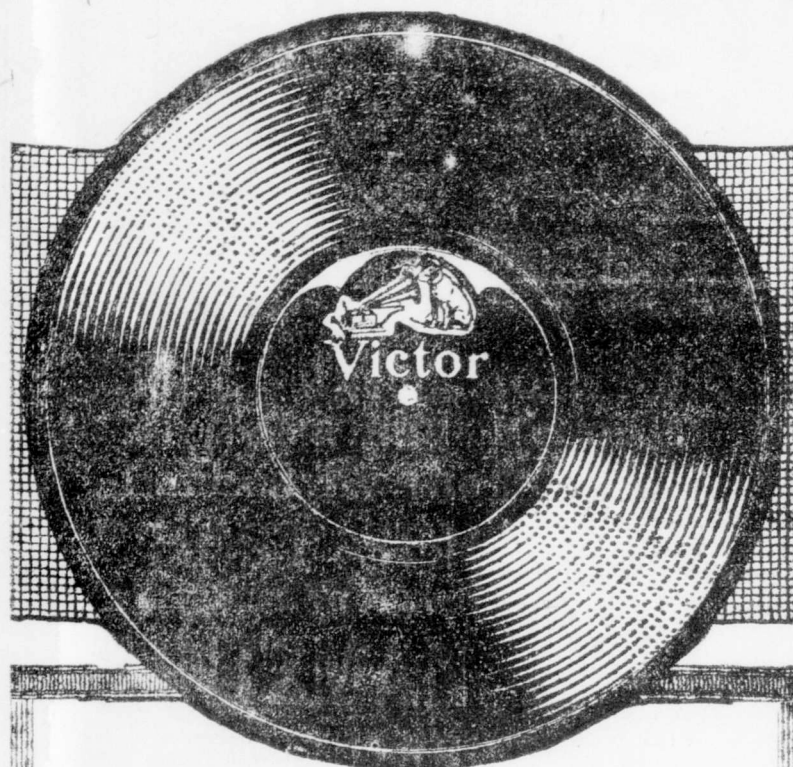


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October Victor Records

Instrumental Selections

Instrumental renderings of charming tonal effects and rhythm at 90c for two selections—include "Serenade Falet" and "Toreador et Andalouse" by the Imperial Russian Balalaika Orchestra; and Beethoven's "Fifth Symphony," which is played in two parts by the Victor Concert Orchestra.

Current Song Successes

are sung by a galaxy of popular artists, and include among many others on the 90c list

She is the Sunshine of Virginia Campbell-Burn
Turn Back the Universe and Give Me Yesterday 18112
Harry Macdonough-Orpheus Quartet
Songs of Yesterday Avon Comedy Four 18126
When the Black Sheep Comes Home

Hits from "Pom Pom"

Two song hits by Mizzi Hajos, the Dresden China singer in the latest operetta successes.

Evening (From "Pom Pom") Mizzi Hajos 45091
In the Dark (From "Pom Pom") Mizzi Hajos

Red Seal Artists

Geraldine Farrar sings "Thy Dear Eyes," Kreisler plays "Adagio," Caruso presents "Santa Lucia." Over 70 others

Made in Canada One Price from Coast to Coast Played Everywhere Dealers in Every Town and City

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"THE HOME OF THE VICTROLA"
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London's Leather Store

Imitation Leather Club Bags, 10 to 18 inches.....75c to \$3.00
Genuine Leather Club Bags, 10 to 20 inches.....\$2.50 to \$16.00
Imitation Leather Suit Cases, 12 to 26 inches.....65c to \$4.00
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Complete stock of Ladies' Hand Bags, Purses, Gent's Purses and everything in leather.

JAMES McCORMICK

395 TALBOT STREET. PHONE 2038

SEVENTH FIRE THIS WEEK.
CHATHAM, Oct. 12.—The seventh fire since Sunday broke out late tonight in the tobacco warehouse of Jerry O'Brien. Considerable stock was destroyed, though as yet the damage has not been estimated.

JUDGE COGHILIN GUEST.

CHATHAM, Oct. 12.—At the annual banquet at the Knights of Columbus held tonight, Judge Coghlin, recently appointed to the Junior Judgeship of Kent County and former Stratford lawyer, was the guest of honor.

MILLIONS ARE EXEMPT FROM BRITISH ARMY SAYS LLOYD GEORGE

Declares the Figures Would
Startle House if Given.

COUNTRY HAS THE MEN

Only Necessary To Get At
Them, He Tells the
Commons.

LONDON, Oct. 12.—That the exemptions from Army service in Britain run into millions, and are too numerous, was the statement made in the House of Commons today by Lloyd George.

Replying to Sir Edward Carson, who again raised the question of man-power and Ireland's contribution, the war minister, Mr. Lloyd George, said there was no doubt whatever about the country's available man power and reserves, but it was necessary to get at them. The exemptions, he declared, had been too numerous; if he gave the figures he would startle the House. The exemptions had run into millions. The minister believed the Government had power to deal with the exemptions, but if not, they would consult the House on needful measures.

"We must lay the foundations for a war extending over a prolonged period," said Mr. Lloyd George. "That is the only way to insure victory." John Dillon complained that Premier Asquith in his speech yesterday had given no assurance that the utmost resources would be employed to help Rumania in the hour of her trial to save her from the fate of Belgium and Serbia.

Anxious About Rumania.
"If we allow Rumania to be overrun," said Mr. Dillon, "maybe we will never beat Germany. There have been sinister rumors that the British Government regards the Saloniki expedition with evil eye."

He expressed the belief that the war would be decided in the Balkans, and asked for a plain assurance from the war secretary that the Allies would strain every nerve to assist Rumania by a strong counter offensive in Macedonia.

Mr. Lloyd George said that obviously he could not enter into details but he could assure Mr. Dillon that the Allies were doing their utmost to support the brave Rumanian armies against vicious attacks.

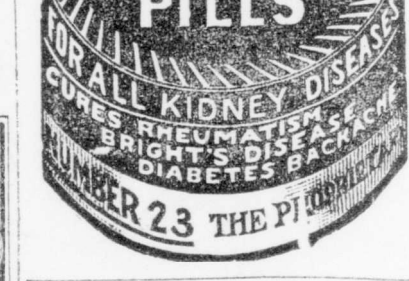
"We have not the least doubt," said the minister, "that Germany is concentrating her strength in order to crush Rumania, not merely in her own interest, but in a spirit of vengeance because a brave people dared challenge her power."

Credit For the "Tanks."
The British public has displayed unabated interest in the designs of the "tanks" at the front and curiosity regarding their history. The subject was raised in the House of Commons tonight when the war secretary again gave primary credit to Colonel Winston Spencer Churchill, former first lord of the admiralty, whose energy and enthusiasm, he said, was mainly responsible for bringing the idea into practical operation when he was head of the admiralty by making the necessary experiments and appointing a committee to carry out suggestions.

Mr. Lloyd George said he hoped that with further experience the efficacy of the "tanks" would become even greater. Among the admiralty experts and others engaged in the construction of the "tanks," he mentioned Eustace H. W. Tennyson-D'Eyncourt, director of naval construction, Sir Maurice Hankey, secretary of the war committee, and Colonel Swinton, who had previously been named in this connection. Nevertheless, he added, the suggestions would never have fructified but for Col. Churchill's enthusiasm.

NO. 1 CONSTRUCTION BATTALION HAS LANDED

[Special to The Advertiser.]
ST. THOMAS, Oct. 12.—Recruiting Officer Lieut. York Hardy is in receipt of a letter from Pte. Daniel Dziel, of No. 1 Construction Battalion, who was in St. Thomas recruiting for that unit last summer, stating that the battalion had safely arrived in England, and that all of the 50 St. Thomas men in the regiment were well.



What Thin Folks Should Do To Gain Weight.

Good Advice For Thin, Underdeveloped Men and Women.

Thousands of people suffer from excessive thinness, weak nerves and feeble stomachs who, having tried advertised flesh-makers, food-fads, physical culture stunts and rub-on creams, resign themselves to life-long skinniness and think nothing will make them fat. Yet their case is not hopeless. A recently-discovered combination of assimilative agents has made fat grow after years of thinness, and it is also unequalled, judging from reports, for repairing the waste of sickness or faulty digestion and for strengthening the nerves. This remarkable preparation is called Sargol. Sargol, strength-giving, fat-producing assimilative elements of acknowledged merit have been combined in this preparation which is endorsed and used by prominent people everywhere. It is absolutely harmless, inexpensive and efficient.

A few weeks' systematic use of Sargol should go far to produce flesh and strength by correcting faults of digestion and by supplying nourishment to the blood. If not, the purchaser who sells it is authorized to return the purchase price. Increased nourishment is obtained from the food eaten, and the additional fats that thin people need are thus provided. All leading druggists supply Sargol and say there is a large demand for it.

If you find a druggist who is unable to supply you with Sargol, send \$1.00, money order or registered letter, to the National Laboratories, 74 St. Antoine street, Montreal, and a complete ten days' treatment will be sent you post-paid, in plain wrapper.

While this new preparation has from reports given splendid results as a nerve-tonic and vitalizer, its use is not recommended to nervous people unless they wish to gain at least ten pounds of flesh.—Adv.

ADRIATIC SETS SAIL WITH ALL LIGHTS EXTINGUISHED AND OVER A NEW COURSE

NEW YORK, Oct. 12.—With all lights extinguished the steamship Adriatic of the White Star Line, carrying 333 passengers and 18,000 tons of war munitions, was believed tonight to be speeding south from this port well within the three-mile zone of safety off the coast.

Her announced destination was Liverpool and her course to that city would lead east from Sandy Hook. She apparently followed in the wake of the freight-laden Pannonia and Minnehaha. The Danish vessel Hellig Olav, more venturesome than the British steamers, took the easterly course after clearing the bar. They were the first vessels to leave New York for European ports since the submarine raid of Sunday.

The Adriatic left her dock this afternoon, but after reaching Sandy Hook dropped anchor outside the bar. Her captain evidently intended to get away under cover of darkness. As night fell no lights flashed aboard the liner and Sandy Hook observers were unable to watch her movements. It was believed, however, that she headed south soon after 7 o'clock. No British or French cruisers which were sent as convoys were sighted, although it was believed they might pick up the liner after she was forced to leave on needful measures.

Casualties of Canadian Force Are Now 52,026

Over Twelve Thousand Have
Made the Supreme
Sacrifice.

OTTAWA, Oct. 12.—Up till

October 11, the total number of casualties among officers and men of the Canadian expeditionary forces was 52,026, according to figures compiled by the casualty record office. The number is made up as follows:

Killed in action 8,134
Died of wounds 3,120
Died of sickness 452
Presumed dead 1,009
Missing 1,372
Wounded 37,939

DEMANDS ON GREECE NIPPED GREAT PLOT AGAINST THE ALLIES

Conspiracy To Use Greek Fleet
For Central Powers.

LONDON, Oct. 12.—According to the Times' Athens correspondent a conspiracy existed in Greece to officer the Greek fleet with anti-Entente sympathizers, and to concentrate in Thessaly, in the rear of the Allied armies, troops, guns, stores and material from Athens and elsewhere. The correspondent adds that the precautions taken by the Allies through an ultimatum to counteract these schemes caused no surprise in Athens.

The newspapers today publish an official British press representative, by Eliutherios Venizelos at Saloniki, in which the former premier denounced King Constantine as responsible for the present state of affairs in Greece and outlined further plans for the provisional government, which include the raising of an army corps to fight on the side of the Entente Allies against the Bulgarians.

In the interview M. Venizelos declared that it was the intention of himself and his collaborators to set up a formal government in Salonki, exercising all powers of state, levying existing taxes to maintain the military service and raise and equip troops. M. Venizelos said that when in September, 1915, he urged upon the king the necessity of fulfilling Greece's treaty obligations with Serbia, King Constantine replied: "I am prepared to leave the internal affairs of Greece to the Government, but in international relations I consider myself alone responsible before God for their direction."

POLICE SHOOT STRIKERS; ONE KILLED, MANY HURT

Pitched Battle Waged in Streets of
Bayonne, N. J.

BAYONNE, N. J., Oct. 12.—One man was killed and at least a score wounded, two fatally, in a pitched battle here late today between police and a mob of striking Standard Oil employees, who were terrorizing the city by looting and burning.

Although the rioters were finally dispersed, they reformed later in the evening, and another pitched battle ensued shortly before midnight. Many shots were exchanged, and the number of strikers leaving behind them was increased by wounds in his left side and right leg. None of the police was hurt.

MINISTER HANDS OVER CHECK TO SOLDIERS

INGERSOLL, Oct. 12.—The patriotic spirit of the Rev. P. R. Ross of Ingersoll, N. Y., who 25 years ago was a member of the 1st Company of St. Paul's Presbyterian Church, has asserted itself in the generous gift of \$100 to the fund being raised by the Daughters of the Empire on behalf of 12 companies of the 1st Battalion. For four Sundays recently Mr. Ross occupied the pulpit of St. Paul's Church, and for his services was handed a check for \$100. He turned over the money over to the Daughters of the Empire for B Company of this town.

WEATHER PROPHET HICKS DEAD AT ST. LOUIS, MO.

[Canadian Press.]
ST. LOUIS, Mo., Oct. 12.—Rev. L. R. Hicks, astronomer and "long distance" weather forecaster and publisher, died here last night from pneumonia. He was 71 years old.

the three-mile limit. It was thought the almost simultaneous departure of the Adriatic and the two British freighters might be significant.

There were four Americans among the 336 passengers in the Adriatic's first cabin. Two other American citizens, Filipino and Canadian, were aboard. There was 108 passengers in the second cabin and 100 steerage.

All the lifeboats of the upper tier were uncovered as the big steamer cast off and their ropes were loosened so that the boats could be lowered instantly.

STEAMER CANOPIC ARRIVES. BOAT KINGSTONIAN FAR FROM SCENE OF U-BOAT RAIDS

Word Reaches Boston of Her
Safety.

FIVE STEAMERS LOST

Officials Not Permitted to
Tell Location of
Vessel.

BOSTON, Oct. 12.—The British steamer Kingstonian, reported as among those torpedoed by a German submarine off Nantucket last Sunday, is safe in port, according to word received today by John M. Thomas of this city, local manager of the Leyland Line, which owns the steamer. Mr. Thomas said his information showed that the Kingstonian was thousands of miles from Nantucket last Sunday.

As the Kingstonian is in the service of the British Government, Mr. Thomas was not permitted to indicate the port at which she had arrived, but he said it would take her two weeks of steaming at her usual speed to reach Nantucket, as there it was evident she was nowhere near the scene of the submarine's operations in these waters last Sunday.

This information serves to confirm the opinion held by marine men here that the report of the Kingstonian's loss arose from a confusion of her name with that of a Christian Knudsen, the Norwegian tank steamer sunk by the U-boat, and that only five vessels were sent to the bottom by the raider.

PARIS' CONTRIBUTION BY DEBENTURE ISSUE

Council Decides to Aid British Red
Cross With \$5,000.

[Special to The Advertiser.]
PARIS, Oct. 12.—At a large and representative gathering of citizens held in the council chamber this evening, it was decided to ask the council to make a grant of \$5,000, by the issue of debentures for the British Red Cross fund, and the British sailors' fund, the amount to be apportioned as the council sees fit. Mayor Paterson presided and the feeling was unanimous that this was the best way to raise the money.

THE QUEEN CITY SPECIAL—LONDON TO TORONTO VIA CANADIAN PACIFIC.

The traveling public are directed to the excellent train service between London and Toronto, particularly the "Queen City Special," leaving London at 9 a.m. daily, and arriving in Toronto at 12:15 p.m. This train stops at Woodstock, Galt, Guelph Junction, West Toronto and Parkdale. The equipment is first-class in every way, consisting of first-class coaches and parlor car.

Particulars from Canadian Pacific ticket agents, or H. J. McCullum, C. P. A. corner Dundas and Richmond streets.

To Cure Catarrhal Deafness and Head Noises

Persons suffering from catarrhal deafness and head noises will be glad to know that this distressing affliction can be successfully treated at home by an easily effected complete cure after all else has failed. Sufferers who could scarcely hear a watch tick have had their hearing restored to such an extent that a tick of a watch was plainly audible seven or eight inches away from either ear.

Therefore, if you know someone who is troubled with head noises or catarrh, catarrhal deafness, cut out this formula and hand to them, and you will have been the means of saving some poor sufferer perhaps from total deafness. The prescription can be prepared at home, and is made as follows: Parmit (Double Strength), about 75c. worth. Take this home and add to it 4 pints of hot water and 4 oz. of granulated sugar, stir until dissolved. Take one tablespoonful three or four times a day.

The first dose should be designed to relieve the distressing head noises, headache, dizziness, cloudy thinking, etc., while the hearing rapidly returns as the system is invigorated by the tonic action of the treatment. Loss of smell and mucus dripping in the back of the throat are other symptoms that show the presence of catarrhal poison, and which are often entirely removed by this efficacious treatment. Nearly ninety per cent of all ear troubles are said to be directly caused by catarrh; therefore, there must be many people whose hearing can be restored by this simple home treatment.

Every person who is troubled with head noises, catarrhal deafness or catarrh in any form, should give this prescription a trial.

Important Note.—In ordering Parmit, always specify that you want Double Strength. Your druggist has it or he can easily get it for you. If not, send 75c. postal note or money order to the International Laboratories, 74 St. Antoine street, Montreal, Que., Can., and they will supply you.

R. J. YOUNG & CO.

Millinery Announcement of Importance

Our Buyer has just returned from her Mid-Season buying. Our Department is now replete with the SEASON'S LATEST MODES



Now is a good time to buy Worthy Ready-to-Wear moderately priced.

Here Is a Snap in Ladies' Sample Suits for \$15.00

There is only a limited number of these suits, but all sizes. They are made of serge and all wool poplin, with high buttoning collar, also cape collar, button and fur trimmed, in navy, brown or green. Skirts are high waistline, gathered and belted. \$20.00 suits for\$15.00

SPECIALLY PRICED SEALETTE COAT made of Lister's silk seal plush, belted all round, with large collar. Extraordinary value for\$20.00

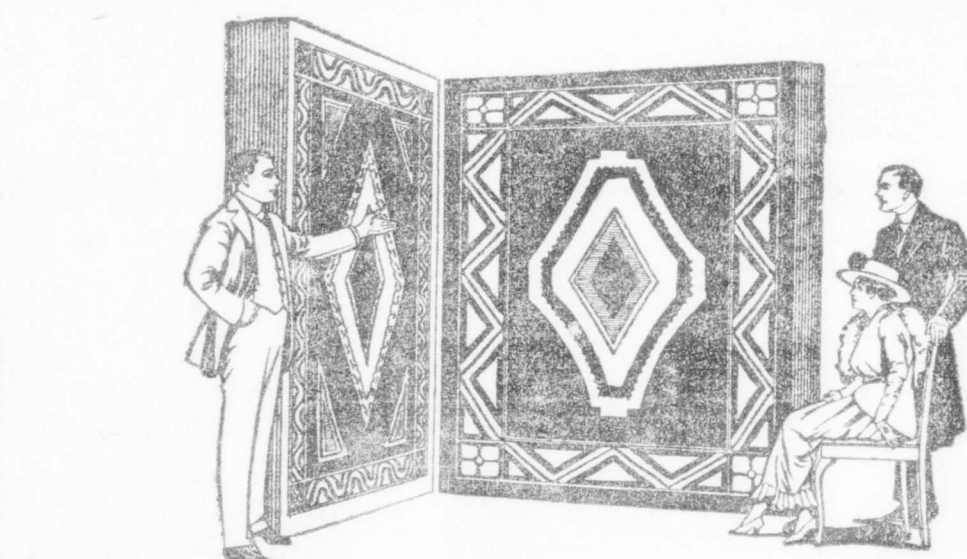
Just to hand 200 Pairs Saxony Cotton Blankets in grey or white, soft fluffy finish, in pink and blue border; large size\$1.50
25 Pieces White Flannel-ette, 36 inches wide, special quality. Our leader 15c

Ladies' Fast Dye Cashmere Hose, full fashioned, seamless feet, good for hard wear. Special 2 for 75c
Penman's Fine Cashmere Hose, double soles, heels and toes, fast dye. Only 50c

Ladies' Fall Weight Vests and Drawers in natural or white; very nice quality. Only 50c Garment
Ladies' Natural All Wool Vests with drawers to match. Non-irritating \$1.25 Garment

Hard Wear Serge for School Children's Dresses in navy, copen and brown, 50c yard
Our Special Suitsing Serge in navy and black, 50 inches wide, good weight\$1.25

RUGS AND LINOLEUMS



We are showing the largest variety of Rugs and Linoleums this season that we have ever shown. Our prices on Rugs and Linoleums were always the lowest; this year they are much lower than you will find elsewhere. We will be pleased to demonstrate this fact to you. Our stock comprises all qualities in their different sizes; you are always cordially invited to visit our Rug Department, whether you purchase or not.

Tapestry Rugs

Size 7.6 x 9, from\$7.50 to \$10.50
Size 9 x 9, from\$14.00 to \$20.00
Size 9 x 10.6, from\$15.00 to \$25.00
Size 9 x 12, from\$18.00 to \$25.00

Axminster Squares

Size 6.9 x 9, from\$20.00 to \$22.50
Size 9 x 9, from\$20.00 to \$31.00
Size 9 x 10.6, from\$30.00 to \$35.00
Size 9 x 12, from\$35.00 to \$40.00

Brussels Squares

Size 6.9 x 9, from\$12.50 to \$15.00
Size 9 x 9, from\$15.00 to \$20.00
Size 9 x 10.6, from\$20.00 to \$30.00
Size 9 x 12, from\$21.50 to \$40.00
Size 11.3 x 13.6, from\$30.00 to \$35.00

Wilton Squares

Size 6.9 x 9, from\$21.00 to \$30.00
Size 9 x 9, from\$20.00 to \$38.00
Size 9 x 10.6, from\$32.00 to \$39.00
Size 9 x 12, from\$40.00 to \$46.00

Rag Mats with Fancy Borders

A new lot of Rag Mats just arrived, in many new colors, including old rose, grey, blue, green, etc.

OILCLOTHS

In 6-foot widths, from 40c to 45c per square yard

Best printed quality, in 12-foot widths, from 65c to 85c per square yard
6-foot widths, from 55c to 75c per square yard

LET US GIVE YOU OUR PRICES ON RE-COVERING YOUR FLOORS. WE CAN SAVE YOU MONEY.

Wm. Trafford Furniture Co.

129 Dundas St. LONDON'S OLDEST HOMEFURNISHERS 11 Market Sq.

BLIND AND DEAF, ENDS LIFE BY STRANGLING

MONTREAL, Oct. 12.—Raphael Verrechia, an Italian contractor, of a better hiding his relatives good-bye, Chiengo, was discovered in bed this and saying that life had no more in

morning at his father's residence, 404 Cadieux street, strangled with the string from his bathrobe. He was president of the Italian Society of Montreal. He was blind and deaf, and left a letter bidding his relatives good-bye, brother about him, as he would soon be dead.