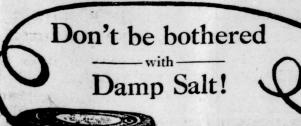
#### Here are the actual words

used by Shackleton when planning his Antarctic Expedition :- " The question of the concentrated beef supply is most important—it must be Bovril." You, too, can be sure of being nourished if you take Boyril. In addition to its own wonderful nourishment value, Bovril makes everything you eat more nourishing. But remember Shackleton's words ; It must be Boyril.

Of all Stores, etc., 1-02, 25 c.; 2-02, 40 c.; 4-02, 70 c.; 8-02, \$1.30; 16-02, \$2.23. Bovril Cordial, large, \$1.25; 5-02, 40 c. 16-02, Johnston's Fluid Beef (Vimbos) \$1.20.





IN THIS AIR-TIGHT, GERM-PROOF PACKAGE

of purity—and blended with Magnesium Carbonate, which adds to its healthfulness. 124

# GIRLS! CLEAN AND BEAUTIFY HAIR NO DANDRUFF-25 CENT DANDERINE

Stop washing hair! Try this! softness, lustre and luxuriance. Makes hair glossy, soft and abundant.

moisten a cloth with Danderine and draw it carefully through your hair, taking be small strand at a time.

This will cleanse the hair of dust.

This will cleanse the hair of dust. dirt or any excessive oil—in a few will just get a 25-cent bottle of minutes you will be amazed. Your Knowlton's Danderine from any drug ant and possess an incomparable directed.

Besides beautifying the hair, one application of Danderine dissolves every particle of dandruff; invigorates the scalp, stopping itching and falling hair.

Danderine is to the hair what fresh showers of rain and sunshine are to Surely try a "Danderine hair vegetation. It goes right to the roots, if you wish to immediately invigorates and strengthens them. Its ouble the beauty of your hair. Just exhilarating, stimulating and life-

vair will be wavy, fluffy and abun- store or toilet counter and try it as

FINE ART of DRESS

#### ARE ENTHUSIASTIC OVER ARRIVALS OF CANADIANS

SOUTHAMPTON, via London, Oct. 8.-9:10 p.m.-Three ships belonging to the Cunard Line are anchored in port here with the first contingent of Canadian troops. Other vessels with Canadians are expect-

The city is full of staff officers and steamship officials, who will supervise the transportation of the troops on the next stage of their

· The people here are enthusiastic over the arrival of the Canadians, and are preparing to give them a hearty welcome.

### **GUNS SHAKE HOUSES IN** ROSENDAAL, 20 MILES OFF

LONDON, Oct. 8.—6:50 p.m.—The bombardment of Antwerp has been so violent that the houses at Rosendaal, a Netherlands town more than twenty miles distant, have been visibly shaken, according to a telegram

from that town to the Central News by way of Amsterdam. Some wounded civilians have arrived at Rosendaal, and the Dutch Government has ordered all trains to proceed to that place to be held in readiness to transport the refugees and injured. Thousands of refugees

Throughout the entire night, the message adds, a red glare illu-

King Calls On All Men of Mili tary Age To Assist in Defence of City-Enemy Bombards Place From Land and Sky.

LONDON, Oct. 8 .- 10 p.m .- While the immense armies of the belligerent powers of Europe are engaged in death struggles along lines hundreds of miles in extent, in battles which for the numbers engaged, fierceness and stubbornness, have no precedent in history, the intrepid little army of Belgium is making a last stand behind the forts of Antwerp, one of the strongest fortified positions in the world. For the moment at least, the struggle around the chief port of Bel-

gium attracts the most attention, for the result of the engagement there must have a considerable effect on the bigger battle between the Anglo-French and German forces which now extends from the Swiss frontier right across France, almost to the North Sea. The Germans, who, while attempting to get across the River Scheldt

southwest of the city, made their main attack from the east, succeeded some days ago, by the aid of their big 16-inch guns in breaking through the first line of defense. Between the first and second belts of forts. according to their own account, they defeated the Belgian army sands of others, women, children Shells Fall in City.

Last night shells began to fall in the city itself, and from reports coming through Holland, the railway stations the Palace of Justice, and several oil tanks have been damaged. At the same time six Zeppelin dirigible balloons flew over the city, dropping bombs, but it has been impossible as yet ascertain the damage they have

PICTURE from

A life of one of the

new 20th Century Brand

Continental styles for

the present season.

Have you seen its equal

elsewhere? : : :

a warning that there is no more King Albert has called on all room there for the harassed Belmen of military age to assist in the defence of the city, and thougians, and the steamers for England are crowded with people fly-

ing from German shells. More than 3,000 arrived at Folkestone today and were taken in charge by committees appointed to care for them. Many of them are penniless and have all their betongings in the small parcels they

and old men, have hurriedly left

Antwerp. Among the few non-

Holland Towns Crowded.

The towns of Holland are al-

ready crowded with refugees. The

mayor of Rotterdam has sent out

Henry

belligerents remaining are

American consul-General.

W. Diedrich, and his staff.

Besieged by Five Army Corps. ing part in the siege of Antwerp which is defended by the Lolgian army. The outer forts, like those of other fortresses which have fallen able to stand the fire of the big German guns, but the Belgian, una still hopeful that with the inner forts, a flooded area and a mobile field army, they may be able to save the city until assistance; may come by the defeat of the Ger-

mans in France.

Such a defeat all realize is an enormous task, but the official communication issued in Paris this afternoon gives the allies hopes that the long-awaited decision is about to be reached.

#### WEATHER STATION TO **OPERATE AT SARNIA**

Will Be of Greatest Benefit to Lake London Advertiser Branch Office, Sarnia-Charles Bird, Manager, Office,

218 Front Street, Hours: 2 to 3 p.m .-[Special to The Advertiser.] SARNIA, Oct. 8.—A weather reporting station for the information of skippers on boats passing up and down the river is to be installed in the near future on the top of the new Lougheed machine shop building in this city.

Mr. Harry Lougheed, manager of the

staff, where they could be seen by the Such a station is badly needed here, and where it is to be installed, on the top of the high building, would make it about one hundred feet above the water, and visible above all the buildngs on the waterfront.

company, made a proposition to the Government that if it would equip the plant he would keep it in operation,

and see that all signs of weather con-

ditions were promptly placed on the

#### HYDRO SYSTEM OF TELEPHONES PROPOSED

atest Scheme Meets With Approval of St. Thomas Men.

H. Balley, Talbot Street, St. Thomas. Phone 1507.]

[Special to The Advertiser.] ST. THOMAS, Oct. 8.—A letter has been received by the local Hydro-Elec-Commission from Chairman W. Ellis, of Hamilton, asking the position of the city of St. Thomas with regard to the proposition of requesting the Ontario Government, through the hydro-electric, to build long-distance telephones all over the hydro right-of-way. Local Chairman W. K. Sanderson stated tonight that a special meeting of the St. Thomas Hydro Commission would be called at once to consider the matter, but he felt safe in saying the on would undoubtedly favor the

An inexpensive Plan. The installation of such a system, said the chairman, would entail little extra expense; no further pole line would be necessary, only the stringing of wires required. He understood the municipalities would install the system. "It is undoubtedly a good scheme," said another commoner, "the system would be under the control of the Government, and will receive my hearty support. "I think more than two-thirds of the long-distance telephoning from and to St. Thomas is from Windsor t Niagara Falls, taking in all the cities and towns north and south some little distance east of Toronto. The present long-distance rates would likely be cut

#### A SCENE IN ANTWERP

Showing the cathedral and part



BRINGING HOME REMAINS OF W. OXFORD PIONEER

[Special to The Advertiser.] INGERSOLL, Oct. 8. - The remains George Galloway, the former resiient of West Oxford, who died at Rolla,

North Dakota, will arrive here on Saiurday. They will be taken to the residence of his daughter, Mrs. J. F. Williams. Wellington street, from where the funeral will take place on Sunday after on to the West Oxford Cem-

Operations were commenced today at the factory of the Royal Broom Company. Mr. W. I. Thomas, for thirtsen years with Thomas Bros., Limited, of St. Thomas, is the manager of the new industry. The factory is at present employing eight men and has a ca pacity of 32 dozen brooms daily. Members of the council and other citizens were present when the machinery was resented to Mr. R. Rogerson. The shareholders of the Ingersoll Hotel Company, Limited, held their annual meeting this afternoon in the council chamber. The report submitted was very satisfactory. The two hotels. The Ingersoll Inn and the Ox ford House, were conducted at a profit during the year, which speaks well for the management under local option. All he directors were re-elected, as follows: Joseph Gibson, Thomas Seldon, J. Coulter, R. J. Robertson, H. E. Robinson. At a meeting of the directors the following officers were elect-President, J. A. Coulter; vice-pres ident. Joseph Gibson: secretary-treasurer, R. J. Robertson.

HON. DR. ROCHE HOME. WINNIPEG. Oct. 8 .- Hon. W. .

Roche, minister of the interior, arrived in the city this morning after a lengthy sojourn at the Mayo Hospital in Rochester, Minn. Dr. Roche, accompanied by his daughter, left tonight for their home in Minnedosa.

NE LSON'S CHOCOLATES



The Beauty of "Sunlight"

is that it dispels the shadow that once hung

over wash day. Your work is done in half

your daintiest whitewear - all call for Sun-

light Soap. The purest of materials, the most

careful manufacture and a \$5,000 guarantee

of purity make this the soap that you should

Sunlight

Your finest linens, your fleeciest blankets,

the time with half the effort.

always use.



20 AND 10 LB. BAGS. 5 AND 2 LB. CARTONS

# TRAVELLERS' GUIDE.

GRAND TRUNK RAILWAY.

SARNIA FUNNEL TO SUSPENSION

BRIDGE AND TORONTO.

Arrive from the East—\*4:47 a.m.,

10:56 a.m., \*11:26 a.m., \*11:22 a.m., \*6:30

p.m., \*7:55 p.m., 10:45 p.m.

Arrive from the West—\*12:14 a.m.,

3:43 a.m., \*5:40 a.m., \*8:50 a.m., \*11:55

a.m., \*4:10 p.m., 6:25 p.m.

Depart for the East—\*12:19 a.m., \*3:48

a.m., \*5:45 a.m., \*7:20 a.m., 9:00 a.m., a.m., \*5:45 a.m., \*7:20 a.m., 9:00 a.m., \*12:05 p.m., 2:05 p.m., \*4:25 p.m., \*6:53

Depart for the West—\*4:52 a.m., 7:40 a.m., \*11:13 a.m., \*11:27 a.m., 1:40 p.m., a.m., \*11:13 a.m., \*11:27 a.m., 1:40 p.m., 8:20 p.m.

LONDON AND WINDSOR.

Arrive—16:23 a.m., 4:00 p.m., 6:50 p.m., 11:05 p.m.

Depart—6:35 a.m., \*11:35 a.m., 2:05 p.m., \*8:05 p.m.

STRATFORD BRANCH.

Arrive—\*4:20 a.m., 11:15 a.m., 1:39 p.m., 6:45 p.m., 11:30 p.m.

Depart—\*6:00 a.m., 10:00 a.m., 12:30 p.m., 4:55 p.m. p.m., 2:45 p.m., 4:55 p.m. LONDON, HURON AND BRUCE. Arrive—10:00 a.m., 6:10 p.m. Depart—8:30 a.m., 4:40 p.m. Trains marked \* run daily. Those not marked, dally, except Sunday.

CANADIAN PACIFIC RAILWAY. Arrive from the East — \*11:15 a.m., \*10:45 a.m., \*7:25 p.m., \*9:25 p.m., 11:45

p.m. Arrive from the West — \*5:05 a.m., \*1:12 p.m., \*8:00 p.m., 7:20 a.m. Depart for the East—\*5:15 a.m., 8:00 a.m., \*1:20 p.m., \*5:20 p.m., \*8:08 p.m. Depart for the West—8:10 a.m., \*11:23 a.m., \*7:35 p.m., \*9:33 p.m. Trains marked \*run daily. Those not marked daily evens Sunday. marked, daily, except Sunday

PERE MARQUETTE RAILWAY. Corrected to Sept. 27, 1914.
Trains leave London: 5:30 a.m., for Port Stanley; 7:30 a.m., for Walkerville; 9:45 a.m., for St. Thomas; 4:20 p. n., for Walkerville and Port Stanley.
Trains arrive from: Port Stanley.
8:45 a.m.; Walkerville, 1:40 p.m.; Port Stanley, 6:30 p.m.; Walkerville, 10 p.m. MICHIGAN CENTRAL RAILWAY. Arrive—7:05 a.m., 11:20 a.m., 4:50 p.m., 9:40 p.m. Depart—7:22 a.m., 2:22 p.m., 5:27 p.m., 10:15 p.m.

## GRAND TRUNK RAILWAY THANKSGIVING DAY

SINGLE FARE. Good going and returning Monday, October 12.

FARE AND ONE-THIRD

Good going October 10, 11, 12. Return limit, October 13, 1914. Between all stations in Canada east of Port Arthur, and to Detroit and Port Huron, Mich., Buffalo, Black Rock, Niagara Falls and Suspension Bridge,

Tickets now on sale at Grand Trunk C. E. HORNING, district passenger agent, Union Station, Toronto, Ont. R. E. RUSE, city ticket and passenger agent, London. Phone 80.

### TRACTION COMPANY WINTER TIME CARD

Weekday service, 6:45, \*7:45, 9:00, \*10:30, 12:00 a.m., \*1:30, \*3:00, 4:15, \*5:15, 6:15, \*7:15, \*8:15, \*9:45, 11:15 p.m. Cars marked \* run through to Port Stanley. Sunday service through to Port Stanley, 9:00 a.m., 11:00 a.m., 1:00 p.m., 3:00 p.m., 5:00 p.m., 7:00 p.m.; St. Thomas,

# CUNARD LINE

outhampton.

Sept. 23 ... ASCANIA ... Oct. 10 Oct. 3 ... AUSONIA ... Oct. 20 Steamers call Plymouth eastbound. Fates: Cabin (II.), eastbound and westbound, Ascania, \$52.50 up; Ausonia, \$51.25 up. Third-class, eastbound, \$32.75; westbound, \$32.50. \$32.75; westbound, \$32.50.

For particulars apply to W. Fulton, 161 Dundas street; F. B. Clarke, 416 Richmond street; R. E. Ruse, Clock Corner; E. De La Hooke, 422 Park avenue, or The Robert Reford Company, Limited, General Agents, Montreal, Quebec, Toronto, St. John, N.B., and Portland, Me.

# CANADIAN PACIFIC

REDUCED FARES. return limit, Oct. 12.
Fare and One-Third—Good going
Oct. 10, 11, 12; return limit, Oct. 13.
(Minimum charge, 25c. Particulars from Canadian Pacific Ticket Agent, W. Fulton, corner Dundas and Richmond streets, or write M. G. Murphy, District Pas-

All Records A Pleasure to Play Them for You All Records 242 DUNDAS STREET HEINTZMAN @ CO.,

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There are so many kinds of music and entertainment that the Victrola can give, that everyone has what he likes best.

There are Victors and Victrolas in great variety of styles from \$20 to \$100 (on easy payments, if desired) and teninch double-sided Victor Records at 90c for the two selections—at all "His Master's Voice" dealers in every town and city in Canada. Ask for our 300-page Musical Encyclopedia listing over 5000 Victor Records. Hear the Victor Patriotic Records—all the National Patriotic Songs of the Allies, including "It's a Long Way to Tipperary", the Great British Marching Song.

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