LONDON EXPECTED TO BUY HEAVILY OF VICTORY BONDS

Forest City Will Do Its Share, and Then Some.

CAMPAIGN PREPARING

Preliminary Details Under Discussion by Managers of Drive.

London's citizens will not only do their share in the coming Victory Loan Campaign, but they will subscribe their allotted quota, and then take several hundred dollars worth of bonds above this, just to show that their hearts are in the right place. This was made clear at the meeting held in the Tecumseh House last evening, which was called for the purpose of discussing some preliminary details in connection with the campaign.

Londoners Will Buy.

George M. Reid, chairman of the local organization, presided over the meeting. Norman Tovell and J. G. Clarke of Toronto, explained in detail the organization that would be necessary to carry on the work in the city this year. It was the general opinion that London, which on Sunday evening last celebrated the good news that came over the wires during that day, would certainly do all in its power to bring nearer the day when an honorable and victorious peace may be fittingly celebrated. Every dollar put into Victory bonds is an aid to this end, and there is not a man, woman or child in London but who will buy as many bonds as circumstances permit. At least this was what one gathered from the expressions at the meeting.

In the course of his remarks J. G. Clarke pointed out that in 1917 Canada absorbed all of its bonds, municipal and others, with the exception of 2 per cent which amount was sold to American investors. Last year was the first year that this has happened, as previously from 35 to 75 per cent of the municipal bonds issued by Canadian municipalities were taken up by American capital. The entry of United States into the war has caused this change.

Buy Bonds and Help Canada.

It was also pointed out that all the money raised in this campaign will be spent in Canada, and besides backing up the Canadian soldier in France, it will help to keep the factories of Canada busy, and thus make for the general prosperity of the Dominion. Thus if one were inclined to look at the proposition from a purely selfish standpoint it would be to his own interest to make as large a subscription as possible to the loan. That London citizens will not view the question from this angle was, however, the unanimous opinion of those present. The thousands of Canadian boys who are at the front are not going to be deserted at this time, when they have the Hun on the run, by the men and women at home.

Discussed the Campaign.

Several new phases of the campaign were taken up and fully discussed. Last year the military forces of the city were not thoroughly canvassed for various reasons, and it was thought that this could be remedied. It was finally decided to leave the matter in the hands of a military committee, and Col. W. J. Brown was asked to appoint his own committee.

Arthur White suggested that a special committee and special canvassers be appointed to look after the sale of bonds among the factory employees. He thought that in this way much more efficient work could be accomplished. It was decided by the meeting that this suggestion should be adopted. Mr. White stated that the industrial committee, which it was decided should look after this, would ask for the assistance of all the employers of labor in the city.

Big Publicity Campaign.

Major Gordon Ingram, publicity chairman, outlined the plan which he thought would be the most successful. Various committees will be chosen to look after the different branches of publicity. One will have charge of the advertising and press notices. Another will see that the posters and other outside advertising matter is placed in advantageous positions. The school kiddies will be supplied with literature regarding the loan by another committee. Special features of the publicity campaign such as parades, sandwich men and similar advertising stunts, will be under the direction of yet another committee. It is the intention of Major Ingram to obtain the co-operation of some of the bodies in the city, including the Ministerial Association, for the publicity end of the campaign. The meeting left the details in the hands of Major Ingram to be worked out to the best interest of the campaign.

It was decided to hold a meeting some time during the first week of the campaign, at which some of the best speakers obtainable will deliver addresses. The question of speakers and a suitable hall was left with the general publicity committee.

The city was divided up into four districts, and the following were appointed as chairmen of the districts: Controller E. S. Little, J. K. McDermid, A. T. McMahen and R. D. McDonald.

John J. Foote was appointed manager of the campaign teams.

Following are the names of those present and who comprise the advisory committee of the campaign: George M. Reid, T. H. Purdom, Lieut.-Col. W. G. Coles, J. E. Magee, Major Gordon Ingram, Arthur White, R. D. McDonald, J. J. Foote, John Bridge, Controller E. S. Little, G. Pearson, H. F. Skey, J. K. McDermid, W. F. D. Jarvis, George T. Brown, A. T. McMahen, F. E. Leonard, Frank Jewell, Col. W. J. Brown.

Dr. A. W. Macfie, chiropractor whose office is in the Dominion Savings Building, is seriously ill with pneumonia. Dr. English, a qualified chiropractor, will have charge of Dr. Macfie's practice until his recovery. 12c

Heart Troubles

Hacking's Heart and Nerve Remedy contains no Digitalis, Strophanthus or Nitroglycerin. The curative, healing and soothing qualities are remarkable, and many sufferers are deriving great benefit from its use. Great for High Blood Pressure, Kidney Trouble, Impure Blood, Faintings, Dizziness and for Shooting Pains through the Breast. Price 50c a box, 6 for $2.50. Sold by all dealers or by mail. C. B. Hacking, Phm.B., Listowel. 12u

A MODERN BUSINESS NECESSITY are the latest models

National Cash Registers

JULIUS MADDI, Sales Agent,
The N. C. R. Co. of Can., Limited,
350 DUNDAS STREET, LONDON, ONT. zxv

SAVE MONEY!

Come and visit our new FUR STORE where you can get good quality and smart style at very reasonable prices.

The Empire Fur Co.
Corner Dundas and Wellington Streets
(Late Metropole Hotel.) zxv

RELIANCE Garage
SERVICE Station

READING RECITAL ENTERTAINS COUNTY TEACHERS' MEETING

Music and Recitations Amuse and Help E. Middlesex Ladies.

INSTRUCTIVE PAPERS

Inspector Thompson Addresses Convention on General Work of School.

A reading recital, featuring modern day poetry, was given at the evening session of the East Middlesex Women Teachers' Institute in the Normal school Thursday evening by F. N. Kirkpatrick, principal of the Toronto Conservatory School of Expression. Before giving his recital Mr. Kirkpatrick spoke briefly on poetry and its rythm. He claimed that poetry is often deposed from the true function, and the gesture and intonation are made much more important than the rythm. In splendid style Mr. Kirkpatrick recited some of Dr. Drummond's poems, and a humorous poem, "Maggie McFay," by Dana Burnet, brought rounds of applause from the audience. "Dally Clare," by Dennis McCarthy, was another favorite. Very amusing was Mr. Kirkpatrick, when showing the audience the right and wrong way of reciting poetry. Vocal solos, much appreciated, were given by Mrs. Howey, Miss Walden and Mr. R. Simmie.

Afternoon Session.

At the afternoon session Inspector J. P. Thompson gave an address on the general school work. He advocated shorter spelling lessons with fewer words. Mr. Thompson pointed out that when the students had about thirty words to learn, they could only remember them for the time being, but that when a few words were taken and learned thoroughly and reviewed, the child could not very well forget them. "The children should also be taught to take an interest in the school gardens and school property," said Mr. Thompson. "Some of the schools I have visited this year have had very fine gardens, and at one school I dropped in about noon and found that the children were having hot lunches, including potatoes and vegetables from their own school garden. Every child should be taught to weigh and measure things. In many of the school I have visited the children have been unable to do this."

Helpful Addresses.

An address was given by George Brindle on "Steps In Learning and the Modes," and Miss Vera Walker spoke on the "Lesson Problem and How Interest Is Awakened Therein." A lecture recital was given by F. H. Kirkpatrick, in which he impressed upon the teachers that they should teach the children to talk to them and not at them; also the proper way a child should be taught to read. Mr. C. E. Johnson of Denfield presided at the meeting, and on behalf of the teachers tendered Mr. Kirkpatrick a vote of thanks. Mrs. Fair, in contralto voice, rendered two vocal solos. The morning's session will be held in the county council chambers.

PRAISE OF THE PROVINCE IS CABLED TO CURRIE

TORONTO, Oct. 10.—Sir William Hearst, prime minister of Ontario, today cabled the congratulations of the people of the province to Gen. Sir Arthur Currie on the splendid successes of the Canadian troops.

The message reads:

"People of Ontario are rejoicing over Canadians' glorious advance at Cambrai. The dogged determination, dauntless courage and heroic achievements of your wonderful troops inspire our deepest admiration and gratitude. God speed you to final victory."

THAT LIVER IS NO GOOD

that is so lazy it lets the skin do part of its work. The skin turns yellow doing it. Such a liver upsets the whole system. Take Hood's Pills, they put the liver to work; best for biliousness, yellowness, constipation. Do not irritate nor gripe. Price 25c. of druggists or C. I. Hood Company, Lowell, Mass.

FOLLOW IT UP!

You probably have used many kinds of tooth pastes, powders and washes, in an effort to cure your sore, bleeding, receding gums and tighten your loosening teeth, but without success. "The Pemetine Treatment" kills the germ which causes PYORRHEA, and hence cures this disease. Ask your dentist. Now sold by every druggist. Fifty cents a bottle.

Parasols and Umbrellas at a Big Discount

These beautiful silk and wool top, gold-filled and silver-mounted parasols and umbrellas are most suitable for gift giving. Why not select one now for Christmas—the prices are ridiculous considering the high quality.

LADIES'.

Handsome gold-filled mounts; extra quality. Regular $8.00 for $5.95
Regular $7.00 for ... $5.35
Regular $6.00 for ... $4.85
Sterling Silver Mounted. Regular $8.00 for $5.65
Regular $6.00 for $4.95
Regular $6.50 for ... $5.00

MEN'S.

Fine gold-filled mounts. Regular $11.00 for .. $8.90
Regular $10.00 for ... $7.65
Regular $7.50 for ... $5.10
Heavy silver mounts. Regular $6.50 for $5.00
Regular $6.00 for ... $4.95
Regular $5.00 for ... $3.85

A great many at half price.

—John S.—
Barnard
Jeweler.
194 DUNDAS STREET.
Opp. Advertiser.

Fashion's Fairest Flowers in Beautiful Apparel For Thanksgiving Holiday Wear

They say Paris and London are responding to the elation of the past few weeks with a resultant inspiration all along the lines of costumiers. And this surely applies to American designers as well—at any rate the models we are showing and the displays of holiday apparel for Thanksgiving are delightful enough to have been inspired by any amount of French ingenuity. The object of this section to embody the spirit of buoyancy and youth in the selection of frocks, coats, suits, skirts, etc., has surely been attained, for the Thanksgiving displays of fashionable apparel were never more attractive.

Thanksgiving Millinery Display—Hats With Rich Simplicity

We have prepared an unlimited choice of select Millinery for Saturday selling, wonderful in outline, simple in effect and extremely stylish. Each of these Hats has the unobtrusive charm one asks of the hat which is to be donned with suits and street frocks, yet each is sufficiently elegant to be appropriately worn at any hour of the day. We submit for the holiday wear this special collection at prices most reasonable ..... $5.00 to $12.50

Sale 23c
Stationery

A limited quantity of Folding Linen Correspondence Writing Pads, about 50 sheets each, linen paper with package of envelopes. Special Saturday, outfit for 23c

New Magazines

These in the latest publications now on sale at Magazine Counter — Saturday Evening Post, Literary Digest, Blue Book, Motion Picture, Breezy Stories, Cosmopolitan, Parisienne, etc.

Four Silk Opportunities Saturday

The prices of these well-known silks indicate a rare opportunity for Saturday. If you can do with an extra Black Taffeta Skirt or a Navy Blue Messaline Paillette, a Poplin Dress or a good quality Ivory Habutai Wash Silk, come early tomorrow.

95c YARD HEAVY QUALITY IVORY HABUTAI WASH SILK.

Extra heavy make Japanese Pure Silk Washable Habutai, full yard wide. On sale tomorrow only for...95c yard

$1.25 YARD COLORED CREPE POPLINS.

Just three odd pieces in light burgundy, light copen, and plum, of 36-inch Crepe Poplin, a line that has had a successful sale the past season. The stock is sold down to the above three shades. Saturday the price for quick clearance of the lot .....$1.25 yard

BLACK TAFFETA DRESS SILK, $2.00 YARD.

One of those rich all-silk taffetas, soft in finish, strong in texture, smart for separate skirt or the dress; just one piece to sell at this price ..... $2.00 yard

NAVY BLUE MESSALINE PAILLETTE DRESS SILK, $2.00 YARD.

A scarce make of silk today in yard-wide weave, at a popular price, rich soft messaline finish for dresses. Navy is one of the most popular colors for this season; just one piece to sell tomorrow for ..... $2.00 yard

Newest Neckfixings for the Holiday

The New Cowboy Collar, made of pleated georgette frilling with soft satin or georgette roll, fastening at back. One of the newest novelties and very smart.

Dainty Georgette Collars with the deep, square back, hemstitched, with tucks or lace trimming. Price .....75c to $2.50 each

Coat Collars, smart tailored effects, in wool gabardines, wash satin or pique. Prices .....50c, 75c, $1.00 and $1.50 each

Frillings of all kinds for the round neck, or fichu style in pleated georgette, net or organdy, also the fichu frilling with the pleated frills in net, georgette or organdy. Prices, per yard ..... 75c to $2.00

Smallman & Ingram Corsets; Then the New Apparel

To those who desire the comfort and individuality of superior Corsets at a moderate price; these Corsets will make a direct appeal.

A new fall Corset will give the proper style lines to the new garments and show off their smart, fashionable designs to the best advantage. Style and fit depend upon getting a model exactly right for your type of figure. New models are here for all figure types among the following well-known lines: Gossard Front-Laced Corsets $2.50 to $12.50
Bon-Ton Corsets .. $4.00 to $10.00
Royal Worcester Corsets ..... $1.50 to $5.00
American Lady Corsets ..... $1.50 to $10.00
Nemo Model Corsets from ..... $3.00 to $7.50
C-C a la Grace Corsets $1.25 to $4.00
Treo Elastic Corsets $3.50 and $4.50

Suits That Suggest the New Fall Season

Modes that are correct as to every little detail. Fabrics have been selected for their beauty and practical wear, strict attention paid to tailoring, linings and trimmings, colors to harmonize with the fall season.

Smart Tailored and Fur-Trimmed Suits, in brown, taupe, reindeer, purple, navy; collars of seal, beaver, nutria, wolf and coney; styles are belted; some uneven lines shown; buttons forming trimming on many.

Suit of Purple Broadcloth; coat in belted style, cape collar of Hudson seal, pin cordings trimming sides of coat, which are uneven at bottom, silk lined; skirt two-piece, slashed pockets, belt finishing waist. Price $85.00

Suit of Brown Gabardine; coat has shawl collar of Hudson seal, semi-belt, cording and buttons trimming sleeves and back of coat, satin lined; skirt two-piece, pockets and cording finishing skirt. Price $73.00

Suit of Taupe Broadcloth, belted model, cape collar, banding of kit coney on collar, silk lined; skirt two-piece, gathered. Price $70.00

Earrings and Necklets

SMART NEW STYLES IN BUTTON AND DROP EARRINGS.

Extra Fine Oriental Pearl Earrings in three sizes. At .....50c, 75c and 85c pair

Smart Pearl Drops, connected with fine gold or silver chain. Prices, per pair ... .$1.00, $1.25 and $1.50

Pearl Button-Style Earrings with fancy cut drops in jade, amber, amethyst, ruby, turquoise, coral, etc.....$1.25 pair

Dainty Opalescent Drop Earrings, in rose, green and jade shadings .....$1.75 pair

Pearl Necklace, 15-inch, graduated pearls, with gold torpedo clasp ..... $1.50 each

Coral Bead Necklets at.....50c, 75c and $1.00 each

Red Bead Necklets, opera length .....$1.50 each

Long Black Jet Strings .....$1.25 and $1.50 each

Sale 98c

CHILDREN'S BRUSHED WOOL SWEATERS, COATS AND OVERALLS.

Five dozen only in each line, in colors of grey, brown, khaki and cardinal; sizes for ages 2 to 4 years. Sale price 98c

In Infants' Wear Section, Second Floor.

Sale 98c

WHITE VOILE BLOUSES.

One table of Pretty White Voile Blouses, V-shape and high neck, some lace and embroidery trimmed, others with fine tucks in clusters, long sleeves, sizes 34 to 42. To clear Saturday, 98c each

Sale of Aprons Saturday

Ten dozen Large Coverall Aprons, which may be worn as a dress, made of splendid quality print, fastens down front, square neck, belt, and kimono sleeves, finished with binding. Special Saturday, 98c

Ten dozen Work Aprons, made of good firm print, in light and dark colors, neck and arms finished with white binding. Special Saturday 39c

"English Lady" Apron, the perfect-fitting housemaid's apron, made of good quality white lawn, trimmed with pretty embroideries and insertions, finished with long tie strings. Special .....65c, 75c, 85c, $1.00, $1.25 and $1.50

Rubber Work Aprons, made of white rubber sheeting, the best apron made for protecting the clothing from water or grease. Special 50c

Rubber Work Aprons, made of fine rubber-coated, black and white check print, made with gored skirt and large bib. Special $1.50

New Fall Hosiery in Abundance

SPECIAL — Ladies' Black Cashmere Hose, winter weight, seamless, double heel and toe; sizes 8½ and 9 only. Price ..... 55c pair

JUST ARRIVED — Ladies' Fancy Heather Coating Cashmere Hose, soft and easy on the feet, spliced heel and toe, seamless; sizes 8½ to 10. Price ..... $1.50 pair

Ladies' Fleece-Lined Cotton Hose, black, made specially for those who cannot wear cashmere, seamless, spliced feet; sizes 8½ to 10. Prices ..... 35c and 55c pair

Children's Black or White Pure Cashmere Hose, fine 1-1 rib, neat and comfortable on the feet, seamless; sizes 6½ to 8½. Priced, according to size .....65c to 85c pair

Sale $1.39

Five dozen Taffetine Underskirts, made with deep flounce of clusters of accordion pleating, with tiny tucks at bottom, draw tape regulates fullness at waist; lengths 34 to 40. Price $1.39

Combinations, $1.39

Five dozen Envelope Combinations, made of soft-finished white cotton, with yoke of pretty embroidery insertion and lace, size 36 to 42. Special Saturday $1.39

Cream Combinations, light fleeced, V neck, long sleeves, drawers ankle length, closed crotch. Outsize $2.50

Cream Union Combinations, low neck, elbow sleeves, drawers ankle length, open style. Outsize $2.50

Cream Vests, light fleeced, V neck, long sleeves. Outsize $1.50

Drawers ankle length, open or closed to match. Price $1.50

White Cotton Combinations, light fleeced, high neck, long sleeves, drawers ankle length; size 36 only. Special...$1.75

Abdominal Bands, "Jaegar Brand" wool, natural color. Price $1.00

Knee Warmers, "Jaegar Brand" wool. Per pair $2.00

Bed Slippers, made of white eiderdown. Per pair.....40c

Men's and Boys' Overcoats, Ready For Service

There was once a time in men's clothes, and not long ago, when the issue was so sharply defined between the different styles that almost anything could change the looks of a suit or overcoat. War is changing the face of the earth, and men's clothes are losing their feminist tendencies in the process. The combination of beauty of tailoring, with simplicity of line, is mirrored in our present stock of suits and overcoats for both men and boys.

Men's Overcoats, $20.00

Men's Winter-Weight Overcoats of choice Melton cloth, self or velvet collar, the best of linings, smartly tailored and coats that are always serviceable, medium and dark grey shades, also black, form-fitting and regular styles, single and double breasted. The price is very low for these coats. See them on Saturday. Sizes 35 to 46. Price $20.00

Men's Overcoats, $12.50

Fall Overcoats in light and dark grey and mixed shades of tweed, shield lined and some lined throughout. Anyone wanting a medium-weight topcoat will find these very special value Saturday. Sizes 35 to 42. Sale price $12.50

Boys' Overcoats

Now is the time to prepare for the cold weather. Our stock of Boys' Overcoats is very complete and the prices reasonable. It is no economy to buy a cheap overcoat for the boy. Look these coats over. You will be sure to find just what you want. All wool, in grey and brown checks, tweeds and whitneys in plain colors. The styles for the little fellows are close-fitting or convertible collars, belt back or belt all around. For the big boys double and single breasted, convertible collar, belt back or all-around belt; smart mannish styles.

For 3 to 8 years. Prices.....$8.00, $8.75 and $12.50
For 9 to 18 years. Prices ....$12.50, $13.50 and $18.50

MEN'S FLANNELETTE PYJAMAS, $2.75 AND $3.50 SUIT.

A splendid lot of Flannelette Pyjamas for men, American make, in neat assorted patterns, blue, pink and mauve stripes, in sizes small, medium or large. These are worth an effort to secure. Saturday prices .....$2.75 and $3.50 per suit

Sale of Men's and Boys' Underwear Saturday

A big pile of Choice Winter Underwear for men and boys will be on sale here Saturday. Shirts and drawers and also combinations; all our broken lines and any soiled garments have been brought forward. The prices are less than formerly, winter-weight cotton, wool and cotton mixtures and all-wool lines that we cannot duplicate, hence the clean-up; all sizes are represented. Something for everyone in this lot. Prices from .....65c garment up

White Flannelette Night Robes For Men

Just a few dozen Flannelette Night Robes, in plain white, good roomy shirts, well made of flannelette that will give service. Secure yours now. Sizes 15, 16 and 17 neckband. Price ..... $1.75 each

AFTERNOON TEA.
Egg and Lettuce Salad. Thin Bread and Butter, Cup of Tea or Coffee 35c
Cold Sliced Chicken With Potato Salad 35c

CORTESE ORCHESTRA SATURDAY AFTERNOON.

SMALLMAN & INGRAM LIMITED
Restaurant License No. 10-208.

CORTESE ORCHESTRA SATURDAY AFTERNOON.

SUPPER—UP TO 5:30.
Fried Lamb or Pork Chops, Fried Potatoes, Bread and Butter, Apple Pie, Cup of Tea 50c