

Number 1 Manitoba Wheat

Is selling around \$1.90 per bushel, while first grades of flour are bringing \$9.70 per barrel on cars at London, and Pure Lard, Pure Milk, Pure Granulated Sugar, Pure Malt Extract and Pure Salt, in fact, all the ingredients that go into

NEAL'S ALOFA BREAD

are selling at unheard of high prices. Also labor, whether for the office, manufacturing or delivery end of our business, is being paid better than ever before in the history of the bread industry. London housewives, consider these facts carefully, and you cannot help but realize that you are practicing real economy.

ECONOMY Should Be the Watchword

in household during these critical times. We must conserve and save our resources in every possible manner until the awful conflict ends in victory for the British Empire and her allies.

TILMAGORE, while

Neal's Purity and Quality AloafA Bread

CO. TO BE SOLD AT 8c PER STANDARD 24-OUNCE LOAF. YOU CANNOT AFFORD TO BAKE YOUR OWN BREAD.

Figure the cost carefully. Make your own comparisons, and you will be sure to economize on your bread bill by asking for Neal's AloafA at your grocer's or direct from our sales wagons.

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Bread Co.**
LIMITED
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'HYDRO' Electric Heater

Do you want to make that steam-heated, hot-water-heated, or hot-air-heated room more pleasant and livable? Then get a

\$4.50 Up
PHONE 3180.

The Hydro Shop

WE HAVE NEW HONEY

GUARANTEED PURE CLOVER. Five-pound pail 75c Ten-pound pail \$1.40
WILLIS & CO.
565 Richmond Street. Phone 3279.

TRAVELLERS CHEER COMRADES IN KHAKI, ELECT OLD BOARD

Splendid Work Appreciated at Annual Meeting Saturday.

C. W. MCGUIRE PRESIDENT

Organization Has Subscribed \$60,000 for Allies' War Loans.

At the November meeting of the Ontario Commercial Travelers' Association held on Saturday afternoon, the members rose in a body and gave three rousing cheers when President C. W. McGuire in the course of his annual address announced that 43 members are now serving the Empire overseas. While the men were still standing they sang the National Anthem. By a unanimous vote it was decided to keep every member now overseas in good standing.

There was another outburst of applause soon after when the president announced that during the year the organization had subscribed \$60,000 to the Anglo-French war bonds, and the Canadian Government war loan.

Given Acclamation. The gathering was attended by travelers from coast to coast, and they paid a tribute to the splendid work that has been done by the present officers by returning the thanks of the association. Those who remember the keen elections which the travelers have had in the past will recognize the tribute paid to the present board. Those re-elected are C. W. McGuire, president; J. H. Grant, first vice; J. Morley Adams, second vice; John Lennox of Hamilton third vice; directors John Lawton, F. E. Harley, W. B. Sereation, I. Kingswood, A. W. Howe, E. N. Hannah and A. E. Cowley of London, George W. St. Thomas, W. A. Martin, Stratford, and M. E. Sherwood of Woodstock.

Annual Meeting. It was decided to hold the annual meeting on December 18. Splendid reports are being prepared showing that the association is flourishing. Committees were named with the following as chairman: Railway, E. N. Hannah; Investment, John M. Dillon; bylaws, John Lawton; applications, F. E. Harley.

During the year committees from the association went to Toronto and took up with the Ontario Government the matter of Hamilton third vice directors. It was largely as a result of these meetings that the Government decided to grant standard hotel licenses. At Saturday's meeting notice of motion was given of many changes in the bylaws to be discussed at the annual meeting.

ANOTHER ROUTE MARCH
Two Battalions Will Parade Through City on Wednesday.
The 11th and 14th Battalions will be given another all day route march on Wednesday. The route this time will take the men through the city. They will march west on Dundas street to Richmond street, south on Richmond to the 1st concession. The way then will lead over the country roads through Westminster, where they will have dinner. The return march will take them to Dundas street and so to the park.

Lieut.-Col. J. E. Colhue will have command of the troops for the day.
You Feel at Home
That means a great deal. To be at home means comfort, rest, satisfaction.
Peters Tea Room
provides just that atmosphere. You see it in the tasteful surroundings, the good, well-prepared foods, the quality of the service throughout. You can take your friends there with confidence.
Breakfast is served from 8 to 8:30.
Dinner from 11:30 to 2.
Afternoon Tea, 3:30 to 5:30.
Hot Supper, 5:30 to 7:30.
Tea Room closes at 8 o'clock.
PETERS
London

QUALITY STORE ROQUEFORT CHEESE

Harry Ranahan
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ST. JAMES' CHURCH CELEBRATED ITS 42ND ANNIVERSARY

Very Rev. Dean Davis Has District Long-Service Record.

DETROIT RECTOR VISITS

Urges Upon Young People the Importance of Getting Right Start.

St. James' Church, South London, marked the passing of its 42nd anniversary Sunday by bright and impressive services, of which appropriate music was an important feature. Very Rev. Dean Davis conducted the services, looking remarkably young and vigorous, considering that he has been the one and only rector of the church, and was for a time honorary clerical secretary of the synod.

The theme he chose for his morning sermon was the text, "And Jesus increased in wisdom and stature, and in favor with God and man." He compared the development of the human plant with that of the vegetable kingdom, the gradual, secret process which goes on day by day, silent and steadily, the unfolding, the development and the progress of human life continue. In the life of Jesus there was no unmeaning. His life was a steady development. He learned by obedience, and was perfected by suffering until perfect maturity was naturally reached.

To Young People. Mr. Purton had a special word for the young people in the congregation. He called attention to the fact that the lives of all great men of history have been just such a steady growth day by day in obedience and diligence. The character and success of these men have invariably depended upon the material put into the building of each day.

In youth, tendencies, dispositions, habits and manners are acquired; in youth, patience, hope, optimism and all of the virtues. A warning was sounded in regard to the increasing difficulty in the years to go by, of getting rid of wrong tendencies, acquiring the virtues which are desirable. In youth, Charles Darwin failed to acquire an appreciation of Shakespeare and music. In later life it was impossible for him to enjoy them.

Get Right Start. Mr. Purton urged the young, while still in their youth, to set their hearts upon right things, to increase in wisdom as well as in stature, and in favor with God, as well as with man.

Concerning sudden transformations, which apparently come in later life, the preacher admitted these, but attributed them not to a sudden growth but to impulse or desire, which had a place in youth, and which in later life reasserted itself and struggled to get into operation.

Mr. Purton urged the impulse of youth, he declared, "asserts itself in later life." In the course of his sermon Mr. Purton referred to the magnificent moral and physical courage of the defenders of the Empire, the young men of London, who, with others, have gone forth to fight the battles of Empire and freedom.

This reference touched very closely a large number of those present at the service, owing to the fact that the church has 38 names on its honor roll.

DREAMS AS RATIONAL AS PHYSICAL EMOTIONS
People's Forum Hears Address on "Prophecy, Profits and Polygamy."
Members of the People's Forum held their first meeting in their new rooms in Alms Block on Sunday afternoon. John Easton gave an address on "Prophecy, Profits and Polygamy."

The belief in prophecy, he stated, sprang chiefly from the idea to be found in all people, that something else was nearer to God than themselves. The human body, he claimed, was not a perfect instrument for receiving emotions and judging them. "Dreams are as rational as physical emotions," he said. He asserted that it was the waking state that caused them to be confused.

The fact that men who became converted changed suddenly from their old habits and from hereditary ones, was not in defiance of psychological laws. The idea that they were saved from damnation became so fixed in their minds that all other ideas became subservient to it, and they were able to break the bonds of former habits.

GERMANY'S IDEAL IS FILLING EUROPE WITH SLAUGHTER AND BLOOD

Rev. Dr. Gandier Tells of Wrong Philosophy.

SCORES CONTROVERSY

Too Much Foolish Talk About Preserving Presbyterian Church.

Members of the First Presbyterian congregation, on the occasion of their anniversary service yesterday, enjoyed a special treat in sermon from Rev. Alfred Gandier, D.D., principal of Knox College. A large number of visitors also took advantage of the opportunity of hearing the distinguished preacher, whose presentation of his subjects yesterday, as always, was characterized by profound thought, illuminating clearness, authority and an appealing winsomeness.

In the course of his morning sermon, based on Ephesians iv, beginning at the 11th verse, he emphasized two thoughts especially: (1) The chief good for man is to be like God, and (2) Beautiful as it is, the material world within which human life is made possible and as a scaffolding in which human character is developed, hence an institution is not an end in itself, and the one test by which to judge an organization is by the kind of individual men and women it produces.

No German Ideal. "In these days," said Dr. Gandier, "we can thank God and take heart that the goal towards which human history is pressing is not towards the monstrous combination of intellectual power and brute force symbolized in the superman of Nietzsche, the ideal German warrior. This perversion of God's ideal is filling Europe with slaughter and blood. God's superman will yet prevail, and God's superman is the modern monster of scientific knowledge, the will to power and brute force, but Jesus, the meek and lowly Jesus, pitiful, merciful, the friend of the broken and the fallen, the contrite and the penitent, He is God's superman."

Full Development. "Philosophers agree that the chief good for man lies in the realm of his nature, which distinguishes him as a man from all other creation. This is his self-conscious personality, the fact that he is 'made in the image of God.' The chief good for man is to be like God. In Jesus, we see what God is as a man, and what a man should be like Him. Jesus is God's man, God's superman. All rational and moral conduct has reference to a chief end to which all efforts are directed, the highest and fullest development of man."

Continuing, Dr. Gandier cited the tragedy of history, which resulted from the mistaken conception that church and state are ends in themselves, and not means to an end, and that in harmony with God's purpose of developing and enriching the lives of individuals. "Look at the situation in Europe today," he said. "The European war, headed by the Kaiser, the German empire's strength, glory and world power meant the misery and killing of hundreds and thousands of their own people, the desolation of German homes, the devastation of Belgium and Poland, the expropriation of France, the striking of the British Empire. Yet they brought to bear upon their plan the perfection of organization, technical efficiency, scientific accuracy. There has been ample evidence that all was accurately planned before the time came to strike."

Wrong Philosophy. "Even the great philosophers of Germany had been teaching that there was nothing higher existed for the state than itself and the supreme good justified any end. Yet I do not want to put all the blame on Germany. In every nation there is a great deal of this bastard patriotism."

"Our confidence in the result of the struggle is not in the army and navy of Britain, much confidence as we have in them, but in the fact that the British Empire is the only one that enabled men, women and children to live freer, richer, more satisfying lives and to develop nobler character than could otherwise be expected. When the British Empire ceases to do this, it will, of necessity, give place to a new order. The one test by which to judge systems and institutions is the kind of individual men and women they produce. If democracy produces the best men and women, let us have democracy. If socialism, let us have socialism."

Means to an End. "I wonder if there isn't a lot of foolish talk in the air for example, about preserving the Presbyterian Church? No one is a more loyal Presbyterian than I am. But even the Presbyterian is only a means to an end, and that end to bring men and women into personal relation with Jesus Christ and build them up to the fullness of manhood and womanhood. If uniting the Protestant forces in Canada and working with one spirit, one aim and plan will be instrumental in reaching more men and women and help to increase the number of Christ-like people in the land, let the Presbyterian Church go. The one thing we are after is the new life in Jesus Christ. How many manufacturers do you suppose would be satisfied just by knowing the wheels were going round, and not caring if the product to see the finished product. Congregations are too apt to rest satisfied with knowing the organizations are going on. They forget the congregation is not the end, but the means to an end, the building up of manhood and womanhood in the image of Christ."

Under the direction of George C. Leithbridge, especially fine music was a feature of the anniversary services. Miss Cullen and Miss Stevens were the soloists of the day.

SOLDIERS IN PULPIT
The pulpit of the Christian Church, Dundas street, corner of Elizabeth, was vacant by the resignation of Rev. G. F. Assiter, who left a few days ago for Halifax, was occupied on Sunday by members of the Army Medical Corps, who are in training at No. 1 Depot. In the morning, Corp. Williamson preached, taking as his text, "And Enoch walked with God," emphasizing in the course of his sermon the importance of keeping close to God.

Corp. J. A. Johnston conducted the evening service. J. J. Smallman of the pulp supply committee introduced the preachers. Both Corp. Williamson and Corp. Johnston are graduates of the Moody Bible Institute, Chicago, and their earnest, impressive addresses were very much appreciated.

OPEN THIS EVENING.
The new quarters which were recently turned over to the Campbell Beach and Hamilton Gault Chapters, I.O.O.F., for serving for the officers and for holding meetings will be opened this evening.

Rowat's Tea

THE SUPREME QUALITY.
40c, 45c, 55c, 65c and \$1.00 per pound.
T. A. ROWAT & CO.,
250 Dundas St.—Phones 3051 and 3052.

SOLDIER COMPLAINS ABOUT POLITICS IN CANADIAN FORCES

Says Sir Sam's Friends Get Everything.

POINTS TO 135TH BATT.

And to Breaking Up of All the Units From London District.

That politics are suspected by soldiers of playing a larger part in the war than those at the head of Canada's affairs will admit, is indicated in a letter received by The Advertiser from a member of the 135th Battalion, which was broken up after its arrival in England. It is reported that a portion of it has gone to France, and that the rest of it has been split up amongst other battalions. The writer, who signs himself "One Against a Political Army," claims that this has not been done with the purpose of facilitating the training of the members, but to provide "soft jobs" for political friends and supporters of the minister of militia.

Started in Canada. Even before the battalion left Canada, the writer claims, politics played a part. Blame, he says, was wrongly placed on the members of the battalion for the first riot which occurred at the camp, and the statement that Lieut.-Col. Bart Robson did not know how to handle his men, and would be relieved of his command.

Because of the fate of the battalion in England, he asks: "Why is it that all troops that come from District No. 1, namely, London, Ontario, are always split up among battalions from Toronto district? Is it not because Sam Hughes has a lot of friends and party heaters in Toronto and district who are after soft jobs? I am very much surprised at the people of Canada putting up with such a man in the cabinet as Sam Hughes."

Don't Mind Waiting. "It has been credited to him as saying that he will lead a division of Canadians to the front when the war is nearly finished. I, for one, would like to see him lead a division now. Never mind waiting for the end of the war. If he wants to show how patriotic he is, now is his chance. Let him meet the same game we have to meet, as any fool can go to the front when the war is nearly completed. Why does he not show himself as brave a man as Mr. Beland, who was taken prisoner at Antwerp in the early stages of the war instead of going all over Canada and England, on Canadian taxpayers' money? Anyone can travel that way, and there is always someone left that is able to take his place."

Autumn at the Shore

A few days or a week at the shore will work wonders with the busy man of woman who finds it impossible to take an extended vacation.

The St. Charles

offers every possible inducement to those seeking rest and relaxation. Write for booklet and terms.

Newlin Haines Co., Atlantic City, N. J.

DIAMOND RINGS, \$5.00 TO \$500.00. C. H. WARD & CO.

Diamond Merchants and Jewelers,
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The Shoe of Satisfaction Is the Shoe of Lasting Wear!

A shoe may look well and invite your purchase by its trim lines and attractive finish, but see to it that the stock is there. You can't make a polished mirror out of barn door, nor can you have Satisfactory Shoes made from shoes made of unreliable shoe stock. If you want quality you must pay for it. We sell Reliable Shoes, made from reliable stock, by honest manufacturers whose integrity as producers of footwear we have tested through our patrons.

Our prices are reasonable. Your trade is an appreciated asset of our business. We want to serve you well, so once a customer, always a friend.

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Have your piano tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tunings, \$2.00.

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The BATTLE of THE SOMME

"The greatest moving picture in the world"

Today and Every Day This Week, 1 p.m. to 11 p.m.



KING GEORGE V.

ON THE evening of Saturday, September 2nd, the official War Office film, "The Battle of the Somme," was by royal command exhibited at Windsor Castle. There were present besides His Majesty, Her Majesty the Queen, the party from the royal household and others. Capt. J. C. Fairthorpe of the General Headquarters, and Lieut. E. Distin Mad-dick, representing the War Office, were in charge of the film. The King expressed to them his unqualified approval of the "Battle of the Somme" pictures, and advised the British public and that of the Empire at large, to see them. Both officers in charge of the film had the honor of being presented to their majesties, and receiving royal congratulations.

The King's Advice:
"The public should see these pictures that they may have some idea of what the army is doing and what war means."
—THE KING.

Copies of this film have reached Canada, and will be presented for public exhibition in the best theatres, under the auspices of the leading Canadian newspapers, in the chief cities from coast to coast. In London this wonderful record of British heroism and of British victory will be shown under the auspices of The London Advertiser, at the Lyric Theatre, all this week. In order that as many people as possible may see this wonderful picture, popular prices will be charged for every seat in the house—afternoons and evenings, 25 cents.

Lyric Theatre

All This Week. 1 p.m. to 11 p.m.
Admission - 25 Cents
(WAR TAX OF 2 CENTS IS NECESSARILY ADDED)