

THE SEASON HAS ARRIVED

When you wonder whether to have your old casings repaired or buy new ones. We can take care of your needs. Our vulcanizing department is the most up-to-date in Western Ontario, and our charges are reasonable.

Auto Supply Company
SUDEN SERVICE STORE
100 Dundas St. Phone 3784. ywt

Diamonds

Mounted in 14k and 18k gold, and platinum settings. Now is the time to buy, as all our Diamonds are marked in plain figures at the old prices.

Diamonds have advanced, and are sure to be higher in six months.

Necklets and Pendants, set with diamonds \$15.00 to \$800.00
Rings, set in 14k gold \$10.00 to \$500.00
Earrings, pair \$35.00 to \$300.00
Searf Pins \$15.00 to \$300.00
Bar Pins and Brooches \$6.00 to \$150.00

C. H. Ward & Co.

Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

Enlarged Portraits

Made in India Ink and Watercolor. Oval and Square Frames, Convex Glass. Store open Tuesday, Thursday and Saturday Evenings.

Vectis Manufacturing Co.
203 Wellington Street. ywt

London Business College

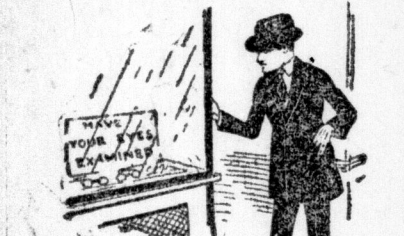
Corner Dundas and Richmond Streets, London, Ontario.
London's new and up-to-date Commercial School. Day classes 9 to 4. Night classes 7:30 to 9:30. Mondays and Thursdays. Enter any time. J. Morritt, Principal. Phone 7380. N. Stonehouse, Vice-Principal.

Canadian Bureau of Credits

MERCANTILE AGENCY—Credit information furnished. Collections made for merchants, manufacturers, physicians and others, on commission, anywhere. Dominion Bank Chambers, London. t-t

TAYLOR'S THROAT AND LUNG BALM

Will not disappoint you. If it fails to cure any cough, cold or bronchitis, you can get your money back at any Taylor Drug Store.



A POOR WAY TO ECONOMIZE
Neglecting to have your eyes examined at least every two years, is a poor way to economize.

Eyes will often improve materially under the proper treatment—and a slight change in the lenses may make a great improvement.

Rest assured we will not advise a change unless we are convinced it will improve your eyes.

Carlyle Trebilcock Optician

233 Dundas Street. Phone 2351. Two Doors East of Majestic. ywt

WOOD

We have just received a large shipment of good dry Hardwood. This Wood is of exceptional quality. Order Early.

D. H. GILLIES & SON.
Corner Adelaide and Bathurst streets. Phone 1318. ywt

INSURANCE

HAROLD J. LAWSON
(Returned).
295 Dominion Savings Bldg. Phone 950.

Old Mirrors Re-Silvered

and made as good as new. NEW ONES MADE TO ORDER. All work guaranteed. Write or call. Store open Tuesday, Thursday and Saturday Evenings.

VECTIS MANUFACTURING CO.
203 Wellington Street. ywt

RETREADING

Like We Do, Pays.
LONDON TIRE REPAIR DEPOT
354 Wellington Street.
Phone 2334. Opposite McCleary's. ywt

London Loan and Savings Co.

OF CANADA
4% ALLOWED ON DEPOSITS.
5 1/2% ALLOWED ON DEBENTURES.

220 Dundas Street, London, Ont.

LADIES' Fall Hat Revue

BELTZ & CO.



Of Interest to East Londoners.

We take pleasure in announcing that, after two years' service in the Royal Air Force, Mr. Ross McKay has returned and is now in charge of our London East store.

Mr. McKay is well-known to East Londoners, as he was at the East branch for several years. He is a graduate optician, first-class watchmaker and jeweler, and has had many years' experience in all these lines.

You are sure to be satisfied with the service at the London East branch, as well as the downtown store.

East store open evenings.



The Children's Three-Meal-a-Day Food

Pure milk, and wholesome and satisfying

JOHNSTON BROS. XXX BREAD

The last word in the art of bread baking. Famous for its deliciously different flavor.

Sold at all progressive grocers.
JOHNSTON BROS. PHONE 944. ywt

Rowell Introduces A Bill To License Dry Importations

OTTAWA, Oct. 17.—Following the adoption of a resolution, Mr. Rowell introduced in the House this afternoon a bill to license import and exports of cocaine, opium and their preparations. The bill continues in effect orders-in-council passed in May last under the war measures act.

In recent years, Mr. Rowell said, cocaine and opium imported into Canada had shown a marked increase. In view of that situation, and in order to exercise greater control, the orders-in-council were passed. The increases in importation, however, did not necessarily mean an increase in consumption in Canada. The object of importation in Canada had been largely to get the drugs smuggled across the international border into the United States.

ANGELICAN CLERGY TO WITHDRAW; PROTEST REFERENDUM SERMON

Notify Brantford Ministerial Association—Will Stay if Rev. R. White Resigns.

BRANTFORD, Oct. 17.—The Brantford Ministerial Association has been informed that the Anglican clergy will withdraw from the alliance unless Rev. Robert White resigns from it. The action follows a recent sermon by Rev. Mr. White in a sermon on Sunday last, in which he referred to the actions of St. Jude's and Grace Anglican churches in the city. The subject of discussion was the referendum.

BRANCH AT OTTAWA.
TORONTO, Oct. 17.—The "Citizens' Liberty League" here announced tonight that a branch of the league had been organized in Ottawa, with Admiral Sir Charles Kingsmill, president.

Blotchy Skin

Many a time you have looked into the mirror and wished that your skin were like other people whom you know, "without a blemish." Wash D. D. D., the lotion of healing oils, over your pimples or blotches tonight—and wake up in the morning to find them gone! A bottle will give you relief. Why don't you try D. D. D. today?

D.D.D. The Liquid Wash

Strong's Drug Store.

Big Advertisers

were big men before advertising made their business big.

Federal Advertising Agency

T. H. VULL, Dominion Savings Building, LONDON, CANADA.

Rowat's Special Tea

Buy it when you want the best. 50c. 70c. 80c. \$1.10 per pound. T. A. ROWAT & CO.

CREIGHTON HALE IN "THE 13TH CHAIR" AT PATRICIA THEATRE

Great Melodrama of Screen Has Mystified New York Audiences.

AT THE PATRICIA.

Today, Saturday Matinee 2:15. Tonight 7 and 9—Alice Joyce in "The Winchester Woman." Vaudeville feature, Marlette's Marionettes, presenting "Toss from Toyland." Special comedy, "His Vampy Ways." Mutt and Jeff in "Ollie's Well That Ends Well." Tuesday and Wednesday—Gladys Brockwell in "The Sneak." Vaudeville feature, Harry Brooks and Company, presenting the comedy playlet "The Old Minstrel Man." Special two-reel Century comedy. Screen Magazine.

Next Thursday, Friday and Saturday—Creighton Hale in "The 13th Chair." Vaudeville feature, "The Dixie Trio," comedy, singing and dancing. Special two-reel Keystone comedy, Mutt and Jeff cartoon.

Since Bayard Veiller began writing for the stage he has overthrown a number of traditions. It takes nerve to do that. Breaking precedent is a feat of a man's independence, especially in matters of the theatre. "Don't fool the audience," seemed to be Rule No. 1 in the Playhouse Unit, but Veiller smashed it when he wrote "The Thirteenth Chair," the melodrama that mystified New York audiences for a year, and which has just been adapted to the screen and directed by Leonore Perrett for Pathé.

So completely has Mr. Veiller covered up his tracks in "The Thirteenth Chair" that many an actor has been approached by mystified spectators who wished to pay for advance information as to who killed Spencer Lee. In every case, however, the usher preferred to keep the spectator guessing.

In adapting "The Thirteenth Chair" to the films it was easy for Leonore Perrett to follow the original and preserve the secret up to the final moment, but it was not so easy to do this in shaping the prologue, which was found necessary for a screen performance and which met with the hearty approval of Mr. Veiller.

"The Thirteenth Chair" has been booked for an engagement of three days, commencing on Thursday next, at the Patricia Theatre. Young's Delva and Creighton Hale are co-starred, supported by an excellent cast, including Marie Shorewell, Christine Mayo, Marc MacDermitt, Walter Law, Suzanne Colbert and George Deneubourg.

VOICE OF THE PEOPLE

THE FARMERS' PLATFORM.

To the Editor of The Advertiser: In your editorial on the United Farmers of Ontario of your issue of October 11, I find you have taken your stand, as in the past, against the organized farmers.

You give us the credit of having a broad platform, but when you make the statement that no other meaning can be taken from their resolution to place independent farmer candidates in all rural constituencies than that we intend, if we secure control of the legislature, to place rural interests first and place all other interests secondary, you are construing a meaning that only one with a biased mind could conceive.

Do you not think that we as farmers do not recognize that the industrial life of a country is as vital to its existence as its agricultural life? Do you state that the farmers desire the farmers to have an equal representation in the Legislature, but can you tell me what they desire, when, or at least the Grit and Tory party? Was it not at the same time the farmers' organization commenced placing their candidates in the field?

You admit that agriculture is the basic industry of the province. If you had been fair you would have shown how we are represented in the Legislature. Here are the figures: At present, 105 seats are occupied; 37 are held by representatives of the professions; 21 by merchants; 7 by agents; 1 undertaker; 14 manufacturers; 3 contractors; 2 publishers; 3 drovers; 1 auctioneer; 1 gentleman; 2 unclassified; and 16 agriculture. The rural districts have nearly 48 per cent of the population, and yet have only 15 per cent of the representatives.

We contend that our political activity is due to a laudable desire to be represented in the legislative halls and I think you must concede that the much that agriculture has better represented in the next Ontario Legislature than it has ever before, even if not a single U. F. O. member be elected.

Now, in closing allow me to point out a moral: That if you expect the farmers to be fair, why not play fair yourself?

I might draw your attention also to the fact that a few years ago the Winnipeg papers, or certain of them, printed some articles detrimental to the organized farmers of the West. The farmers immediately wrote to the editors of the papers that if those articles which were obnoxious were not withdrawn forthwith their subscriptions would be, and this had the desired effect. We expect our local papers to be as fair to us as the urban interests. That is our motto: A square deal for all and special privileges for none.

Yours truly,
F. E. ADAMS,
Vice-President West Middlesex U. F. O. Executive, Southwold, Ont.

Editor's Note.—The Advertiser has never and does not today "stand against the organized farmer." Quite the contrary is the case. During the fights over the issues of reciprocity and conscription, The Advertiser was for the farmer, organized or any other way, first, last and all the time. The writer of the above letter admits that The Advertiser has stated that the United Farmers' platform is an admirable one. In the editorial referred to, it was stated that the preamble drawn up at a recent meeting of the platform. Mr. Adams appears to hear out this view. It is pointed out that columns of this paper have been and are still open at any time to expressions of opinion by the United Farmers equally with any other organization, political or otherwise. Some of the strongest appeals have appeared in The Advertiser columns, notable amongst them a strong, clear statement of the United Farmers' point of view by Mr. Sam Disbrow, a leader in the organization. As to the threat in Mr. Adams' letter, The Advertiser cannot be coerced into a denial of an honest expression of opinion.

DORCHESTER U. F. O.

DORCHESTER, Oct. 17.—An enthusiastic meeting was held in the town hall in the interests of the U. F. O. The hall was crowded. Mr. Hound was chairman. Mr. Hound gave a spirited address. Mrs. McDougall of London gave an interesting talk on the U. F. O. and on temperance. The candidate, Mr. Freeborn, made a short speech, as also did Stanley Shaw of Dorchester.

MURINE

Rests, Refreshes, Soothes, Heals—Keep your Eyes Strong and Healthy. If they Tingle, Smart, Itch or Burn, if Sore, Irritated, Inflamed or Granulated, use Murine often. Safe for Infants or Adults. At all Druggists in Canada. Write for Free Eye Book. Series 2, Chicago, U. S. A.



Gladys Brockwell appearing in "The Sneak," a thrilling photodrama, showing at the Patricia Theatre on Monday, Tuesday and Wednesday next. Also a two-reel comedy, a Universal screen magazine, and Harry Brooks & Co. in vaudeville.

INJURIES FATAL TO VETERAN OF INDIAN MUTINY AT WINDSOR

Jeo W. Norbury, 80 Years Old, Succumbs in Hospital.

WINDSOR, Oct. 17.—Geo. W. Norbury, 80 years old, veteran of the Indian mutiny and resident of Windsor forty years, died today at Hotel Dieu, as a result of injuries suffered recently when he fell while employed at the distillery of Hiram Walker & Sons, Walkerville. Joining the British navy when 14 years old, Mr. Norbury served in India during the mutiny, the campaign against the Marois in New Zealand and the Crimean war. Surviving are his widow, five sons, George W., John and Arthur of Windsor, James A. of St. Thomas, and Albert E. Norbury of Decatur, Ill., and one daughter, Miss Elizabeth Norbury, at home. He was a member of All Saints' Episcopal Church.

Repair Directory

LOOK down this list and have that repair work done NOW. Every ad. represents the best of workmanship and years of experience. Keep this directory. It's a money-saver.

Save the Pieces!

Bring your broken pieces to us. We will find our own pieces, and can duplicate any lens on short notice.

Carlyle Trebilcock
Optician,
233 Dundas Street. Phone 2351.

GENERAL TINSMITHING

Furnaces, cast-iron troughs, roofing. Furnaces installed and cleaned. Prompt Service.

W. G. Arnold
Phone. 320 Clarence Street

GIVE THIS REPAIR DIRECTORY A TRIAL. IT WILL PAY YOU, AS IT PAYS OTHERS.

Expert General Machinists

Machinery of all kinds thoroughly repaired and overhauled by experienced machinists.

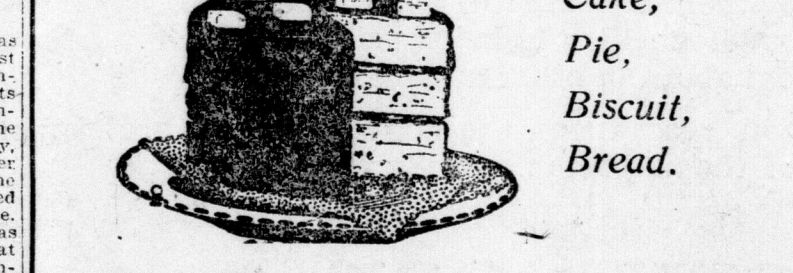
Bexton & Carson
REAR OF 68 KING STREET. PHONE 3079.

Oxy-Acetylene Welding

We weld cast iron, auto parts, machinery, etc.

Dennis Wire and Iron Works
FOOT OF DUNDAS STREET. PHONE 9601.

Snowwhite Flour



BEST For Cake, Pie, Biscuit, Bread.

GOOD luck in baking is largely a matter of choosing good flour. Therefore success is impossible without having uniform quality in the flour used.

SNOWWHITE FLOUR is milled from finest wheat. A quality flour in every way.

SNOWWHITE FLOUR has for more than a quarter century demonstrated its wonderful unvarying high quality in thousands of homes right here in London and vicinity.

Sold by all good grocers.

Scientifically Milled By
T. DEXTER & SON
LONDON. PHONE 119.

HIS LIFE RUINED BY DYSPEPSIA

Until He Tried "FRUIT-A-TIVES," The Wonderful Fruit Medicine.



MR. FRANK HALL.
Wyevalle, Ontario.

"For some two years, I was a sufferer from Chronic Constipation and Dyspepsia.

"I tried every remedy I heard of with, but any success, until the wife of a local merchant recommended 'Fruit-a-tives'.

"I procured a box of 'Fruit-a-tives' and began the treatment, and my condition commenced to improve immediately.

"The Dyspepsia ceased to be the burden of my life, as it had been, and I was freed of Constipation.

"I feel that I owe a great debt to 'Fruit-a-tives' for the benefit I derived from them.

"FRANK HALL."

Fifty cents a box, 6 for \$2.50, trial size 25c. At all dealers or sent post-paid by Fruit-a-tives, Limited, Ottawa, Ont.

The Service Plan

as carried out by P. Brockman is certainly a money-maker for the users. You better see him.

London's Rubber Man
346 DUNDAS. PHONE 5124. J. A. BROCKMAN

PHONE 3511 HAVE YOUR PIANO TUNED BY S. BOARDMAN

Formerly six years with Heintzman Co. ywt

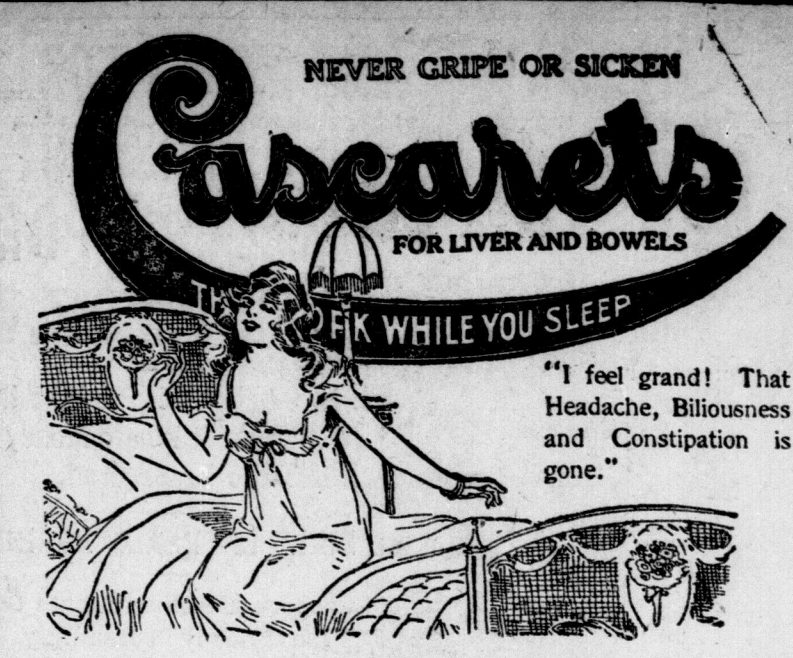
The Reception of the Prince of Wales

Marks the opening of the social season in London, and your thoughts naturally turn to pretty slippers.

You will be delighted with our dainty showing of Slippers. Every line of the last is vibrant with the spirit of youth and beauty.

We invite you to inspect our display, featuring the newest styles from New York.

Cook's Shoe Store



Cascarets FOR LIVER AND BOWELS

NEVER GRIPE OR SICKEN. "I feel grand! That Headache, Bilioussness and Constipation is gone."

For some two years, I was a sufferer from Chronic Constipation and Dyspepsia.

"I tried every remedy I heard of with, but any success, until the wife of a local merchant recommended 'Fruit-a-tives'.

"I procured a box of 'Fruit-a-tives' and began the treatment, and my condition commenced to improve immediately.

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"FRANK HALL."

Fifty cents a box, 6 for \$2.50, trial size 25c. At all dealers or sent post-paid by Fruit-a-tives, Limited, Ottawa, Ont.

R. HARVEY W. WILEY, the noted food authority, says: "There is more energy in a pound of bread than in a pound of meat."

This is only one reason why Canadians should eat more bread. Besides being the most healthful form of food, it is the most economical. It is sold at a lower cost in London than in many other cities.

But always eat the BEST BREAD—Eat

NEAL'S BREAD

The ingredients used in its making make it the highest quality bread made, yet it is sold at the lowest possible price.

Get it fresh every day from the wagons.

Marks the opening of the social season in London, and your thoughts naturally turn to pretty slippers.

You will be delighted with our dainty showing of Slippers. Every line of the last is vibrant with the spirit of youth and beauty.

We invite you to inspect our display, featuring the newest styles from New York.

Neal Baking Co., Limited

PHONES 1313 and 2173
BREAD FACTORIES AT WINDSOR, LONDON, SARNIA, ST. THOMAS.

Give Him Parnell's Bread



The well-nourished boy is a smiling, happy, healthy boy.

And, being well nourished, he grows into strong, vigorous, healthy manhood.

Bread—the best of all food for all ages—the most nutritious, the most wholesome, is also the least expensive.

Give your children plenty of Bread-and-Milk, made of Parnell's nutritious breads. Eat bread more freely yourself, in preference to more expensive and less nutritious foods.

ORDER A TRIAL LOAF TODAY.

Parnell Baking Co.

PHONES 929, 1390.