

WEDNESDAY SPECIAL.
Sirloin Steak, 30c Lb.
TENDERLOINS AND SPARERIBS.
WILSON'S
580-591

PANTS
SWEATER COATS
OVERALL SALE
NOW ON AT THE
GIANT
Open Every Evening Until
9 o'clock.

PANTS.
\$3.25 Men's Pants\$1.95
\$4.50 Men's Pants\$2.95
\$5.50 Men's Pants\$3.95
\$6.50 Men's Pants\$4.95

SWEATER COATS.
\$10.00 Raincoats, for\$5.95
\$12.50 Raincoats, for\$7.95
\$15.00 Raincoats, for\$9.95
\$16.50 Raincoats, for\$11.95

OVERALLS.
"Big" Brand, "Tremont" Brand and "Railroad Signal" blue and white stripe, with bib; regular price worth up to \$2.00. Special price now \$1.50 a pair. We have in stock over 6000 dozen. Come in and make your selection.

GIANT
CLOTHING HOUSE
The Real Live Store.
Famous For Their Little Prices.
120 DUNDAS ST. PHONE 1844.
14th

DIAMONDS
Diamond Rings from \$5.00 to \$350.00, including single Diamond Rings, three and five diamonds and many fancy settings in the new designs.
Exclusive designs in Necklets, Pendants, Bar Pins, Scarf Pins, Cuff Links, Tie Clips and Brooches.

C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 RICHMOND STREET.
Phone 1064.

JOHNSTON BROS.
XXX BREAD
PHONE 944.

Lady of the Snows
Weeps Teary Flakes
On London Today
Second Fall of Season Causes Rush for Cars.

Reading by artificial light is necessary these short days. Unless great care is taken eye troubles will result. Consult us at once if you experience any difficulty in reading at night. Glasses now will save eyestrain and headaches later.

Carlyle TREBILCOCK OPTICIAN
233 Dundas St. Phone 2351.

PETERMAN'S
High-Class, "Hand-Tailored," Made-To-Measure Suits.
\$22.50, \$25.00 and upwards.
London Loan Bldg., Suite 4, No. 220 Dundas Street.

TORIC
There's a lot of difference between Toric Lenses and Flat Lenses besides cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

LENSES
Brown Optical Co.
EYE SPECIALISTS AND OPTICIANS.
223 Dundas Street. Phone 1877.
London, Ontario.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED
In Savings Bank 4 Per Cent
Debentures 5 to 5½ Per Cent
M. J. KENT, Manager.

You'll Be Pleased With---
PARNELL'S

You'll like the distinctly individual taste of purity and quality in every loaf of bread we manufacture. You'll have to try a loaf to prove this statement. Why not today?

Parnell The Breadman
PHONES 928, 1380

Diamonds
The most important feature in the buying of a diamond is the dealer you buy from. You must have absolute confidence in the people you deal with.

NEW FALL SPECIALS
Ladies' Solitaires, \$15.00, \$25.00, \$30.00, \$40.00, \$50.00, \$55.00 and \$125.00.

YOUNG'S
TWO STORES.
LONDON. EAST LONDON.
October Birth Stone—Opal.

LOG CABIN
HOME-MADE BREAD
Surprise the family with this deliciously flavored loaf.

JOHNSTON BROS.
XXX BREAD
PHONE 944.

Lady of the Snows
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On London Today
Second Fall of Season Causes Rush for Cars.

"Our Lady of the Snows" put in another weepy appearance in the wee small hours today. Although not the first collection of flakes to settle down over the city, it made the early workers turn up their coat collars and look seven ways for one of the personal street cars. Finally the weather settled down to a drizzle and a Monday's weather program.

The main topic of conversation on the aforementioned street cars was the jovial cool and the ability of Mayor Stevenson and company to gather together a sufficient collection of black diamonds to keep the shin bones of citizens warm this winter.

The swirling flakes did not make their appearance in London last year until November 14, when half an inch fell.

MASQUERADE DANCE.
The employees of the United Metals Munitions Company masquerade dance at the factory was most successful. The program included recitations by Mrs. Howard, Miss Florence Billington and Mr. Trainer and a solo by the guest of honor, Mr. Allen. Costume prizes were won by Mrs. Singleton, Miss Johnston and Mr. Trainer and Mr. Martin. Mr. Rowan, superintendent of the company, gave a short address.

DODD'S KIDNEY PILLS
CURES RHEUMATISM, GRAVEL, BRIGHT'S DISEASE, DIABETES, ETC.

SALES GROWTH:
1912.....\$1,535,900 1913.....\$1,771,500
1914.....\$2,260,700 1915.....\$2,863,300
1916 (estimated).....\$3,250,000
The above figures are official and verified articles.

Federal Advertising Service
Dominion Savings Building, LONDON, CANADA.

FURS
Of Superior Quality.
Exclusive in Design.
BELTZ & CO.

"DOUG" FAIRBANKS
IS AT HIS BEST IN
"WILD AND WOOLLY"
Famous Aircraft Star at the Patricia Today and Wednesday.

ALL KINDS OF ACTION
In Entertaining Photoplay of Western Life in the Early 60's.

Douglas Fairbanks has been seen in many good photoplays, he has starred in numerous productions, but none have given him greater opportunities to display his ability as an actor and his skill as an athlete than "Wild and Woolly."

The Aircraft photoplay, in which he is appearing at the Patricia Theatre the first half of this week.

"Smiling Doug" is seen at his best in this picture. He performs athletic feats in the play that cause one to marvel at the ease with which he performs the most difficult stunts.

The play itself is one of simplicity and one that immediately appeals to the lover of a human interest story woven into as pretty and entertaining romance as was ever screened.

To see "Doug in 'Wild and Woolly'" is to see him at his best. It is a play too good to miss, and one that Aircraft Picture Corporation expended money upon with a lavish hand, in order to produce a background in keeping with the reputation of the popular star.

Starting in New York and ending in California, the picture discloses variety of metropolitan and western scenes presenting the proper backgrounds to the story. As the youth of metropolitan

These pictures were taken with the official sanction of the British Empire, and the understanding that a percentage of the receipts from all Canadian theatres should be donated to the above-named charities.

The second episode, shown on Wednesday and Thursday, the first chapter to be shown in this city today at all performances. Don't miss an episode of these greatest of all war pictures.

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In one of the scenes there is shown a little churchyard, where the brave Canadians who fell were buried, while adding a mite to the glorious victory.

Jack Pickford and Louise Huff in "The Ghost of the Old West" is a screen feature outside the war pictures, and shows these two popular stars in entertaining roles in their latest Paramount picture.

H. H. McQuinn, the noted Canadian baritone, will sing at all performances this week. He makes two entire changes of songs during the week.

25TH ANNIVERSARY
SUPPER A SUCCESS
Centennial Methodist Congregational Supper Held Last Night.

A supper, followed by an enjoyable musical program at the Centennial Methodist Church last night marked the 25th anniversary of the new Centennial Church. The evening was a pronounced success. A large number of the congregation was present and enjoyed every minute of the extensive program.

Addressed the congregation were given by Rev. L. W. Wickert, a superannuated minister, who was at one time a pastor of the church; Rev. J. E. Holmes, chairman of the London district; Rev. W. R. King, pastor of the Presbyterian Church; and Rev. W. E. Peacock of the Dun-De Centre Church.

The musical numbers included an organ solo by the organist, Bert Weir; solo by Miss Gertrude Wood; Stanfield and Robert Patterson, and selections by the male quartet, Messrs. Hall, Robinson, Patterson and Tudor. Rev. H. T. Ferguson, the pastor, presided.

It is the contention of Mr. Fairbanks that in this play an actor fully realizes the relationship of his part to the development of the story. Can do his work with a great deal more understanding than what was expected of him from scene to scene.

The story of "Wild and Woolly" took him to Arizona, and in the language of the smiling Douglas, he "lived every minute of the scenes taken by the camera." He was in Arizona that he became friendly with a cattle owner on the Bar X ranch. Both being actors, the scenes were won by Jim Kidd, one of the most famous of cowboys' many tales of great interest were related.

Eva Desmond & Company in a vaudeville sketch, and a Fox comedy were secured a commission with the Gordon Highlanders, but was later transferred to the 4th Battalion, a Canadian unit. It was while serving with this that he was wounded, necessitating his return to Canada.

HALLOWEEN PARTY
GIVEN BY "Y" GIRLS
More Than 300 Guests at New Residence Last Night.

Witches, black cats and decorations of black and yellow formed a setting for a most delightful Halloween party given by the girls of the Young Women's Christian Association last evening in their new residence on King street. More than three hundred guests were present, who were received by Miss Archibald, Miss McCull and W. A. Tanner, and shown over the building. The large dining-room and reception room, looked pretty with the lights turned low, giving a weird and ghostly effect, with pumpkin faces appearing from the floor as though they were enjoying the fun as much as the guests.

An exceptionally fine program was given under the supervision of Miss Gertrude Newbury. Patriotic music was rendered throughout the evening, and tributes were paid to the flags of the Allies. After a most enjoyable time refreshments were served.

LOST RIGHT HAND.
After serving with three units of the British forces and being so severely wounded that it became necessary to amputate his right hand, Lieut. Fred Macle has returned to his home here. He is a son of Mr. and Mrs. R. C. Macle, of Ridout street, South London, and enlisted at Edmonton with the Canadian Mounted Rifles shortly after the outbreak of war. In England he secured a commission with the Gordon Highlanders, but was later transferred to the 4th Battalion, a Canadian unit. It was while serving with this that he was wounded, necessitating his return to Canada.

Rowat's 50c per pound
COFFEE
T.A. ROWAT & CO.
250 DUNDAS ST. W.
Phone 3551-3552.

MAJESTIC GROUWS
WITNESS GREATEST
OF WAR PICTURES
Retreat of the Germans at the Battle of Arras.

AT POPULAR PLAYHOUSE
Showing British Troops, Airplanes, Guns and Tanks in Action.

Scenes of devastation, British troops, tanks, big guns in action, and other attendant features connected with the great war, are shown in a vivid and striking manner in the first episode of "The Retreat of the Germans at the Battle of Arras," which is being presented at the Majestic Theatre again today.

The second episode of this great war serial will be shown on Wednesday and Thursday, and the remaining episodes the first four days of the next two weeks.

The picture was taken under the direction and for the British Government amidst scenes of death and destruction, where every minute the cameraman himself might be blown to pieces with a shell.

The opening scenes show the British transports leaving an English port for France and the west front system which the troops and equipment are handled.

Each British Tommy wearing a smile and the morale of the English troops. The tanks—those great caterpillar-like engines of destruction—are shown travelling with ease over ground where traction engines have been temporarily put out of commission as they plunged into shell holes. The giant field pieces, the anti-aircraft guns, the airplanes and the motorcycle transports are all seen in action.

This picture has been endorsed by the military, militia, A. E. Kemp, as the greatest and most realistic film in connection with the world-war that has ever been shown to the public.

His indignation goes so far as to state that every man, woman and child in the British Empire should witness these scenes in order to realize the magnitude of the war as it really is.

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POTATO PRODUCTION
WILL BE DISCUSSED
AT MEETING TODAY

Roscoe Finn in Toronto To Give Facts and Figures.

A conference of those interested in the growth and production of potatoes throughout the Dominion will take place at the Parliament Buildings, Toronto, today, the local representative at the discussion being R. A. Finn.

The assembly will endeavor to determine the best variety of potato to bring into general growth throughout the country, so that the future tuber crops of Canada will be composed of the very finest quality, and not a mixture of all grades, as has been the case heretofore.

In order to augment the production of spuds to a material extent, those at the conference will present a resolution to the Government recommending that potatoes for seed in future be produced in Northern Ontario.

Mr. Finn said that this would mean the Government recommending that potatoes thereby escape blight and potato disease and thereby provide perfect food.

"The trouble with seed of the past has been that it is invariably fully ripe when put into the ground," said Mr. Finn. "The very best potatoes are produced from seed only carefully matured. Owing to this known fact we intend growing seed for the whole of the province, up in Northern Ontario. It is expected that in this manner the yearly crop will be increased by approximately 30 per cent. The seed produced farms will distribute the seed at Government rates to the largest agriculturists of the country, who will in turn distribute to the lesser farmers."

Mr. Finn was confident that the efforts of the most progressive farmers to standardize the five best varieties of potatoes in the province would meet with success.

The diseases of tubers will be discussed, and the best way to cope with some and eliminate others will be decided upon. Methods of cultivation, fertilization, grading and distribution will be some of the phases connected with potato production discussed.

After the various species of potatoes, this will be no slight task. The tentative program of the meeting will include all phases of potato production, and the meeting will be attended by seed specialists, officials of the department of agriculture, and three district representatives of the most prolific potato-growing centres of Ontario.

PRIVATE SLAVIN BACK.
Halifax, Oct. 30.—Pte. Frank Slavin, one-time professional boxer, who has returned to this port. He enlisted in the Yukon.

SHELL GLASSES
Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.

John S. Barnard
Optician.
194 DUNDAS STREET, W.

Service Station
OPEN DAY AND NIGHT.
EQUIPMENT AND WORKMANSHIP
UNEQUALLED
Reliance Garage
Phone: Day 6318, Night 5168.
299 DUNDAS STREET, W.

We Know How and Will Re-build Your Tires.

LONDON'S RUBBER MAN

JUST ARRIVED FROM NEW YORK
The New Cavalier Model
Black Vici Kid, 10-inch Russian cut top, imitation tip, Louis vanity heel.

\$9.00 Pair

Johnston & Murray
LONDON, ST. THOMAS.

ARROWSMITH ARCH SUPPORTS FOR FOOT TROUBLES.

A practical service shoe for general business and school wear, made of dark tan calf, in two styles of heels—low and military height.

Priced at \$7, \$8 and \$9

Neolin and Leather Sole, English Model

Doctor Says Crying Need
Of The Woman of Today
Is More Iron In Her Blood
TO PUT STRENGTH IN HER NERVES AND COLOR IN HER CHEEKS.

Any Woman Who Tires Easily, Is Nervous or Irritable, or Looks Pale, Haggard and Worn, Should Have Her Blood Examined for Iron Deficiency.

Administration of Nuxated Iron in Clinical Tests Gives Most Astonishing Youthful Strength and Makes Women Look Years Younger.

"There can be no healthy, beautiful, rosy-cheeked woman without iron," says Dr. Ferdinand King, a New York Physician and Medical Author. "In my recent talks to physicians on the grave and serious consequences of iron deficiency in the blood of American women, I have strongly emphasized the fact that doctors should prescribe more organic iron—nuxated iron—for their nervous, run-down, weak, haggard-looking women patients. Pallor means anaemia, the skin of the anaemic woman is pale, the flesh flabby. The muscles lack tone, the brain fags and the memory fails, and often they become weak, nervous, irritable, despondent and melancholy. When the iron goes from the blood of women, the roses go from their cheeks."

"The most common foods of America, the starches, sugars, table syrups, candies, polished rice, white bread, sodas, crackers, biscuits, macaroni, spaghetti, tapioca, sago, farina, degenerated cornmeal, no longer is iron to be found. Refining processes have removed the iron from the iron of Mother Earth from these impoverished foods, and the only methods of home cooking, by throwing down the waste pipe the water in which our vegetables are cooked, are responsible for anaemic iron, just as you would use salt when your food has not enough salt."

"Therefore, if you wish to preserve your youthful vim and vigor to a ripe old age, you must supply the iron deficiency in your food by using some form of organic iron, just as you would use salt when your food has not enough salt."

"As I have said a hundred times over, organic iron is the greatest of all strength-builders. If people would only take Nuxated Iron when they feel weak or run-down, instead of dosing themselves with habit-forming drugs, stimulants and alcoholic beverages, I am convinced that in this way they could ward off disease, preventing it becoming organic in thousands of cases, and thereby the lives of thousands might be saved who now die every year from pneumonia, grippe, kidney, liver, heart trouble and other ailments. The real and true cause which started their disease, was nothing more nor less than a weakened condition brought on by lack of iron in the blood."

On account of the peculiar nature of woman, and the great drain placed upon her system at certain periods, she requires iron much more than man to help make up for the loss.

Dr. Ferdinand King, New York Physician and Medical Author, tells physicians that they should prescribe more organic iron—Nuxated Iron—for their patients—Says anaemia—iron deficiency—is the greatest curse to the health, strength, vitality and beauty of the modern American Woman—Sounds warning against use of metallic iron which may injure the teeth, corrode the stomach and do far more harm than good; advises use of only nuxated iron.

NOTE—Nuxated Iron, which is prescribed and recommended above by physicians, is a most potent remedy. It is not a patent medicine or secret remedy, but a scientific preparation of iron, which is easily assimilated, does not irritate the stomach, and does not injure the teeth. It is the only iron preparation on the market, it is a most potent remedy, as well as for nervous, run-down conditions. Nuxated Iron offers to forfeit \$100.00 in a charitable institution if they cannot take any man or woman under 40 years of age, and increase their strength 100 per cent or over in four weeks' time, provided they have no serious organic trouble. They also offer to refund your money if it does not at least double your strength and endurance in ten days' use. It is dispensed in this city by Standard Drug Company, Limited, and all good druggists.

LET US DO IT
Let us put that old pair of shoes you were going to throw away in perfect condition. Satisfaction guaranteed.
Modern Shoe Repair
Phone 2310.

CHAMPION BEDBUG KILLER
Sure, Safe, Economical.
35 cents per large syringe-topped can.
Taylor's 6 Out-Rate Drug Stores.

Our Work, Best By Test, Has Been Proven
London Tire Repair Depot
354 Wellington Street, Phone 2334.
A. WILKES, Opp. McCarty's.

Western Ontario Electric Co.
237 Dundas Street. Phone 4071.
Inspect our new line of Fixtures and Lamps before purchasing. Estimates given on wiring free. A full stock of Flashlights.

Tomorrow is the Last Day to See the Scholl Foot Expert

We urge every reader of this paper who has not seen the Scholl foot expert at this store to come in tomorrow morning and learn how to be freed from the pains and discomforts of foot troubles, and obtain Quick Relief and Lasting Comfort.

Whether you have corns—calluses—bunions—sudden cramps in the toes or just back of them—weak or fallen arches—pains in the heels, ankles or limbs—lired, aching feet—hot, tender, perching, odorous feet—or any other foot troubles—do not fail to visit the Scholl foot expert and obtain his free help.

No Charge For Services
There is absolutely no charge for the services of this expert. You do not need to be a customer of this store; neither will you be asked to purchase anything. You are at liberty to ask any questions relative to your feet or to style of shoe you should wear, and you can walk out without making a purchase if you so desire—and remember that tomorrow is the expert's last day here. Do not fail to see him.

J.P. COOK & CO. LIMITED
"The Store that Serves You Best"
TWO STORES - DUNDAS & RICHMOND STS.

DENT'S GLOVES
"That's the Right Idea!"
More than ever before the boys will welcome your gift of gloves.

A boy from over there writes: "Send me some gloves. I cannot get them anywhere."

Buy for your boy overseas some good, warm, gloves and send them right away. But one caution—see the name Dent's on the gloves as your guarantee of quality and durability.

Pure Wool Gloves, Wool-Lined Gloves, Fur-Lined Gloves and Gauntlets.

INSIST ON DENT'S.