Set Aside a Few Dollars

each pay day, and when your earning capacity is less, the interest on your savings may make up the shortage.

Call and make the start with those spare dollars now in your pocket.

Our savings interest rate is

3½%

per annum.

THE Huron & Erie MORTGAGE CORPORATION

"Older than the Dominion of Canada"

LONDON - ST. THOMAS - WINDSOR

T. G. Meredith, K. C., President
Hume Cronyn, General Manager

MANY MEN ARE NEEDED FOR TOBACCO HARVEST IN COUNTY OF ESSEX

Many men are needed for tobacco cutting in the county of Essex. The local branch of the Ontario Government Employment Bureau has been requested to send as many men as possible to help with the tobacco crop. There is still a heavy demand for carpenters to work at Carling Heights, and a number of experienced farm helpers are wanted for Pelee Island.

Transportation for farm help to places of employment will cease to be in effect after September 30. Since May farm helpers have been supplied with going transportation.

HUNTER HORSES WIN.—A team of carriage horses owned by Mrs. William Hunter carried off first prize at the Lambeth fair this week. The same team took a couple of firsts last year.

SICK WOMAN NOW WELL

Took Lydia E. Pinkham's Vegetable Compound. Read Her Letter.

Potterville, Pa.—"For a long time I was bothered with pains in my side, and was so weak from my trouble that I could not do any lifting or hard work of any kind. If I tried to straighten out when lying down it seemed as though something would tear loose. Lydia E. Pinkham's Vegetable Compound has restored my health and I am quite myself once more."—Miss HAZEL CHUBBUCK, Potterville, Penn.

Thousands of women drag along from day to day in just such a miserable condition as was Mrs. Chubbuck, or suffering from displacements, irregularities, inflammation, ulceration, backache, sideache, headache, nervousness, or "the blues."

Such women should profit by Mrs. Chubbuck's experience and try this famous root and herb remedy, Lydia E. Pinkham's Vegetable Compound, and find relief from their sufferings as she did.

For special suggestions in regard to your ailment write Lydia E. Pinkham Medicine Co., Lynn, Mass. The result of its long experience is at your service.

CATARRHAL DEAFNESS AND HEAD NOISES

TELLS SAFE AND SIMPLE WAY TO TREAT AND RELIEVE AT HOME.

If you have catarrh, catarrhal deafness or head noises caused by catarrh, or if phlegm drops in your throat and has caused catarrh of the stomach or bowels you will be glad to know that these distressing symptoms may be entirely overcome in many instances by the following treatment which you can easily prepare in your own home at little cost. Secure from your druggist 1 ounce of Parmint (Double Strength). Take this home and add to it ¼ pint of hot water and a little granulated sugar; stir until dissolved. Take one tablespoonful four times a day. An improvement is sometimes noted after the first day's treatment. Breathing should become easy, while the distressing head noises, headaches, dullness, cloudy thinking, etc., should gradually disappear under the tonic action of the treatment. Loss of smell, taste, defective hearing and mucus dropping in the back of the throat are other symptoms which suggest the presence of catarrh and which may often be overcome by this efficacious treatment. It is said that nearly ninety per cent of all ear troubles are caused by catarrh and there must, therefore, be many people whose hearing may be restored by this simple, harmless, home treatment.—Advt.

Misdirected Energy!

Nervous Breakdown Is Not so Much a Result of Loss of Nerve Force as it Is "a Loss of Control Over the Nerves."

People who are fussy, excitable or erratic are examples of misdirected energy; were these same people calm, cool and collected they would get more out of their work with the same amount of energy. Hacking's Heart and Nerve Remedy Strengthens the Nerves, so that you will have more control over them. If you will have the Patience to persist in this treatment, there is no Nervous Trouble that you cannot overcome. Nature requires time to rebuild the broken down tissue, and while you will get encouraging results from the first bottle, you will be greatly benefited from its continued use. Price 50c a box, 6 for $2.50. Sold by all dealers or by mail. C. B. Hacking & Co., Listowel. 100u

RELIANCE Garage

SERVICE Station

A NEW AND ALARMING ASPECT TO

PYORRHEA

Recent investigations indicate that this disease of the gums is often the cause of RHEUMATISM, NEURITIS, etc. "The Pemetine Treatment" is a proven CURE for Pyorrhea. All druggists, 50 cents.

THE PEMETINE LABORATORIES, London, Ontario.

CAPTURE OF DOIRAN GREAT NEWS FOR LIEUT. GALBRAITH

Londoner Home On Leave Says Impossible Achieved.

BACK TO MACEDONIA

Veteran of Long Service in Imperial Army Leaving to Rejoin Forces.

"It seemed too good to be true when I read it in the paper. The almost unlevable has been accomplished in the victory over the Bulgars," declared Lieut. Gordon Galbraith to The Advertiser today, who, after more than two years of service with the imperial forces in Macedonia, is nearing the close of his first furlough home.

"We always considered Doiran the key to the Bulgarian situation," he continued, adding: "The British had been concentrating their efforts there for about three years. Having been there two years myself, I know just how difficult the feat is that has been accomplished.

The Impossible Accomplished.

"While we kept hammering away at it, we always felt that Doiran could never be taken by a frontal attack alone. The coming in from behind of our allies and cutting off the left line of communication of the Bulgars, has made the impossible possible. This will buck up our men wonderfully.

"Apart from the almost impregnable situation held by the Bulgars, it was scarcely to be hoped that our men would rise to the occasion as they did after the long strain of three years and the failures which had attended previous attacks. Further, it will have a most disheartening effect upon Bulgaria. I can readily believe the rumors that the Bulgars are anxious now for peace."

Going Back to Macedonia.

Lieut. Galbraith's leave is up on Saturday, and he expects to go directly back to Macedonia. "I don't expect there will be much to do when I get back there, the way things look now," he said, "unless it is decided to push right on and perhaps link up with Rumania. Of course it doesn't do to be too optimistic." Considering the difficult and disheartening conditions of warfare experienced by Lieut. Galbraith with the British army in front of Doiran for a couple of years, he might be forgiven for indulging in optimism now. During the past week he has been visiting friends in Detroit, where he gave addresses before the Businessmen's Club at the Y. M. C. A. His brother, Capt. Campbell Galbraith, who went overseas with the first contingent, leaving London in the command of Lieut.-Col. Campbell Becher in August, 1914, is expected home on his first Canadian leave in the immediate future.

CHARMS OF MUSIC ATTRACT A THRONG TO SINGING FEST

Community Chorus Reopens Season With Good Attendance.

"Music hath charm" is no doubt a true saying, especially when it comes to community choruses. As before the summer holidays, old and young flocked to the Auditorium last night for the pure joy of singing. Perhaps there would have been a still larger crowd had the weather been more favorable.

Opening the "Sing Song" with the inspiring melody, "O Canada," A. D. Jordan, leader of the chorus, allowed the merry crowd to pick and choose their favorites. It was a case of "first heard, first served," last evening. All the old-time melodies which live and are loved through all ages were brought to mind again, such as "Nancy Lee," "Love's Old Sweet Song," and the Neapolitan Fisher song, "Santa Lucia," and the favorite, "Old Black Joe."

Miss Luta Laymon, who has a lovely soft contralto voice, delighted the audience with two selections and responded to an encore. During the evening a collection was taken to defray the expense of the use of the Auditorium and other incidentals.

Mr. Jordan announced that it had been planned to hold a community chorus amongst the soldiers of the London Garrison, and that Lieut.-Col. W. J. Brown, A. A. G., M. D. No. 1, believed in the efficacy of singing not only as a musical training, but also as physical exercise.

At the close of a most enjoyable evening, Mr. Jordan announced that the community chorus would be held every Thursday in the Auditorium, the next one to be held October 3.

MEMBERS MUST BRING THEIR OWN SUGAR FOR MOTHERS' CLUB'S TEAS

The first monthly meeting of the season of the Lord Roberts Mothers' Club was held in the kindergarten room of the Lord Roberts School on Thursday evening. A large number of the members were in attendance. The newly-elected president, Mrs. C. R. Elerhard, presided. A splendid address on "Imagination" was given by E. R. Dennis. Mr. Dennis pointed out that imagination went hand in hand with success, also that ideals are constructed through imagination. A hearty vote of thanks was tendered him on behalf of the club. Refreshments were served at the close of the meeting. Some discussion as to whether refreshments should be served at these meetings arose. It was, however, decided to continue the practice, if the members would bring their own sugar.

CHAPLAIN WRITES OF DEATH AND BURIAL OF PTE. A. F. NANFAN

Young Londoner Lies With Comrades on the Roye Road.

Mrs. E. N. Nanfan of 524 Central avenue has received a letter from a chaplain in France in reference to her son, Pte. A. F. Nanfan, who died early in August. At the outbreak of the war, Pte. Nanfan went to Bermuda with the R. C. R., and was stationed there for fourteen months. Returning to Canada, he enlisted with the 33rd Battalion, and went overseas with that unit in company with his father, Drum-Major A. W. Nanfan. Pte. Nanfan was 24 years of age, and had been with the R. C. R. for six years before enlisting with the 33rd. Following is the letter which Mrs. Nanfan received:

In the Field, France,
Sept. 2, 1918.

Dear Mrs. Nanfan,—It is with deepest sorrow that I write these few lines to console and sympathize with you in the loss of your son, Pte. A. F. Nanfan. He died on August 10 whilst advancing against the enemy, and his death was instantaneous.

He was a good soldier, and is much missed by his comrades.

I hope you will be able to find some consolation in knowing that he passed from us, doing his duty gallantly.

Believe me to be, yours most sincerely,
T. C. COLWELL.

P. S.—We buried your loved one on the Roye road, about a mile east of the village of Boucheoir, with Christian rites, with his comrades, including two officers, Capt. Whitlow and Lieut. Hanna.

Please receive our sympathies and our prayers to God, our heavenly father, for you.

We would convey also the sympathy of our commanding officer. Yours faithfully,
T. C. COLWELL, chaplain.

4 Good Reasons WHY You Should Shop NOW For Christmas

1. You avoid the trouble and annoyance of last-minute shopping by paying us a visit Now and looking over our displays of Jewelry, Diamonds, Watches and Silverware always so suitable for holiday gift giving.

2. Our Stock is now most complete and here you will be sure to find thousands of timely suggestions. New goods are arriving daily—later in the season it will be almost impossible to get such an assortment as is now obtainable.

3. Our Sales People can now give customers better service and more particular attention than later when Christmas shoppers throng this store. Let them help you solve your "what-to-give" problems before the rush is on.

4. A Small Deposit will hold any article in this shop until Christmas. This gives you the benefit of our SERVICE, enables you now to select from a COMPLETE STOCK and eliminates the worry of eleventh-hour purchasing.

SETTLE YOUR CHRISTMAS GIFT PROBLEMS NOW.

JOHN S. BARNARD

Jeweler.

"THE GIFT SHOP."

194 DUNDAS STREET. LONDON, ONT.

SPEAKS ON PLAYING THE BUSINESS CARDS WITH THEIR FACES UP

Advertiser Illustrations.

DAVID A. BROWN.

When you want to hear a good, practical, downright helpful business talk you've got to secure a man that is able to deliver just such an address—one who can speak from the depth and breadth of his own experience.

The policy of the London Advertising Club in always selecting a speaker whose address will be of profit as well as interest, has proven a vital factor in the success of what is admittedly Canada's most successful advertising club. That policy was never better exemplified than in the securing of David A. Brown of Detroit to address the opening meeting next Tuesday night at the Tecumseh House.

Mr. Brown is president of the Detroit Adcraft Club and one of the directors of the board of commerce there. He is also president of the General Necessities Corporation, which supplies Detroit with its coal and coke, ice, soft drinks, cold storage facilities and some of its amusements. Although, as may readily be imagined, his varied and exacting duties make him a very busy man, Mr. Brown has found time to write a series of business articles. Any spare time left he devotes to the furtherance of advertising club work in his own country.

Mr. Brown will speak to the London club on "Playing the Game of Business With the Cards Face Up," and it is expected that he will deliver one of the most interesting of all the excellent addresses given before the members of the club since its beginning.

Speed Up!

Meet war-time conditions in your business with National Cash Registers.
THE N. C. R. CO. OF CAN., LTD.,
JULIUS MADDI, Sales Agent,
350 Dundas Street, London.

MISSIONS BUDGET OF THE METHODISTS TOTALS $251,684.43

Important Memorials Passed at This Morning's Session.

The total estimates for the work of the Dominion W. M. S. of the Methodist Church for the year 1918 to 1919 were made out this morning and amounted to $251,684.43. The memorials regarding the enfranchisement of the women of Methodism and the permitting of W. M. S. missionaries to administer the sacrament of baptism in cases of emergency, no ordained male missionary being present, again came up and were passed in their new wording. These memorials will be forwarded to the general conference of the Methodist Church to be held at Hamilton in October.

An expression of appreciation was offered to the different local institutions and individuals who had made the board meeting such a success, this board meeting being declared the most inspirational one ever held. This afternoon the election of officers will take place.

A CORRECTION.

In the advertisement of Taylor Drug Stores in Thursday's issue of The Advertiser, Bisurated Magnesia, which sells regularly at 75c, was quoted for Thursday, Friday and Saturday selling at 16c. This was an error, and should have read 56c. This price will prevail at all six stores for the special week-end sale.

MISS LAYMON TO REMAIN IN LONDON FOR SEASON

Miss Luta Laymon, who studied singing last year in Boston with one of America's famous teachers, William L. Whitney, has decided to remain in London for this year. This talented young singer, who received much recognition in Boston from musicians and critics, has been chosen by A. D. Jordan as his associate teacher of singing, and will resume study under him. After the unusual richness, depth and promise of Miss Laymon's voice were discovered some years ago, she was engaged as contralto soloist in the First Methodist choir, a position which she held until resigning to go to Boston a year ago. Last Christmas she sang the contralto role in the annual presentation of "The Messiah" by the Musical Art Society, her poise and confidence, along with the rare quality of her voice, and the finish and sympathy of her interpretations, winning for her glowing tributes from the celebrated singers associated with her as soloists.

Miss Laymon took advantage of her residence in Boston to take up the study of dramatic art in Emerson College, an important asset to her work.

Shortly after going to Boston, she was engaged as contralto soloist in the Edward Everett Hale Church, famous for its singing, and in which all the members of the choir are trained singers. She had an offer of double last year's salary to return as soloist this year.

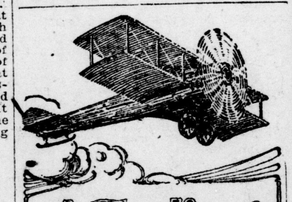
She has been re-engaged as soloist of the First Methodist Church.

FARMERS ARE URGED TO SAVE SEED CORN

Every farmer who has good corn, fit for seed, should save as much of it as possible. There will not be enough seed corn in Ontario this year to meet the demand, if every ear fit for seed is saved. The demand for Ontario seed will warrant extra care this fall. According to the statement made by P. L. Fancher, in the new seed corn bulletin, recently issued by the Ontario department of agriculture.

As most Ontario corn growers are aware, the failure of the 1917 crop in Southwestern Ontario and in the northern states compelled this province to look to the southern cities for a supply of seed corn for this season's planting. Compared with the Ontario varieties, most of the imported corn is larger cob, kernel and stalk. Being grown where the season is much longer and warmer than in Ontario, this is only natural. The time required to mature it for ensilage or husking purposes is much longer than for the native varieties.

The bulletin also tells how to care for seed corn. The Ontario Corn Growers' Association assist those in need of seed corn.



A Feeling of Confidence

always goes with health, and health making is the big reason for

Grape-Nuts

A delicious food, rich in the vital phosphates. No Waste. You eat and enjoy it to the last atom. Health making, nourishing, economical.

Canada Food Board License No 2-026

SMALLMAN & INGRAM — Western Ontario's Mail Order House

Among the First Expositions of the Season!

New Arrivals in Millinery

If it be true that "there is nothing newer than the last new hat," then these collections claim the right to be termed "newest," with their presentations of newly-designed modes in turbans for dress wear, hats of satin and hats of velvet, with handsome trimmings. The very latest heights of fashion are scaled by this remarkable collection of fine millinery now on display.

Special Display Saturday

Tomorrow we have arranged for a special showing of new and popular-priced models, and a collection of the smartest and newest hats will be exhibited for your inspection at prices that will surprise even careful buyers. We invite you to see these new creations, and particularly the groups at from ..... $6.00 to $12.50

Saturday Specials in Linen Dept.

63-INCH PURE LINEN BREAKFAST CLOTHS, $3.25 EACH.

Just large enough for breakfast or luncheon cloths, in all pure linen damask, neat designs. Special ..... $3.25 each

20-INCH MERCERIZED TABLE NAPKINS, $3.50 PER DOZEN.

These are particularly good values, made from selected Sea Island yarn in fine quality, 20 inches. Special ..... $3.50 dozen

LARGE COTTON HUCK TOWELS, 69c PER PAIR.

A very serviceable and practical towel, nice soft absorbent yarns, in well woven towel, hemmed ends, large size. Very special ..... 69c pair

COLORED BATH TOWELS, SPECIAL 50c.

If you use colored bath towels, get a supply of these Saturday, fawn with white and red stripe in extra size, a remarkably good towel. Only ..... 50c each

NEW LACE-TRIMMED SCARFS.

These Dainty Lace-Trimmed Scarfs are very attractive for bedroom use, wide cotton filet lace with plain centre, also all lace, in sizes 18x36 and 18x45. Prices, each ..... $1.50, $1.65 and $1.85

Petticoat Special For Saturday, $1.75

Five dozen only Black Sateen Petticoats, made with deep flounce, trimmed with stitching and finished with ruffle at foot. These Petticoats fit neatly over the hips and have elastic waistband; lengths 34 to 40. Saturday $1.75

Whitewear Special, Half Price

One table of Corset Covers, made of fine nainsook, trimmed with pretty lace and insertions, sizes 34 to 42. Sale prices ..... 19c to 39c each

KITCHEN APRONS, 35c.

Five dozen Kitchen Aprons of good print, made with large bib. Saturday ..... 35c each

GOWNS, $1.59.

Five dozen Slipover Gowns of fine white cambric, square neck, trimmed with embroidery and lace insertions, kimono sleeve, trimmed to match, lengths 56, 58 and 60. Saturday $1.59 each

AT THE NOTION COUNTER.

Wooden Knitting Needles for socks, four in set ... 10c set
Hickory So-On Hose Supporters, extra strong, white only ..... 35c and 40c pair
Children's Hose Supporters, the "grip-tight" clasp, white or black, all sizes ..... 30c pair
The Governor Fastener for boys' knickers, the patent band, all sizes ..... 15c pair
Shoe Trees ..... 10c pair
Wooden Knitting Needles for socks, four in set ... 10c set
Bag Rings, oval or round, shell, green, amber, blue, purple, white, etc. ..... 35c and 50c pair
Motor Hair Nets, fine silk mesh, with elastic. Saturday 5c each

CHILDREN'S OVERALLS, 89c.

10 dozen only Children's Worsted Wool Overalls, in cardinal, navy, brown, grey and white, for ages 1, 2 and 3 years. Saturday ..... 89c pair

Infants' Section, Second Floor.

LIMITED NUMBER OF WAX PAPER CABINET OUTFITS AT 98c, SATURDAY ONLY.

50 Oak-Finish Wax Cabinets, with full pound roll of wax paper in each, which is the best waxed quality—the pride of the pantry or kitchen. Every home should have one of these when so much wax paper is used for sending parcels overseas. It is by far the cheapest way to buy paper. Special Saturday, while they last, outfit 98c

New Style Neckfixings

Neckwear lends an artistic touch that brings the climax to the article it is used with. Our Neckwear assortments are most complete, with every needed collar, vestee and cuff to finish off the new dress or suit.

Satin and Pique Collars in Tuxedo and other long roll shapes ..... 75c to $1.25
Filet Lace Collars, pretty style. Each ..... $2.00 and $2.50
Real Maltese Hand-Made Lace Collars ..... $2.50 to $5.00
Georgette, Wash Satin, Lace and Muslin Vestees for dress or coat, with the over the top collar, the high buttoned neck or the new deep-back collar with square front, very smart styles. Pleated net for fronts ..... $1.50 yard
Net, Muslin or Georgette Fichu Frilling ..... 75c to $1.50 yard

SPECIAL—Four dozen Georgette Collars, lace trimmed, in a variety of styles. Special ..... 75c each

Winter Overcoats Are Here

You will be glad to hear this, for you have been waiting for the opportunity to buy your winter overcoat as early as possible and get ahead of the scarcity that is looked for later on. A full assortment of new weaves and fabrics, and a special group for Saturday's selling.

Overcoat Special For Men, $17.50

Remarkable value in Men's Winter Overcoats Saturday. You have only to see these to appreciate the fact that these coats are priced very much below the present market value. High-grade Meltons, with velvet or self collar, in light and dark grey shades, and also black, all Chesterfield style, just the proper weight for a smart winter coat, the choicest cloth and best workmanship is given in this lot. The tweeds are single and double breasted style and form-fitting, mixed shades, both light and dark. All are priced below value, and it will pay anyone to make an effort to be here on Saturday; all sizes from 35 to 44. Price $17.50

Two Specials in Boys' Overcoats $8.00 and $13.50

Two lines of Boys' Winter Overcoats will be featured here on Saturday. For the little fellows 3 to 9 years, coats made in the close-fitting neck and the convertible collar styles, with belt all around, in brown and dark grey tweeds. These coats are A1 value, smart looking, well made and properly lined. Price ..... $8.00 each

For the larger boys, ages 10 to 16 years, the brown check patterns with convertible collar, made in the trench style, of good quality tweed, a very dressy overcoat, at the low price of $13.50. We aim to fit the boys properly and assure satisfaction.

Sale of Men's Sweater Coats, $3.95

About three dozen only Men's Sweater Coats for Saturday at less than the old prices, a good, strong, well-made line, button up close, in two shades only, grey and navy, heavy winter weight, wool and cotton mixture, in sizes 36 to 42. Be here early for one of these. Sale price $3.95

Men's and Boys' Hats and Caps 50c Each

A bargain table on Saturday will contain a quantity of Men's and Boys' Hats and Caps at less than half regular value; odds and ends to clear out quickly. Every hat and cap a real bargain. Mostly all sizes represented. Sale price, 50c each

Boys' Combinations, 75c Suit

Fine Fleece-Lined Combinations for boys, winter weight, elastic ribbed, velvety finish, in white and natural shade. Some of these have drop seat, with buttons all around to fasten waist on; others in the regular style. These are exceptional value and cannot be duplicated for twice what we ask. Sizes for boys 6 to 15 years. Price ..... 75c suit

Boys' Shirts and Drawers, 65c Each

Elastic-Rib Shirts and Drawers for boys, natural shade, Watson's make, in a winter-weight cotton, fine soft finish, easy to wear and a line that will give entire satisfaction, in sizes 26 to 32. Price Saturday ..... 65c garment

AFTERNOON TEA.
Salmon Salad, Thin Bread and Butter, Cup of Tea or Coffee .. 25c
Cream Cheese and Pimento Sandwich 10c

SMALLMAN & INGRAM LIMITED
Restaurant License No. 10-203.

SUPPER—UP TO 5:30.
Cream of Tomato Soup, Fried Lamb Chops, Fried Potatoes, and Cup of Tea or Coffee 50c