

From the Livers of the Lowly Codfish, Weak, Frail, Thin People Gain Needed Weight and Strength

McCoy's Cod Liver Extract Tablets will increase your weight 5 pounds in 30 days or money returned from any druggist.

Medical science progresses rapidly and now you can get at your druggist's real, genuine cod liver extract in sugar-coated tablets that young and old can take with ease and pleasure.

Even the rundown and skinny grownups, who need to take the health, strength and weight producing elements that come from cod fish livers, because it really is the greatest vitamin food and builder of healthy flesh in the world, will feel extremely joyful when they read this welcome news.

Of course, doctors have been prescribing cod liver extract in tablets under another name for several years, but it is only of late that one can walk into a drug store and get a

box of these flesh producing, health-creating tablets just as easy as a box of talcum powder.

Thin, run-down, anemic men, women and children who need to grow strong and take on flesh are advised to get a box of McCoy's Cod Liver Extract Tablets and if the gain is not 5 pounds in 30 days just get your money back.

One woman gained fifteen pounds in five weeks, according to her own doctor. Another (ten pounds) in three weeks. A very sickly child aged nine, twelve pounds in seven months, and now plays with other children and has a good appetite.

Just ask for McCoy's Cod Liver Extract Tablets. Standard Drug, Liggett's, or any druggist will tell you that they are wonderful flesh and health builders. Only 60 cents for 60 Tablets—and don't forget that they are wonder workers for feeble old folks.

Get McCoy's, the original and genuine and beware of imitations.—Advt.

AT THE THEATRES

LOEW'S THEATRE

Without Mercy.

Beaten with a whip in an effort to gain knowledge of the position of a silver mine and left to die in the Argentine wilds, only to reappear in the private and political life of her tormentor, seeking revenge, Vera Reynolds, in *Without Mercy*, playing at Loew's theatre during the early part of this week, stars one of the most dramatic roles of her career.

This picture is undoubtedly one of the best that has been offered to the public for some time, combining love, danger, and underworld doings in a well-woven theme. Depicting a life spent mainly for revenge, and the realistic manner in which all the events are shown, *Without Mercy* is an unsurpassed masterpiece of the screen.

The Snap Family, those laughter-stirring comedians of the screen, with one of their ever-present family quarrels, and Loew's up-to-date news events fill in a picture cast that holds the attention during the entire performance. Three acts of raucous vaudeville, with a novelty dancing and

CAPITOL THEATRE.

The Knockout.

Milton Sills fights his way to a triumph in *The Knockout*, a virile picture of the north lumbering country, which was shown at the Capitol yesterday for the first of a three-day run. He is at his best in this photoplay, a rugged epic of old Quebec, with its thrilling settings for the romantic and dramatic.

There is an abundance of action in *The Knockout*, and as the title implies, it is a tale of strength and endurance and of heroism. It is a love story, too, with that feature lightly running through to a well-worked conclusion.

The scenic effects are extraordinarily well done, with scenes of the lumbering camps of North Quebec and the rivers of the log and pulp industries as a background depicted with remarkable accuracy and picturesqueness.

The Capitol theatre offers a novelty presentation of Charleston dancers, who, in all manner of gymnastic contortions, realistically interpret the Charleston style of abandon in their dance. This act of vaudeville, executed, as it is, by outstanding dancers, Wood and Jones, is an interesting feature of the program, and should prove a pleasing spectacle at the present time when in the United States the "Charleston" is reaching a height of popularity.

ARTHUR HENDERSON FAILS TO APPEAR AT MEETING

Associated Press Despatch.
Hartford, Conn., Oct. 26.—Arthur Henderson, home secretary in the MacDonald cabinet and leader in the British Labor party, did not address a religious meeting at the Y. M. C. A. yesterday afternoon. Mr. Henderson was to have spoken at the Y. M. C. A. and to have addressed a union dinner of service clubs in Hartford, but upon representations that Mr. Henderson had socialistic leanings, made by the security league to these bodies, his engagement with the service clubs was cancelled. The Y. M. C. A. followed suit, but later recanted. It was too late for Mr. Henderson learning of the whole matter, cancelled his own speech.

Before the Dominion was Born

To have materially assisted in the development of this great nation throughout a period of sixty-one years is the record of The Huron & Erie Mortgage Corporation.

During all those years, millions of dollars have been loaned by this institution to Canada's homemakers.

First mortgages upon productive real estate, principally improved farm lands, have furnished the security for those loans.

First mortgage security overshadows all other forms of investment. Huron & Erie

LIBERAL PLAN HAS CUT FARM MACHINERY COST

Hon. Vincent Massey Quotes Actual Prices To Show Large Reduction Followed Adoption of Robb Budget of 1924—Refutes Charges of Conservative Campaigners.

IMPLEMENT FACTORIES EMPLOY MORE HANDS

Special to The Advertiser.
By a Staff Reporter.

Port Hope, Oct. 26.—Hard figures were produced here today by Hon. Vincent Massey to refute the oft-repeated charge to the effect that no reductions in prices of farm machinery had followed the Robb budget changes of 1924.

A number of Conservative campaigners have made the statement that agricultural implements are costing more today than when Mr. King came into power in 1921.

"Figures are the best answer to that," said Mr. Massey. "A seven-

foot binder that cost \$300 in 1921 now costs \$250.50.

"A gangplow that cost \$150 in 1921 now costs \$124.

"A tractor mower that then cost \$120 now costs \$99."

Since the budget revision of 1924, two price cuts have been passed in the farm machinery to the implement company.

"It may be of interest for me to state," added Mr. Massey, "that whereas the Toronto factory employed an average of 600 men for the factory year of 1921-22, the average for this year has been 1,200 men."

Richards. Those who imagine they don't like it, would change their minds after seeing the show. On merit, the show should have capacity audiences for the remainder of its stay in London. On Tuesday afternoon, there will be a special matinee for ladies only.

LONDON MYSTIFIED BY MAGICIAN'S ART

Pleasing Personality and New Tricks Make Show a Real Entertainment.

Living up to advance notices, "Richards, the great," foremost magician of the American stage, pleased a large audience at the Grand Opera house last evening. Not only were the majority of his tricks new, but the magician himself is possessed of a most pleasing personality, which aids in no mean measure in making the show one of real entertainment.

In contrast to the average magician, Richards does not depend on chatter to get tricks "over." Rather they are accepted by the audience because of their sheer merit.

Staging illusions on an elaborate scale, Mr. Richards made the best possible use of his stage settings, and masses of color, which formed the background for most of his performance.

The show is presented in three acts and twelve scenes. Many of the tricks would almost cast discredit upon the magician's claim that no supernatural means are available to him, in creating his illusions. Especially is this true of the levitation scene. A girl is hypnotized and then, ostensibly, is raised some four feet in the air, in a horizontal position, without aid from any external source. She is kept in position for some minutes, and hoops are passed around her body, to prove the absence of wires or any paraphernalia of that sort. This feat was received with rounds of applause by last night's audience.

The human cannonball is termed the most daring illusion ever attempted by any magician. It is unquestionably the greatest demonstration of magic ever witnessed in London, and more than thrilled those present last night.

Richards' experiments in psychomancy were wonderful. To the mind of the laity they cannot help but cause the thought that science is not far removed from the necromancy of other ages. His demonstration of mind reading is probably the best that London has ever witnessed.

In addition to his major feats, the other tricks of Richards also are real masterpieces of his art. The egg scene is probably the best of these, and is entirely original to London audiences.

Anyone who appreciates this sort of entertainment should not miss

NEELY ADDRESSES 2 SCHOOL MEETINGS

King Hodgins' Supporters Speak at Ealing and Broughdale.

Criticisms of Dr. C. D. Ross, Liberal candidate in East Middlesex, and "Archie" L. Hodgins, Progressive candidate in the same riding, were contained in an address by Ald. Homer B. Neely at a public meeting in the Ealing school last night.

Ald. Neely spoke in the interests of A. King Hodgins, who is contesting East Middlesex for the Conservatives. Other speakers were the candidate, Mrs. A. T. Edwards and David Mills. Fifty-five persons were in attendance, and Alex. Thompson acted as chairman.

Mr. Hodgins, Mrs. Edwards and E. G. McAlister also spoke at a public meeting in the Broughdale school, concluding an attack on the King government for its alleged inefficiency. Mr. Neely condemned Dr. Ross for what he called his failure to make his stand clear on the tariff issue.

Perplexed by Hodgins.
"Dr. Ross, the man who is backing the leader who promises one thing in one part of the country and another thing in the next, has not said anything on the tariff," Ald. Neely explained. "And I don't believe he knows anything," he added.

The speaker admitted that he himself was perplexed about Archie Hodgins, he said, questioning Mr. Hodgins' sportsmanship in the present campaign.

Mr. Neely was strong in his condemnation of Premier King's attitude on the recent Nova Scotia coal strike. He said in the gallery of the house of commons when some of the members urged that federal relief be given the families of the striking miners, he said, "and I saw Mackenzie King get up on his hind legs and declare that the British North America act prevented him from offering aid to suffering people. Could you imagine anything more asinine, more frivolous?"

"The country is at a standstill, if not going back," Mr. Hodgins, the candidate, stated. "There has been four years of drifting and log rolling. King has given us nothing of good legislation. The Meighen policy is the only sane course and if I am sent to Ottawa I will back the precepts of the Rt. Hon. Arthur Meighen."

Cautions Hearers.
Mrs. Edwards cautioned her hearers against believing The Advertiser's reports of prosperity in Canada.

"It is no use in saying that good times are here like the Advertiser does," she declared. "We know that factories are not running, that pay envelopes are becoming smaller, that many of us are behind in our rents, that we haven't the money to buy all we'd like to when we go to market, that the outlook for Christmas is not very bright."

Claiming that the new Australian trade treaty will bring ruin to the dairy industry of Canada, she warned, "If Mackenzie King returns, dear knows how many more terrible treaties he'll make. He's no statesman. He's no sense."

The United States is flooding Canada with women's apparel and men's clothing, Mrs. Edwards charged to the detriment of Canadian trade, while German-made shoes are proving a big competition factor.

NO NEED FOR FREE MEALS.
"Unemployment is negligible; we haven't had any since the war. We have never yet had to give a free meal to any able-bodied man," A. B. Manson, city engineer, Stratford, declared.

"There is no evidence of prosperity," J. Frank White.

BICYCLIST STRUCK DOWN DIES LATER IN HOSPITAL

Canadian Press Despatch.
St. Catharines, Oct. 26.—Edward Prye, 16-year-old Port Dalhousie bicyclist, was knocked down by a motor car driven by Stuart Macbeth of Grantham township on the Port Dalhousie highway last night, and received injuries which proved fatal four hours later at the General Hospital. An inquest will be opened this afternoon.

MAKES LAST PLEA AT FOREST.

Special to The Advertiser.
Forest, Oct. 26.—J. E. Armstrong made his final plea to the local electors here this evening at a Conservative meeting in the town hall. The chief speaker was Hon. J. S. Martin, provincial minister of agriculture, and a good crowd turned out to hear him. Mayor Cope was chairman. Mr. Armstrong referred to Forest as the storm center of the riding. He stated that he had practically no new points to offer, other than what he presented at his previous meeting, and he kept his word.

ST. THOMAS MAN FREED OF BLAME

No Guilt Attached To John Esson For Fatal Motor Mishap.

Special to The Advertiser.
Hensall, Oct. 26.—John Esson of St. Thomas was cleared of blame in connection with the death last week of J. C. Graham, Chatham, killed when cars driven by each collided near here.

The verdict of a coroner's jury, meeting in inquest here last night, declared him to have done everything that a driver in like circumstances could do to prevent the mishap and freed him from any guilt in the matter. The verdict read that Mr. Graham might have been able to avoid the accident had he kept to the right side of the road.

Crown-Attorney Seager of Goderich was present at the inquest, which was presided over by Dr. Hyndman of Exeter. J. Stanbury, of Exeter, attended as counsel for Mr. Esson.

EXETER UNITED CHURCH MARKS ANNIVERSARY

Special to The Advertiser.
Exeter, Oct. 26.—Main street United church held its anniversary on Sunday last when Rev. G. C. Armour of Brucefield United church preached at both services. The church was well filled, both in the morning and evening.

In the afternoon at the Sunday school session the Robert Blake seals and diplomas for attendance were distributed. Many received these for as high as 18 years' attendance, which is a splendid record. Special music was provided by the choir, assisted by Miss Jessie Parks of Hensall.

Kicks Against Jail Victuals

Change of Diet Brought About With Change in Institutions.

Special to The Advertiser.
Chatham, Oct. 26.—Fred Johnson, an elderly colored man, who left the county house of refuge without permission or giving reasons for his departure, was arrested by city police, and, facing a charge of vagrancy, said he did not like the soup and wanted a change of board. Magistrate Arnold said he would find the diet a little different at the county jail, to which institution he was remanded pending arrangements as to his future.

MRS. EMMA B. THOMAS SUCCUMBS AT GLENCOLIN

Special to The Advertiser.
Aylmer, Oct. 26.—Emma B. Thomas, widow of the late George Thomas, died at her home at Glen- colin early on Sunday morning, following an illness of several months. The late Mrs. Thomas was born at Glen- colin 52 years ago, a daughter of the late James Haney, and has made her home there practically all her life. Her husband predeceased her some four years ago, and she is survived by one daughter, Mrs. Roland McClelland, Aylmer, who has been almost constantly at her mother's bedside for weeks; one brother, James Haney, on the Haney home- stead, Glen- colin, and one sister, Mrs. Edna Taylor, Belmont.

The funeral service will be held at her late residence on Tuesday at 2 p.m., with interment in the Aylmer cemetery. Rev. Waldemar Williams, pastor of the United church, Aylmer, of which deceased was a member, will officiate.

ONE DEATH DUE TO HEAVY SNOWSTORM IN WINNIPEG

Canadian Press Despatch.
Winnipeg, Man., Oct. 26.—Driven by a strong northeast wind, a heavy

November 1st Interest Coupons and Cheques

accepted NOW

either on deposit or for purchase of Debentures

Deposits 3½%
Debentures 5%

The Ontario Loan and Debenture Co.
"64 Years of Service"

DUNDAS STREET AND MARKET LANE

A. M. SMART,
President.

T. H. MAIN,
Manager.

fall of snow blanketed this district today. One death was attributed to the storm. Roderick Morrison, 60, was knocked down by a truck on Maryland street during the after-

noon and died shortly afterward in a hospital. The failure of the brakes to stop the truck on the slippery streets was the cause given for the accident.

Cowan's

ANNUAL FALL SALE

Here you are. What you have been waiting for. We have gone over our large stock and marked down in price many seasonable and useful articles. Make up your shopping lists today. These prices are good for ten days only.

Specials in the TOOL DEPT.

HAMMERS—Always Useful
3 Styles
Regular 50c—Special 25c
Regular 55c—Special 30c
Regular 60c—Special 35c

RULES—Handy Sizes
Folding Style
2' Regular 35c—Special 25c
3' Regular 35c—Special 25c
5' Regular 65c—Special 50c
6' Regular 75c—Special 60c

SCREW DRIVERS
3 Household Sizes
No. 1, Regular 25c—Special 11c
No. 2, Regular 35c—Special 25c
No. 3, Regular 50c—Special 40c

HAND SAWS
Guaranteed Makes

20", 22", 24", 26" 95c to \$2 each
Braces, regular sizes
reg. \$2.50—Special \$2.00

Chisel Handles 25c
Reg. 15c—2 for 50c
Wrecking 50c
Bars 35c
Carpenters' Aprons 35c
Heavy duck, each 39c
Combination Oil Stones 39c
10-Piece Socket Sets \$1.79
Reg. \$2.00—Special \$1.79
Hand Drills \$2.25
Special (6 only) each

COBBLERS' SETS
Complete outfit
reg. \$1.50—Special \$1.19

ELECTRIC HEATERS
Durable Electric Heaters—
a real heat, reg. \$6.50
Special \$6.19

BENJAMIN MOORE & CO.
LUMBER & CEILING
MURESCO
TORONTO
WINNIPEG

Special Shopping Lists

2-Way Sockets
regular 50c—Special 39c
Auto-Stop Razors
gold plated 59c

PANCO
Composition
Half Saws
regular 75c—
Special, pair 59c

Mouse Traps
reg. 50c each, 4 for 10c
Galvanized Clothes Line Pulleys
regular 50c
Special, each 43c

40-Foot Rope Clothes Lines
regular 25c
Special, each 28c

Chair Seats
all sizes, each 25c
Cocoa Door Mats
..... 75c, \$1.00, \$1.50, \$2.00 each

Hand Auto Horns
each \$3.49
Spark Plugs
assortment, 3 for \$1.00

LUNCH KITS
Box and Vacuum Bottle
regular \$2.25
Special \$1.89
Vacuum Bottles, pt. size
regular \$1.25—Special 89c

Electric Hair Curlers
reg. \$1.25—Special, pair 89c
Cut Glass Tumblers
Special, each 10c

Flash Lights
reg. \$1.50—Special, each 98c
Shaving Brushes (in
case), reg. 75c
Special 47c

Combination Storm
Doors, complete \$8.00

SPECIAL
Are you making Lamp Shades?
We can supply you with Pure
White and Orange Shellac at
per bottle 30c and 25c

RADIO PLIERS
Special for Radio
pair 75c

SPECIALS FOR THE FARMER

BARN RED PAINT
Regular \$2.25 gal \$1.89
Special, gal \$1.89

Lanterns, short globe
reg. \$1.40—Special \$1.19
Lanterns, short globe
brass well, reg. \$2
Driving Lamps, red
and white lens, \$2.25
Heavy Pocket Knives
reg. 75c—Special 49c

Bone-handle Pocket
Knives, reg. \$1.25—Special
Corn Shellers, Special each
reg. \$2.50—Special \$1.98

Canvas Gloves, 15c pair
Special, 2 pairs 25c
Mule Skin Gloves
reg. 60c—Special, pair 43c

Mule Skin, one-finger
mitts, reg. 50c, Special pr.
Lined Gloves, wool cuff
reg. \$1.00—Special, pr. 89c
Horse Brushes
regular 25c, Special, each 19c

BASKETS
Small Egg Baskets
solid handle 40c
Belgium Split Willow
Baskets, all sizes, each 59c

FLOOR MOPS
Liquid Veneer Victory Floor
Mop. Just what you need for
Hardwood Floors; picks up all
dust and dirt
reg. \$1.50—Special \$1.19

ROOFING

BIRD & SON'S CELE-
BRATED ROOFING GIVES
SERVICE
Look at your roof today. A roll
of Roofing now will save
inconvenience this winter.

Cowan's Special
Made Specially
for us.
1 ply, reg. \$2.50
Special \$2.39
2 ply, reg. \$3.00
Special \$2.89
3 ply, reg. \$3.50
Special \$3.39

Royal Brand
1 ply, reg. \$1.50—Special \$1.69
2 ply, reg. \$2.50—Special \$2.39
3 ply, reg. \$3.00—Special \$2.89
Nails and Cement included in
every roll.

STOVE ENAMEL
1/2-pt. 20c; 1-pt. 30c

ALUMINIUM PAINT
No. 1 size 35c tin
No. 2 size 60c tin
No. 3 size 1.05 tin

Stove Boards
reg. \$1.50—Special \$1.29
Furnace Stoves, 65c and 75c
Coal Hods
reg. 75c—Special 59c
Fire Shovels
each 10c
Stove Pokers
each 15c

BROOMS
4-String Corn Brooms
reg. 60c—Special 43c

ALARM CLOCKS
25 only, guaranteed Alarm Clocks
regular \$2.99
Special \$1.69

BUTCHER KNIVES
American steel, regular size,
regular 50c
Special, each 39c

FOR WAXED FLOORS

Old English Waxer-Polisher,
applies and polishes the wax
Special—1 Tin Wax, 1 Tin
Brightener, 1 Waxer—
Polisher, all for \$3.89

Specials For Cold Weather

ASBESTOS POWDER
STOVE LINING
2 1/2 lbs. 25c; 5 lbs. 40c
Tins, 1 lb. 25c

STOVE PIPES

6 and 7 inch 20c length

ELBOWS

6 and 7 inch 25c each

STOVE ENAMEL

1/2-pt. 20c; 1-pt. 30c

ALUMINIUM PAINT

No. 1 size 35c tin
No. 2 size 60c tin
No. 3 size 1.05 tin

STOVE ENAMEL

1/2-pt. 20c; 1-pt. 30c

BROOMS

4-String Corn Brooms
reg. 60c—Special 43c

ALARM CLOCKS

25 only, guaranteed Alarm Clocks
regular \$2.99
Special \$1.69

BUTCHER KNIVES

American steel, regular size,
regular 50c
Special, each 39c

SPECIAL Handled Axes

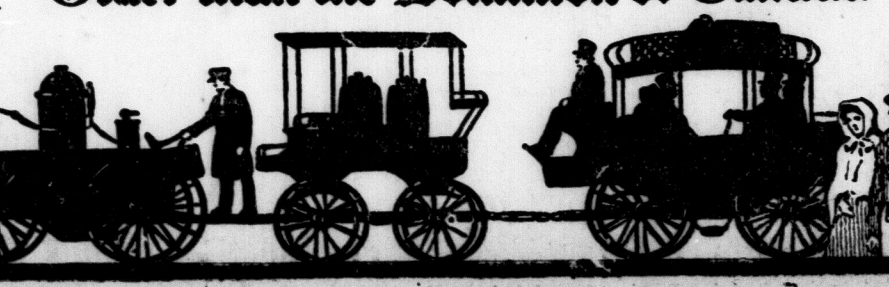
reg. \$1.50
Special \$1.39

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