The Spirit of The Hour

In your determination to open a Huron & Erie Savings Account and deposit therein every spare dollar, you have the companionship of scores.

It's surprising to find how many people are now laying by funds for the future—people who before the war never saved a dollar.

One dollar or more starts an account at any branch of this strong old Corpor-

31/2%

Hurom & Eric MORTGAGE CORPORATION

"Older than MARKET SQUARE BRANCH LONDON Walter T. Westby - Manager

IANY CHANGES AT SINCE LAST SESSION

eating Plant Installed in Arts Building.

EW FACES ON STAFF

dditional Rooms Taken Over -Electrical Fixtures and Flooring Put In.

When the students of the arts dertment return this fall for the work the new session, they will find a very A rent building from that which they in the spring, as it has been com-tely overhauled during the summer

A new heating plant has been installed an auxiliary, so as to insure every m in the building being comfortable, n in the most severe weather. The l electric lighting has been intro-ed. Additional rooms have been

Serious Matter

There is a delicacy about menioning piles. And yet so many uffer needlessly who could be eadily relieved and cured if hey only knew about Dr. Chase's Ointment.

Men tell one another about nns remarkably successful treat-nent. But many women pine way their health and vitality, lreading a surgical operation nd not knowing how easily they an be cured at home by Dr. Chase's Ointment.

DEDICATED TO THE PUBLIC. "The Pemetine Treatment" for

PYORRHEA

over there. We have no hesitation i over there. We have no hesitation in urging Canadians to support that work. Our comrades are on the eve of the fifth winter Canadians have passed in Flanders. They need all the sustaining comforts we can give them to maigtain victory-making morale during the coming months.

Listowel Lady Recommends



al a Macking's Meart & Merve Remady

Miss M. H. Savage of Listowel says:
I was all rundown from overwork and in Nerves were in very bad condition, ould not sleep, and that made me forse; in fact, I seemed to have a good nany symptoms of, a Nervous Breakfown. I do not know what was the rouble, whether it was the heart or the serves or a general weskenian, took quite a number of citis rent kinds of medicines, but did not seel any better. A friend suggested facking's Heart and Nerve Remedy and commenced to pick up, wonderfully ight after the first box, and now I sel like an entirely new girl. I am so lated at getting well so quickly that I ke to tell my friends about this grand emedy."

Be sure and ask for Hacking's, Price de a box, 6 for \$2.50. Sold by all dealts or by mail. C. B. Hacking, Phm.B., Alstowel.

A large danking the first box, and now I like to tell my friends about this grand emedy."

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Be sur

RETURNED MEN ASK WOMEN TO "KEEP OFF" THEIR SMOKES

Brains Dulled by Cigarettes H ave Been Capable of Fighting Battles-Candy Doesn't Appeal to Men in Trenches.

To the Editor of The Advertiser:

Parmit me, on behalf of a few of my chums "over there," and also "over here." to say that we are certainly not in agreement with the W. C. T. U. resolution to send our boys candy instead of their "daily manna" (smokes). For the love of Mike, just imagine a bunch of women trying to dictate to our heroes over in the trenches! They say the boys need something to steady their nerves. Now, don't they think the boys are doing enough for them, without criticising them? Could they tell us

VOICE OF THE PEOPLE

"GIVE," SAY VETERANS

The following letter is self-explana-

tory: J. L. Murray, Esq., State Deputy for Province of Ontario, Knights of Col-

umbus, 95 Laurier avenue, Ottawa, Ont.:

the Great war veterans Association in Ontario will support and encourage the money-raising campaign of the Knights of Columbus. Yours truly, (Signed), W. E. TURLEY, Secretary, G. W. V. A., Ontario Provincial Branch.

TO JOIN ENGINEERS

YOUNG ARMENIAN HERE

HIS SON IS GASSED

Continue To Work in Showers Sergt.-Major P. H. Bartlett, Jun., Now in Hospital, His and Are Rewarded. Father Learns.

In spite of the inclemency of the weather this morning the Knights of P. H. Bartlett, barrister, was official-Columbus tag day began with a large Columbus tag day began with a large ly notified Friday that his son, Sergt-number of taggers on the job. Hardly Major P. H. Bartlett Jun., was rehad they begun their work when rain moved to Wimereux Hospital on Sepbegan to pour down, but no doubt retember 13, suffering from shell gas. No nembering the boys in the trenches, further particulars were given. fighting in rain and in sunny weather alike, the rain-bedraggled taggers remained on the ich mained on the job.

One girl of 12 years or under, bravely America in this city. He took the

One girl of 12 years or under, bravely tagging a rather austere looking elderly gentleman, was greeted with the remark, "I haven't any change."

"But we take bills," she replied, not to be put off in that manner, and as a result a five dollar bill was put into the box.

Afterica in this city. He con the construction of the Royal Canadian Artillery at Kingston, and when he was unable to secure a commission, enlisted as a gunner with the 63rd Battery and was made a sergeant. He went to England in September, 1916, and was transferred to the 51st Howitzer Brigade, leaving The tag day, which is in aid of the army huts in France, had for convener Mrs. F. E. Fallon, regent of the Sentor Coffey Chapter, I. O. D. E., with ator Coffey Chapter, I. O. D. E., with
Miss Dromgole as sub-convener. The
captains of the teams were Mrs. J.
Nolan, Mrs. F.
Nolan, Mrs. R. C. Barklie, Mrs. F.
Forrestal, Mrs. J. J. Callaghan, Mrs.
Joseph Cortese, Mrs. Roy Kitchen,
Miss Mary Manley, Miss Elizabeth Derr

COMRADE DODDS WINS

Heat Louis V. T. Bartlett, a brother, who
served for a long period with the 18th
low his name to be submitted for the
position of chapiain with the Canadian
Expeditionary Forces, will probably be
called for service within the next two
weeks.

Mr. MacGregor, who submitted the
matter to the session of the church be-

PRIZE OFFERED FOR MOST NEW MEMBERS

the students of the work new session, they will find a very at building from that which they the spring, as it has been compoverhauled during the summer overhauled during the summer s. The contest compounds auxiliary, so as to insure every in the building being comfortable, in the most severe weather. The shave been decorated throughout, floor coverings have been put down, electric lighting has been introduced in the most severe weather. The shave been for coverings have been put down, electric lighting has been introduced the summer of incapacitated humans who leaves a scriftced their health for what?

A VOCATIONAL TRAINING CRITICISM.

A VOCATIONAL TRAINING CRITICISM.

To the Editor of The Advertiser:

This is written by way of airing what appears to me a very just grievance on May 2, finishing last night. On the mach before public gaze and censily. The prize was a costly unterpolated by ex-Mayor Stevenson. Another contest is in progress, dating from the finish of this one until December 20. Following the presentation won to the members of new members. The contest commenced on May 2, finishing last night. On the mat before public gaze and censily. The prize was a costly unterpolated by ex-Mayor Stevenson. Another contest is in progress, dating from the finish of this one until December 20. Following the presentation a meeting was held by the association, many new resolutions being a special conditions among the soldiers. This report, which became public through the press two b

we floor coverings have been put down, in delectric lighting has been introjuced. Additional rooms have been personal to be a sufficient of the comment of the personal to the stream of bridge of the comment of the personal floor of the personal flo

would be increased thereby. On no account was I to do any heavy liftings, and at Calver Military Academy, diana. Miss Mossop has been assistant in biology at Toronto, and is highly commended.

Altogether it appears that the unicersity will open on the 1st of October lost auspiclously, with a good enrollment and laber are shman class as large as can be anded, while there have been numerian injusting a good enrollment in that also.

Altogether have been numerian injusting a good enrollment in that also.

Altogether have been numerian injusting a good enrollment in that also.

Altogether have been numerian injusting a good enrollment in that also do the medical repartment, injusting a good enrollment in that also do the military and the family with a good enrollment in that also do the military has been soon as the specification again be force has-beens to undertake the performance of. My brain may be getting of the employers of labor and not the poor devil who has sacrificed his health in doing his bit. No one questioned my age or the ossification of my brain when I donned the pack and went over. Without further cajolery, I blink a my stigation of the present of the present

help the employers of labor and mote the poor devil who has sacrificed his health in doing his bit. No one questioned my age or the ossification of my brain when I donned the pack and went over. Without further cajolery, I think an investigation of the present staff of the local vocational hiring department should be held and shown up without gloves, especially the present D. V. O.

As The Advertiser was given the name of the soldier in confidence, it amends not tell the vocational officer the local vocation with the local vocation with the service, a farewell will be tendered Mr. and Mrs. Mortimore, who, with their children have located the local vocation with the service, a farewell will be tendered Mr. and Mrs. Mortimore, who, with their children have located the local vocation will be tendered Mr. and Mrs. Mortimore and children have located the local vocation with the service, a farewell will be tendered Mr. and Mrs. Mortimore and children have located the local vocation with the service of the local vocation with the local vocation with the local vocation with the lo As The Advertiser was given the name of the soldier in confidence, it could not tell the vocational officer the name of the man mentioned. The officer, however, stated that he was familiar with the case and stated that it was that of a man who was over 50 years of are and that they considered

you have been to me; was that of a man who was over 30 years of age and that they considered that by the time he was given a six months' course in bookkeeping he would be too old to enter an office, fer if he was placed in an office with a younger man he would stand no "show" at all. The officer continued that some men however could see no I'd like to be the help that you've been always glad to be: I'd like to mean as much to As you have meant, old friend of mine,

I'd like to do the big things and the splendid things for you, To brush the grey from out your skies and leave there only blue; I'd like to say the kindly things that I so oft have heard, And feel that I could rouse your soul,

the way that mine you've stirred. I'd like to give you back the joy that you have given me, Yet that were wishing you a need, I Ont.:

Dear Sir,—We who have shared in the mud, blood and misery of trench warfare know the need of such aid to courage and endurance as the Knights of Columbus huts afford to the soldiers. hope will never be: I'd like to make you feel as rich as I, who travel on Undaunted in the darkest hours with you to lean upon.

'm wishing at this parting time that I could but repay portion of the gladness that you've strewn upon my way; ing months.

The folk who give the last cent of their last dollar for the welfare of the boys over there have given less than the man who gives his life.

The Great War Veterans' Association in Ontorio will support And could I have one wish this year, this only would it be: I'd like to be the sort of friend that you

"So we wish you to accept this little gift that we have brought tonight, because we love you every one, on behalf of the B. Y. P. U. of Adelaide Street Church, London, Canada. "(Signed CORA M. CARSON,

"Sept. 18, 1918." RAINS HELP FALL WHEAT

DISTRICT CASUALTIES SOON TO GO OVERSEAS



REV. D. C. MACGREGOR CALL SOON

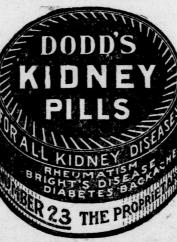
Church Officials.

Mr. MacGregor, who submitted the matter to the session of the church before allowing his name to stand, felt that the call, coming as it did from the national. service commission of the church, should be considered favorably. For over two years Mr. MacGregor has been anxious to go overseas, but until now the call of the rork at home has been too miststent to allow of his

Mrs. Mortimore and children have been in the city for the past two years, coming from China a year and a half before Mr. Mortimore.

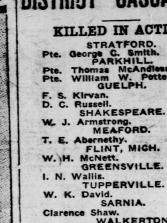
Rev. Mr. Mortimore is a Wellington Street Church boy, his mother and sister residing on Grey street.

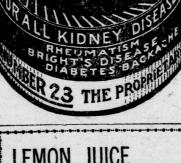
The W. M. S. will attend the service in a body, in honor of Mrs. Mortimore, who is a member of the society.



LEMON JUICE TAKES OFF TAN

Girls! Make bleaching lotion





KILLED IN ACTION STRATFORD. SHAKESPEARE.
W. J. Armstrong.
MEAFORD.

WALKERTON. H. V. Hatte DUTTON. R. Smith. PAISLEY. J. Rolsthon. THAMESVILLE. A. Cochrane.
COURTLAND. L. W. Ashford.
CHATHAM.
Frank Humphrey.
W. C. Norton.
KODNEY.

Nelson Doyle.
KITCHENER. Ira Diefenbacker. THOROLD. E. Rogerson.
KINGSMILLS. D. L. Doan. J. W. Denman. LONDON.

C. G. Fletcher.
J. R. Cossier.
PETROLEA. W. Keene. C. R. Bissett.
DORKING. SARNIA. E. C. Lavery.
BELMORE. J. B. Lawrence.

E. E. Tomlinson. BROWNSVILLE. E. A. Blatchford. SPARTA. H. Smith.
HILLSDALE.
H. J. Tudhope.

DIED OF WOUNDS PORT ELGIN. T. C. Bulger. STRATFORD. W. P. Brown. OWEN SOUND. C. Trotter. CRAIG. F. E. Horton.

W. McNair. BELWOOD. C. Moss. THEDFORD. A. D. Bloomfield. D. Bailey. DUNNVILLE. C. R. Heaslip.
BRANTFORD.

J. G. Lamb. Pte. Thomas Pearson. DURHAM. Percy McKechnie. DIED LONDON

WOUNDED LONDON. H. E. Edmunds

R. V. Hooper. HAMILTON W. Wilson. L. Fairbrother. T. Rogers. V. Graisley. D. A. Dean.
A. G. Crichton.
A. T. Felchner.

A. T. For. F. Clark. G. Millickan. BRANTFORD. L. Angelo. G. R. Kendry.

PARKHILL.
Pte. William H. Armstrong.
Corp. Thomas T. Shepley.
ILDERTON. J. C. McCann. WALDEMARE.

H. S. Mottart. STRATHROY. J. N. McGeary. LAKESIDE. J. C. Madden. BURFORD.

A. G. Weir. OIL SPRINGS. W. C. Norton. ST. CATHARINES. A. L. Taylor. J. G. Kitchen.

B. Connolly.
P. W. Houghton.
ARKONA. C. F. Jackson. WARDSVILLE.

N. P. Doyle.
NEW HAMBURG.
C. T. Daniels.
MIDLAND. A. H. Cohen. CARLISLE.

H. H. Green.
ALLISTON. A. Smith. ELORA. S. Dickinson.
ALVINSTON.

F. Merner. SIMCOE. J. A. Currier. STRATHROY. R. O. Davis.

J. L. Couch. STRATFORD. H. Connolly. W. Keller. WEST LORNE. R. Erskine. GRAND VALLEY.

A. G. Buchanan. WESTFIELD. J. R. Butler. NOT STATED. J. F. Longe.

R. N. Esnouf SARNIA. A. David.
D. D. Lawrence.
CHATHAM.

L. McCall. S. Newham. F. E. Glassco.

W. W. Lockle. M. D. Hamilton. ST. CATHARINES.

J. Brown. A. R. Cline. ST. THOMAS. R. Harris.
J. P. Kenney.
PAISLEY.

W. A. Blusm. CLINTON. W. R. Colborn. WINDSOR. F. W. Tilley. SANDWICH. E. E. Clifford.

J. B. Barclay.
BURLINGTON.
E. B. Kerns.
WALPOLE ISLAND. E. Kicknosway. J. Kelly. KITCHENER.

J. N. Willis.
WOODSTOCK.
G. Hutchison.
C. Owen. Hoy. C. Reinhart. G. C. Reifina.
L. W. Dahm.
WOODSTOCK. O. W. Wiechel. A. L. McComb. E. Cummings. H. Rimmer.

F. B. Dennis. ST. MARYS. W. Whiteley. F. Dillworth. S. Bradford. STRATFORD.

E. E. Zeebach.
P. R. Comley,
NOT STATED.
C. W. R. Hilltz.

The Mail Order House of the West



White

Cream.

Black,

Flesh,

Coral.

Rose.

HERE IS SOME-THING AT A LOW PRICE.

OVERSEAS BOXES By purchasing a tremendous quantity we are enabled to offer overseas boxes at lower prices-7c, 8c and 9c each. Three, five and seven pound boxes, strong corrugated boxes, in three

Size 8x4x4 inches...7c or 80c dozen Size 91/2x6x41/2 ins.8c or 90c dozen Size 10x71/2x41/2 ins. .. 9c or \$1.00 dozen

In the Basement. MAIL ORDERS FILLED.

We will prepay the carrying charges on orders for one dozen or more of these boxes.

Georgette Crepes are established so well in fashion's favor as to be seen in almost every mode of wear for fall and winter. Some of the smartest tailored suits and dresses have georgette combined in some way. The new fall French loose capes have linings of georgette; marabou and fur pieces are made upon georgette; many of the pattern models in millinery are featured in georgette, to say nothing of the almost innumerable styles in dainty blouses. dresses, collar and cuff sets and underwear of different kinds. In placing this La Reine brand crepe before our customers we do so, knowing the very satisfactory results it has given to the trade for the past two seasons. La Reine is much heavier in make than most georgettes, extra firm and almost untearable; a quality accepted by theatre garment modistes because of its wonderful

strain-resisting weave. A large color range to select from: Apple Green, Sea Foam Blue Primrose. Peach, Bisque Beige Honeymoon Blue Light, Mid and Azure Blue Dark Grey

Light and Mid Navy Rose Taupe Burgundy Redwood Old Rose Emerald Old Gold Purple

Bluebird blue Taupe, Le Reine Crepe Georgette cost but little more than lower-grade crepes and gives greater service, 40 inches wide. At the original price of \$2.50 yard

Samples mailed to out-of-town customers on request,

Beautiful House Robes

Here is an assortment that will please, those beautiful soft velours in pretty flowered and figured effects, the most attractive collection we have seen for many seasons. See display while assortment is best. The following detail descriptions will enable you to almost picture the designs and see the colors. Out-of-town customers will find it easy to order by mail, stating color wanted.

Cosy, warm robe, made of soft velour cloth, with dainty floral pattern, large collar and turned-back cuffs have deep banding to harmonize, patch pocket, cord with tassel at waist; in grey, Copenhagen, rose or navy ground with contrasting floral design; sizes 36 to 46. Price \$10.75 Splendid robe of figured blanket cloth, fancy pointed

silk cord; fastens down front with cord and buttons, cord and tassel at waist; in dove, tan, cardinal, sky and navy. Price \$7.75 Pretty gown of flowered velour, with border down front, large collar and deep cuffs banded with wide satin ribbon, patch pocket with overlap of satin, deep belt of self at waistline; in grey, Copenhagen, cardinal, sky, rose, helio-

Another model in velour with fancy figure, deep border at bottom harmonizing with the predominating shade in garment; the new roll collar, cuffs and down front banded with satin; patch pockets, cord and tassel at waist; in

navy, grey, Copenhagen, wistaria, rose or dove. Price Dainty velour robe, made Empire style back and front, V-shaped neck with satin trimming, which also finishes cuffs, pocket and down front, cord and tassel at waist; in

Copenhagen, wistaria, fawn or dove. Price......\$10.50 Handsome robe of fancy striped velour with floral design, richly trimmed with deep satin ribbon to harmonize, wide floral border at bottom adds greatly to finish of garment, cord and tassel at waist; in grey, wistaria and dove.

collar and turned back cuffs bound at edge with heavy

ENGLISH OXFORD SHIRTING

Good reliable qualities, neat stripe designs and pleasing color combinations, help to make buying easy. Our stock comes from the best English mills and has always given satisfaction. Choice of blue and grey colorings with a varied assortment of fancy stripes that make up into neat, clean-looking, serviceable shirts; 27 inches wide25c, 35c, 45c per yard Wash Goods, Main Floor.

Price \$12.50 Soft, cosy robe of velour cloth with Navajo pattern, neat collar and turned-back cuffs have a banding of satin with silk cord at edge, wide fancy border at bottom in contrasting shades; in Copenhagen, rose and dove. Price...... \$10.75

AFTERNOON TEA. Salmon Salad, Thin Bread and Butter, Cup of Tea or Coffee .. 25c Cream Cheese and Pimento Sandwich 10c

A. E. Condy. ELGIN.

A. M. HIII.

W. S. Cowan. TIVERTON.

M. H. McLure.

G. A. Youngs.
DURHAM.

G. Wilson, PRESTON.

S. A. Winkler. LISTOWEL.

W. Whitefield.

H. M. Whitmore.

TARA.

H. J. Roberts.

E. R. Charbonneux. BEAMSVILLE.

C. Johnson, WELLAND.

W. Gibson.



Cream of Tomato Soup, Fried Lamb Chops, Fried Potatoes, and Cup of Tea or Coffee

Earl Magill.
NIAGARA FALLS. MOUNT ELGIN. C. T. Smith. SEAFORTH. A. C. Stringer H. D. Chesney.
H. H. Eyre.
KING LAKE. ILL CHATHAM. C. Miller. GREENOCK.

MISSING PENETANGUISHENE.

J. L. Peacock. LAUREL.

J. D. Irwin. STRATHROY.

N. E. Evison.

DELHI. C. Stipe. DUNNVILLE. T. Armstrong. ELGIN.

C. R. Warren.
BRANTFORD. P. Mead. P. Mead. PARIS.
Pte. Joseph Blaney. WOUNDED AND MISSING ST. THOMAS.

GASSED

LONDON.
Sergt.-Major P. H. Bartiett, Jun.
PARKHILL. Pte. Samson Loomis.

DELIANCE Garage

The Parting Gift A Kodak :: ::

This simple working picture maker will do much toward livening up the inevitable hang heavy moments of camp and shipboard. And from purely selfish reasons, too, a Kodak i the very gift for you to make -think of the pictures he wil send you. Vest Pocket Kodal -it fits the uniform, \$8.50.

J. H. Back & Co. 210 DUNDAS STREET,



STRATFORD.