

No. 1 Manitoba Wheat

Is selling around \$2.00 per bushel, while first grades of flour are bringing \$10.40 per barrel on cars at London, and Pure Lard, Pure Milk, Pure Granulated Sugar, Pure Malt Extract and Pure Salt, in fact, all the ingredients that go into

NEALS' ALOFA BREAD

are selling at unheard of high prices. Also labor, whether for the office, manufacturing or delivery end of our business, is being paid better than ever before in the history of the bread industry.

London housewives, consider these facts carefully, and you cannot help but realize that you are practicing real economy when you buy Neal's Alofa Bread.

ECONOMY SHOULD BE THE WATCHWORD

in every household during these critical times. We must conserve and save our resources in every possible manner until this awful conflict ends in victory for the British Empire and her Allies.

NEAL'S PURITY

QUALITY ALOFA BREAD

Continues to be sold at
8 cents

Per Standard 24-ounce Loaf, you cannot afford to bake your own bread.

Figure the cost carefully. Make your own comparisons, and you will be sure to economize on your bread bill by asking for Neal's Alofa at your grocer's or direct from our sales wagons.

PHONES
2173 and 1313

**Neal London
Bread Co.**

Limited.

Diamonds

Our selection of Engagement Rings is always complete and very interesting. Diamond solitaires are always popular and acceptable at any time.

We also have a choice selection of unset stones, which we can easily make up into solitaires or combinations of rubies, emeralds or sapphires.

Christmas buyers should see some of these wonderful bargains before buying elsewhere. Our own guarantee is back of every diamond sold. Our prices are very moderate.

\$25, \$35, \$50, \$100, up to \$500.

YOUNG'S
C. P. R. and G. T. R. Official
Watch Inspector.
LONDON. EAST LONDON.

Regular eaters of XXX Bread do not have indigestion. Not only does XXX Bread digest easily, but it aids the digestion of other foods as well—it contains a high percentage of protein, fat, and carbohydrates.

JOHNSTON BROS.' XXX BREAD

Phone the bakery for a wagon.

**DRUGLESS EYE
EXAMINATION**
Combining That of Oculist and
Brown Optical Company
SPECIALISTS
223 Dundas St. Phone 1877.

C. H. WARD & CO.

Diamond Merchants and Jewelers.
286 Richmond Street. Phone 1084.

The St. Charles

offers every possible inducement to those seeking rest and relaxation. Write for booklet and terms.
Newlin Haines Co., Atlantic
City, N. J.

Our Story is Very Short.
We repair everything in rubber and do it well. Bring on your rubber crumples. There is service in them, just when we repair them.

London's Rubber Man
186 KING—REAR. PHONE 5124.

Delaware, Lackawanna and Western
Coal Company's

Scranton Coal

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY
PHONE 348. 19 YORK STREET.

**THE LONDON LOAN AND
SAVINGS COMPANY
OF CANADA**

Allows
4% on Deposits
**5% to 5 1/2% on
Debentures**
COR. DUNDAS AND PARK AVENUE.

Peters
**SATURDAY NIGHT
CANDY SALE**
8 p.m. to 10:30 p.m.

SCOTCH KISSES
for the lads and lassies, only
19c a box, worth 25c.

If you don't come early—well,
you may be disappointed as
well as the home folks.

**PETERS
LONDON**

**D., L. and W.
Anthracite**
The Coal That Satisfies
Best prepared. Highest efficiency.
Lasts longer. No clinkers. Greatest
comfort. Most economical.

Heaman & Son
YORK AND BURWELL STREETS
Phone 312.

**PETERS
LONDON**

A "HYDRO" Electric Heater

Is just the thing to furnish that little extra heat you're almost SURE to need somewhere about the house this winter.

WE HAVE THEM AT ALL PRICES.
Let us send you one on trial.

THE HYDRO SHOP
LONDONER FINED \$50
FOR ASSISTING ALIEN
TO ENTER CANADA

Wm. Ginsberg in Windsor Court—His Friend Deported.

[Special to The Advertiser.]
WINDSOR, Nov. 10.—Found guilty this afternoon in police court of attempting to enter Canada without first reporting to the immigration officers and ordered deported to Detroit, David Rosenberg, 33 years old, a baker of Detroit, described by the prosecution as "an undesirable alien," was so sentenced as a result of the trial that he refused to pay his attorney, Barrister A. B. Drake, his fee.

Rosenberg was held until Barrister Drake caused a guarantee to be served on Chief of Police Wills, who held \$17 taken from Rosenberg. The barrister's fee was \$10 and another \$2.50 was taken on this fee cost.

Rosenberg was arrested last night with William Ginsberg, a grocer of London. The latter induced Rosenberg to enter Canada, with a promise of a good position at London, so Rosenberg testified, and assisted him to get past the immigration officers at the ferry dock by carrying his suitcase. Ginsberg was fined \$50 and costs for his part in the affair.

DEATH OF JOHN FRIEND
Had Seen in Business Here Over Forty Years.

John Friend, for over 40 years in the confectionery business in London, died at his home, 773 Colborne street, on Friday. He was born 74 years ago in Devonshire, England, and came to London 45 years ago. Besides his wife he is survived by one son, Robert, of Toronto, and four daughters. Mrs. Wm. Sharp of Vancouver, Mrs. Wm. Harrison of Toronto and Misses Rose and Blanch at home. Mr. Friend was an active worker in the old Methodist Church on King street until it closed. He then became a member of the A. M. C. street congregation, and was released from the confectionery business six years ago. The funeral will be held on Monday afternoon to Woodland Cemetery.

SEVEN RECRUITS PASS

Seven recruits have been passed as "fit" by the medical board at the Armory. One of these was born in Sweden, three of them in Canada and the remainder in England. Three signed on with the Army Service Corps, one with the 149th Battalion, one with the Scottish Borderers, one with the Engineers and one with the A. M. C. Training Depot.

The recruits are: J. M. Lawrence, Canada; C. A. S. C. Sarula; A. LaVoie, Canada; G. A. S. Sarula; J. Anderson, Sweden; Engineers, Windsor; A. J. Webb, England; A. M. C. Windsor; John Leadson, England; 241st Battalion; Tilsonburg; B. A. Henry, England; S. C. London; L. H. Aylesworth, Canada; 149th Battalion, London.

TO PREACH IN DORCHESTER.

DORCHESTER, Nov. 10.—Mr. Taylor of the Nilstone circuit, will preach in the Methodist Church here Sunday, in the morning, while Rev. Mr. Rivers will take the services for Mr. Taylor. The evening services here will be taken by Rev. Mr. Bartlett of the Belmont church.

MITCHELLE RECAL.

At the Mitchellree recital on Tuesday evening next, November 14, in Crown Hall, Mrs. Wyatt is singing "Loved," by Liart, and among numbers which Miss Florence Egglestone, violinist, will play is a new composition by Percy Grainger.

An evidence of the popularity of these two artists and of the composer, Thomas G. Mitchellree, whom they are assisting in the program, lies in the large number of tickets which have already been sold. Mr. Mitchellree, whose recitals are both rare and rare treats, is giving a number of his own compositions, as well as the works of Chopin, whom he loves and so adequately interprets.

Ratepayers are notified that Monday, 27th inst., is the last day for voters' lists appeals. Every voter who has changed his residence, or who has acquired the right to vote since March 1, should examine the list. The city clerk will gladly give information. Write him a postcard giving your former and present residence and he will inform you as to your vote.

Nov. 11-16-21

Federal Advertising Service

Telephone 5482.
312 Dominion Savings
Building, LONDON, ONT.

**D., L. and W.
Anthracite**
The Coal That Satisfies
Best prepared. Highest efficiency.
Lasts longer. No clinkers. Greatest
comfort. Most economical.

Heaman & Son
YORK AND BURWELL STREETS
Phone 312.

**PETERS
LONDON**

BATTLE FILM WILL BE SHOWN TWO DAYS DURING COMING WEEK

World's Greatest Pictures
Secured for Monday
and Tuesday.

THRONGS AT THEATRE
Crowds Deeply Moved at the
Stirring Scenes on the
Battle Front.

Performances of the Battle of the Somme picture commence at the following hours:

2:15 p.m.
3:30 p.m.
4:45 p.m.
6 p.m.
7:15 p.m.
8:30 p.m.
9:45 p.m.

Because of the popular demand, caused by the thousands who have witnessed the famous motion picture, "The Battle of the Somme," which has been shown at the Lyric Theatre this week, under the auspices of the London Advertiser, will be presented also on Monday and Tuesday of next week. It has been the expressed desire of hundreds that the film be shown for another complete week in London, but this is impossible.

The Advertiser, in response to this desire, got in touch with the famous Players' Corporation, which has charge of the Canadian bookings of the stirring battle picture, and by a fortunate series of circumstances was enabled to secure the film for the first two days of next week. The same arrangements that have been in force for the present week apply also on Monday and Tuesday and the same hours for the commencement of the shows will be used.

The local presentation of the film has been an epoch-making event. Not only have these pictures presented a stirring patriotic appeal to the people of London and vicinity, who have so many loved ones going through exactly the same conditions as depicted on the screen, but the films, from a motion picture standpoint, stand in a class by themselves.

The additional two days of their presentation here will enable everyone to see this patriotic person should neglect the opportunity they afford of seeing the boys of the British army in action.

Crowds at Theatre.
Even a cold north wind and intermittent showers of rain failed to diminish the crowds which attended the eight performances at the Lyric Theatre Friday. Hundreds stood in line during the evening and formed a practically unending stream moving toward the entrance of the theatre. The crowds were, however, handled much more rapidly than during the first of the week, and even those at the very end of the continually growing line had never to wait for more than a few minutes.

None were disappointed with the pictures or the manner in which they were presented. The claim of the management that the picture shown is a good one, is borne out by the statements of those who witnessed the picture from all parts of the house. The manner in which the picture is arranged makes it possible to see the pictures, without eye-strain, from the very front seats. They are equally as clear from the rear and from the balcony.

More than entertainment is provided. That is why the attendance has been large for every performance. No spectacular drama is presented, but a true representation of what the men from England and similarly their comrades from Canada, are undergoing and the manner in which they are undergoing it.

A physiognomist finds inexhaustible material, and contradictions to firmly formed opinions. Everywhere in the British faces smiling countenances and cheery manner are to be seen where exactly the opposite might be expected. Compared to this is the surly downcast expression to be seen on the face of nearly every German shown in the picture. They reflect the conditions under which they are forced to fight.

There is nothing horrible in any of the scenes. Even children would not be shocked by them. There are none of the convulsive struggles of falling men so prominently featured in posed motion pictures. The actual scenes remove much of the fear of death. As the British soldiers leap over the parapets of their trenches to charge several are hit almost as they leap, but they seem merely to fall asleep on the ground so scarred and torn by the heavy artillery. Their comrades go on, to be lost amid the smoke of battle.

Peace After Battle.
After the fighting has ceased "no man's land" remains, a peaceful picture. Britain and foe lie side by side, no longer enemies.

In one place a collie dog, mascot of his regiment, sleeps besides one of his men. The dog here he could almost visualize this dog here he rushed forward with the men to the attack of a village held by the Germans. He stuck through the boys all through the long period of training in the camps, through the long, weary waits in the trenches, and finally in the sweeping rush for the Hun post.

One begins, too, to realize that machinery has not quite replaced man's animal friends, when he sees the bodies of horses, killed as they galloped field guns into position to cover the advance of infantry.

Gallant Workers.
The gallantry of the British soldier, too, is demonstrated in a scene which shows the rescue of a wounded man by two of his comrades. The deed is performed under shell fire, but is coolly and carefully done, and as the man is carried back through the communication trench which leads to the dressing station, still more scenes come into view which show that "Tommy Atkins" is kindly even to his foes.

At one point, a soldier, seriously wounded in the head, leaves a position of comfort to assist a German prisoner, limping from the pain of a wound in his leg, may take it.

All of the scenes do not show the devastation of the "no man's land" and the front-line trenches. Pictures of troops moving forward for the great advance of July 1 prove both thrilling and inspiring. Steel-helmeted "London Scottish" swinging along the high-ways of France, headed by pipers and drummers, have never yet failed to draw the applause of the spectators.

Advanced Posts.
Pictures of the work of the engineers would form a story by themselves. It is impossible to show all the tedious work which leads up to the final explosion of a mine, but the result is interesting. A column of black earth shoots suddenly into the air and when it has descended a crater many feet deep has been formed. Almost instantly this is occupied by the engineers and in a few moments a barbed wire

entanglements have made it a British advanced post.

The now-ending operations in the supply depot close to the trenches give one an idea of the tremendous size of the task the British are doing. "Plum paddings" for deerskin boots, and other forms of shells, are moved forward in a steady stream. The manner in which high explosives are handled is astonishing. It seems almost careless, but the fact that there is never a slip disproves this. A line of gunners, formed in the fashion of the rural "fire-bucket line" fills the line of a field gun with shells in less than a minute.

Life in France.
Camp life in France is shown to be slightly different from the kind experienced here. Only a few of the comfortable bell-tents are to be seen. In their places are little improvised canvas field shelters with stacked rifles in front. The new universal steel helmets laid aside for the moment add a finishing touch.

Nowhere can the shower baths so common in the camps here be seen. There is no time for their erection. The soldier, however, finds a substitute in the immense pools of water in the trenches, whole companies just out of the trenches enjoy a wash-up at these.

The pictures will be shown throughout today and no other news seeing them, even at the cost of foregoing amusement and other entertainments.

As several of the ratepayers of London Township, who are not assessed for a great amount of property, have expressed a desire to give more to the British Red Cross fund than is represented by the mill on the dollar of their assessment, the township council has authorized the township clerk to accept subscriptions at the township offices, 119 Dundas street.

Delaware Township Taxes may be paid without charge at the Royal Bank of Canada, Lambeth.

ROWAT'S Please people who are particular.
COFFEE 50c Per Pound
T. A. Rowat & Co.
250 Dundas St.—Phone 3051-3052.

PT. STANLEY RY. REPORT
STILL IN COMMITTEE
Copies To Be Submitted To All the Aldermen.

The report of City Auditor Dunlop on the London and Port Stanley Railway was received by the board of control yesterday afternoon, but no action was taken, pending a conference with No. 1 committee. Copies of the report will be submitted to all the aldermen in the meantime.

The insurance commission, through Judge Masten, wrote asking for information as to the questions to be taken up at the session to be held here shortly. The desired information will be forthcoming, Mayor Stevenson having the matter in hand.

The London Health Association called attention to the fact that it wanted \$25,000 in cash, and that any issue of debentures should cover discounts. This will be attended to.

Oliver Ellwood, secretary of the utilities commission, informed the board that City Auditor Dunlop was to receive \$500, Arch Searcote \$1,050 and Andrew Dale \$1,050 for auditing the commission's books. This information will go to the finance committee for discussion.

Several petitions against sewer and other charges were sent to the board of works.

Parnell's Home- Made Bread

OUR POLICY has been always "LOW-PRICED BREAD," combined with quality. This is what we have built our business up on and we think the citizens of London will bear us out in this statement. At present it is not a matter of making money, but of going a little further than that, that is of trying to keep the price down to where every man's purse can buy bread. This "Parnell" has been successful in doing. Flour today is quoted at \$10.50 per barrel, and is rising every day. A full standard weight loaf 8 cents or 13 tickets for a dollar, or a full 12-oz. loaf 20 tickets for a dollar. We refund your money if you are not satisfied with our bread.

Parnell The Breadman

BAKERIES ON BRUCE STREET.
PHONES 929-1390.

An Estate Needs Never-Ceasing Care

An individual executor or trustee, in good health at the time the Will is drawn, may at a time when his services are most needed

—be dead,
—be incapacitated by illness,
—be out of town,
—or be so engrossed in his own affairs as to be unable to give the necessary time to the estate. At no greater cost, this Company will act as your executor.

It has a perpetual charter, and the services of all the departments are available when required.

**THE CANADA TRUST
COMPANY**
Managed in connection with the
Huron & Erie Mortgage Corporation
HEAD OFFICES—LONDON, ONT.

Branches: London (two branches), Windsor, St. Thomas, Regina, Montreal, Edmonton, T. G. Macleod, K.C. President, Harry Croyen, General Manager.



Ross' LIMITED Furs

We welcome comparison in Price, Quality and Style.
See our Special Hudson Seal Coats, 40 inches long ... \$99.50
See our Special Hudson Seal Coats, 42 inches long ... \$105.00
We are prepared to make on shortest notice Hudson Seal Coats, in box, semi-fitted or belted styles, latest models, trimmed with sable, black lynx, natural lynx, black fox, racoon, ermine, etc. Fit, quality and workmanship guaranteed. Also best value in the market.

Sable Sets, Mink Sets, Fox Sets, Hudson Seal Sets, Scotch Mole Sets, Ermine Sets, Cross Fox Sets, Wolf Sets,
All specially selected pelts and right in price.

Something Unusual in Suits

These garments are all of the very latest styles, also high-class materials, and the most popular colors; greens, browns, purples, black and navy, trimmed with fur, velvet and braid.

Suits, regular \$35.00 to \$38.50, now \$30.00
Suits, regular \$30.00 to \$34.00, now \$25.00
Suits, regular \$18.75 to \$25.00, now \$15.00

NEWEST PLUSH COATS AT A PRICE.

Plain and fur trimmed, \$19.75, \$25.00, \$28.50, \$30.00, \$37.50, \$45.00.

These garments reflect the very latest creations in the coat designing art.

REMARKABLE VALUES IN CLOTH COATS.

Tweed Coats in the newest models, \$10.00, \$12.50, \$15.00 and \$18.00.

SILK CREPE DE CHINE AND SERGE DRESSES.

Just from the makers. All models of superior style and finish at most reasonable prices.



USE CONNELL'S COAL!

Phones 770 and 1096.

WE REPAIR

Hot Water Bottles Just as Satisfactorily as Tires.

LONDON Tire Repair Depot

A. WILKES.
354 Wellington St. Opp. McClary's.
PHONE 2334.

Hay's Stationery

173 DUNDAS STREET.

PIANO TUNING

Have your piano tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tuning, \$2.00.

Mason & Risch, Ltd.
Phone 1265. 248 Dundas Street.

Carlyle TREBILCOCK OPTICIAN

The foresighted man sees to it that he has good eyesight. Life comes to us because he knows good eyesight depends on good glasses, and good glasses result from good service.

Poor eyesight is a handicap. Our glasses remove it.

233 Dundas St. Phone 2351.

SHELL GLASSES

Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.

John S. Barnard
Optician.
194 DUNDAS STREET.

In the Interest of Health Keep the Feet Warm and Dry.

Ladies, if you are wearing low shoes in this weather, wear rubbers and spats. If you have never worn spats with low shoes, you have missed a comfort that keeps the ankles warm and adds a finishing touch to your general appearance. We have them in black English cloth at 75c to \$1.50, and in colors at \$1.50 to \$2.50.

The Poplin Spats in fawns and greys are very dressy.

UP-COOK'S
"The Store that Serves You Best"
Two Stores - DUNDAS & RICHMOND STS.

TAYLOR'S THROAT AND LUNG BALM

is entirely different from ordinary cough syrups, mixtures, etc. It cures. Taylor's 6 Cent-Rate Drug Stores