## 39 CENTS PER DAY **COST OF RATIONS** FOR C. E. F. SOLDIERS

Impossible Worked by Army

FLAVELLE IN ON IT. TOO

His Packing Firms Supply Much of Food for London Camps.

Can you live on 39 cents a day? Of course you can't. And you would likely be willing to wager that it can't be done. But it can, and is being done, and in this city, too.

Where? At Queen's Park and Carling Heights camps, where the soldier lads are being kept hale and hearty on food that costs 39.673 cents per man each day.

If you don't believe that sufficient bodily nutriment can be purchased for 39.673 cents just give the following table the "once over." It shows the amount of food allowed daily for each man, and let those who have been drafted under the M. S. A. take courage, for they need have no fears about being stinted in the matter of food.

	Ounce
Fresh beef	14
Bacon	3
Sugar	3
Milk	3
Fresh vegetables	6
Bread	14
Potatoes	16
Beans	2
Jam or marmalade /	2
Butter	2
Cheese	1
Split peas	1/2
Salt	
Coffee	
Tea	1/4
Pepper	-30
Variety Provided.	
Diefficient requietes i- necessaria d' E	er mante

## "Tea and Coffee Interfere with Digestion"—

says a well known authority.

Many who use tea or coffee, not knowing that it aggravates stomach troubles, could still enjoy a delicious hot table boverage and escape harmful effects by a change to the wholesome, pure cereal drink—

# **POSTUM**

"There's a Reason"



STAR HOCKEY PLAYER OF LONDON LISTED AS "KILLED IN ACTION"



## LIEUT. EARL MACCALLUM BREVITIES

### GRANTED SOLDIERS FOR ARMORIES EXHIBITION

Big Attendance Assured for Assaultat-Arms.

EDITOR RICHARDSON IS

A UNIONIST NOMINEE

[Special to The Advertiser.]
Winnipeg, Nov. 14.—L. R. Richardson, editor of the Tribune, was nominated for Springfield, a seat adjoining Winnipeg, at the Union convention this afternoon. Mr. Richardson is a former member for Lisgar, being unseated the last time he was elected. He is a bitter opponent of Hon Clifford Sifton and Mackenzie & Mann, judging by his newspaper editorials.

He Canadan Standard Efficiency tests course of training for boys under military age.

The conferences are promoted by the Ontario Advisory Committee for cooponent on hour of the Sunday school board of the Baptist convention of Ontario and Queschools and Young People's Societies of the Methodist Church; the hoard of Sabbath schools and young people's societies of the Presbyterian Church in Canada; the Ontario Sunday School Association, and the National Council of Young Men's Christian Associations of Canada.

## LIEUT, EL MAGGALLUM, CHAMPION HOCKEYIST, IS KILLED IN ACTION

Formerly on Bank of Commerce Staff, Strathroy.

ANOTHER HEAVY LIST

Number of Londoners Reported in Official Messages Again Today.

Another heavy toll on London is indicated by the ominous casualty messages received in the city on Wednesday and today.

A. D. MacCallum, 24 Emery street, received official notice restreday that his son, Lieut. Earle C. MacCallum, had been killed in action on October 31. Lieut. MacCallum was an accountant with the Capadian Bank of Commerce at Winnipeg, and enlisted from there in July, 1915. Prior to going to Winnipeg, he was in the Bank of Commerce at Strathroy for some time. He was well known in hockey circles, being a member of the champion team of the Banker's League of Winnipeg, and was 24 years of age, He leaves his parents, Mr. and Mrs. A. D. MacCallum, Emery street, formerly of Ekfrid; one sister, Mrs. Charles Howey, of this city, and five brothers, Clarence W., manager of the Royal Bank, Conquest, Sask.; Jack, of Walkerville, and George and Donald at home. A younger brother, Bombardier L. C. MacCallum, is serving with the 60th Battery somewhere in France.

Dies of Wounds.

Word was received by Mrs. J. Ham-

Johnson left New York on a business trip to the old country about two weeks ago.

BANK CLEARINGS INCREASE.—
The bank clearings for the nast week amounted to \$2,344,526, an increase of \$341,204 over the same week of last year.

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The bank clearings for the nast week amounted to \$2,344,526, an increase of \$341,204 over the same week of last year. year.

A CORRECTION. — The military euchre to be given by the Campbell Becher Chapter, I. O. D. E., will be held on Friday, 23rd, not the 18th, as stated before.

LOBO MESTING. — The Lobo of the information that Fte. Hamble-ton had been seriously wounded Tuesday afternoon. Fte. Hamble-ton had been seriously w

ders.

Big Crowd Expected.—Everything is in readiness for the dance that is being held tonight in St. Sago and tapicca, Warren Brothers & Co., Toronto.

Sugar, beans, pepper, rice, rolled oats, sait, split peas and macaroni, Scandrett Brothers, London.

Hospital groceries, Cohoon & Patterson, London.

Milk and cream, City Creamery, London.

Milk and cream, City Creamery, London.

Hay, straw and oats, Lee & Taibot.

Fish, E. T. Jones Company, Toronto.

Bread, J. Fawkes & Son, London.

Jams and marmalade, T. Upton & Co., St. Catharines.

Condensed milk, Borden Milk Company, Nontreal.

ders.

Big Crowd Expected.—Everything is in readiness for the dance that is being held tonight in St. Peter's Parish Hali for the employees sick benefit fund of the Murray Shoe company, according to the committee, and a large crowd is expected. Valuable prizes have been offered for those who prefer to play euchre.

CITY WILL BE REPRESENTED.—A. E. Hawker, inspector of the industrial accident prevention associations, is now in London interesting local manufacturers in the big accident prevention convention to be held in Toronto on November 20. Several hundred manufacturers from all over Ontario will be present, and it is expected that the local representation will be a big one.

Former Londone Was thrown to the ground and was injured about the face.

Sergt. Sid Killhams of the original for the employees of E. Leonard & Sons.

Sergt. Killhams wc's a former employee of E. Levi Mantle, a former London boy, who enlisted with the 139th Battalion at Smiths Falls, has been reported wounded in the left foot by gun shot.

Mrs. Finch, 473 Dufferin avenue, has been admitted to the 2nd Southern Hospital at Bristow suffering from wounds. This is the second time he has been reported wounded. He enlisted here with the 33rd Battalion.

Former London (Scrother Company) to the committee, and a large crowd is expected. Valuable prizes have been offered for those who prefer to play euchre.

City Will BE REPRESENTED.—A. E. Hawker, inspector of the lindust

St. Catharlnes. Potatoes and fresh vegetables, John Diprose.

Condensed milk, Borden Milk Combany, Montreal.

\$500 WINTER LETTUCE

DESTROYED BY FIRE

Heavy Loss in Greenhouse Blaze Today.

Lettuce valued at \$500 and other greenstuff being grown for the winter market were completely destroyed by fire early today in the greenhouse of Carl Fuller, who lives a short distance from the city on the Byron road. The morning by Mr. Fuller's brother, who lives on the oppsite side of the road. Before the blaze could be checked the sar glasmach. Worklown, but if is thought to are a monthly meeting in the greenhouse of in the greenhouse of the morning by Mr. Fuller's brother, who lives on the oppsite side of the road. Before the blaze could be checked the sar glasmach. Some this many was any contained at a close that the local representation of the green was a strength of the problem. The morning the death of the morning by Mr. Fuller's brother, who lives on the oppsite side of the road. Before the blaze could be checked the sar glasmach. Some the morning by Mr. Fuller's brother, who lives on the oppsite side of the road. Before the blaze could be checked the sar glasmach and the Canadian authorities began to day a series of joint rallies, designed to stimulate enlistments particularly in the Mr. and Miss Williamson. A day a series of joint rallies, designed to stimulate enlistments particularly in the Mr. and Miss Williamson. A day a series of joint rallies, designed to tail with the contributed to the prisoners of war fund.

MIDNIGHT PASSES

GRANTED SOLDIERS FOR

# CITY'S DELEGATION TO BIG CONFERENCE

Will Take Part in St. Thomas

All soldiers in the camps here have been granted midnight passes today in order that they may attend the assault at arms being staged by their comrades in the Armories tonight. Their presence, in addition to that of hundreds of citizens, is likely to make the event one of the most successful of the season. Affording an opportunity of saying farewell to the volunteers who will be leaving soon for other training camps, the program will, in addition, furnish a decidedly interesting two-hour entertainment, giving an insight into all phases of the soldier's life, from the pleasant hours in the barrack rooms to the grim hand-to-hand encounter with the enemy.

The soldiers will march in a body to the Armories, and a band will lead the procession. The doors will be open at time and 8 o'clock, when the program will commence, will be filled by a band concert to be given by the band of the 1st Depot Battalion, Western Ontario Regiment.

Rehearsing the program yesterday, military officers uncovered some really surprising entertaining talent and assure spectators of a novel and pleasing evening. Uniforms have been obtained for the men taking part in special events. The floor will be given over to dancing at 10 o'clock, music being supplied by the string orchestra of No 1, A. M. C. Training Depot.

Refreshments will be served by members of the Overseas Chapter, I. O. D. E., under the direction of Mrs. Galbatuth and Mrs. Clinger.

EDITOR RICHARDSON IS

### SCHOOLS MUST AIM TO GIVE AID IN DEVELOPMENT OF NATIVE ABILITY OF CHILDREN, DECLARES INSPECTOR

Co-operation With Parents and Doctors Essential in This Age of High Ideals and Definite Standards, C. B. Edwards Tells Teachers' Convention.

The 1917 London Teachers' Association convention for teachers in public, separate and technical schools and the separate and technical schools and separate and professor J. A. Miss C. Meckey and Professor J. A. Date of McGhi University addressed the Asternoon essision.

The opening exercises were conducted by Rev. H. B. Ashby, and were followed by a report on the Strathcena Trust by F. Galpin, and a report on apperannual inspector. C. B. Edwards presented a report on the working of the schools and on the regulations.

No Picking of Courses.

"In attempting to summarize, even briefly, the naturey and quality of the work attempted in our public schools, to no is confronted with so many different features that the making of a suit able selection is very difficult," said the inspector. "At no time in the world's history has there been a greater need for high ideals and definite standards than there is today. Surely all will agree that each child should receive the valining that will best develop ins had the least, here and cordial substitution of the student.

"It is a pleasing feature of one's visits to the schools to be abe to notice the gradual but sure improvement along the total student.

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classrooms.

Almost Superhuman Industry.

"Education has been defined as the formation of right habits. Teachers do not mould habits of children entirely.

A course of swimming which the tachers were given at the institute caused her to regret when she returned to this city that more facilities were not provided for teaching children this useful art.

## SPARKS FROM VICTORY LOAN **METEORIC COURSE IN LONDON**

Youngsters are taking their savings from the school banks and buying bonds. Youth is surely imbued with the right idea.

The headquarters staff at Wolse-ley barracks has asked for informa-tion about the loan. A Victory Bond speaker will explain the proposition to the staff in the near future.

Several business houses not on the groups list have asked for blanks and how to fill them out. One Dundas street firm employing 20 people will have its clerks fill in the forms at the store. This will be of great assistance to headquarters, and other firms not on the groups list are other firms not on the groups list are asked to do the same.

The minister of finance has arranged, through the Canadian Bankers Association, that all subscribers up to \$1,000 of Canada's Victory Loan may have their bonds held for safekeeping at any branch bank for a period of one year without charge.

The minister of finance has further arranged with the Canadian Bankers' Association that the small investor may borrow up to \$000 at 5½ per cent with which to pay for Vietory Bonds. The undertaking is that these loans will be made at the discretion of the bank concerned to those who in their opinion will be able to retire the loan within a year.

Loans to employers on account of subscriptions of employees may be arranged with banks at a rate to be arranged, on the understanding that the employers will deduct from the employers.

No definite arrangement has been Mo definite arrangement has been made with respect to the rate of interest to be charged by banks to those applicants who require loans of over \$900 on account of their subscriptions. The rate of interest in these cases is a matter for negotiation by each individual applicant with his bank.

District Supervisor Finch returned from Hamilton yesterday and stated that everything was going swim-mingly in the Ambitious City. A million dollars in small subscrip-tions was Hamilton's record Tues-day.

The staff at headquarters had another midnight session. It lasted till well on into the morning.

The salesmen are not picking out the plums of their district. They are canvassing them thoroughly as they go along. Don't ask the workers to call again. They need all their time to get through in three weeks. The clergymen in all the country churches will speak on Victory Bonds a week from Sunday.

Middlesex is getting a volume of individual subscriptions. This is highly encouraging to the staff. Let Victory Bonds beat Kaiser Bill.

Victory Bonds look better than watermelon to London's colored population. Five families living in a row bought bonds.

George H. Davis, captain of No. 1 team in District 3 reports one application Wednesday of \$25,000 and two others of \$2,000 each. A girl at headquarters today took six applications for friends of hers and made out the forms minus a slip and without help from the staff. The incident was highly pleasing to an overworked staff.

The supply of buttons and appli-cation forms may be almost ex-hausted, but the canvassers aren't.

T. B. Parkinson's team secured 51 applications on Wednesday. The good work still goes on. A. B. Snow of J. C. Beemer's team has been almost snowed under with applications. He filled out seventeen forms on Tuesday and fifteen on Wednesday.

The groups, or industrial committee, is anxious to have all group canvassing done by the 25th of the

An American walked into a bank yesterday and stated he had sub-scribed to the Liberty Loan in his own country, and he wanted to take his share in Victory Bonds. He took \$1,000 worth.

Citizens, attention! A number of volunteer workers are needed at headquarters to help with the applications. A few hours of your time would help materially. The following bank clerks helped relieve the burdens of the staff on Wednesday afternoon and evening: T. G. Weir, C. E. Fitzpatrick, E. H. Nugent, F. E. McCallum, E. A. Gibson and H. Aseltine.

A canvass of the school teachers will be made this week at the convenience of the principals. The team workers of the districts will have charge.

Here's patriotism for you! Mr. Rowe, a shoemaker on Talbot street, who has passed the 70th milestone of his life, was approached by a canvasser on Wednesday. He stated

that 26 of his relatives were at the front, and that he thought he had done his bit. However, when the Victory Loan was explained to him, he bought a \$500 bond.

Lodges are coming to the fore in the big Victory Loan drive. On Wednesday night Dominion Lodge, No. 48, I. O. O. F., decided to take \$1,000 in the issue, Chorazin Lodge, No. 190 I. O. O. F., also decided to take \$500, with the possibility of enlarging this subscription very shortly.

The London Rolling Mill employees are responding quickly and are sure strong for Victory Bonds:
A large number of the industrial contract cards are being used.

Speakers will talk to Beattle Bros.' employees this week. There will be one for each floor. An inspector will be appointed to help employers organize their factories. A. W. Fraser, Chester Stevens, Wi N. Manning, Robt. Burns and C. H. Beard have volunteered to help the inspector in any way possible.

The employees of the Globe Casket Company were addressed in the interests of Victory Bonds today at noon. The C. S. Hyman & Co. employees will have Victory Bonds explained to them at 5:45 this afternoon by John Cottam.

A former Londoner, now of Fort William, subscribed \$5,000 today for bonds. Nothing like subscribing in your own home town.

The team captains all report that the canvassers are received with-every courtesy by the people, and that it is a pleasure to sell bonds to the citizens of London.

George T. Davis' team had 47 applications Wednesday for a total of \$34,000, divided as follows: Mr. Davis 17, J. F. Tennant 17, Mr. Renwick 7, and Keith Hammond 6. The first of the local stunts was called off this afternoon at 3 o'clock when the coal loader of the McClary Manufacturing Company paraded the downtown streets dropping alleged silver dollars into a big bucket. It was draped with flags and banners, and created a great deal of attention.

The widow's mite behind the soldier's might. Buy Victory

The Chinese colony of the city is doing its share. Lem Wong, Jung Tom and Wong Woo all bought amounts yesterday of \$100

WHO FELL IN ACTION ON OCTOBER 30 LAST



E. Perry of Burwell street, and a cousin of Lieut. Bert Perry, sporting editor of The Advertiser, who is now reported missing. Pte. Wilson, whose home was in Plattsville, was for some time an employee of the Cowan Hardware of this city.

## **BUILDING RECORDS** OF YEAR WELL UP TO 1916 FIGURES

November Permits Already

\$900,000 FOR ALL 1917

Estimate for Year's Return.

ator, \$3,690.
"We expect to reach \$900,000," said
Building Inspector Piper.

## POLICE FUND IS INVESTED IN BONDS OF VICTORY LOAN

Every Lollar of Benefit Surplus Subscribed.

30,043 Claiming It by Latest WOMEN MUST DECIDE

FORMER LONDON BOY



PTE. JACK WILSON, nephew of G

Pass Year Ago Total.

This Is Building Inspector's

Regarding it as a duty to their country, the members of the local police force have authorized the investment to the last and final dollar in Victory Loam bonds, the money held under the police benefit fund.

This decision was reached a few days ago, and on Wednesday several thousand dollars, the remaining funds, were placed in Victory Loan bonds.

Over \$10,000 was taken from the police benefit fund and invested in the last war loan.

When the Victory Loan was floated, the policemen to a man decided in favor of investing down to the last dollar, and this has been done

"The only thing we are sorry for is the fact that we haven't 100 times as much to put into this Victory Loan," said one of the patrolman.

In order to bring the amount up to an even figure, Chief Williams added \$1,000 of his own to the fund.

DISTRICT HAS 1,090

MEN WILLING TO

WAIVE EXEMPTION

Sees Nothing Against It.

Is it right for a man to sing in a theatre and then go to a revival and sing the reprivation of the guestion Rev. Or. Loan Problem in the question Rev. Or. Loan Barber put to the audience at Colborne Street Methodist Church, when Donald C. MacGregor, who is singing at the Majestic Theatre, appeared and sang, "My Task," at the revival meeting.

"If the singer is a clean, upright man, and is singing against it. Mr. MacGregor is here by the courtesy of Man ager Logan of the Majestic Theatre, and this has been done.

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"If the singer is a clean, upright man, and is singing good songs, I can see nothing against it. Mr. M

# HOME BANK OF CANADA Buy Victory War Bonds

Loans advanced to individual subscribers at a moderate rate of interest to enable them to invest in Canadian Victory War Bonds to the full extent of their means.

Branches and Connections Throughout Canada. 394 Richmond Street (Opposite Smallman & Ingram's) Branches Also in Delaware, liderton, Komoka, Lawrence Station, Melbourne, Thorndale.

PLEASE SHOP EARLY

OUR IMMENSE STOCK OF

# Christmas Neckwear Is Now Opened

See them in our Dundas street east window, for the next

few days SPECIAL EXCLUSIVE PATTERNS

50c, 75c, \$1, \$1.25, \$1.50 Each

JOHN GRAHAM & CO.

# Building permits are in great demand, and while the total may not reach that of 1916, there will not be any great difference. November 1s setting up quite a record, the permits for the month to date totaling \$71,000. For the whole month of November 1916, the permits amounted to \$64,850, so this month will be much ahead. The year is approaching the \$800,000 mark. The permits issued this week were to the Brick Supply Company, for a shed, \$1,000; to the Salvation Army for the Rescue Home on Riverview averue, \$34,000; to Bert Brenton, for a two-story veneer house on Bruce street, costing \$3,000; to Mrs. J. Strathmeyer, for a two-story veneer house on Bruce street, costing \$3,000; to Mrs. J. Strathmeyer, for a two-story brick house on Grosvenor street, to cost \$3,000, and to the city for alterations to the incinerator, \$3,500. "We expect to reach \$900,000," said Cascarets are a treat! They liven sive breath and constipation. Mothers

HAS THEATRE SINGER RIGHT TO SING AT

REVIVAL MEETING Rev. Dr. Barber Declares He Sees Nothing Against It.

Cascarets are a treat! They liven sive breath and constipation. Mothers your liver, clean your thirty feet of should give cross, peevish, feverish, bilbowels and sweeten your stomach. You lous children a whole Cascaret any time. ing. Shall we offer our men reinforce-ments or mere words?"

FRENCH SCOUT PARTIES BRING BACK PRISONERS Paris, Nov. 15.—"French reconnoitering parties in the region of the Allette took prisoners," says today's official communication. "The night was calm except in the region of Caurieres (Verdun front), where a heavy bombardment is being carried on.

"On Tuesday four German airplanes were brought down by our pilots, and four others fell disabled within the enemy lines. Our aviators made a number of effectual raids, dropping many projectiles on various enemy depots and cantonments in the region of Mulhausen. German aviators carried out a violent bombardment on territory near Calais."

Look and Feel Clean, Sweet and

Fresh Every Day Drink a glass of real hot water before breakfast to wash

out poisons.

Life is not merely to live, but to live well, eat well, digest well, work well, sleep well, look well. What a glorious condition to attain, and yet how very easy it is if one will only adopt the morning inside bath. Folks who are accustomed to feel dull and heavy when they arise, splitting headache, stuffy from a cold, foul The Change of the control of the con tongue, nasty breath, acid stomach, can, PORTANT ISSUES

IN PRESENT FIGHT

IN PRESENT FIGHT

IN PRESENT FIGHT

IN PRESENT FIGHT