

ROWAT'S COFFEE

The best procurable. Please particular people.

55c PER POUND

250 Dundas St. W. Phone 3051-3052.
Canada Food Board License No. 8-3423.

ESCAPING U-BOATS,
MAJOR W. GREGORY
ARRIVES HOME HERE

London Officer Tells of Nar-row "Squeezes" of Transport.

After two narrow escapes from German submarines within one month, Major William Gregory, 86 Wharfedale road, returned home last evening. The transport on which he returned was attacked by a large submarine about half an hour. It is thought that one of the transport's guns put the submarine to flight, but it was seen to sink shortly after a shell from one of the big guns had been fired at it. One shot from the submarine nearly got the transport. The ship struck the water a short distance from the steering gear, and it is said that had been struck the boat would surely have been at the mercy of the Hun. The transport was so rough that it would have been almost impossible to lower the boats without their being swamped.

The submarine was one of the largest type, and was armed with heavy guns. It was sighted by the transport when about six miles distant, and all speed was immediately put on in an effort to get away. The engagement commenced when the sub was within 10,000 yards in the rear, and continued until the transport sank, apparently from the effect of the shelling it had received. While Major Gregory was making a trip to the Channel Islands a short time before he sailed for Canada, the boat was chased by a sub, but after an exciting time it managed to escape.

Major Gregory went over with the 15th Battalion, and the six officers of "B" Company, five served at the front in France.

When the 15th was disbanded he was transferred to the Imperial force, with which he served until he became a casualty, and was sent to No. 4 General Hospital in London. He remained there for two months when he was taken to a convalescent hospital in Bournemouth, where he remained until leaving for Canada.

While in this hospital he met by chance three other London men, Frank Miller, A. Weldon, Lieut. Pope and Lieut. G. N. Tucker. He also met in one of the hospitals in England. Tucker went with the company which Major Gregory had the honor of commanding.

Prior to joining Major Gregory was on the teaching staff at the collegiate institute, where he was in charge for twelve years. He has been connected with the regular Canadian army for thirteen years, and he also belonged to the Imperial force prior to this. His numerous friends are pleased to see him safe at home again, and a number gathered at his home last evening to welcome him.

Spanking Doesn't Cure!

Don't think children can be cured of bed-wetting by spanking them. The trouble is constitutional, the child cannot help it. I will send FREE to any mother any successful home treatment, with full instructions. If your children trouble you in this way, send no money, but write me to-day. My treatment is highly recommended to all parents with woe discussion by day or night. Address:

BOX 12. Mrs. M. Summers, WINDSOR, Ontario.

HOW TO GROW
A DIAMOND

A traveler one day heard a man make the assertion that he knew how to grow diamonds. A friend accused him of either being a real genius or an enemy of the truth, and he was told that the whole truth and nothing but the truth. So William told him. I learned this method from John A. Nash (My Jeweler) in London. He formed a diamond-growing club and the members started by selecting a small diamond and later had it exchanged for a larger stone, and in every transaction he allowed full purchase price of the last diamond bought. I did this and planted \$10 in a small diamond. It was a small stone, I know, but the next month, cutting down on my smokes, side-tracking a few movies, I let me a little surplus, so when I again hit London I had \$20 to the good, so I took up my Jeweler and traded the dew drop for a \$30 diamond. I did this and over and over again I have a real beauty, blue-white and perfect stone, the only kind I have seen. My Jeweler grow diamonds? He surely does, and his store is 206 Dundas street, opposite Gamble's, "where you will eventually buy."

DIAMONDS

Diamond Rings from \$5 to \$550. Including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

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.

THE London Loan and Savings Co.
OF CANADA
Government Bonds
for sale
To Pay 6%

4% ALLOWED ON DEPOSITS
M. J. KENT, Manager.

Such Care Is Used in
Its Manufacture

That it is, without a doubt, one of the finest, most edible and most nourishing foodstuffs made.

Parnell's
Bread

is made according to the orders of the Canada Food Board. Every extra ounce you eat you save something necessary for our boys at the front.

Order a Trial Loaf Today.

Parnell The Breadman
Phones 923-1330.
Canada Food Board License No. 5-065.

The Wedding
Ring

ONCE IN A LIFETIME.
Newest and Latest Styles

Our 15k. Seamless Wedding Rings are the best rings of today. Guaranteed to wear a lifetime. Buy the ring here and be happy ever afterwards. All styles and widths.

\$5 Up to \$15

YOUNG'S
TWO STORES.
170 DUNDAS. 674 DUNDAS.
Issuers of Marriage Licenses.

Good News!

Mother's using

Johnston Bros.

XXX Bread

And All the Family's Glad.
Your grocer sells it.

JOHNSTON BROS.
Phone 944.
License No. 5-263.

CANADA'S SOLICITOR
GENERAL TO SPEAK
AT CIVIC DINNER

Hon. Hugh Guthrie Will Address the London Board of Trade Tuesday Night.

Announcement was made last night that the speakers at the civic dinner of the London Board of Trade on Tuesday evening will be Hon. Hugh Guthrie, solicitor-general of Canada, and Allen D. Albert of Chicago, former president of international labor.

The dinner will be served at the Trenchard House at 8:30 o'clock. Every citizen of London who is interested in the movement to expand and reorganize the city of London is invited to attend. However, since the capacity of the dining-room is limited, the notices of the event by that it will be necessary to make reservations in order to avoid disappointment in securing places.

Mr. Guthrie's acceptance of the invitation to speak at this dinner was not obtained until he was told that it would be in connection with a movement to organize London's citizens along the broadest lines in a new civic-commercial body.

Allen D. Albert, while at the head of the world association of Rotary clubs, made this statement: "No Rotary club can be a board of trade, but something is vitally wrong with the Rotary club whose every member is not being developed every day into an abler and better member of the board of trade."

"Any Rotary club whose entire membership (with the two or three exceptions of inaccessible special exceptions) is not enlisted in the work of the board of trade, is falling in the application of the principles of Rotary to practical life."

John Borge Gives Warning.

At meeting yesterday of about 30 men who have been most active in the promotion of the expanded and reorganization plans, it was said that much progress was being made in building up the campaign organization. E. E. Leonard, the president of the board of the meeting, and turned it over to John Borge, the vice-president, who made the important announcement that already quite a number of citizens of London, many of whom are not members of the existing organization, have told him they want to be members.

"This campaign is going to be one of the biggest things we men ever had anything to do with," he told the meeting. "I am going to have a team of my own and we are going out after the record. This is fair warning to you other fellows."

QUEBEC LEGISLATURE CALLED.
QUEBEC, Oct. 4.—The Quebec Legislature has been called to meet on December 17.

PAINT WAREHOUSE BURNS.
HALIFAX, N. S., Oct. 4.—Early this morning the large paint warehouse of Frank Beards & Co. caught fire and the building and contents, valued at nearly \$200,000, will be a total loss.

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

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

AUTHENTIC
STYLES IN
Hats and
Furs
BELTZ & CO.QUERIES REGARDING
MILITARY SERVICE

Address Your Problems to the Military Editor of The Advertiser and They Will Be Answered From Official Information.

SUBSCRIBER. Q.—I have been examined and rated within one month, E to A2. I have frequent attacks of bronchial asthma and pleurisy.

A.—Will be examined again when reporting for duty?

Q.—Could I get leave of absence until October 31, being the only son of a farmer?

A.—The medical board examining you must have considered your condition when they graded you. It is not fitting for this column to judge of your case.

Q.—Yes, provide yourself with a certified statement as to your physical condition from your family physician on reporting for service, and a searching medical examination will be made for the above ailments.

Q.—Yes, you are eligible for harvest leave expiring on the above date, subject to your commanding officer when drafted, and you will likely receive this favor.

S. S. W. Q.—I am an A2 man granted leave of absence on account of being the sole support of helpless dependents.

A.—Would I be allowed to enlist in the Royal Air Force to pay for your uniform in the Royal Air Force?

A.—Yes, provided you passed the necessary medical examination and were accepted for this branch of the service.

Q.—Each cadet, on receiving his commission, is paid an outfit allowance with which he purchases his outfit, including uniform.

SUBSCRIBER. Q.—If a Canadian resident in the United States became crippled while serving in the United States army, would he receive a pension?

A.—If so, would it be from the Canadian or United States Government?

A.—Yes, if it was while he was in the performance of his duty, or if his condition was caused by his own negligence.

Q.—From the United States Government was he serving in the United States army when he became crippled?

Q.—My husband is serving in the British army and has been in France for over four years, leaving Ingersoll August 16, 1914. He has been in the front line for his service some years ago. He has enjoyed a brief furlough, but it was not long enough to permit him to come to Canada. In a recent letter he asked me to write to the office requesting a furlough if possible. Whom should I write to at the war office?

A.—Address your letter to Secretary of War, Canada War Office, London, England, giving full facts of his case, help your husband's case as period of service in France, and the number of your husband's regimental number, rank, unit and full name. It would aid matters if you were to forward with the application a petition signed by friends of your husband, and if possible, if one of them is a furlough if he can be possibly spared from his battalion.

IGNORANT. Q.—May an A2 man in the Western Ontario Canadian Air Force?

A.—Yes, if he has to be discharged from the infantry, and if so, how would he proceed?

A.—Apply to the commanding officer, and if he is accepted by the Royal Air Force, and his officers' commissioning him, the man is discharged to re-enlist in the Royal Air Force. Apply to your commanding officer, and if he is accepted by the Royal Air Force, and his officers' commissioning him, the man is discharged to re-enlist in the Royal Air Force.

Q.—Is it on the cuff of his sleeve if it is on the upper portion of the sleeve that the "colored" patch is worn?

A.—Yes, it is on the cuff of his sleeve if it is on the upper portion of the sleeve that the "colored" patch is worn.

Q.—Would a married man, an American, 38 years of age, have a right to register in the United States?

A.—Is it too late to register in the United States?

Q.—If I must register here, will they send me a card to fill out on request?

A.—Will I be treated similar to a Canadian married man if I register here?

A.—Yes, if he has not registered for service in his own country.

Q.—Write the letter to the deputy registrar, Royal Bank Building, London, Ont., giving him your full name, date of birth, date of marriage and number of children, if any. You must do this within ten days of the date of birth of your child.

Q.—No, provided you are in the United States, but Americans resident in Canada will be called upon by proclamation to register for service in the United States army by September 28, or failing to do this to register under the Canadian military service act within ten days of October 12.

Q.—Yes, except the Canadian married men have not been called on to register yet, and you must do so within ten days of October 12. You would not be ordered to report before the Canadian married men.

SOLDIER. Q.—I am a soldier at camp and am twenty-four years of age. Can I apply for an extension to my exemption, and how will I go about it to do so?

A.—Apply for leave through your commanding officer, and he will consider your case.

READER. Q.—I am 24 years of age, and was drafted in the army. I always thought that I was out of the draft age, and have papers to prove my correct age. I have a farmed, and help is very scarce round here. I was in the army for one month, and am now on harvest leave. I lost a considerable amount of crops by having to go to camp for one month. Could you tell me who to talk with?

A.—Go to your commanding officer and state your case to him, and he will make arrangements, if possible, for further indefinite leave of absence to be granted you.

LIEUT. R. H. CARRUTHERS
WOOUNDED IN RIGHT LEG

Lieut. Robert Henry Carruthers, son of Arthur Carruthers, of Melbourne, was wounded in the right leg and admitted to Prince of Wales Hospital, London, England.

Lieut. Carruthers enlisted with the 15th Battalion as sergeant-major and reverted to ranks in England, and went to France as a sniper. After being in France for 16 months he was gassed at Passchendaele. He was only in France three weeks when he was wounded.

While in England Lieut. Carruthers won a cup for wrestling, and also won the highest score for shooting.

THE OPEN FORUM OF THE PEOPLE

Observant Advertiser Readers With a Grievance, a Suggestion For Reform, a Good Word—Yes, and Sometimes a Grouch, State Their Views on Topics of the Hour in City and Nation and All Creation.

FEDERATION, NOT UNIFICATION.
To the Editor of The Advertiser: Your editorial column wins by admiration. On the whole your writings merit little criticism, but contain much food for thought, and indicate your conservatism with the many themes upon which you comment, and that you have spent much thought thereon. But, while reading your editorial of 26th inst., headed, "Ireland—Bliss-Fallen Can Help," I was sorry to note a remark interwoven that might be accused of being gratuitous and of the nature of the superficial. That Ireland should have home rule, that the present demand is for independence, that there is altogether too much prejudice on this account, and that Irishmen are the murderers of Ireland's welfare—these we hear daily and agree. Also, that there is too much of the religious prejudice as between Catholic and Protestant in this country, and that Sir Wilfrid Laurier, without a peer as a statesman, and if the heart of Canada had been truly registered in the late elections, the country would today be benefited by his administrative ability—these we likewise most heartily endorse. But when you allude to Protestant denominations, and use the phrase, "It is not necessary to live better than the Bible requires to be a good Anglican," there are some who will characterize this sentence as flippant. If there is any Church that makes such a requirement, it would be interesting to know which. If there is any Church that requires a standard lower than that indicated in the Bible, we may ask is it a church, or only a club?

That it is a very easy matter to live "good enough," seems to be the popular notion. Probably popular because people like an easy-going way in matters of morals. It would seem that such have not yet given the subject of religion, as revealed in the New Testament, any serious consideration. The consideration of its importance merits. Take the Sermon on the Mount, for instance, in St. Matthew's gospel, chapters v. to vii. Here Christ declares the principles of His kingdom, and the way of life that will pass over slightly. Its ideals are not aspirational, but aspirational busy for a lifetime. And the founder of Christianity declares that these teachings are only needed to insure success in the Christian life, but that without them no one can begin it. If so, would it be from the Canadian or United States Government?

Q.—Each cadet, on receiving his commission, is paid an outfit allowance with which he purchases his outfit, including uniform.

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What Doctors Use For Eczema

A soothing combination of oil of Wintergreen, Thymol, and other healing ingredients called D. D. D. Freezall, is now a favorite remedy of skin specialists for all skin diseases. It penetrates the pores, giving instant relief from the most distressing skin diseases. W. T. Strong, druggist, Taylor Drug Company, 4 stores, London.

The Liquid Wrench

A soothing combination of oil of Wintergreen, Thymol, and other healing ingredients called D. D. D. Freezall, is now a favorite remedy of skin specialists for all skin diseases. It penetrates the pores, giving instant relief from the most distressing skin diseases. W. T. Strong, druggist, Taylor Drug Company, 4 stores, London.

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WHEN YOU BUY A

Brantford Red Bird Bicycle

You are helping to keep Canadian workmen busy and thus make better times for all. And you cannot buy a better bicycle at any price.

When you buy a bicycle brought in from another country, or merely put together here from foreign-made parts, most of the money paid for it goes to another country.

JUST THINK FOR A MOMENT!
Suppose that every manufactured article was brought in from another country, where would your job be? Well, just so with the bicycle.

Buy a Brantford Red Bird

They cost no more than the common kind and the service you get will be satisfaction to you.

PRESENT PRICES:
Ladies' and Gents' Models
\$52.50 and
\$57.50
Juvenile Models
\$45.00

These prices will not be guaranteed unless you join our Christmas Bicycle Club. See us about this.

Bicycle and Motor Sales Company
425 WELLINGTON STREET. PHONE 3182. CASH OR TERMS.

Michael of Seaford, who judged the horses, declared the show to be the best at which he had judged this year, outside of Toronto and London.

IT'S DONE WITH RUBBER.
A great deal of the repairing now done by our experts on batteries is with rubber. It lasts longer, gives more satisfaction, and is cheaper in the long run. Let us demonstrate to you.

Western Ontario Electric Co.
261 Dundas. Phone 3571. 237 Dundas Street. Phone 4071.

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

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.

FAIR RECEIPTS, \$15,000.
Burford, Oct. 4.—Burford Fair held Wednesday was one of the best fairs held here in years. The receipts were over \$15,000, and Thomas Mc-

Men. When You Buy a Pair of Shoes
Men. What Do You Look Out For?

Quality, Style, Up-to-dateness and Comfort! If you'll drop in to this store we will guarantee you all this, and the most painstaking care in fitting your foot perfectly. Buying a pair of shoes is not a mere matter of fitting your foot. It is a matter of fitting your life. Every day, but when that duty does call it is worthy of giving some special care and discrimination appears the most. Why not let us fit you out with a pair of shoes that are made for you. We sell shoes with guaranteed shoe satisfaction. Try this Shoe Store for Shoes. Try this Shoe Store for Shoes.

COOK'S SHOE STORE
The Store With the Complete Shoe Stock.

Every Size aSupersize'
V. D. L.

The Scientific Anti-Skid With the Powerful Suction Tread.

Automobile tires are carefully built by hand, not pressed into shape. They are remarkable for their resiliency and wearing qualities, and stand up under all conditions.

Sold in London by London's Rubber Man, Dundas street. See his display.

SUITS IN VELOUR

In all the