"Older than the Dominion of Canada"

Ample Surplus Security

The combined Paid-Up Capital and Reserve Fund of the Huron & Erie totals over $5,000,000.

This surplus security is for the protection of depositors and Debenture holders.

The rate of interest in the Debenture Department is

5%
Per Annum

THE **Huron & Erie** MORTGAGE CORPORATION

Chartered 1864

London (two branches) and St. Thomas

T. G. Meredith, K.C., President — Hume Cronyn, General Manager

ADDED EQUIPMENT OF Y WILL INSURE BOYS' WORK SUCCESS

Whole Third Floor To Be Turned Over to Juniors.

The whole of the third floor of the Y. M. C. A., which on October 1 will be thrown open to junior members of the organization, will in addition be used as a meeting place for Canadian Standard Efficiency groups in the city, it was announced today.

Extensive repairs and alterations have been in progress in this part of the building all summers and are now in the final stages. Finishing touches will be put on during the remainder of the month and equipment will be installed. The additional space will open a large field for work with the junior members of the organization. Reading and game rooms are provided and in addition there is a large gymnasium and shower baths.

This part of the building will be placed at the disposal of standard efficiency groups from the various city churches on prearranged nights as it is felt in this manner the work can be co-ordinated. At present each group has a meeting place of its own and in most cases learns little of the programs being carried out by other groups. By the new system each group will come in touch with others and a friendly rivalry will be created.

The new gymnasium will be an auxiliary to the present one, which, although sufficient to meet the needs of the Y. M. C. A. members, could not meet the requirements of all the standard efficiency groups without interfering with regular schedules. The new room will be used as a banquet hall as well. This will enable the association to use the present room needed for this purpose, for senior members.

Chris Butterworth has been appointed to the local Y. M. C. A. staff and will assist with the boys' work. He will be in charge of the junior department and will keep a record of the members using the equipment so that it can be learned if every member is getting the advantages of his membership and if others are abusing it by monopolizing the games and rooms.

Lieut.-Col. George McLaren Brown, the European manager of the C. P. R., writes to the Tariff Reformer and Empire Monthly," in England, urging a comprehensive scheme by which the returned soldiers could be placed on the land in so far as they desired it—a scheme by which lands closed to the public would be fully opened up—not a few parcels of lands, such as were noticed in the press, and which would not give a square foot to all who might seek this means of settlement, but a plan by which large numbers could be accommodated on the lands in the mother country. Mr. Brown refers to the plan of the C. P. R., which offers improved farms, in selected colonies, with distinctive military names, improved by the company; and assisted colonization farms of 320 acres each, selected by the intending settler and then improved by him with assistance from the company. Easy terms of payment are offered, carried over twenty years; but the point that Mr. Brown insists on is that it is not people out of the workhouse that Canada wants, because such are not desired in the Dominion, but people who are likely to succeed. He urges that the whole question of reconstruction be tackled with vigor on the other side. b

OFFICIAL MESSAGE BLASTS ALL HOPE OF BOY'S SAFETY

Says That Lance-Corp. C. R. Belcher Was Killed In Action.

Official confirmation of the death in action of Lance-Corporal Cecil Russel Belcher today crushed hopes of his being alive which had been aroused when press casualty lists reported him wounded and not dead.

An official telegram last week brought the first news of the young soldier which had been received since he was reported missing after the battle of Vimy Ridge. It reported him to have been killed. On Monday the press casualty lists reported "Lance-Corporal C. R. Belcher—wounded" and it was this that first aroused hope that the report of his death was a mistake.

The Advertiser immediately telegraphed the Director of Records at Ottawa and received the following reply: "Latest report received states Lance-Corporal Cecil Russel Belcher, previously wounded and missing, now officially reported killed in action, April 9, 1917."

Popular Londoner Wins Promotion In Trust Co. Service

"Vic" Smith Becomes Windsor Manager of Huron & Erie and Canada Trust.

E. Victor Smith, who has been actively connected with the Huron & Erie Loan Corporation and the Canada Trust Company for many years, has been appointed manager of these companies' branches at Windsor, and will leave shortly to assume his duties.

Mr. Smith is one of London's best known young businessmen, and has come rapidly to the front. His reputation is far reaching, and his acquaintances cover a wide territory. For many years he was president of the Hermitage Club, took an active interest in football and other amateur sports and has been connected with the Western Fair in official capacity.

Mr. Smith is prominent in the Masonic order, and in many of the other civic activities. He will be missed, but his friends are delighted at his rapid rise in the business world.

NUMBERS ASSIGNED MILITARY TRIBUNALS IN WESTERN ONTARIO

London tribunals, under the military service act, will be numbered from 183 to 189 inclusive, according to the official Canada Gazette. The Gazette gives the following list of Western Ontario tribunals with their numbers:

London—London (7), 183-189.

Middlesex—Lambeth, 190; Thorndale, 191; Lucan, 192; Dorchester, 193; Parkhill, 194; Ailsa Craig, 195; Coldstream, 196; Melbourne, 197; Strathroy, 198; Delaware, 199; Glencoe, 200.

Brant—Paris, 17; Burford, 18; Onondago, 19; St. George, 20; Oshweken, 21; city of Brantford (4), 22-25.

Bruce—Port Elgin, 29; Kincardine, 30; Wiarton, 31; Lion's Head, 32; Walkerton, 33; Paisley, 34; Tara, 35; Lucknow, 36.

Elgin—Aylmer, 55; Straffordville, 56; Port Stanley, 57; St. Thomas (2), 58-59; Dutton, 60; Fingal, 61; Rodney, 62.

Essex—Windsor (3), 63-65; Walkerville, 66; Belle River, 67; Sandwich, 68; Kingsville, 69; Tilbury, 70; Essex, 71; Amherstburg, 72; Leamington, 73.

Grey—Markdale, 86; Dundalk, 87; Thornbury, 88; Feversham, 89; Owen Sound (2) 90-91; Meaford, 92; Shallow Lake, 93; Rocklyn, 94; Durham, 95; Chatsworth, 96; Hanover, 97; Ayton, 98.

Huron—Wingham, 128; Brussels, 129; Gorrie, 130; Seaforth, 131; Exeter, 132; Goderich, 133; Clinton, 134; Dungannon, 135.

Kent—Wallaceburg, 136; Ridgetown, 137; Chatham (2), 138-139; Merlin, 140; Blenheim, 141.

Lambton—Petrolia, 145; Alvinston, 146; Thedford, 147; Forest, 148; Watford, 149; Dresden, 150; Thamesville, 151; Bothwell, 152; Sarnia (2), 153-154; Wyoming, 155; Brigden, 156; Courtright, 158; Wilkesport, 158; Down Centre, 159.

Norfolk—Simcoe (2 for county), 209-210.

Waterloo—Kitchener (2), 383-384; Waterloo, 385; Linwood, 386; Elmira, 387; Galt (2), 388-389; Hespeler, 390; Ayr, 391; New Hamburg, 392; Preston, 393.

Oxford—Woodstock, 239; Hickson, 240; Kintore, 241; Drumbo, 242; Embro, 243; Ingersoll, 244; Tilsonburg, 245; Norwich, 246; Otterville, 247.

Perth—Stratford (2), 260-261; Listowel, 262; Milverton, 263; Palmerston, 264; St. Mary's, 265; Mitchell, 266; Monkton, 267; Kirkton, 268; Tavistock, 269.

AT THE MAJESTIC THEATRE FRIDAY AND SATURDAY.

AT THE PATRICIA THEATRE TODAY, FRIDAY AND SATURDAY.

LONDON MERCHANTS GRATIFIED OVER FAIR RESULTS

The following letter has been sent to The London Advertiser, entirely unsolicited, by the London Advertising Club:

London, Sept. 19, 1917.

Advertiser, City:

Gentlemen,—The committee of members of the London Advertising Club and retail merchants, organized to make fair week in London a big annual shopping event, are very gratified at the success of the campaign.

The retail merchants responded to the appeal of the committee loyally and enthusiastically. The plan was successful. Previous records were broken, beginning at 9 o'clock Monday morning.

As the week progressed, business rapidly increased. The committee believes the enormous cash possibilities of fair week to London merchants has been amply demonstrated.

The essential spirit of co-operation so cheerfully given by all, will live and grow. It will help to make London a bigger and better shopping centre. It will lend new zest and earnest encouragement to the directors of the Western Fair, giving these men a new goal to aim at and helping them to attain it.

For the generous aid by The Advertiser in valuable space and willing, untiring effort, the committee is deeply grateful. You have helped to strike the keynote for future achievement.

The committee urges you to "carry on" next year, believing that our united efforts will win a new place for London in the minds of upwards of half a million substantial shoppers who are ready to spend their money in the Electric City.

Yours for more and better business,
T. H. YULL,
Secretary London Advertising Club.

Photoplay News

PATRICIA.

"Polly of the Circus," the first Goldwyn production to be released, starring dainty Mae Marsh, will be shown at the Patricia Theatre next Monday, Tuesday and Wednesday.

In adapting Miss Mayo's drama for the screen, several liberties have been taken with the original play, but it must be admitted that they are all improvements. In fact the additions to the drama provide most of the action of the piece, and also round out the romance into a more satisfactory story. Three children are introduced in the first part. They are Polly and two boys who meet the little girl when the circus comes to town. One of the lads runs away and joins the circus, and the other grows up to become the pastor of the village flock. Then the action moves on to the time when Polly returns as a circus performer herself and is injured by a fall from her horse. The pastor gives her shelter in the parsonage, and thereby scandalizes the narrow-minded members of his flock. Polly grows to love the little home in the quiet village, but she supplies plenty of material for gossip. The most censorious of the deacons owns a race horse, and Polly dons a jockey's outfit and beats the deacon's horse in a race for a $500 stake; it is the last straw. They succeed in driving the girl out of the town, but in the end the pastor seeks her out and insists that they must not part. "Polly of the Circus" makes a very attractive screen drama. The sentiment is wholesome and there are pleasing flashes of humor. The photography also is excellent, the producer being clever about securing striking effects. It goes without saying that Mae Marsh gives a delightfully sympathetic performance as Polly. She has a tenderness in her acting and a spirituelle quality possessed by no other actress of the movies. "Polly of the Circus" sets a high standard for the Goldwyn pictures that are to follow.

MAJESTIC.

Enid Bennett, star of "The Girl Glory" and "Little Brother," appears as French girl, the daughter of a Brittany fisherman in "The Mother Instinct," at the Majestic today.

The opening scenes show the picturesque settings and life in the quaint little village where the men and women toil hard to earn a living from the sea. Eleanor Coutierre, the character portrayed by the star, is a singularly beautiful girl, and her mother is determined that this youthful beauty shall not be permanently blighted by the rough labor required of a fisherman's life. So Eleanor is sent to the home of an aunt in Paris. In the gayety of the Latin quarter, to which she is introduced by friends, all the vivacious charms of her nature is developed.

The scenes of revelry in the artists' studios are of the typically French sort. Eleanor finds in them a realization of dreamed delights. Yet she preserves the sweet naivete and purity that caused an artist to call her "a flower blown up by the sea."

Her sister Marie spends the winter in Paris, and in the spring Mother Coutierre leaves the coast village to join her daughters. About the same time Marie starts for home. Mme. Coutierre upon arrival is dumfounded to learn that Eleanor has become a mother and is innocently proud of the nameless babe. A series of remarkable incidents lead to the climax when Eleanor is acquitted of guilty conduct in the eyes of the world.

STOP ALL WASTE IN MILK CONSUMPTION

Special Appeal Sent Out by Ontario Safety League.

The following special bulletin, issued by the Ontario Safety League at the request of the dairy and cold storage commissioner, Ottawa, is being widely circulated throughout the country as an appeal to reduce the waste in milk: "One-half cup of milk if waster daily by each family in Canada would mean 125,000 quarts wasted each day, 3,750,000 quarts wasted each month, 45,625,000 quarts wasted each year.

"Valuing milk at 5 cents per quart, which is about what the producers receive, the above waste amounts to $6,250 per day, $187,500 per month, $2,281,250 per year.

"The value of a good 100-acre farm thrown away each day. The value of 365 beautiful farm homes wasted each year. It requires 20,833 cows to produce this one-half cup of milk per family. It requires 2,833 men to milk these cows each day.

"'Left-over' or sour milk can be used for cooking. Stop all waste."

SMALLMAN & INGRAM — THE WEATHER A FEW SCATTERED SHOWERS. — SMALLMAN & INGRAM

Interesting Items in Linen Dept.

Many lines are now very hard to procure, but in our varied stock you will be astonished to find such excellent ranges of popular and much wanted merchandise, and marked in some cases lower than mill prices. If it's linens, and to be had, you will surely find it here. Plain, hemstitched and scalloped linens in trays, scarfs, tea and lunch cloths are very scarce or very much advanced. We are able to still sell these goods at last year's prices. Plain white linen and linen sheeting in good range of prices, also ecru shade linen for library scarfs, etc., in all widths. We are still selling our old reliable plain and figured huckaback toweling at remarkable prices. Huckaback bedroom towels at last year's quotations. Pure linen damask tabling at popular prices, our old reliable numbers, too. Damask sets of superior quality made from well-matured yarns.

INVESTMENTS IN LINENS AT THESE PRICES MEAN A SAVING TO YOU.

Plain Hemstitched and Scalloped Linen Pieces at less than wholesale price today. You will shortly be looking for Christmas gift suggestions. Now is the time to procure your pieces for stamping and embroidering. The following sizes and prices exactly same in quality and price as last year:

16x24 at .....50c 18x27 at .....59c 18x36 at .....75c 18x45 at $1.00
18x54 at .....$1.25 30x30 at .....$1.00 36x36 at .....$1.25 45x45 at $2.00

Natural Linen, the much-wanted shade for library scarfs, centres and cushion tops: 18-inch at 30c, 35c and 40c; 20-inch at 35c; 36-inch at 50c and 75c; 45-inch at .....60c yard

Old Bleach and Shamrock Brand Huckaback Toweling All Pure Linen

Plain and Figured Huckaback Guest Towelin g, 15 inches wide.....40c, 42c, 50c yard
Plain and Figured Huckaback Guest Towelin g, 18 inches wide .....42c, 50c, 55c yard
Bedroom Toweling, 20 inches wide .....50c and 60c yard
Bedroom Toweling, 22 inches wide .....55c, 60c, 65c yard
Bedroom Toweling, 24 inches wide .....55c, 60c, 65c, 75c yard
Two numbers at old prices in Fine Figured Huckaback Bedroom Towels, large size .....$1.00 and $1.25 each
20 pairs Extra Large Fine Huckaback Bedroom Towels. Very special .....$1.19 each
Pure Linen Damask Tabling at exceptional prices. It's impossible to repeat these numbers, but while our stock lasts..... $1.35, $1.50 and $1.75 yard
Two pieces only, full two yards wide, heavy, all pure linen damask, spit and shamrock design. Only .....$1.35 per yard
Only ..... $1.35 per yard
Our special $1.50 Damask is remarkable value, good range of designs, 72 inches wide.
60-inch Pure Linen Unbleached Kitchen Damask at 85c yard is a snap. We have only three pieces now to sell. Special ..... 85c yard

It's impossible to begin to describe the delightful designs and qualities you will find in damask sets, and prices are very low, many at less than manufacturer's quotations. Pay us a visit. You're under no obligation to buy. We shall enjoy showing you our extensive range. Prices from ..... $8.00 per set up

Women's Flannelette Gowns and Pyjamas

Our fall shipment of Flannelette wear is now in and the values will be of special interest this season, as orders were placed for these stocks with the manufacturers months ago, who had their materials contracted for in advance at prices much below today's quotations. The materials are beautiful and soft, and it will be wisdom to get your needs supplied early this season. A special assortment of oversizes will be found in present stock.

Slipover style, three-quarter sleeves, made of soft-finished white flannelette, neck and sleeves finished with lace, lengths 56 and 58. Price $1.25

Slipover Gown, three-quarter sleeves, made of splendid quality white flannelette, neck and sleeves trimmed with pretty lace and ribbon draw, lengths 56, 58 and 60. Price....$1.50

Slipover Gown of heavy white flannelette, with long sleeves, pretty embroidered yoke finished with hemstitching, neck and sleeves trimmed with lace, lengths 56, 58 and 60. Price $1.75

Open-Front Gown of good firm white flannelette, high neck and long sleeves, neck finished with heavy cotton lace, lengths 56, 58 and 60. Price $1.25

Same style in outsize at $1.50

Open-Front Gown of soft-finished white flannelette, high neck and long sleeves, double yoke in back, front yoke trimmed with cluster of tucks, neck and front finished with narrow frill of material, lengths 56, 58 and 60. Price....$1.25

Open-Front Gown, Mother Hubbard style, made of splendid quality white flannelette, long sleeves and high neck, trimmed with frill of material, lengths 56, 58 and 60. Price $1.50

Open-Front Gown of soft fleecy white flannelette, double yoke in back, long sleeves, V neck, front prettily trimmed with tucks and dainty embroidered flannelette insertion, lengths 56, 58 and 60. Price $1.85

Open-Front Gown of splendid quality white flannelette, neck and sleeves finished with small scallops of buttonhole stitching and rows of hemstitching, lengths 56, 58 and 60. Price $2.50

Oversize Gown, made specially for stout figures in open-front style, made of soft white flannelette, long sleeves, double yoke in back, front yoke trimmed with tucks and insertion, neck and sleeves finished with flannelette embroidery, lengths 56, 58 and 60. Price $1.75

Oversize Gown of soft white flannelette, double yoke in back, high neck and long sleeves, front trimmed with clusters of fine tucks, neck and sleeves trimmed with lace, lengths 56, 58 and 60. Price $2.00

Ladies' Pyjamas of nice soft flannelette, in pink and blue stripes; front trimmed with braid ornaments. Price $2.50

Ladies' Pyjamas of heavy striped flannelette, front trimmed with silk ornaments, made in pink, sky and mauve. Price $3.50

Afternoon Tea Specials.
Lettuce and Endive Salad, Brown Bread and Butter, Cup of Tea or Coffee 35c
Blueberry Muffins, Cup of Tea or Coffe 20c

SMALLMAN & INGRAM LIMITED

Afternoon Tea Specials.
Buttered Toast With Honey 15c
Fresh Fried Tomatoes, Home-made Bread and Butter, Cup of English Breakfast Tea 30c

. . . Join the . . .

Happy Thought Stove Club

Members May Have Their Stoves Delivered Now and Pay As They Use It

Any honest person may become a club member. It costs nothing to join. Members may select what Range or Heater they like and, by paying of a small deposit, have stove delivered at once, paying the balance in small weekly or monthly payments.

When You Buy a Stove Buy The Best

For years this stove has been recognized as Canada's finest. It costs a little more, but it is well worth the difference. Visit our basement and see the splendid display. Everything in Stoves is here.

Prices on Ranges run from $38.00 up. Prices on Heaters run from $7.50 up.

Ontario Furniture Co., Limited

LONDON'S LARGEST HOME FURNISHERS.

226-228-230 Dundas Street

WE CARRY ALL HAPPY THOUGHT REPAIRS IN STOCK.

PUMPING OF BECK WELLS IN WINTER MAY BE ABANDONED

Foster Wells Exceed Estimates, Can Handle Needs.

The utilities commission may abandon the Beck wells during the winter months, it is reported today.

The Foster wells are yielding much greater quantities of water than anticipated, two of them yielding more than 1,500,000 gallons of water. The other three will yield, it is expected, a great deal more water. The cost of pumping is much less.

However, the Horton street wells will be used in the summer months, when there is always a shortage of water.

FORMER CITY SOLOIST WEDS AT STRATHROY

STRATHROY, Sept. 19.—One of the prettiest weddings of the season was solemnized in the Methodist Church this afternoon, when Miss Charlotte Jean Buttry, daughter of Mr. and Mrs. Joseph Buttry, became the bride of John C. Atkinson, son of Dr. W. T. Atkinson, of Marlatt, Michigan. The bride was formerly contralto soloist in Dundas Centre Methodist Church, London. The ceremony was performed by Rev. J. P. Reid. The bride was given away by her father. During the ceremony the choir sang "O Perfect Love," and later Miss Fox rendered a solo most acceptably. Miss Eleanor Hanley was bridesmaid and Mr. Hitch, of Marlatt, groomsman. The wedding march was played by Miss Muriel Walls. Mr. and Mrs. Atkinson will reside at Marlatt, Michigan.

YOUNG SOLDIER CAUGHT SELLING STOLEN WHEEL

Tells Court He Was Broke and Stole to Get Money—Remanded For Week.

Yielding to a sudden impulse to steal in order to get money when he was penniless, William Mann, a soldier at Carling Heights, pleaded guilty in police court today to the theft of a bicycle from Royden Hudd. He was remanded to jail for one week for sentence.

Mann is not yet seventeen years old, his home being near Puslinch, a few miles from Galt. He was arrested Wednesday by Detective Down in a local bicycle store while in the act of accepting $12 for the bicycle, which was valued at $45.

Captain Macauley, representing the military authorities, stated that Mann enlisted four weeks ago, and during his time in the army his conduct had been of an exemplary character.

"I find among his effects a permanent pass," said Captain Macauley.

"What does that indicate?" asked the magistrate.

"It means that he must have been a pretty good boy or he would not have been given a permanent pass," replied Captain Macauley.

"Why did you do this?" asked the magistrate.

"I was broke and I wanted money. But I am sorry now," replied Mann as his eyes filled with tears, the lad realizing his position keenly.

"I will remand you to jail for a week, and I hope some representations can be made to me in the meantime which will help you," said the magistrate.

The bicycle was ordered restored to the owner.

CLASSES ORGANIZED

No. 28 Nursing Division Starts Its Season's Work.

The home nursing class under the auspices of No. 28 Lord Kitchener Nursing Division of the St. John Ambulance Brigade was organized on Wednesday evening in the Royal Bank building. Thirty-two names were on the register, and many more are expected to enroll within the coming week. Dr. George gave a lecture on "Circulation, Digestion and Respiration."

Those wishing to join the nursing class may apply to Mrs. J. B. McKillop or Miss Davis on Tuesday, September 25, at the class-rooms in the Royal Bank building. This is the date of the next meeting.

TWO NEAR DEATH WHEN CARS GRAZE AUTO ON CROSSING

Fatality Barely Averted at Waterloo Street Last Evening.

William Clarke of the undertaking firm of Smith, Son & Clarke, and his wife barely escaped with their lives at the Waterloo street crossing of the Grand Trunk early last evening. They were motoring south and on reaching the tracks the watchman raised the gate on the side from which they approached, and they started across. A string of cars was being shunted eastward at the same moment, and as soon as he was under the gate Mr. Clarke saw them. Had he continued south his car would have been struck fairly, but by prompt action he succeeded in turning the auto by a few inches. The auto ran up the ties a foot or so from the moving cars for some distance before Mr. Clarke brought it to a stand. Fortunately no train was coming from the east and he and his wife were removed from their dangerous situation and their car hauled back to the crossing.

It is stated that there was absolutely no light on the end of the moving train and no one was guarding it.

No. 2C
Autographic Kodak Jr.
Price $12.00

The Camera that made a stir in the photographic world not only because of the new size picture it makes (2¾ by 4¼ inches), but also because such generous picture proportions have been obtained in a camera so easily pocketed.

Let us show you this and other new models.

Store Open Evenings.

J. H. BACK & CO.
210 DUNDAS STREET.
ywt

AIR RAID POSTPONES SOLDIER'S HOME-COMING

Removal From Bombed Hospital Causes Wounds to Reopen Again.

A letter received yesterday morning from Pte. Walter A. Schafer of the 18th Battalion by his parents states that his home-coming is again delayed because of an accident suffered at an English hospital. He was being removed to a position of safety from bomb raids over the seaport where he was stationed at the time of the accident.

Pte. Schafer went overseas with the 70th Battalion. He was wounded at Vimy Ridge and sustained the loss of an arm. He was expected home some weeks ago, but his wound opened, and his home-coming will be postponed indefinitely.

Asthma

Asthma and hay fever, even of long standing and of the most distressing severity, are robbed of their terror by this reliable remedy.

Dr. J. D. Kellogg's Asthma Remedy — Two Sizes 25c. and $1.00.