possession of pieces of the projectiles, and is conducting an investigation.

### METHODISTS RAISE RECORD MISSION FUND

TORONTO, Oct. 10 .- The Methodist mission board opened its session today in the Wesley Building. Fifty members assembled, representing the million and The financial statement for the last

showed that the Methodists of Canada have this year raised the largest sum in their history for missionary purposes. The total income last year shows increase of \$15,000, making a total of year \$15,000, making a total of over \$661,000 raised during the come over expenditure. The sum of \$200,000 of income was

spent on foreign work abroad, \$100,000 was spent on foreign work at home and the balance on home mission fields in Canada. The assets of the Missionary

### COAL! COAL!! NOW IS THE TIME TO BUY YOUR

COAL D. H. CILLIES & SCN

ADELAIDE AND BATHURST STS. MARRILGE LICENSES.

ay you saw it in The Advertiser MARRIAGE LICENSES ISSUED BY H. J. Childs, druggist, 632 Dundas. MARRIAGE LICENSES ISSUED BY W. G. R. Bartram, 59 Dundas.

MARRIAGE LICENSES ISSUED BY W. C. Fitzgerald, 110 Dundas street.

ACCOUNTANTS. Say you saw it in The Advertiser.

WILLIS & DOGGERELL, PUBLIC accountants, Audits, investigations and systems. 776 Wellington street. Phone 1949.

### AGENTS WANTED.

Say you saw it in The Advertiser. \$5 PRIVATE CHRISTMAS GREETING PRIVATE CHRISTMAS GREETING card sample book free; representatives already making five to ten dollars daily; carriage prepaid, Bradley Company, Brantford, Ontario. 72uk

## HEARST SERVICE DEBARRED FROM BRITISH PRESS BUREAU; DUE TO PERSISTENT FAKING

Home Secretary Points Out in House of Commons That Alleged Cable News Furnished to Newspapers Is False and Is Not Sent Out From Britain.

The "International News Service," referred to in the following dispatch, furnishes "special cables for a London Conservative newspaper, as well as Toronto papers.

LONDON, Oct. 10.-The British official press bureau tonight issued the following: "The following statement is

placed at the disposal of the press for publication: "In the House of Commons on June 27 last, the secretary of state

for the home department stated that attention had been drawn to an alleged telegram relating to the Jutland battle, which appeared in certain American newspapers as having been sent from London by the correspondent of the Interna-tional News Service. No such message was included in any telegram sent from this country.

The home secretary referred on the same occasion to previous cases in which messages which purported to be from the London correspondent of the International News Service bore no likeness to the cablegrams actually dispatched. "On the first occasion referred to the manager of the Internationan incident should not happen

"In view of this continued garbtional News Service, the secretary of state has directed that no rep-

### al News Service in New York gave categorical assurance that such WESTERN ONTARIO NORWAY'S LOSSES BY SUBS AND MINES, 171 SUFFERING HEAVILY

KILLED IN ACTION

Pte. Thomas Sullivan, 444 Horton Lorne Stevenson, 167

DRESDEN. Pte. Jack Wells. BAYHAM Pte. E. D. Mitchell WATFORD.

RODNEY Pte. Harry Clifford. WINGHAM Lieut. H. M. Campbe LUCKNOW

Sergt, J. Smith. PARKHILL Pte. Ernest H. Schram

MOOREFIELD. Pte. Daniel Vigor Aga WINDSOR. Pte. Alex Findlay.

DIED OF WOUNDS

GUELPH. Pte. Andrew Walker, PORT COLBORNE Pte. Howard Armstrong. ST. THOMAS.

Pte. Alex Scott Kilgour. BRANTFORD. Pte. M. B. White. ILL.

SHOCK. STRATFORD. Pte. Cecil Stuart.

LONDON. ferin avenue,

Pte. Savigra. ST. MARYS. Pte. Albert Lewis. Pte. Frank Keen.

Pte. John William Rowe SARNIA. Pte, Walter Wade. Lieut, Keith Geddes.

Pte. George Cooper. WOODSTOCK Pte. Claude Lawman. MOSSLEY.

CHATHAM. Pte. Geo. Rice. ST. THOMAS.

ESSEX.

ously). Pte. John Scalfe. MONKTON Pte. David Young.

Pte. Fred. Stone LORNE. Pte. W. J. Stout. MEAFORD. Lieut. Ferguson.

ELORA.
L. Corp. James Harrison Caid. FOREST.
Pte. Robert Murray McBean.

GODERICH. Pte. James Wm. McVicar. ALVINSTON. Pte. Lewis A. Melton, ATWOOD. Pte. Jesse Peachey. PEFFERLAW

BELMONT. Pte. Cecil Chas. O'Dell. CULLODEN Pte. Thomas McGregor.

## again. On the second occasion he made like promises, stating that orders had been given that extraneous statements should not be inserted in cable dispatches. "On the 3rd of September cablegrams were pi blished in the United

States purporting to have come from London 'by International News Service' giving various false statements about the air raid of the previous night. None of the statements in question was in fact contained in any cablegram dis-patened by the London correspondent of the International News Ser-

ling of messages and breach of faith on the part of the Internaresentative of the International News Service shall be permitted to use the official press bureau, and that the agency shall be debarred from the use of all other facilities for the transmission of news un-til further notice."

# IN CASUALTY LISTS SINCE THE WAR BEGAN

Two More London Soldiers Germany "Regrets" Sinking Killed in Action.

LONDON.

Wharncliffe road. Pte. Sidney Brown.

Pte. Andrew Habick. Pte. Clarence Donald

KILLED. BRANTFORD Pte. Edward Clarke. BELIEVED KILLED

MISSING.

BRANTFORD. Sergt, Geo, Casey.

WOUNDED Pte. John McKetrick, 645 Dut.

Pte. Wesley Percival CHESLEY. Pte. Jack Frost

BRANTFORD. Pte. William Curtis. Capt. Leonard Bishop Pte. E. Kane.

Pte. George Caswell.

Pte. Roy Wilson. Pte. Francis, P. M., Conlin.

Sergt. A. J. Reminato Pte, Harold R. Skilling.

Pte, Tom Partington (danger-Pte. R. M. Cornwall (danger-

STRATFORD Pte. F. J. Smith.

Pte. David L. Cockburn.

OSTEOPATHIC PHYSICIANS.

Say you saw it in The Advertiser.

of Sjolyst, and Offers to Indemnify.

Christiania, via London, Oct. 11.-Norway's losses at sea from the opening of the war up to Tuesday, as the result of mines and submarines, are 171 vessels of a total of 235,000 tons. The One hundred and forty sailors have lost

"REGRETS" THIS ONE. [Canadian Press.]
London, Oct. 11.—Germany has notified Norway that she regrets the torpedoing of the steamer Sjolyst, which the Norwegian Government.

The Norwegian steamer Sjolyst, 997 The text reads: tons was sunk without warning on April

9 by a German submarine off the French coast, northwest of Brest. The captain and crew were rescued by the British

## DESTROYERS FAIL TO FIND

Sailors of Torpedoed Ship May Be

[Canadian Press.]

Newport, R. I., Oct. 11.—The United States destroyers which have been searching for the crew of the British steamer Kingstonian, reported sunk by a German submarine off the Nantucket Shoal Lightship on Sunday last, returned here today. None of them reported having found any trace of the Kingstonian's boats. The sea was very rough and the weather cold during yesterday and last night.

What became of the submarine after she completed her raid on British and

What became of the submarine after she completed her raid on British and positions south of the Ancre continued Hay, new, per ton...12 00 neutral steamships on Sunday night, today without special interest. In adremained a mystery today. The movedition to those reported, a further 268 remained a mystery today. The movement of Allied warships, which are supposed to have increased the vigilance of their patrol off the coast after receiving word of the sinking of six

Oairy Produce, Retail.

Butter, creamery, lb. 40 to Butter, dairy, lb. rolls 38 to Butter, crocks, lb... 37 to Eggs, per dozen.... 37 to

## MANY SHIPS BUILDING IN THE UNITED KINGDOM

[Canadian Press.] crease in merchant shipping under con- tinued their northeastward rush until Eggs, basket, doz.

## LOSES SON AT FRONT

Seaforth, Oct. 11.-Mr. J. M. Govenock, reeve of McKillop, received official word this morning that his eldest son, Thomas Edward, was killed in action in France on September 30. He was 23 years of age, and resigned his position as teacher on the Collegiate Institute staff, St. Catharines, at his country's call. He has been in England for some months taking a special signalling course, and has only been in active

### service four weeks. NO SIGNS OF THE SUBS. REPORT INCOMING CRAFT

lars daily; carriage prepaid. Bradley Company, Brantford, Ontario. 72uk

T PAYS TO WRITE LIFE INSURANCE in your spare time. The Monarch Life Assurance Company offers a very attractive contract for sparetime agents. Apply for particulars to H. Wilson, branch manager, 11 London Block, Lendon, Ont. Oct.17

DRS. MARIE H. HARKINS, REBECCA [Canadian Press.]

New York, Oct. 11.—Nothing to indicate the presence of German submarines off the American coast was observed by steamships which arrived in this port today after voyages from the east and the commission's relief work in New York, Oct. 11.—Nothing to indicate the presence of German submarines off the American coast was observed by steamships which arrived in this port today after voyages from the east and the commission's relief work in New York, Oct. 11.—Nothing to indicate the presence of German submarines off the American coast was observed by steamships which arrived in this port today after voyages from the east and the commission's relief work in New York, Oct. 11.—Nothing to indicate the presence of German submarines off the American coast was observed by steamships which arrived in this port today after voyages from the east and the commission's relief work in New York, Oct. 11.—Announcement that the Red Cross has been able to tide the needy Scrbians over the bad time, while the crops were growing, and that the definition to spring the commission's relief work in New York, Oct. 11.—Nothing to indicate the presence of German submarines off the American coast was observed by steamships which arrived in this port today after voyages from the east and the commission's relief work in Mer Harkins, Specially to the delivery stage.

Dr. Edward Stuart, director of the commission's relief work in New York, Oct. 11.—Nothing to indicate the presence of German submarines off the American coast was observed by steamships which arrived in this port today after to the remaindent of the American coast was observed by steamships which arrived in this port today after th

## FINANCIAL AND COMMERCIAL

\$ THE Y.M.C.A. YOU?

IN BEHALF OF THE BOY'S

OF LONDON AND OUR SOLDIERS

15.0000 CAMPAIGN

SOUTH OF SOMME

Capture Bovent Village and Most of Chaulnes.

BRITISH IMPROVE STATUS Take 268 Additional German Prisoners, Including Five Officers.

FRENCH ARE AGAIN

ON THE OFFENSIVE

PARIS, Oct. 10.—In fighting The plum season is nearly finished. south of the Somme river today although they may be fairly plentifu the French troops captured the village of Bovent, the north and market has declined since Thanksgivwest outskirts of Ablaincourt, ing Day. Young chickens sold for 80c and also the greater want of to \$1.40 a pair, ducks for 15c to 17c a and also the greater part of pound, and turkeys at 22c to 25c was sunk on April 9 while in ballast, according to a Reuter dispatch from Christoners to the number of 1 200 were taken. Live hogs dropped a little, selling at cording to a Reuter dispatch from Christoners to the number of 1 200 were taken. was sunk on April 9 while in ballast, according to a Reuter dispatch from Christone the number of 1,200 were taken at \$7.75 to \$7.90. tiania. Germany declares her readiness in the operations, according to steady at \$5 to \$7 a

sued tonight. coast, northwest of Brest. The captain prise attack south of Sailly-Saillizel

brought us 50 prisoners, two of them Oats, per bu...... On Front of Five Thousand Yards. | Wheat, old, per bu. northern and western out- Rhubarb, per doz. skirts of Ablain Court and the greater Parsley, per doz .... Newport, R. I., Oct. 11.—The United Part of Chaulnes wood were captured. Carrots, per doz.

missing."

Dairy Produce, Wholesale.
Butter, creamery, lb.. 37 to 38 ADVANCE IS METHODICAL. Butter, store lots, lb 34 to WITH THE FRENCH ARMIES ON Eggs, crate, doz... 27 to THE SOMME FRONT, Oct. 10.—
Despite the almost constant rain of Butter, rolls, Ib.... 26 to

methodically and uninterruptedly continued their northeastward rush until they have finally captured the domination of the three months ending October 1 is reported by Lloyds. The report shows that on October 1 there were 469 vessels in building representing a total of 1,789,055 tons. This represents about 249,000 tons more than the amount under construction at the end of the previous quarter and 253,000 tons more than that building a year ago.

The final Dash.

FOR IRISH DIVISION

methodically and uninterruptedly continued their northeastward rush until they have finally captured the domination of Sailly-Saillizel on the crest of the ridge, over which runs the Bapaume-Peronne road.

Campaign All Winter.

With the advent of the autumn rainy season the French are employing vast armies of men constructing permanent corduroy and macadam roads. These will permit the continuation of operations both fall and winter, and will not permit the Germans to take advantage of a winter lull to re-enterned and re-fortify themselves.

The Final Dash.

From a point beyond Combles we

straw was brisk, rising a little to \$8.25 to \$9 a ton. Oats brought \$1.85 to \$1.90 a cwt. for old. New oats were a little higher at \$1.62 to \$1.65. Barley was unchanged at \$1.50 a bushel for new and \$1.38 for old.

Vegetables are showing little change, potatoes selling mostly for \$1.25 a bushel and tomatoes for 35c and 40c bushel and 515d bushe potatoes selling mostly for \$1.25 a steady; No. 1 pushel, and tomatoes for 35c and 40c 14s 11d; No. 3

Thursday's market, as the better

ulted from the protest registered by the official communication is hogs were unchanged at \$15 to \$15.50.

which the officer had brought us to see.

Can't Stop Allies,
Yet through the solid sheet of shell fire the French and British infantry dashed with such irresistible spirit that, although the attack was merely intended to occupy some trenches facting Sailly, the troops dashed on, extending their lines 1,200 yards northeeast of Morval, occupying the Peronne-Bapaume road to within 200 yards of Sailly, and also positions south of the village.

NOBODY STARVING NOW IN

SERBIA, REPORTS RED CROSS

Belgrade, Via London, Oct. 11.—6:20 a.m.—The food supplies of the American Red Cross relief commission will be exhausted by the end of November, and the commission's relief work in Serbia will then cease, according to

Little was offered on the local market today except hay and straw. Hay was slow at \$12 to \$13.50 a ton, but itraw was brisk, rising a little to \$8.25 to \$9 a ton. Oats brought \$1.85 to \$1.90 cwt. for old. New oats were a little igher at \$1.62 to \$1.65 to \$1.65 cwt. for old. New oats were a little in the littl

HOPS.

Liverpool, Oct. 11.—Hops in London)
-Pacific coast, £4 15@5 15s.

\$\frac{1}{3}\$ \$50\tilde{9}\$ \$30\$; calves, \$750\tilde{9}\$ \$15\$; cows and \$\frac{1}{5}\$; cows and \$\frac{1}{5}\$. Receipts, \$30,000\$; market strong ther; light, \$810\tilde{9}\$ \$10\$; mixed, \$15\$; heavy, \$810\tilde{9}\$ \$10\$; roughs, \$30\$; pigs, \$675\tilde{9}\$ \$15\$; builk of \$\frac{1}{3}\$ \$945\tilde{9}\$ \$30\$.

East Buffalo, N.Y., Oct. II.—Cattle—Receipts, 400 head; steady.
Veals—Receipts, 50 head; active, at y and mixed, \$10 15@10 25; york-\$9 90@10 15; light yorkers, \$9 25@ pigs, \$9@9 25; roughs, \$9@9 25; Stocks

LONDON STOCK EXCHANGE

MONEY. London, Oct. 11.—Bar silver, 32%d

## THE NORTHERN LIFE

ASSURANCE COMPANY OF CANADA HEAD OFFICE: LONDON, ONT.

## **IMPORTANT**

Do You Possess an Assured Income Or Fortune?

When a young man takes a Life Insurance Policy it is often his first step on the road to a successful career. He is impressed with the fact that he should economize and save part of his earnings to secure his future welfare. These impressions help the young man to mold a better character. He is more attentive and energetic in his work that his earnings may be greater. He discards excessive and expensive habits that he may save. When a young man takes this turn he is more valuable to his home, to his employer, and to the community, and it is usually safe to predict for him a successful future.

Rates and full information cheerfully furnished.

TORONTO STOCK EXCHANGE.

Rates and full information cheerfully furnished. City Agency, 112 Dominion Savings Buildings. Phones 1004, 1006

> spot houses bidding for big block. Southern dispatches reported stron markets. Texas advices said farmer and Wall Street traders on both side of the market bought on a scale. Liver 1314 pool sold and differences between th two markets widened to 300 points. As the crop is short the submarine ques matter in the long run, as Europe bound to get cotton some way and th consumption on this side of the wat 96½ as well as abroad is large. Prices have more than recovered yesterday's loss a the low point which was 40 to 50 point The market showed good recuperative NEW YORK COTTON EXCHANGE

21012 Reported by Thomson & McKinnon 220 New York, Oct. 11

COTTON. Liverpool, Oct. 11.—Cotton—Future closed quiet; October. 10.10d; October and November, 10.09d; November and December. 10.08½d; December and January, 10.08½d; January and February, 10.09d; February and March 10.10½d; March and April. 10.11½d April and May, 10.11½d; May and June 10.12d; June and July, 10.09d; July and 10.12d; June and July, 10.09d; July and 10.12d; June and July, 10.09d; July and J

## FOUND CANADIAN ESKIMOS

New York, Oct. 11-Wall Street, 10:30 Norwegian Back From Long Trip in

Canadian North. [Canadian Press.] Winnipeg, Man., Oct. 11.-Christ minor rails added to recent gains. Mar- Norway, private subscriptions, and ines and Tennessee Copper were under grant from the Canadian Geologica further restraint. New York, Oct. 11—Wall Street, noon. be distributed between the museums a the first time in more than a the first hour's trading was atby frequent pauses, and an overospitable and sociable. He was tole

DOMINION OF CANADA BONDS. BRITISH-FRENCH BONDS. Gulf States Steel. Heaviness of standard stocks became more pronounced on increased activity at midday. Bonds

on increased activity at midday. Dondo office, were irregular.

1:30 p.m.—Conditions became more framework in the afternoon, regular and confusing in the afternoon.

THE LONDON AND WESTERN TRUSTS COMPANY, LIMITED.

0.31,zxv

FLOWERS FOR WEDDINGS

All the latest floral effects and requisites for the bride. DICKS THE QUALITY FLOWER SHOP

Phone 1297. ANGLO-FRENCH BONDS

CRONYN points over closing of yesterday with CRONYN BUILDING, TORONTO. London, 16 Dominion & McKinnon The Rookery, Chicago, Chicago,

SHARP RECOVERY COMES

January led a sharp advance on cover

TO N. Y. COTTON MARKET

Quebec. 36 Aogers.. 89½ do pfd. 92¼

BROKERS MEMBERS -New York Stock Exchange.

Grain

## Chicago Stock Exchange. Chicago Board of Trade. Bonds Cotton We solicit a share of your patronage

We Specialize in Women's Insurance. Now that women are the guiding spirits, if not the actual breadwinners, in many a family, they should not fail to give their loved ones the additional protection of a strong, Crown Life Policy.

A Crown Life Policy is a splendid savings-investment, and participating policy-holders receive 90% of profits earned on their policies in the Crown Life. Let us send you some new insurance facts CROWN LIFE INSURANCE CO., TORONTO

## Sentimental Reasons

Agents wanted in unrepresented districts

Individual executors—friends or relatives—are frequently appointed for sentimental reasons. Yet by appointing this company your executor and thus safeguarding your beneficiaries against the limitations and dangers of an individual executorship, you really are not disregarding sentimental reasons, you are observing them. We shall be glad to have you consult us regarding the

executorship of your estate. The Fidelity Trusts Company

of Ontario DOMINION SAVINGS BUILDING