Sirloin Steak, 30c Lb. TENDERLOINS AND SPARERIBS WILSON'S PHONES 5600-5601

PANTS SWEATER COATS **OVERALL SALE**

SWEATER COATS.

RAINCOATS.

OVERALLS Brand, "Tecumseh"
d and "Rathroad Signal," blue
white stripe, with bit; regular
worth up to \$2.00. Special
very in stock over 600 dozen
of all makes of Overalis,
in and make your selection.

The Real Live Store.





Diamond Rings from \$5.00 to \$350.00, including lingle Diamond Rings, three and five diamonds and many fancy settings in the newe. : designs. Exclusive designs in Necklets, Peudants, Bar Pins, Scarf Pins, Cuff Links, Tie Clips and Brooches.

H. WARD & CO.

386 RICHMOND STREET.





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 OPTICIAN 233 Dundas St. Phone 2351

PETERMAN'S High-Class, "Hand-Tailored," Made-To-Measure Suits, \$22,50, \$25.00 and upwards

TORIC ®. There's a lot of tween Toric Lenses and Flat Lenses besides their slight extra 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.

The London Loan and Sayings Company of Canada

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

You'll Be Pleased With---

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 929, 1390

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. For many years we have been selling Diamonds to people who know and demand the best.

Diamonds

NEW FALL SPECIALS Ladies' Solitaires, \$15,00, \$25.00, \$30.00, \$40.00, \$50.00, \$85.00 and \$125,00.

Ladies' Fancy Platinum Dinner Rings and Clusters, for \$20.00, \$25.00, \$35.00, \$75.00 and \$150.00.

YOUNG'S

TWO STORES. EAST LONDON October Birth Stone-Opal.

LOG CABIN HOME - MADE BREAD

with this deliciously flavored loaf.

JOHNSTON BROS. XXX BREAD

> PHONE 944. XXX XXX XXX XXX

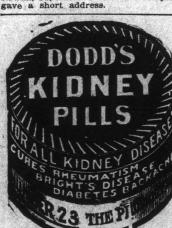
Lady of the Snows Weeps Teary Flakes

this winter,

The swirling flakes did not make helf appearance in London last year ntil November 14, when half an inch

MASQUERADE DANCE. 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. Allan. 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.



1912...\$1,535,900 1913...\$1,771,500 1914...\$2,250,700 1915...\$2,953,300 1917 (estimated)...\$5,250,000

Federal Advertising

FURS Of Superior Quality. Exclusive in Design,

MAJESTIC GROWDS BELTZ & CO. WITNESS GREATEST "DOUG" FAIRBANKS OF WAR PICTURES IS AT HIS BEST IN Retreat of the Germans at the "WILD AND WOOLLY" Battle of Arras.

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 Artcraft 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.

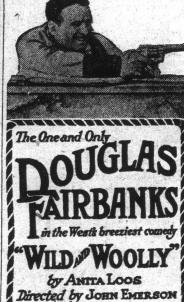
The play itself is one of simplicity and one that immediately appeals to the lover of a human interest story woven into as pretty and entertaining romance as was ever screened.

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 Artcraft Picture Corporation expended money upon with a lavish hand, in order to produce a background in keeping with the reputation of the popular star. Douglas Fairbanks has been seen i 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.

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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



the Patricia Today and Wednesday. birth who finally realizes his ambition to ride the plains of the west astride a bucking broncho, Douglas Fairbanks offers a wonderfully effective picturiza-tion in the role of Jeff Hillington. Jeff's visions of life, in the west are based Weeps Teary Flakes
On London Today

Second Fall of Season Causes
Rush for Cars.

"Our Lady of the Snows" put in another weepy appearance in the wee smal 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 perennial street cars. Finally the weather settled down to a drizzle a la Monday's weather program.

The main topic of conversation on the aforementioned street cars was the civic coal yard 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.

In the way of anticulation as they would for a stage production of the Belasco calibre.

It is the contention of Mr. Fairbanks that in this way an actor fully realize.

It is the contention of Mr. Fairbanks that in this way an actor fully realize.

Methodist Church last hight 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 number of the extensive program.

Addresses of congratulation were given by Rev. L. W. Wickett, 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. McIntosh. King Street Presbyterian Church, and Rev. W. E. Pescott of the Dur'n's Centre Church.

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

calibre.

It is the contention of Mr. Fairbanks that in this way an actor fully realizing the relationship of his part to the development of the story, can do his work with a great deal more feeling and appreciation than if he were merely told what was expected of him from scene to scene.

what was expected of min 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 there." It was in Arizona that he became friendly with a cattle owner on the Bar X ranch. Both being ardent admirers of the late Jim Kidd, one of the most famous of cowboys, many tales of great interest were related.

Eva Esmand & Company in a vaude-ville sketch, and a Fox comedy film, complete a bill of excellence at the Patricia hard to excel.

HALLOWEEN PARTY GIVEN BY "Y" GIRLS More Than 300 Guests at New Resi

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 McCall and Mrs. 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 beaming from ear to ear as though they were enjoying the fun as much as the guests.

An exceptionally fine program was given under the supervision of Miss Georgia 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. dence Last Night.

LOST RIGHT HAND.

After serving with three units of the critish forces and being so severely rounded that it became necessary to mputate his right hand, Lleut. Fred facile has returned to his home here. Is a son of Mr. and Mrs. R. C. facile, of Ridout street. South London, and enlisted at Edmonton with the 3rd anadian Mounted Rifles shortly after the outbreak of war. In England he curred a commission with the Gordon ighlanders, but was later transferred to the 47nd Battalion, a Canadian unit. was while serving with this that he as wounded, necessitating his return

Rowat's Pleases People Who Are Particular.
50c per pound
COFFEE T.A.ROWAT & CO. 250 Dundae St. Phones 3051-3052. AT MEETING TODAY

> Roscoe Finn in Toronto To Give Facts and Figures.

place at the Parliament Buildings. To

Famous Artcraft Star at the Patricia Today and Wednesday.

ALL KINDS OF ACTION

Battle of Arras.

Battle of Arras.

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

Scenes of devastation, British troops, In order to augment the production of graces and spurse before the asembly in connection with the difficulties and complications beset by Middlesex farmers in the production of potatoes.

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.

Scenes of devastation, British troops, tendant 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 in Northern Ontario.

Escape Blight.

Mr. Finn said that this would mean that the seed of the country's crop would thereby escape blight and potato disease and thereby provide perfect seed. Battle of Arras," which is being presented at the Majestic Theatre again

"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 partially 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 production farms will distribute the seed at Government-set rates to the largest agriculturists of the country, who will in turn distribute to the lesser farmers."

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 conditions of potato production of each provincial district are heard, the assembly will decide upon five standard types of spuds to be grown generally in Canada. As there are some two thousand different species of potatoes, this will be no slight task.

The tentative program 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 potatogrowing centres of Ontario. airplanes and the motorcycle transports are all seen in action.

This picture has been indorsed by the minister of 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 indorsation goes so far as to state that every man, woman and child in the British Empire should witness these scenes in order to bring home to each in all its vividness the war as it really is.

is.

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

25TH ANNIVERSARY

Supper Held Last Night.

A supper, followed by an enjoyable nusical program at the Centennia

musical program at the Centennia Methodist Church last night marked the 25th anniversary of the new Centennia

SUPPER A SUCCESS

JUST ARRIVED FROM NEW YORK

The New Cavalier

PRIVATE SLAVIN BACK.
Halifax, Oct. 30.—Pte. Frank Slavin,
one-time professional boxer, who has
seen nearly three years of fighting, has
returned to this port. He enlisted in

SHELL GLASSES

an episode of these greatest of all war pictures.

These pictures were taken with the official sanction of the British Government and on the understanding that a percentage of the receipts from all Canadian theatres should be diverted into the above-named channels.

The second episode, shown on Wednesday and Thursday, is said to be more thrilling than those shown the first part of the week. The mammoth tanks in action, plowing over the Hun lines and trenches; the gigantic field guns, hurling forth their massive projectiles, causing death and destruction, and the Canadians in the "big push" over the top at Vimy Ridge are clearly shown. Are both stylish and comfortable. We have them in a variety of new shapes at very moderate

John S. Barnard Optician. 194 DUNDAS STREET.



UNEQUALLED Reliance Garage Phones: Day 5318. Night 3168. 299 DUNDAS STREET.

We Know How and Will Re-build Your Tires.

LONDON'S RUBBER MAN Phone 5124.
Rear 186 King.



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.

men, I have strongly emphasized the you become weak, pale and sickly-look-fact that doctors should prescribe more ing, just like a plant trying to grow in organic iron—nuxated iron—for their ing, just like a plant trying to grow in a soil deficient in iron. If you are not strong or well you owe it to yourself to make the following test: See how long you can work or how far you can walk without becoming tired. Next take two five-grain tablets of Nuxated Iron three times per day after meals for two weeks, then test your strength again and see how much you have gained. I have seen dozens of nervous, run-down people who were airing all the while double their strength and endurance, and entirely rid themselves of all symptoms of dyspepsia, liver, and other troubles in

blood of women, the roses go from the cheeks.

"In the most common foods of America, the starches, sugars, table syrups, candies, polished rice, white bread, soda crackers, biscuits, macaroni, spaghetti, tapicca, sago, farina, degerminated cornmeal, no longer is iron to be found. Refining processes have removed the iron of Mother Earth from these impov-

Dr. Ferdinand King, New York Physician

other grave iron
loss.

"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 orand Medical Author, tells physicians that they should prescribe more organic ironmia-iron deficiency-is the greatest curse to the health, strength, vitality and beauty of the modern American Woman .- Sounds warn-

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 dangerous maladies. 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.

Our Work, Best By Test, Has Been

London Tire Repair Depot 354 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's.

Proven

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

CHAMPION BEDBUG KILLER

Sure, Safe, Economical. 25 cents per large syringe-topped can

Nuxated Iron—for their patients—Says anae-

ing against use of metallic

ron which may injure the teeth, corrode the stomach

and do far more harm than

good; advises use of only

nuxated iron.

Taylor's 6 Cut-Rate Drug Stores

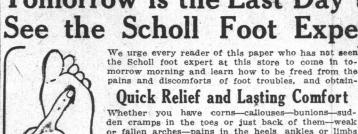
feat simply for the lack of iron."

Dr. Schuyler C. Jaques, Visiting Surgeon of St. Elizabeth's Hospital, New York City, said: "I have never before given out any medical information of advice for publication, as I ordinarily do not believe in it. But so many American women suffer from iron deficiency with its attendant ills—physical weakness, nervous irritability melancholy, indigestion, flabby sagging muscles, etc., etc.—and in consequence of their weakended, run-down condition they are so liable to contract serious and even fatal diseases, that I deer it my duty to advise all such to take Nuxated Iron. I have taken it myself and given it to my patients with most surprising and satisfactory results. And those who wish quickly to increase their strength, power and endurance will find it a most re-

LET US DO IT

Modern Shoe Repair







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

The Store that Serves You Best" TWO STORES - DUNDAS & RICHMOND STS.



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

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.



Neolin and Leather A practical service shoe for general business and school wear, made of dark tan calf, \$7, \$8 and Sole, English Model in two styles of heels—low and military