

Don't Put Any Old Kind of a Shoe On Your Little Ones' Feet

Be more particular in selecting the children's shoes than of your own, for the bones in the little feet grow just the way they are trained. Cheap shoes will wear out troubles on your children in after years. Let us show you our stock of children's lovely footgear, built on nature's last that embody scientific principles in shoemaking and fashioned along the same lines as big brother's and sister's.

Cook's Shoe Store

Help take the Helm from Wilhelm! Buy Victory Bonds.

London and Port Stanley Railway

Timetable Effective Sept. 9.
To St. Thomas—10:00, 11:20, 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20.
To Port Stanley—10:20, 11:40, 12:40, 1:40, 2:40, 3:40, 4:40, 5:40, 6:40, 7:40, 8:40, 9:40, 10:40.
Daily except Sunday.
Limited trains London to St. Thomas.

CUNARD ANCHOR

ANCHOR-DONALDSON
PASSENGER AND CARGO SERVICES
MONTREAL, HALIFAX, NEW YORK, BOSTON, TO
London, Liverpool, Glasgow, Bristol, Marseilles, Genoa, Naples, Palermo, Sicily, France, Portugal, Spain, Switzerland. For further information apply to local agents, or
THE ROBERT REFORD CO., LTD., General Agents, Canadian Service, 50 King Street East, Toronto.

RUINING THE EYES? YES, it is exactly what many people are doing today.

Jeopardizing their present and future health through eyestrain caused by neglect and carelessness and their lack of the proper glasses. Don't allow yourself to be counted among their number. If you need glasses an examination will save your eyesight.

CONSULT US
Carlyle REBILCOCK OPTICIAN
235 Dundas Street, Phone 2351.
Two Doors East of Majestic.

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man
346 DUNDAS STREET. BROCKMAN PHONE 5124.

Our RETREADING is QUALITY Work, Not the Average.

London Tire Repair Depot
184 Wellington Street, Phone 2334.
A. WILKES. Opp. McClary's.

WHY NOT TRY SAMUEL'S Shoe Store

For your fall shoes and rubbers? The best place to save money on your footwear. Out of the high-rent district.
200 DUNDAS STREET.
Two doors east city hall. Open evenings.

TAYLOR'S THROAT AND LUNG BALM

IS GUARANTEED TO STOP THAT COUGH—35c.
Taylor's 6 Cut-Rate Drug Stores

Chase the Chill

WITH A \$10 MAJESTIC ELECTRIC HEATER.
Western Ontario Electric Co.
227 Dundas Street. Phone 4071.

LET'S RUBBER YOUR BATTERY inside with the most modern device for repairing known to battery science. When we show you, you will appreciate its value. Come in and see.

BENSON-WILCOX ELECTRIC CO.
264 Dundas Street. Phone 2671.

DIAMONDS

Diamond Rings from \$5 to \$350, including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

THE London Loan and Savings Co. OF CANADA

Government Bonds for sale

To Pay 6%
4% ALLOWED ON DEPOSITS
M. J. KENT, Manager

Safety First!!

The next safest investment to a Victory Bond is one of our Diamonds. The kind of Diamonds we sell do not depreciate in value and are actually increasing. We have the Diamond you want, whether you wish to pay \$10 or \$600.

Our Diamonds are open to inspection to all interested.

YOUNG'S

LONDON.
STOP! LOOK! LOOSEN.
BUY VICTORY BONDS!

We Have Solved the Secret!

of baking a delicious, sweet, nutty flavor into

Johnston Bros' XXX Bread

Make sure you get it today, and you'll enjoy the most delicious and appetizing bread baked in London.

At all progressive dealers!

JOHNSTON BROS.
Phone 94
License No. 5-283.

The Greatest Values Ever Offered In London In Ladies' Ready-To-Wear

LADIES: It will be to your interest to take advantage of these wonderful values in Ladies' Suits and Coats, which we are offering for less than cost price, on account of our buying heavily at the first of the season, and thereby securing the very best styles and materials.

These Suits are made in the most up-to-date styles, in serges of the "old dyes," gabardines, broadcloths, poplins, tweeds, etc., in navy, brown, black, taupe, grey, check, etc.

These Are Divided Into Four Groups

GROUP NO. 1.
Suits, regular \$22.50 to \$25.00, now selling for
\$17.50

GROUP NO. 2.
Suits, regular \$25.00 to \$30.00, now selling for
\$19.50

GROUP NO. 3.
Suits, regular \$30.00 to \$37.50, now selling for
\$22.50

GROUP NO. 4.
Suits, regular \$37.50 to \$45.00, now selling for
\$27.50

COATS

Our Coats are made of the finest all-wool velours, broadcloths, English whitties, tweeds, beaver, best Salts' plush many trimmed with fur collars, beautifully lined.

STYLES TOO NUMEROUS TO DESCRIBE. THESE

COATS ARE DIVIDED INTO GROUPS.

Regular \$27.50 up to \$55.00, now selling for

\$19.50 \$22.50 \$27.50 and \$35.00

You can't afford to miss this great opportunity, as you will find that you are saving from 40 to 50 per cent on every garment and will, therefore, help you to buy more VICTORY BONDS.

For Wednesday and Thursday Only
STORE OPENS 9 A. M. SHARP.

Justrite Ladies' Wear

254 DUNDAS STREET. PHONE 2614.

Individuality

is the keynote of our success as millinery and fur hat decorators in London.

BELTZ & CO.

STAGE WILL CONNECT LAMBETH WITH CITY

Move Made Necessary by Stoppage of Traction Line.

LAMBETH, Nov. 4.—At an enthusiastic meeting of the village, held in the town hall this evening, it was decided to have a motor stage to run between here and London.

The meeting, at which Rev. Mr. Holmes presided, was a representative one.

Although the schedule for the system has not yet been worked out it is expected that the stage will run five or six times a day. The fare will be 50 cents for a single ticket, but those who patronize the stage regularly will be able to purchase round-trip tickets for the same price as a single fare. School children and villagers employed in London will benefit by this special rate. The terminals have not yet been selected. Negotiations have been started to secure a proper conveyance. The schedule will be worked out in such a manner that the traveling public may be given the best possible service. Although the stage will carry light baggage passengers will be given the preference. Those behind the plan hope to have the stage in operation in a week.

The introduction of the stage follows the stopping of the traction line and the subsequent disposal of the road as scrap.

ROWAT'S COFFEE

The best procurable. Please particular people.

55c PER POUND

350 Dundas St. Phone 3051-3052.
Canada Food Board License No. 8-2422.

TALK OF PEACE NO HINDRANCE TO WAR LOAN

London Workers Are Showing Real Victory Spirit. in Canvass.

TOTAL IS NOW \$3,795,400

London's New Objective Is \$7,900,000—Military Bond Salesmen as Spry as Ever.

Peace talk is having no effect on London's Victory Loan drive. Yesterday the citizens subscribed \$188,450 to the loan, bringing the total to \$3,795,400.

"We've got the real Victory spirit for the first time since the campaign started," declared J. J. Foot last night. "I've felt all day long and tonight's total proves it beyond mere words. The teams have just turned in \$128,050, which is \$61,000 more than Saturday's record. I feel that the machinery is working perfectly and that the salesmen will do a lot better from now on."

Local headquarters was notified last night that its share in the new objective was \$600,000, which raises the city's striving point to \$7,900,000. "The teams will raise the extra amount," Middlesex farmers are slow in coming through with their money, although the ones that have subscribed have done well. Monday's subscriptions totaled \$103,500, making the county's total to date \$470,950, with 992 applications.

Major Frank Spry and his military men are still as spry as ever. One hundred and fifteen soldiers bought bonds Monday, subscribing \$12,550. The soldiers have just put over \$160,150 in bonds, that is 1,039 of them have, and there are a lot more to be heard from. They are furnishing the surplus of the campaign, averaging \$115 per man.

The "Industrials" are still sawing wood, and by the time the campaign is over the workmen of London will have nothing to be ashamed of. Seven London firms proudly announce that their employees have evoked a bond, and that 10 per cent or more of the annual payroll has been taken out in bonds that will help nail the lid down tight on the Kaiser's hopes, if he has any left.

Smallman & Ingram closed at a "quarter to six" Monday afternoon, all the employees gathering in the tea-room to listen to the stirring addresses delivered by Chairman George M. Reid, Organizer Norman Towell and M. Ireland of Belfast, Ireland. Four salesmen from headquarters and a committee from the big store will write up the employees' subscriptions today and it is expected that the amount subscribed will greatly exceed that of last year.

Just to show the people of London that in addition to being good Victory Bond buyers they are also able to boost the loan in other ways, the boys of the 1st Depot Battalion, W. O. R., are going to pull off a "cock's parade" tonight. So keep your eyes open for the boys in khaki!

They are going to swarm out of their quarters at Queen's Park camp, in weird costumes at 7:30 by the clock, and will appear in town about 8 bells, or thereabouts. Whatever is lacking in noise will be made up by the bands that accompany them. They will make first for the mobilization centre, Carling Block, and from there they will move forward to the Victory Loan headquarters, Richmond street, near King.

Speeches will probably be a feature of the doings, whenever and wherever the parade comes to a halt. The boys are making big preparations for the parade, and the costumes promises to outdo any minstrel show that ever set foot in London, according to Lieut. "Boy" Debert, who is looking after the publicity of the W. O. R. outfit in the Victory Loan drive.

FUN, THRILLS AND DRAMA IN FRED STONE'S PHOTOPLAY AT THE MAJESTIC

Patrons Delighted With Program at Reopening of the Popular Playhouse.

Majestic Theatre patrons were provided at the Monday reopening performance with one of the classic programs presented at this popular playhouse in many months.

The first Fred Stone Aircraft picture "The Goat," proved a delightful treat

to the audience. "The Goat" is a curious mixture of humor, drama and riotous fun, with the agile Fred always very much in evidence. He is survived by his parents, Lieut. and Mrs. George Gray, and one sister, Miss Marion, and one brother, Reynolds, of the Leabitt office staff. The body will be brought to this city and interment will take place in Woodland Cemetery. He was 27 years of age. Funeral arrangements will be made later. The family resides at 428 Queen's avenue.

INGERSOLL MOUNTING UP. INGERSOLL, Nov. 4.—Exceptional progress was again reported by Victory bond workers. Throughout the day the figures mounted up rapidly, and tonight the total standing since the opening of the campaign was in the neighborhood of \$400,000. Very active co-operation is being accorded the canvassers by all the manufacturers.

Today the four plans of the John Morrow Screw and Nut Company reached their quota, and will receive service flags. The council at tonight's regular session unanimously instructed the mayor and treasurer to purchase Victory bonds of 1918 issue with cash available in sinking funds. It is confidently expected that Ingersoll's big objective of \$460,000 will be reached.

Doctors recommend that people take iron to build up the blood after an attack of Spanish influenza. One of London's best-known physicians remarked several days ago that hundreds of people who have had influenza will contract pneumonia this winter if they do not build up their systems properly. The germs of this dread malady multiply in the blood, and as a result the system is left in a weakened condition. The limbs feel weak, and the man or woman recuperating from "flu" find they have no inclination to perform their duties. The best and most modern way known to science to take iron is in the form in which it is put up in Tonal-iron Capsules, the new French gelatin remedy, and hundreds of people are using it after an attack of influenza with excellent results. These capsules are soft and dissolve very quickly in the system, and all the iron they contain is quickly absorbed. This remedy also contains several other non-narcotic stimulants, and creates an appetite, as well as working on the bowels, liver and kidneys. Tonal-iron Capsules are guaranteed by the manufacturers, and are sold by all druggists in Canada and the United States for \$1 a box, or mailed anywhere in Canada on receipt of the price. Tonal-iron Company, Box 154, London.

SECOND SON OF GEORGE GRAY DIES IN SOUTH AFTER LONG ILLNESS

The death of George Wilbur Gray, second son of Lieut. George Gray of the fire department, occurred in Arizona on Sunday. He left about a year ago for Arizona on account of his poor health. He was accompanied by a warm reception at all performances on Monday, and was compelled to respond to an-cores insisted upon by the delighted patrons.

The above performance will be repeated again today.
On Wednesday and Thursday the at-tract will be Dorothy Gish in "The Hun Within."

VICTORY BONDS
are the certificates of our freedom. Buy 10 the limit.

Federal Advertising Agency
T. H. YULL
Dominion Savings Building
LONDON, CANADA

"When you've shouted, "Rule Britannia,"

When you've sung "The Maple Leaf," When you've finished killing Wil-

helm with your roar— Just remember for a minute That your VICTORY BONDS will help

Those fine gentlemen in khaki so much more."

Bunn the Baker of Bana-Bos



(Watch for me. You'll see me again.)

Money ROARS These Days!

TO FINISH THE WAR, to place Canada on a secure footing to handle the problems of peace, to bring OUR BOYS back, we are raising the Victory Loan of 1918.

What you put into this loan you SAVE. It earns you good interest.

It helps CANADA---and democracy.

It shortens the hell for brave men and saves valuable lives.

It is YOUR chance to have a hand in bringing about peace.

They Fight---We Provide BUY VICTORY BONDS

This space donated by
NEAL BAKING CO., LIMITED
WINDSOR, LONDON, SARNIA, ST. THOMAS

GODERICH OFFICER COMES TO LONDON

GODERICH, Nov. 4.—Capt. and Mrs. J. W. Fox, who have been in charge of the work of the Salvation Army, leave Thursday morning for London, where the captain will assume charge of the third corps in that city. Capt. Fox has been in Goderich for two years, and has proven himself to be an energetic, industrious and popular worker. He has taken a deep interest in the welfare of the town, and has co-operated with the churches of the town in a brotherly way.

The Toronto St. Railway REQUIRE A NUMBER OF Motormen and Conductors

to operate the extra cars which they are required to put on Toronto streets.

STEADY JOB. NO LOST TIME. EASY WORK. GOOD WAGES. MANY CHANCES FOR PROMOTION.

Apply at the
Government Employment Bureau
LONDON.

Nov. 5

It's Performance That Counts

When we tell you that our bread is the best it is possible to bake with the best of materials and thirty-five years' experience, we stake the reputation of

PARNELL'S BREADS
upon our word, and you can rest assured that it is everything we say it is in taste, quality and cleanliness.

TRY A TRIAL LOAF TODAY.
PARNELL The Breadman
PHONES 923-1390. Canada Food Board License No. 8-2422.