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Journals
Reasonable Prices.
Red Star News Co.
10 MARKET LANE.

BEGIN DRILLING
FOR OIL AT SPRY
Operations On a Large Scale
Are Starting On 6,000
Acres of Land.

RUMORS CONFIRMED

Special to The Advertiser.
Wlarton, Oct. 2.—Oil drilling opera-
tions on a large scale at Spry in the
township of Eastner are being com-
menced this week by a Chicago firm.
The oil drill and other equipment
are expected to arrive this week in
Wlarton.

J. H. Cook, the township clerk, is
securing 20 teams to move the plant
to the vicinity of Spry, where opera-
tions are expected to commence as
soon as arrangements are completed.
The men in charge of the outfit are
confident that success will reward
them, and have secured a block of
land on which to drill composed of
nearly 6,000 acres. The equipment re-
quired two cars to bring it by rail,
the boiler alone weighing over six
tons, and good bodywood is required
in large quantities for fuel.
For many years there have been
rumors of plans to drill for oil in
this section. Considerable money is
being spent in the venture, proving
the good faith of the company en-
gaged. A Mr. Shaw of Chicago is
in charge of the operations, and the
whole neighborhood is very much
interested in the venture.

At the Theatres

GRAND OPERA HOUSE.
Monday, Tuesday, Wednesday,
2:15 and 8:15 daily.—Barney Ger-
ard's "Follies of the Day," with
Bozo Snyder, the comedian who
never speaks.
Thursday, Friday, Saturday even-
ings 8:15, Sunday matinee 2:15
—May Robson in "The Rejuvena-
tion of Aunt Mary."
LOEW'S.
Monday, Tuesday and Wednes-
day—Clara Kimball Young in
"Cordelia the Magnificent"; vau-
deville.
Thursday, Friday and Saturday
—Buster Keaton in "The Three
Ages." Vaudeville.

VERNA KEEN PRESENTED
WITH COMPETITION PRIZE

Before the students of the London
East Collegiate Institute assembled
in the central high school audi-
torium yesterday afternoon, Miss
Verna Keen was presented with a
five-dollar gold piece as first prize in
the school color competition recently
held. Miss Keen chose green and
white as the colors, which will be
representative of the new eastern
collegiate. Miss Dorothy Williams
and Miss Estelle Pettigrew won
second and third prizes in the com-
petition, and each was presented with
a book by Principal O'Neill.
I Goldstick made the presentation
of first prize, and in a brief address
told the pupils how the Central
and South colleges in every de-
partment of high school life.

YOUNG PEOPLE'S
LEAGUE CONFERS

Session Opens At St. Mary's
With Large Attendance
of Delegates.

TALK ON MISSIONS

Special to The Advertiser.
St. Mary's, Oct. 2.—The 15th bi-
ennial convention of the London con-
ference Young People's League open-
ed here today very enthusiastically.
Registering of the delegates started
at 9 o'clock this morning, and before
night over 125 had entered their
names. These came from the follow-
ing places: Moncton, Wheatley, Lis-
towel, Clinton, Millbank, Gorrie, West
Moncton, Lucknow, London, Charing
Cross, Bayfield, Warrick, Bethel,
West Lorne, Sharon, Gesto, Ethel,
Stratford, Wardsville, Auburn, Appin,
Ridgeway, Beinhill, Granton, Wat-
ford, Chatham, Blenheim, St. Thomas,
Port Lambton, Toronto, Fullarton,
Kingsville, Courtville, Exeter, Mount
Pleasant, Thorndale, Woodham, Park-
hill, Centralia, Denfield and Gowans-
town.
The afternoon session opened with
Mr. F. C. White, president of Chat-
ham, in the chair. The opening de-
votional exercises were conducted by
Rev. A. E. Moorhouse. Mr. H. E.
Dickenson, president of the local
league, gave a brief but interesting
address of welcome.
—Miss Sparling of China dealt in an
interesting manner with the mission-
ary work.
"There are four classes in China,"
she said, "the scholar, the farmer,
the mechanic and the merchant, but
there is no place for the soldier. The
Chinese believe that no good man
can make a soldier."
Miss Sparling showed the progress
of the work in the last twenty years.
This address was followed by an
address of welcome on the part of
the St. Mary's Ministerial Associa-
tion by Rev. F. W. Duggan. Depart-
mental conferences were then called
for the different rooms.
The devotional department was led
by Rev. J. E. Hunter of Granton;
missionary department by Miss M.
Bolin of Goderich; citizenship by
Oliver Bunt of Walkerville; literary
and social by Rev. A. R. Johnston of
Warwick; intermediate by Rev. J. E.
Findlay of Courtville, and junior by
Miss Florence Thompson of Cedar
Springs.
Round Table Conference.
The central event of today's pro-
ceedings was the round table con-
ference, ably conducted by Rev. F.
Langford of Toronto, general secre-
tary of the department of religious
education. Rev. Frank Langford is
a brother of A. J. Langford, who
was formerly stationed here, but who
is now in Peterboro.
The various subjects dealt with
were: "How to get leaders for boys'
work." It was suggested that these
might be obtained through training
camps, boys' conferences, and men-
tors' classes, (a class conducted by
the pastor of each church). "How to
get young people to invest their
money properly." "Missionary text
books, which are this year chiefly on
Japan." "How to get material for
the program each night." "Re-
creation and prayer."
In a separate room the business
session of the Stratford league was
held.
Rev. Mr. Doan of Ridgeway pro-
posed the benediction.
A very interesting missionary ex-
hibit was on view in one of the
classrooms, the opportunity being
given to any delegate to purchase
many of the books shown.
Evening Session.
Rev. Mr. Millson took charge of
the musical program for the evening.
J. W. Hibbert, Kingsville, past presi-
dent of the conference, delivered a
speech on "Courage," which dealt
with young people, and was much
appreciated. The speaker pointed
out the splendid courage shown by
the Japanese in the recent earth-
quake in which thousands lost their
lives.
A solo was rendered by A. B.
Creighton of St. Mary's.
Rev. Frank Langford spoke on
"The Program of Jesus and the
Young People." In the course of his
speech he stated that God was the
center of all things, and reminded
the young people to think more about
God and the happiness that comes to
them if friends of God.
After the program Professor W. H.
Bishop, F.R.C.O., A.R.C.M., gave an
organ recital in the church.

OCTOBER SHOW OF
AUTUMN FASHIONS

Featuring the Fashionable
Coats In Cloth and Fur

The entire store is a glittering show of fashion this week—a wonderful
display of Frenchified modes and materials making a fascinating
study in Coats, Suits, Hats and Dresses—the smartest modes imaginable
for Autumn wear. We have picked an odd garment here and there
for special mention, but you must see and try them on to
appreciate their smartness.

The Smartness of the New Coats Is
Beyond Description

Their smartness is not only a matter of design, but a matter of
tailoring and styling that is to stay. Tailoring unseen,
perhaps, but therefore doubly important. The modes are
distinctive—wrappy, straight of line or cape styles—richly
developed in luxurious fabrics, enhanced with luxurious furs,
and possessing the original details of finishing that makes a
garment look expensive. You will find them very
moderately-priced.

Smartly Trimmed With Fur

- Ladies' Coat of Navy Cordona Cloth, collar of moleskin, one-side closing,
heavy stitching, smartly designed to form block effects, is used for trim-
ming coat, sleeve with deep armhole, lined with novelty rose plaid silk.
Price \$135.00
- Ladies' Coat of Black Fashona Cloth, collar of black fox, one-side closing,
kimono sleeve, finished with tucking, lined with gray canton crepe. Price
..... \$95.00
- Ladies' Coat of Navy Blue Geron Cloth, collar of taupe lynx, wrap style,
showing godet flare at side, stitching trimming sleeves and sides, lined
with sand color canton crepe. Price \$145.00
- Ladies' Coat of Black Marvella Cloth, collar of black lynx, closing at one
side with two large buttons, kimono sleeve, stitching in block form,
trimming coat and sleeves. Lined with canton crepe. Price.....\$130.00
- Ladies' Coat of Taupe Marvella Cloth, collar of gray squirrel; sleeve deep
armhole, giving the wrap effect; tying at one side, lined with gray
Canton crepe. Price \$135.00

Fur Coats In Hudson Seal, Persian
Lamb, French Seal

- Hudson Seal (dyed Muskrat) of fine selected skins, shown with Alaska
Sable collar and cuffs, lined with rich brocade linings, showing the new
flare sleeve. These are cut in the new models to be worn with girdle or
belt; outside pockets; lengths 42 to 45 inch.\$390.00, \$398.00, \$415.00
- Hudson Seal-Coats, all seal, showing the shawl, crush and gathered collar,
lined with brocade silks; lengths 40 to 46 inch. Priced from \$350.00 up
- French Seal Coats (dyed Coney) with Alaska Sable (Skunk) collar and
cuffs, lined with brocade silks, lengths 40 to 46 inch. Shown in both
wrap and coat styles \$180.00 to \$210.00
- French Seal Coats (dyed Coney) all seal, with shawl crush, new chin col-
lar, lined with brocade poplins or silk; 40, 42 and 45 inches long. Price
..... \$132.00 up
- Also a good assortment of Muskrat Coats.

To-day I saw

Gaiety and color everywhere! For our
store is wearing its newest party dress
in honor of the Fall Opening Days. Isn't
it rather appropriate for the store to
have a new dress right after Home
Sewing Week? But the materials for
this dress can't be bought by the yard
—they are the flaming red and
gold of maple trees, the deep
brown of burrashes, the exotic
plumage of birds of Paradise, and an
effective tricolor of hangings in
amber, brown and orange.

And the beauty of this attire is only
a reflection of the colorful beauty and
vivid loveliness of the garments which
are awaiting your inspection during the
Fall Opening Days. Each department of-
fers a variety of new and beautiful things
which are in readiness for your visit. I
can only suggest the charm of these new
arrivals.

Smart Knitted Suits from England,
beautiful coats in camel's hair and ve-
nette, coats which feature the side
fastening, the flare bottom, the embroi-
dered panels and the wrap-like lines of
Fashion's dictate; luxurious collars of
beaver and sable; Hudson seal coats of
soft lustrous pelts with exquisite bro-
cade linings; delectable lingerie in delicate
shades; costume blouses—and the newest
of chapeaux.

As for the French afternoon dresses
which have just arrived they simply
must have a column for themselves. And
I'm going to firmly throw down my pen
before it begins me into describing them.
But if you want advance information
about the style tendencies of the
winter season, do come and see us during
the Fall Opening Days.

Judith

RED SEAL VICTOR RECORDS.
Two now for about the price of one.
(Double Side).
Third Floor.

SMALLMAN & INGRAM
Paintings by the famous English
Artist, "Hansell."
See this collection—Third Floor.

COLLEGIATE ELECTION
RESULTS ANNOUNCED

Students Display Keen Interest
in Literary Society
Struggle.

The excitement which has pre-
valled at the London South Collegiate
for the past week has come to an
end in the announcement of the
winners in the literary society elec-
tions.

A week ago the pupils held a
nominating convention, and the
nominations made, the various can-
didates set about the task of massing
the greatest number of votes in the
election, which took place yesterday
afternoon. The number of placards
which adorned the entrance hall of
the building bespoke the lengths to
which the candidates went in their
efforts to capture the major positions
on the literary executive.
The campaign is now past history,
and the pupils and teachers alike are
immensely pleased with the officers
so democratically appointed by the
student body. The new officers are
as follows: President, Donna Gracey;
vice-president, Mrs. Johnston; sec-
retary, Lillian Westlake; treasurer,
Willard Stanley. The councillors
are as follows: First year, Madeline
Dickson; second year, Elizabeth Orchard;
third year, Maurice George, Alex.
Fleming. Fourth year councillors to
be elected later.

TWO CARS COLLIDE.
H. C. Davidson of 7,253 Canfield
avenue, east, Detroit, driving his
car last night, struck a light touring
car driven by E. Switzer, 1,182 York
street, at the corner of Wellington
and Dundas streets, shortly after
eight o'clock. Mr. Switzer's car had
a rear wheel completely knocked off
and the body was badly dented. The
Michigan car suffered a bent front
mudguard.

MUSICAL ART INSTITUTE
TO COMPLETE PROGRAM

First Rehearsal of Society Will
Be Held Wednesday
Night.

The program of the Institute of
Musical Art for this season will be
completed on Wednesday evening,
October 3, when they will hold their
first rehearsal. The Musical Art So-
ciety choir has just completed ar-
rangements for the purchase of the
library of music of the Orpheus So-
ciety of Toronto, which is a valuable
collection of works.

The Schubert Choir of Brantford,
a similar organization, is purchasing
a supply of this music also, and
therefore the whole may be heard
both in London and Brantford as a
system of exchange may be arranged.
About 50 works were included in
the purchase suitable for mixed
choirs. A conservative estimate of
its present value would vary from
\$300 to \$1,000.

Owing to the fact that the Orpheus
Society of Toronto is now disbanded
the Musical Art Society Choir were
fortunate in securing this music. Dal-
ton Baker, who purchased the music,
made a special trip to England and
Europe for its selection.
TICKETS IN CIRCULATION.
Canadian Press Despatch.
Hamilton, Oct. 2.—E. F. Coleman,
general manager of the Dominion
Power and Transmission Company,
confirmed a report today that phony
street-car tickets, part of which is-
sued recently seized here, were in
circulation. Conductors are watch-
ing for the tickets.

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experts. \$1.50 to
\$10.00. We have
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all needs.
Cut shows one of our
many lines.
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"Say it with Flowers!"
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we feel sure that our patrons
fully appreciate the fact that
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profession above selfish in-
terests.

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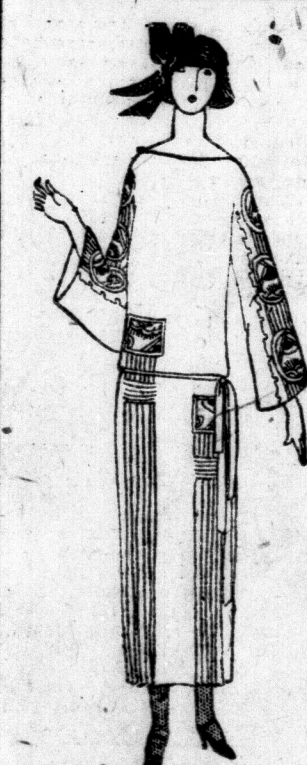
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Till
You
See

"The
Champion"
—it's a
Knockout

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Is here and our showroom staff will welcome you to show
the New Dresses of the hour, which our designers are
adapting from the latest New York models.



Something Exclusive In
Poirot Twill and
Serge Dresses

SPECIALLY DISTINCTIVE NAVY POIROT TWILL DRESS,
with round neck and new clusters of 1/4-inch tucks from shoulder
to bottom. This garment is designed on perfectly straight lines.
Sleeves are finished with square self buttons, also button trim-
ming down center of front. Price.....\$25.00

SPECIALLY DESIGNED STRAIGHT LINE DRESS, IN BLACK
POIROT TWILL, FOR LARGE FIGURES. This Coat Dress has
shawl collar and side bandings of military braid, finished on ends
with buttons. Flare sleeves are silk faced. Price.....\$32.50

NAVY POIROT TWILL DRESS, IN COAT STYLE, with surplus
front, embroidered on collar, sleeves and pocket with Oriental
trimming of gold, rose and blue. This garment has side fasten-
ing, with large Oriental Egyptian design, button and strings.
Price\$29.75

FINE SERGE DRESS, in straight lines, trimmed with soutache
braid, with new combination belt and cuff sleeves and self girdle.
Price\$15.75

Blouses

COCOA COLOR CREPE DE CHINE
BLOUSE, trimmed with contrasting color,
round neck and short sleeve. Price.....\$12.75
VELVET-KNIT BLOUSES, in colors of
Wallflower, with navy crepe de chine sleeves
and sand with beaver. These Blouses have
long sleeves and round neck. Price.....\$15.00
HABUTAI SILK BLOUSES, with tuxedo
and convertible collars. Prices.....
\$3.50, \$4.50, \$5.00 and \$6.00

Hosiery

WOOL HEATHER ROSE, in plain and
heather shades, in brown, fawn, putty and
gray. Price.....\$1.50
FINE CASHMERE CLOCKED ROSE.
Price.....\$1.75

Gloves

KAYSER SILK GLOVES, with plain and
contrasting backs. Prices.....
\$1.00, \$1.50 and \$1.75
GAUNTLET STYLE GLOVES, in all the
new shades. Prices.....\$2.25 to \$3.00

Latest Arrivals In
Neckwear

LACE AND GEORGETTE JABOT FRONTS.
Prices.....\$2.75, \$3.00, \$3.75 and \$4.50
DAINTY PANEL COLLARS, in very pretty
shapes. Prices.....\$2.00 to \$4.50
DRESS AND SWEATER SETS, in Bramley
styles, in lace, linen and flannel. Prices.....
75c, \$1.00, \$1.50 and \$2.00

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