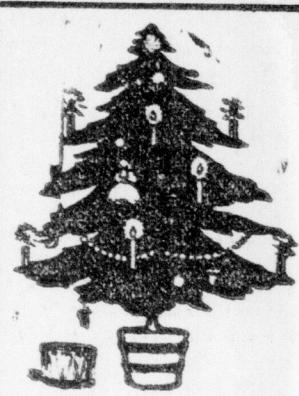
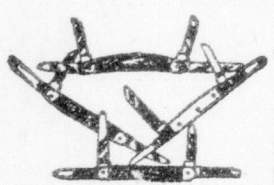


# Christmas Gifts

## For Our Soldiers and Nurses at the Front



### THE BOYS WOULD LIKE THESE



Ever Ready Safety Razors .....\$1.00  
Gillette and Auto Strop Safety Razors .....\$5.00  
Plain Razors .....\$1.25 to \$2.00  
Shaving Soap .....10c cake  
Pocket Mirrors .....50c  
Military Brushes .....\$1.35 to \$3.50  
Pipes .....25c to 35c  
Knives, Special, 25c, 35c to 75c.  
Heavy Wool Socks, Scarfs, Gloves and All-Wool Underwear.

### WOOD'S FAIR

785-5 DUNDAS EAST. PHONE 1134.

### Christmas Apples for Soldiers

You can help the sick and wounded and cheer the boys at the front by sending them our Canadian Apples. They say, "I would give anything for an Apple from home."

Apples are a short crop in Canada, but we have reserved 10,000 boxes for our soldiers.

SOLDIERS IN FRANCE AND FLANDERS .....\$1.00  
SOLDIERS IN GREAT BRITAIN .....\$1.50  
SOLDIERS IN THE NAVY .....\$1.50

On receipt of the above prices we will send, in a special padded box, 20 to 24 first-class apples, weighing 7 pounds in all.  
Order in the month of November for Christmas delivery. Be early.  
State distinctly if your order is to be delivered in France or Great Britain.  
No personal cards inclosed.

**The Biggs Fruit and Produce Co., Limited**  
Dept. C, BURLINGTON, ONT.

### HOW TO ADDRESS MAIL TO SOLDIERS.

The following correct method of addressing troops has been issued by Dr. R. M. Connor, deputy postmaster-general. In order to facilitate handling of mail at the front, and to insure prompt delivery, it is requested that all mail be addressed as follows:

- Regimental number.
- Rank.
- Name.
- Squadron, battery or company.
- Battalion, regiment (or other unit), staff appointment or department.
- Canadian Contingent.
- British Expeditionary Force.
- Army Postoffice, London, England.
- Unnecessary mention of high formations, such as brigades, divisions, is strictly forbidden, and causes delay.

### POST YOUR CHRISTMAS PARCELS EARLY.

### SENDING PRESENTS BY PARCEL POST.

(Cite This Out for Reference.)

For the information of those sending parcels to soldiers in England or at the front, The Advertiser publishes the rates of postage. To England, the rate is 15 cents a pound, or any fraction thereof. Limit weight on parcels to England is 11 pounds. To France or Belgium, the rate is 24 cents per pound, any weight up to three pounds; from three pounds to seven pounds (the limit), the rate is 32 cents, not 23 cents per pound, but 32 cents for any weight from three to seven pounds. Any parcel or parcel for any soldier in the hospital (even if this hospital is not known to the sender), having the word "Hospital" marked across it will be delivered. A customs declaration must be attached to each parcel, for which application should be made at the stamp window of the postoffice.

### How Would a Pair of These Do?

FOR THE BOYS AT THE FRONT OR HUSBY AT HOME?

**\$1.50, \$2, \$2.50**

Brown or Black Kid.

Cosy Felt Slippers for men .....75c, \$1.00 and \$1.50  
Boudoir Slippers for women in a great choice of styles and shades. From .....75c to \$1.75

MAKE YOUR CHOICE EARLY. THERE'S GOING TO BE A SHORTAGE IN THESE GOODS NEXT MONTH.

### ROWLAND HILL

RELIABLE FOOTWEAR.

Main Store: 189 Dundas Street. Branch: 429 Hamilton Road

### Rhymes of a Red Cross Man

BY ROBERT W. SERVICE.

PRICE \$1.00.

Author of "Songs of a Sourdough," "Ballads of a Cheechako."

### FOREWORD.

So here's my sheaf of war-worn verse, And some is bad and some is worse, And if I sometimes curse a bit, You needn't read that part of it; For through it all like horror runs The red resentment of the guns. And you yourself would wonder when You took the things that once were men And sped them through the zone of hate To where the dripping surgeons wait And wonder too if in God's sight War ever, ever can be right. Yet may it not be crime and war But effort misdirected are; So if there's good in wars and crime, There may be in my bits of rhyme. My song from out the laughter mill; So take or leave it as you will.

### WENDELL HOLMES

Good Books and Fine Stationery. Opposite Smallman's. 150 DUNDAS ST.

### TRUTH IS ESSENTIAL TO REAL SUCCESS IN ADVERTISING WORK

Splendid Practical Address to Local Club by Expert.

MAKE IT INTERESTING

Newspapers Are Best Means of Reaching All the People.

The vital importance of truthful advertising was emphasized by Frank Campbell, of the Ewald Campbell Advertising Service of Detroit, at a dinner of the Advertising Club, held in the Tecumseh House last evening. Mr. Campbell dealt with retail advertising, and gave many suggestions. His address was followed by stereoscopic views of advertisements, the qualities of which he discussed. About 100 were present at the dinner. Mr. Campbell was introduced by John Foot, of the McCleary Company. In part the speaker said: "Everyone all along the line is advertising. Advertising though is particularly interesting along the retail line. First of all we must consider if there is a field. "Here in London you have 50,000 people and 200,000 within a trading distance, and these people are all in need of your goods. "An ideal field. "The first question is, have you got people? Well, if they haven't got it here they have it no place on the continent. Situated as you are in the finest section in Canada, your field is ideal. "The Ontario farmer is prosperous, and will spend his money if you can show him how he can spend it to advantage. "When the buying people want goods the next question is whether you have got them. "Women are known as shoppers. It is not so much that they are shoppers, but the fact that they are looking for what they want. In your advertising make quality count. Are you telling the people what you have? Are you telling them about your merchandise? "It's the merchandise your customers want, not big statements in your advertisement and fine store fronts. How are you going to tell your customers about these things? "Windows important. "Four windows are a big item. Another big advertisement is your clerks. Show them what you wish. Another good feature is your delivery system. "With circulars we have a medium that can be well used in a limited way. "I am a dyed-in-the-wool newspaper advertising man. You can go to 300,000 through your daily paper that you can't reach through any other medium. A newspaper is the best advertising proposition that I know of. "Advertising can be made so interesting that people will read it before

### XMAS PRESENTS FOR THE BOYS OVERSEAS

NEW STORE  
NEW STOCK  
EVERYTHING  
NEW  
COME AND  
SEE US  
PROMPT  
ATTENTION

Diaries, Pocket, 1917.  
Playing Cards, 15c, 25c, 50c.  
Cribbage Boards, pocket size, khaki leather.  
Paper and Envelopes, khaki, 25c up.  
Testaments, Bibles, 25c up.  
Special Fountain Pens, \$1.00 and up.  
Special Ink for Fountain Pen, in wood cases, so won't break.

Everything you want in stationery line. Send magazine for one year to boys at front. It will be appreciated.

### JOHN MILLS, LIMITED

PHONE 1665. 398 RICHMOND STREET.

### Suitable Gifts for the Boys and Girls at the Front

**BOYS.** Fountain Pen Match Safe, Cigarette Case Cigar Cutter, Knife, Compass, Drinking Cup, Flasks, Safety Razor, Wrist Watch, Money Belts.

**GIRLS.** Fountain Pen Manicure Sets, Coin Purse, Wrist Watch, Smelling Salts Bar Pins, Drinking Cup, Cuff Links, Silver Pencil.

### C. H. Ward & Co.

Diamond Merchants and Jewelers.

PHONE 1084. 386 RICHMOND STREET.

### THE BATTLE OF THE SOMME

Pictures the heartache of a British Tommy who was forgotten in the mails. Imagine his feeling if he is forgotten on Christmas morn. Here are a few suggestions to cheer and warm their hearts.

Violins .....\$5.00 to \$50.00  
Accordions .....\$2.50 to \$40.00  
Zithers .....\$3.50 to \$8.00  
Bones .....50c up

Antechairs .....\$3.50 to \$5.00  
Whistles .....10c to \$1.25  
Kazooes .....50c to \$1.00  
Mouth Organs .....50c to \$2.00  
Donkey Flutes, etc.

### The Wright Piano Co.

The Wright Piano is the Right Piano.

332 DUNDAS STREET. PHONE 4782.

### Gifts for Soldier Boys

Practical, usable gifts will make your parcel doubly acceptable. This store is headquarters for soldiers' needs.

Heavy Worsted Socks, 40c and 50c  
Heavy Wool Socks, 25c to 50c  
Heavy White Wool Socks, 50c  
Fine Natural Wool Socks, 30c  
Warm Wool Socks, 50c and 75c  
Warm Lined Gloves, \$1.00 to \$3.00  
Raincoats, \$5.00 to \$15.00

Khaki Handkerchiefs, 70c and 15c  
Khaki Shirts, 50c to \$3.00  
Sweater Coats, \$1.19 to \$6.00  
Warm Underwear, 45c to \$2.00  
Warm Caps, 75c to \$1.50  
Mittens, 75c to \$3.00

Parcels will be wrapped for overseas free.

### R. J. Young & Co.

TWO STORES: LONDON AND EAST LONDON

### HAMILTON CASE IS FIRST INSTANCE OF DEFINITE PLUGGING

This Is Munitions Inspectors' Answer to "Common" Plea.

2 SUSPECTS COMMITTED SOME INQUISITIVE ONES

Magistrate Sends Swedes to Higher Court, But Discovers Conspiracy.

HAMILTON, Nov. 10.—The sensational developments in the trial of Eric A. Nylin and his son, Eric H. Nylin, two Swedes who have been employed as superintendent and foreman respectively at a local munition plant and who were arrested last week on a charge of conspiracy against the Government, and assisting the King's enemies by tampering with shells, failed to materialize as was expected in some quarters. Evidence as to the common occurrence of plugging shells, which had been bored too deeply was given by workers in the factory. George Lynch, Stantun, defending the Nylin, claimed that plugging was done in almost every munition factory in Canada.

Major Wm. Kelchey, inspector of munitions for Ontario replied that the case was the first definite case of plugging he had ever found. He told the court that a shell which had a plug in the base where the hole had been drilled too far was exceedingly dangerous to the troops who would use it. He said that it might explode in the gun, and that if the explosion did not burst the gun, the fragments of the shell would leave the gun, probably killing the advancing troops for a distance of 1,000 yards in front. The two prisoners were committed for trial, but Magistrate Jels stated that no evidence had been offered as to the fact that they had deliberately conspired against the Government. He said that he saw no reason why bail should not be given.

### MILITARY FUNERAL FOR PTE. JACK YOUNG

Body of Bruce Soldier Brought to Chesley From London, England.

CHESLEY, Nov. 10.—The remains of Pte. Jack Young of the 16th Bruce Battalion, arrived on the 9:30 p.m. train from London last night. Pte. Young died in the London hospital after an operation. The town band was at the station and marched before the hearse playing "The Dead March in Saul." The body was buried at 1 o'clock to day from the home of Robert Oswald, for whom Pte. Young worked before enlisting.

DEATH OF MRS. GEO. CHAMBERS. HARRISTON, Nov. 10.—Death has claimed another of Harriston's respected residents of Harriston in the person of Mrs. George Chambers, news of her death being received here today from the General Hospital, Port William. Mrs. Chambers was 72 years of age. Her husband predeceased her some twenty-four years ago. Mrs. Chambers was always glad to help those in need and many people will remember her many acts of kindness. She leaves a grown-up family of one son and two daughters. The remains will arrive here Saturday and will be buried from the residence of her nephew, W. C. Chambers, M.P.E., Monday afternoon at 2 o'clock.

ARE LEAVING CLINTON. CLINTON, Nov. 10.—Mr. and Mrs. John May will leave next week for Toronto, where they intend to locate, having rented their comfortable home in Baitonbury street east, to H. May. May has been respected residents of Clinton for several years, coming here from Exeter, and their removal from town is matter for regret. Their two daughters are occupying good positions in Toronto, however, and in order that they may have a united family they have decided to take up their abode there.

### SAYS KINDERGARTEN IS STILL ESSENTIAL IN EDUCATIONAL WORK

Prof. Coleman Addresses London Teachers' Association.

IMPORTANCE OF IDEALS

Duty the Bedrock of Work for Instructor and Pupil.

"I am old-fashioned enough to believe in the kindergarten," said Prof. Coleman, dean of the faculty of education of Queen's University, yesterday afternoon in the course of his address on "The Meaning of Play," delivered before the London Teachers' Association.

"I believe in the kindergarten system," he continued, "and I believe it still has an essential place in education and a great future. I agree largely with Froebel that play is an embryo of all that develops later in the life of an individual. Play has within it the germs of all art. The only art worth while is the art based on spontaneous art in the activity of the child.

"Play has in it all the germs of later invention. The man who invented something worth while was never governed by the principle of an eight, ten or fifteen-hour day. The success was made by keeping at the thing because it was impossible to let go.

So Far Reaching.

"Froebel goes so far as to take the stand that play has in it the germs of later morality. The justification of the public school over the private school is that in the public school boys and girls are required to live and work together and give and take and understand.

"To learn to live comfortably, acceptably and effectively with fellow-creatures is one of the most important things in life. In play, children learn to get along with others. The difference between work and play is that work is an end in itself, while play is a means to an end.

The speaker emphasized the importance of getting the "play attitude" towards work, the attitude described by Rippling in his epilogue, "To work for an end is a sitting and a growing tired at all and each for the joy of working."

Commenting upon the address President Rogers asked, "Is the play instinct in education not swung far enough? Isn't it time a little more iron was injected into our methods? If the children are not to be stumped by difficulties shouldn't they be shown that effort is pleasurable as well as play?"

Inspector C. B. Edwards stated that personally he attached much value to play. He would like to see a third of the school day devoted to play, a third to manual work and a third to learning. He quoted a British soldier in regard to the complaining of the Germans over the "tanks" and the severity of the Somme offensive. "Why can't the Germans be sports? For two years we have been opposing flesh and blood to frightfulness and superior implements of war. Now that we have brought up something superior, why can't they play the game?"

Mr. Edwards believed that the success of the British in warfare was due to his ability to play the game and play it fairly, an ability acquired in the part of pupils to watch no play instead of playing themselves. It is

### Comes to London in "The Common Law"



CLARA KIMBALL YOUNG, regarded as the foremost actress worthy of the name in motion pictures, will be seen at the Lyric Theatre during the week of November 20, in a seven-reel Albert Capellani production of Robert Chambers' famous story, "The Common Law." The play contains a great moral lesson and is likely to be witnessed by capacity audiences. It is the first of a great series of Clara Kimball Young pictures, for which Manager C. E. Bernard has contracted. They are certain to make the Lyric famous as an exhibitor of extraordinary pictures.

### CHRISTMAS PARCELS FOR BOYS AT THE FRONT

Simcoe Street Mothers' Club Remembers Former Pupils.

Members of the Simcoe Street Mothers' Club, of which Mrs. W. Mitchell, 100 Wellington street, is president, are preparing Christmas parcels to be sent to the boys at the front who are pupils of the Simcoe street school. Each parcel contains one pound of fruitcake, candy, gum, cigarettes, a candle and two cubes. There are 75 former Simcoe street school pupils now overseas.

### OFFDOWELLS COMING.

Offdowells from all over London district will be in the city on November 22 to attend a lodge of instruction. Among those coming will be A. C. Parks, grand master of Ontario and District Deputy Grand Master John B. Crawford. Several hundred Offdowells are expected to attend the session.