

# ENTER CONGOLEUM TITLE CONTEST

Local Dealers Will Supply Entry Blanks Free!

## 50¢ Sends Any CONGOLEUM RUG TO YOUR HOME

Complete assortment in all sizes and patterns. Get coupons and full particulars of contest here. Prices during contest:

9 x 6 feet - - \$7.95

Regularly Priced \$9.00

9 x 7½ feet - - \$9.95

Regularly Priced \$11.25

9 x 9 feet - - \$11.95

Regularly Priced \$13.50

9 x 10½ feet - - \$13.95

Regularly Priced \$15.75

9 x 12 feet - - \$15.95

Regularly Priced \$18.00

Other sizes at attractive reductions, ranging down to the 18x36-inch Rugs at 45c

Gold Seal Congoleum By the Yard  
Two yards wide. Per square yard 75c  
Regularly Priced 85c

## ONTARIO FURNITURE CO.

230 DUNDAS ST. LONDON, ONT.



WHAT IS BETTER IN YOUR DINING-ROOM than a

## CONGOLEUM

GOLD SEAL RUG?

Get yours from our large stock at the new special prices.

## Trafford Furniture Co.

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## CONGOLEUM MAT FREE

WITH EVERY ROOM-SIZE RUG.

All Congoleum Rugs at Low, Reduced Prices.  
Every Pattern—Every Size.

## WYATT FURNITURE CO.

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## RED BLOOD MAKES ALL OUR STRENGTH

Vitality And Nerve Power Of Every Man And Woman Depends On The Blood, The Supreme Force of Life

What gives every man his strength? Red blood. What makes the vibrant beauty of women? Red blood. Red blood is the supreme force of life. If we lack strength, vitality or nerve power we should think first of our blood. We can quickly create more red blood. Then, through the new strength that comes with rich, red blood we regain our vital nerve force. Weak and discouraged men and women can find an easy, safe way to nourish the blood supply. Wincarnis brings—

gives to the blood the very elements from which it is created. For fifty years this red blood builder has restored exhausted, nervous, pale, thin sufferers. If your body vitality is failing, go to your druggist and begin the safe Wincarnis treatment. A sixteen ounce bottle, which is a fourteen day Wincarnis treatment, is sold by all leading druggists for \$1.50. Wincarnis is so effective that only three table-spoonfuls a day need be taken. Try Wincarnis at once and see the new strength just a few days will bring—

## WARNS OCCIDENT OF RACIAL DANGER

Presbyterians Urged Oriental Christianity Essential To Success.

To prevent Christendom from becoming involved in a struggle which will result in their mutual destruction the Occidental powers must do two things, declared Rev. Alfred W. Gandier, D.D., L.L.D., principal of Knox college, Toronto, and last year moderator of the general assembly of the Presbyterian church of Canada, in a powerful sermon in First Presbyterian church last night on the occasion of the 92nd anniversary of that congregation. They must set an example of the beneficent use of knowledge and power, and they must set themselves with all serious celerity to the task of Christianizing the countries of Africa and the Orient. Dr. Gandier made the above statements in the midst of a discussion of the crisis which today faces not only the church but the whole world, and a discussion in which he reviewed honestly the entire situation touching upon its responsibilities as well as its dangers.

### Respect in Christianity.

Enlarging upon the fact that there had been aroused in the yellow and black races a respect for themselves through the Christian teaching of the missionaries, he stated that those races had become imbued with the idea that the superiority of the white races over them was due solely to learning and science, and that in such an idea they were not far wrong. Having become seized of the desire for Occidental learning, Japan gathered up the best system of German militarism, the British naval system and the American school system and transplanted it into the life of its people. The results of that effort was astounding, and almost overnight Japan became a power in the world. It took only the great war to completely shatter in the minds of the people of the Orient belief in the moral superiority of the whites and more than ever there has been kindled in the colored races an intensified desire to assert themselves and their power as a race opposed to the whites.

"What would be the issue," asked Dr. Gandier, "if the colored races rose in their new-found might to smite the white man?" "Though now it is a misnomer, 'Christian Europe' must become 'Christian Asia' as well as name. There must be fair treatment of China and Japan; there must be sympathetic treatment of the movement in India for self-government and the people of Africa must be freed from all the bonds of slavery and encouraged to develop their country and their civilization.

### World-Wide Evangelism.

"The Occident countries must Christianize the Orient, for they dare not allow the colored races to gain a knowledge of western science and learning apart from the spirit of Jesus Christ. They are getting the one. Are they going to get the other?"

## Farmer Brown's Boy Saves Bobby Coon From Brower the Hound

By THORNTON W. BURGESS.

Peter Rabbit was so excited that he actually shook all over. It wasn't fright that made him shake. It was excitement and nothing else. Peter wasn't afraid. In the first place he knew that no one knew that he was hiding in that hollow log, so if no one knew he was there there was nothing to fear. The cause of Peter's excitement was the fact that Bowser the Hound was barking as if he were trying to bark his head off, and at the same time was trying to dig his way under the big pile of brush where someone had frightened Peter by growling at him. Peter felt sure now that he would find out who it was under that pile of brush. Farmer Brown's Boy was coming, and Peter was quite sure that he would pull over that pile of brush to find out who it was who was exciting Bowser so.

So Peter poked his head out of the end of the hollow log to watch, and while he watched he shook with excitement. He wouldn't have missed this for a great deal. He saw Farmer Brown's Boy come up to where Bowser was barking and trying to dig his way under the brush. "My, my, Bowser, if you keep on barking like this you'll lose your voice! Yes, sir, you'll lose your voice. Now suppose you go away and let me look under there and see who it is you are so excited about," said Farmer Brown's Boy, as he pushed Bowser out of the way.

He got down on his hands and knees and peered under the brush. Of course it was dark in under there and he could see nothing but a pair of eyes. Whose eyes they were he hadn't the least idea. "There is someone in there, sure enough," said he to Bowser. "Now, I wonder who it can be? It certainly isn't Reddy Fox. It may be Yowler the Bob Cat, but I doubt it. If I thought it was Yowler we would go away and leave him alone. Ha! There is a black and white hair. I suspect it is Bobby Coon in there. We'll pull away this brush, Bowser, and find out."

So Farmer Brown's Boy began pulling away the brush. Of course, Bobby Coon heard him and knew what he was doing. Bobby was in despair. He didn't know it was Farmer Brown's Boy who was pulling away that brush. He thought it was a hunter. He knew that if this were so he hadn't a chance in the world for his life. There he was with a little tin can, which he thought was a trap, fast on one paw and no chance to run or climb, and very little chance to fight.



GOLD MEDALLIST.

Grace Christie, aged 12 of Leamington, who made the highest marks at the recent entrance examination in South Essex. The medal was presented at graduation exercises on Friday night last in Leamington.

The only way to make Christian nations is to make Christians of the individuals. The great call of today is for world-wide evangelism, that and that alone.

"Christ is the Living One who still works in the hearts of men. He can meet the many-sided needs of the races of the world if we only make Him known to the world. Our Jesus, and He alone, is able to do the impossible thing which has to be done. 'It is my opinion,' concluded Dr. Gandier, 'that nothing would so tend to improve the state of international affairs today as the doubling or trebling of our missionary forces. For through the missionaries the colored races can be brought into the fullness of their intellect and thus make their ultimate contribution to the well-being of the human race.'

## C. N. R. GROSS EARNINGS SHOW LARGE DECREASE

Canadian Press Despatch. Montreal, Oct. 25.—The gross earnings of the Canadian National Railways for the week ending October 21, 1924, were \$5,941,368, being a decrease of \$761,029 over the corresponding week of 1923.

The gross earnings of the Canadian National Railways from January 1 to October 21, 1924, were \$187,647,236, a decrease of \$9,821,871 over the corresponding period of 1923.

## PETER SMITH'S DAUGHTER IN AUTOMOBILE ACCIDENT

Canadian Press Despatch. Stratford, Oct. 26.—Miss Vera Smith, 66 Britannia street, daughter of Peter Smith, former provincial treasurer, figured in an automobile accident here last night. Miss Smith, who was alone in the car when she collided at a street intersection with a coupe driven by a Brantford man. The coupe was considerably damaged, but no one was injured.



At last the brush was pulled away so that the light fell fully on Bobby. He crouched there, glaring.

so that the light fell fully on Bobby. He crouched there, glaring at Farmer Brown's Boy and ready to fight as best he could. Bobby Coon is no coward. Then Farmer Brown's Boy saw the little can fast to Bobby's paw, and instantly he understood. "You poor little chap!" said he softly. "So this is the reason you didn't run! I guess it is a lucky thing that Bowser and I came along this way this morning. You poor little chap!" (Copyright, 1924, by T. W. Burgess.)

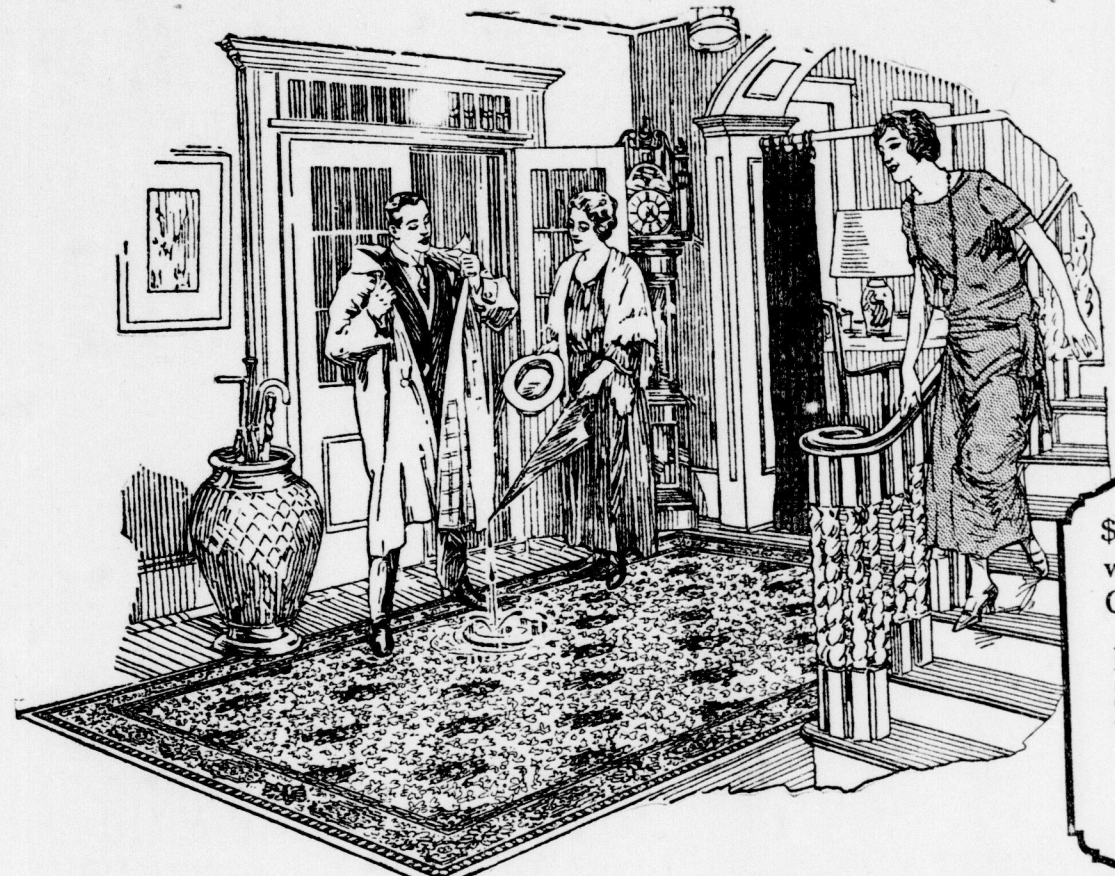
The next story: "Farmer Brown's Boy Blames Himself."

Follow the Lead

OXO Cubes contain the nourishment and stimulating extractives of prime beef. That is why they are so economical, and make dishes so tasty and nutritious.

**OXO CUBES**

MURINE You Cannot Buy New Eyes But you can Promote a Clean, Healthy Condition of Your Eyes Use Murine Eye Remedy Night and Morning. Keep your Eyes Clean, Clear and Healthy. Free Eye Care Rooms.



\$1000.00 in Prizes for winning Titles to this Congoleum Picture.

First Prize, . . \$500  
Second Prize, \$200  
Third Prize, . \$100

And Eight Other Prizes of \$25 each

## You Can Win \$500.00 by suggesting best title to above picture

Does that \$500 first prize look good to you? Think of the good times you could have with it—the beautiful, luxurious things you could buy!

Surely this \$500 first prize, or even one of the other liberal cash prizes, is worth trying for.

Anybody ought to be able to guess what the people in this picture are

doing or saying—the attitudes and expressions are so natural.

Take your pen in hand and give us your guess—in slogan form, a line of dialogue, or a few words of description. Only don't let your title be more than twenty words long!

Ask your Congoleum dealer for an official entry blank. Then get busy!

## Bargain Prices During the Contest

An opportunity to save money—as well as make money—in this unique Congoleum Title Writing Contest!

To increase interest in this novel competition, all Gold Seal Congoleum Floor-Coverings will be offered at marked price reductions throughout Canada during the period of the Contest—Oct. 20th to Nov. 1st.

Waterproof, easy to clean, durable, artistic, Congoleum Floor-Coverings are a gilt-edged investment at any time, and never more so than just now when you need new floor-coverings to freshen up the house for winter!

Remember that after November first prices go back to their former levels.

Get Your Official Entry Blank from Any of the Following Congoleum Dealers

LONDON—  
The Collett Furniture Company.  
Ideal Furniture Company.  
Keene Bros.  
W. T. Mara.  
R. S. Morrison.  
Ontario Furniture Company.

Smallman & Ingram.  
Smith Furniture Company.  
Thomas Furniture Company.  
Trafford Furniture Company.  
Wolfe Furniture Company.  
Wyatt Furniture Company.

INGERSOLL.  
W. C. Formen.  
A. Axeler.

ST. MARYS.  
T. A. Ball.  
N. L. Brandon.  
A. H. Loft.  
White & May Company.

PARKHILL  
C. W. Brown.  
Morris & Co.  
White & May Company.

STRATHROY.  
Mihell & Gill Company.

CONGOLEUM CANADA LIMITED, 1270 St. Patrick Street, Montreal, Quebec

## WHY NOT PURCHASE YOUR CONGOLEUM RUGS NOW?

They Are Specially Priced. Just Pay One Dollar Down, Balance Weekly.

HERE IS YOUR OPPORTUNITY TO SAVE MONEY!

\$1.00 Down

Delivers Any Congoleum Rug.

Size.	Reg. Price	Sale Price	Saving
6 ft. by 9 ft. ....	\$9.00	\$7.95	\$1.05
7 ft. 6 in. by 9 ft. ....	\$11.25	\$9.95	\$1.30
9 ft. by 9 ft. ....	\$13.50	\$11.95	\$1.55
9 ft. by 10 ft. 6 in. ....	\$15.75	\$13.95	\$1.80
9 ft. by 12 ft. ....	\$18.00	\$15.95	\$2.05
9 ft. by 13 ft. 6 in. ....	\$20.25	\$17.95	\$2.30
9 ft. by 15 ft. ....	\$22.50	\$19.95	\$2.55

\$1.00 Weekly

Pay the Balance.

**THOMAS**  
FURNITURE CO.