

VOICE OF THE PEOPLE

SUGGESTS INDIGNATION MEETING.
To the Editor of The Advertiser:
What would the boy think, over in France, to see German newspapers of Government like this, to try and bring Germany over here, and set it in the midst of us. Surely it must be a German trick. It never can be English. I should think the people of London to form into a body and march to the market square and exchange a few views about the matter.

Our boys are there shedding their blood to get free of such tyranny, and the best that we can do is to try and put the likes of this down. Yours respectfully,
F. WATTS,
London, Ont., Oct. 10, 1918.

THAT GERMAN NEWSPAPER.
To the Editor of The Advertiser:
Regarding your editorial of protest re the German newspaper in Kitchener, what was the use of changing the name of Berlin to Kitchener? Some more of Germany's "white flag tricks." If they have been here long enough to be earning their living in Canadian factories, then the English language is surely good enough for them to read a German one.

Are all our internment camps full? Isn't there room for the ones that would (in the face of the things that the Germans are doing) have nerve enough to ask such a thing or any M. P. to grant it?

In Ford City, not long ago, the Roman Catholics asked to have the French language taught here in English in their schools. The Government wouldn't allow it. Far better French than the dreadful Hun language.

What a lovely time they would have publishing anything they liked in German. Wouldn't it all be safe, for of course, they wouldn't publish anything that they shouldn't? A German wouldn't. Why should we trust a German—one of the Kaiser's own people? What are our men at the front for? I say, take the men out of the Government who are German enough at heart to grant such a thing, and put the right kind there. A soldier's wife.

MRS. ALICE LINDSAY,
London, Oct. 10, 1918.

TORONTO FAT STOCK SHOW.
Every show a better one is the slogan of the Toronto Fat Stock Show, and the 1918 Show promises to be no exception. The sale which follows the show is attended by buyers from all over the continent, and each year the prices paid are better than previous. There is always a demand for choice meat at Christmas time, and farmers are realizing the big advantage of marketing their stock this way.

COAL \$15.50 A TON!
This was the price paid for six tons at a sale. Heat your home with a Majestic Electric Heater, fully guaranteed, and buy it from

Western Ontario Electric Co.
227 Dundas Street. Phone 4071.

Thanksgiving, 1918
We reach another season when a wise proclamation calls to our mind the opportunity and duty of giving thanks for our many privileges of life which so many others in this world have not been permitted to enjoy. We feel that we have much here in Canada to be thankful for, while the prospects of an early peace promise still greater and better things for us.

Let us enjoy Monday in reflective gratitude and peaceful contemplation.

Cook's Shoe Store
EVERY effort you put forward to increase your efficiency in any endeavor will be rewarded many times over.

So it is with your eyes. Having your eyes examined regularly is efficiency. If glasses are needed you will be rewarded with good eyesight because we design, make and fit the individual glasses your eyes require. Consult us.

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

Our **RETREADING** is **QUALITY** Work, Not the Average.

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

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man
346 DUNDAS STREET. PHONE 5124.

Taylor's Throat and Lung Balm
Is Guaranteed To Stop That Cough. 35c a Bottle at

Taylor's 6 Cut-Rate Drug Stores
THE **London Loan and Savings Co. OF CANADA**
Government Bonds for sale
To Pay 6%
4% ALLOWED ON DEPOSITS
M. J. KENT, Manager.

Raisin Bread

It's delicious and nourishing, and it is made with the same care and of the same quality foodstuffs that are used in all

Parnell's Bread

Order a loaf today.

Parnell The Breadman

Phones 929-1290.
Canada Food Board License No. 5-063.

WHY?

Why is it that when you think of diamonds you naturally think of YOUNG'S? The answer is simple. We are among the leading diamond merchants in Ontario, and can supply your needs in this line better than any other diamond merchant in Western Ontario. And remember that although we buy large quantities of these gems, every stone is of the highest quality. See our Window of Diamonds.

YOUNG'S LONDON.

—and baked with all the skill and science known to master bakers.

JOHNSTON BROS.' XXX BREAD

Stands out above all others, as the bread for all the family.

Your Grocer Sells It!
JOHNSTON BROS.,
Phone 944.
License No. 5-263.

MANY WERE TRAINED BY MAJOR JOHNSON, KILLED IN ACTION

One of the Best-Known, Popular and Efficient of Officers.

The announcement that Major Andrew Johnson has been killed in action in France, recalls the fact that he was prominent and exceedingly popular in local military circles for a number of years before the outbreak of war, having also many warm friends among the civilian population.

Trained Many Officers.
Formerly quartermaster-sergeant instructor of the R. C. R. here, the majority of the senior officers from No. 1 Military District who are serving overseas at the present time received their instruction from him. During the first year of the war his time was largely occupied with giving instruction to officers' training classes. In March, 1916, he received his commission and was attached to the 33rd Battalion, C. E. F., with the rank of lieutenant, and appointed as assistant adjutant. His ability and efficiency were invaluable in getting the unit into good shape, and he was popular alike with officers and men, as he had been with the regulars in the days before the war.

Went Over With Perths.
Subsequently he was transferred to the 70th Battalion as adjutant with the rank of captain. When the 110th (Port) Battalion was raised he was made junior major of the unit, going overseas in this capacity. Another promotion came in England, when he was appointed senior major of the 156th Battalion, commanded by Lieut.-Col. C. M. R. Graham. When the 5th division was broken up he reverted to the rank of captain in order to get to the front. He was posted to the 38th Battalion in command of A Company last March.

Served in South Africa.
Born in Hamilton, Ont., "Andy" Johnson, as he was known to his many friends and associates, entered the R. C. R. at Halifax in 1901.

After the close of the South African war he was transferred to Toronto, where he was stationed until 1910, marrying to 1906, Alice Simpkin, daughter of Sergt.-Major Simpkin, of the Royal Canadian Dragoons. In 1907 he was transferred to Walsley Barracks, coming here as a drill sergeant, and was a quartermaster-sergeant instructor at the time of the outbreak of war.

Major Johnson was prominent in Masonic circles, and belonged also to the Foresters. He was a member of the Church of England.

Since the 110th went overseas, Mrs. Johnson, with her daughter Margaret, their only child, has been living in the home of her father in Toronto. Previous to leaving London Major and Mrs. Johnson made their home at 676 William street. Major Johnson was widely known throughout No. 1 Military District.

NEWSPAPER
magazine, farm paper, trade paper, billboard, street car and direct advertising.

Federal Advertising Agency
T. H. VULL,
Dominion Savings Building,
LONDON, CANADA.

Fall Styles
in all hat wear.
Our hats have the snap and style of the latest fashions.
BELTZ & CO.

FALLS OFF PLATFORM AND BREAKS AN ARM

While assisting to put up a sign at the corner of Dundas and Wellington streets on Friday afternoon, Harold Stinson of 550 English street, fell off the scaffold and broke his arm. He was removed to Victoria Hospital and was reported doing well late last night.



The Scientific Anti-Skid With the Powerful Suction Tread.



Manufactured by
The Van Der Linde Rubber Co., Limited
at 142 Weston Road, Toronto.

ROSS' LIMITED FURS

FURS PURCHASED DIRECT FROM TRAPPERS, dressed, prepared and manufactured into garments by our designers, cutters, operators and finishers.

THEN SOLD TO CUSTOMERS AT MANUFACTURERS' PRICES.

This is our method of doing business in Furs. The pelts we offer are all selected. The garments are all distinctive merchandise. The style is correct. The workmanship and durability are guaranteed.

We welcome inspection and are glad to furnish you with any information about price, style, quality, etc., you wish to know in order to assist you in your purchase of Furs, whether from us or elsewhere.

Our stock of Coats, Fur Sets, Stoles, Capes, Neckpieces, Muffs, etc., in all the popular furs of the season, is thoroughly representative, and is daily added to by new garments from our factory.

Special garments made to order.

Ladies' Suits and Coats

JUST FROM THE DESIGNERS' HANDS.



NEW SUITS
In gabardine, brown and navy \$40.00 to \$45.00
In velour, brown, taupe, silverstone and burgundy \$40.00 to \$63.00

COATS.
In new distinctive styles, are now daily coming through our factory; velours, in burgundy, nigger, taupe, silverstone, etc. \$22.50 to \$67.00
Seal Plush Coats, in plain and trimmed \$37.50 to \$69.00

SERGE DRESSES
Blue, taupe, brown and burgundy \$22.00 to \$34.00
The Latest in Blouses and Neckwear, Gloves, in silk, kid and chamoisette.

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196 DUNDAS STREET.

ROWAT'S COFFEE

The best procurable. Pleases particular people.
55c PER POUND
250 Dundas St. Phone 3851-3052.
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A Preventive for Spanish "Flu"

If the system is in good condition it will throw off Spanish "flu" germs and any other kind that may attack it. But the system cannot be in proper fighting condition unless it is nourished with plenty of good, rich blood. Tonal-Iron Capsules, the new French gelatin system-builder, makes rich red blood. It is guaranteed to do so. Get a package today from your druggist or send \$1 to the Tonal-Iron Company, Box 184, London, and one will be mailed to your address prepaid.

LONDON LIBERALS

RE-ELECT MR. ROBSON TO THE PRESIDENCY

Arthur Sippi Becomes First Vice-President by Acclamation.

EXECUTIVE NOMINEES

Twenty-Two Names Up For Contest Four Weeks Hence.

Andrew Robson was re-elected president of the Liberal Club at a meeting last evening in Hyman Hall. There will be a keen contest for the executive from now until election, four weeks hence. There are twelve members to be elected to this body and twenty-two have been nominated. All have agreed to stand, and as the majority are keen and enthusiastic members of the club, it is expected the contest will be the best in recent years.

Mr. Sippi Re-Elected.
Arthur Sippi, a former president of the club, was rewarded for his good work in the club's interest by an acclamation to the position of first vice-president. Peter Cameron and Capt. Harry Greenlees will contest the second vice-presidency.

Alex. F. Tytler is a true and tried secretary, and the meeting decided he could not be improved upon. His was returned unopposed with his chief, Mr. Robson. Charles Ferguson and William Boyd will battle for the honors of handling the club's funds in the office of treasurer.

President-elect Robson thanked the members for re-electing him to the presidency. He predicted an excellent year for the club, and urged all to get out and get new members.

HISTORICAL SOCIETY SECURES MR. MCARTHUR

The London and Middlesex Historical Society has secured Peter McArthur, the well-known Canadian writer, as the speaker for its opening meeting of the season which will be held on Tuesday evening, October 22, in the Normal School auditorium. Mr. McArthur will take as his subject, "The History of the Future—the History of the Common Man," and in a letter to the president of the Historical Society he explains the subject by saying: "The new world was established by common men, the pioneers, and now the world is being set to rights by armies of common men." The meeting will be open, free to the public, as are all meetings of the society, which has an attractive program ready for the season. At the November meeting Dr. James H. Coyne of St. Thomas will speak on "The Early Exploration of Southern Ontario," and at the December meeting Mr. J. D. Barnett of the Western University library will speak on "The Books Written by the Returned Exiles of 1837."

To Every City Comes Its 'NOW'

and

This Is London's "NOW-TIME"

FOR cities, as for men, there comes a time when Opportunity knocks—yes, and presses against the door.

If the moment is seized and turned to account, that city takes on new growth, flourishes and becomes a bigger and a better place to live in, trade in, bring up families in and own an interest in.

London's golden opportunity comes with the soon-to-be-expected winning of the war, and the demobilization of scores of thousands of men at this military centre.

This city will have first chance to secure these men as citizens and copartners in its future development, but to do so will require that an active, capable and public-spirited body of earnest men **GET ON THE JOB.**

Such a body will be the reorganized Board of Trade, with every interest represented on its membership and having the power to speak for the entire community.

You will want to have a share in this long-needed surge forward. Membership will cost you only \$25 yearly, and you will be asked to pledge for three years' membership. Is LONDON worth that to you?

Join the Board of Trade

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A Positive Preventative of "Spanish Flu"

DOCTORS ADVISE YOU THAT

Fresh air, sunshine and exercise are the makers of pure blood, good health and disease-resisting powers. Pure blood throws off disease germs.

Now, to secure plenty of fresh air, sunshine and exercise at minimum effort and no cost, you should

Ride a Brantford Red Bird Bicycle



A Brantford Red Bird Bicycle takes you out into nature's pure, fresh air and sunshine any time you want to go. It keeps you out of DIRTY, DUSTY, GERM-LADEN street cars, where you inhale the millions of germs constantly being thrown off by people in ill-health.

A BRANTFORD RED BIRD BICYCLE costs you nothing in the end. You can pay for it out of money saved on car fare.

Buy That Brantford Red Bird Bicycle Now

We have only a few left at the old price, and they will not last long. Come in and let us tell you of our easy-payment plan, whereby you can ride while you pay.

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