

LLOYD GEORGE CONFIDENT ITALY AND ALLIES WILL ROLL FOE BACK FOR EVER

LONDON, Nov. 1.—Premier Lloyd George has sent the following message to the Italian premier, Vottorio Orlando, in reply to the latter's of yesterday affirming the solidarity of the two nations:

"It is a source of real satisfaction to us that the friendship between the Italian and British peoples is about to be cemented by the co-operation of their armies with the gallant soldiers of France on the same battlefield. I am confident that Italy and her allies will not only stem the tide of the enemy advance, but in due course will roll it back forever."

Brock, president of the best drygoods store that bears his name, and one of the pioneers of the trade in Canada, died tonight at 6 o'clock. He was 82 years of age and had been in failing health for some time.

The business career of the late Mr. Brock, who was born in Eramosa

W. R. BROCK DEAD; NATIVE
OF WELLINGTON COUNTY
One of Pioneers of Trade in Canada
Dead.

TORONTO, Nov. 1.—William Rees
Dead.

MONTREAL REGISTER LIGHT.

MONTREAL, Nov. 1.—Registrations
still continue light in Military District
No. 4. In Montreal the claims for exemption now total 10,411, while 564 have
reported for service.



KEEP PEPS HANDY AT HOME, AT WORK AND ON ACTIVE

The best protection for the throat, chest and lungs is contained in a handy box of P >s.

As Peps tablets are dissolved in the mouth, powerful medicinal fumes & e carried with the breath straight through the air passages into the lungs, where liquid medicine cannot reach.

The throat and lungs are always more sensitive in cold weather. Peps will strengthen them. Therefore, keep Peps always handy wherever you are, and occasionally dissolve a tablet in the mouth. You never know what in fection of colds, "la grippe" and even lung trouble may be carried about by people with whom you come in

Because of their direct action, Peps give immediate relief to the chronic bronchitis sufferer, and provide young and old with a safe defence against Goughs, Colds, Sore Throat, Laryngitis and Pneumonia.

The Army authorities warn soldiers not to neglect coughs and colds. Make the warning effective by sending your soldier friends supplies

50c box, 3 for \$1.25. All dealers or Peps Co., Toronto. FREE trial package sent upon receipt of 1c stamp for postage.

First Lord of Admiralty Delivers Maiden Speech.

REFORMS NAVAL OFFICE

Personnel Will Be Increased and Young Blood Added.

Is poorer and the number of German submarines which do not return is increasing.

"Since April, the highest month for British losses, they have steadily decreased, and latterly to a marked degree. September was the most satisfactory month; October was only slightly worse, and better by 30 per cent than any other month since unrestricted submarine warfare began. The net reduction in tonnage in the last four months is 30 per cent less than anticipated in the estimate prepared for the cabinetearly in July.

"The total net reduction since the beginning of the war from all causes in British tomage on the official register in ships over 1,600 tons, is under two and a half millions of tons, gross, or fourteen per cent, and that after a period when our great armies and their magnificent equipment received priority and the great growth of our navy was simultaneously achieved, to the detriment of mercantile shippuilding. Now that the submarine for the present is doing less damage and the resources of the country are being devoted to a far greater extent to the upbuilding of the merchant marine, I look for net results still more formidable.

More Ships; Less Loss.

"Summarized, the submarine war-

merchant marine, I look for net results still more formidable.

More Ships; Less Loss.

"Summarized, the submarine warfare amounts to this: Our defensive measures have during the last seven months proved so efficacious that in spite of the increased number of ships passing through the danger zone, there has been steady reduction in the damage done by the enemy submarines. In the meantime we are sinking enemy submarines to an increasing extent. Our offensive measures are improving and will still more improve and multiply.

submarines to an increasing extent. Our offensive measures are improving and will still more improve and multiply.

"But, on the other hand, the Germans are building submarines faster than they have hitherto done and they have not yet attained their maximum strength. It appears to me, therefore, that in the submarine warfare, as elsewhere it is becoming a test of determination and ingenuity between the two contending forces.

"For the present I have come to the conclusion that the submarine warfare is going well for us. The enemy has done less damage than he hoped, and less than we estimated. He has done it with a serious and heavy loss to himself. At present we may be justified in feeling that his attack on our trade is held and is being mastered, and we are justified in looking to the future with courage and determination, confident that he will fall."

German Merchantmen Dwindle.

The first lord said it was interesting to recall the position of the German mercantile marine, continuing:

"At the outbreak of the war German mercantile marine, continuing:
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"At the outbreak of the war German were and the position of the German were and t alone, but the alliance as a B.B.B. is manufactured only by The binted out that while Great Bri. T. Milburn Co., Limited, Toronto, Ont.

Prepare for Long War,

"We must lay plans for a long war,"
sald Sir Eric Geddes, first lord of the
admiratty, in his maiden speech in
the House of Commons today. "I see
no signs of its being a short one."

Naval affairs have been to the fore
in the last few weeks, There has
been much outspoken criticism of the
conduct of the admiralty, especially
since the successful German attack on a
convoy in the North Sea. A section of
the preas, supported by certain retired
naval officers of high standing, is carrying on a campaign with the object of
ousting Admiral Sir John Jellicoe as
first sea lord. The admiral has been the
subject of attacks for his alleged lack
of strategic ability and insufficiently
forward policy.

The admiral's defenders in other sections of the press, as well as among his
colleagues in Parliament, have been
equally emphatic in his support. Other
leading naval officers also are being criticized with much freedom.

The North Sea Affair.

Added.

LONDON. Nov. Lear Exis Greeke who recently succeeded its Edward Carson as first lord of the admirally succeeded are accompanied to the admirally succeeded are accompanied to the admirally succeeded are accompanied to the accompanied and of the admirally succeeded are accompanied to the accompanied and of the accompanied and of the accompanied and accompanied accompanied and accompanied accompanied and accompanied accompanied accompanied and accompanied accompanied accompanied accompanied accompanied and accompanied and accompanied a

OTTAWA, Nov. 1.—Medical examinations under the military service act to date reveal a high percentage of "A" men coming within class 1. One hundred and twenty-five thousand men have in all now passed the medical boards, divided into the following medical categories:

gories:

"A" men—62,06%.
"B," "C," "D" and "E" men—63,739.

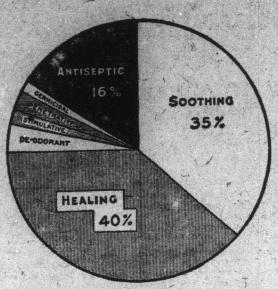
Total examined—125,802.

There were in all 36,012 men examined last week, a figure which is regarded as entirely satisfactory by the authorities.

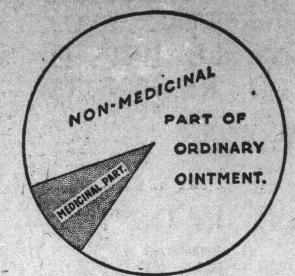
TO CURE

The sufferer from dyspepsia and in-digestion who has to pick and choose his food is the most miserable of all

THE SECRET OF ZAM-BUK'S POWER



The above diagram shows the proportions of the various medicinal qualities contained in Zam-Buk—which is all medicine.



This diagram represents a type of ordinary ointment, which contains only a small proportion of

The secret of Zam-Buk's power lies in the fact that it is all medicine. Ordinary ointments contain about 5% medicine and the balance animal fat. Seven important qualities combine to make Zam-Buk a unique balm.

1st. The Healing quality—which you will see from the diagram predominates. By comparing the diagrams you will see that one box of Zam-Buk contains more healing power than a great many

2nd. The Soothing power of Zam-Buk is very great. Almost immediately it is applied it ends the pain and irritation of a wound or sore. It then draws out the inflammation and reduces the swelling. 3rd. The Antiseptic power of Zam-Buk is three times as great

as is commonly met with. This is the quality that prevents the growth of injurious microbes, and thus prevents festering. 4th. Zam-Buk is Germicidal. That is, it is capable of destroying all germs in a wound or sore, while its antiseptic power prevents their spreading. These two qualities, combined, make Zam-Buk a certain preventive of blood-poisoning.

5th. The power of Penetration which Zam-Buk possesses is extraordinary. This quality makes it invaluable in the case of deep-seated troubles, such as rheumatism and sciatica, and also for chronic skin diseases. Zam-Buk gets to the "root" of the trouble.

6th. The Stimulative quality of Zam-Buk is very important, as it enables the balm to act as a tonic on the surrounding tissues and hastens the healing process.

7th. As a Deodorant Zam-Buk is unequalled for discharging sores, bad legs, ulcers, wet eczema, etc.

It is obvious that in buying Zam-Buk you get the best possible return for your money, which is always-and particularly at the present time-a matter of great consideration to a good housekeeper. All dealers or Zam-Buk Co., Toronto. 50c box, 3 for \$1.25.

FREE -Send this advertisement, name of paper and le stamp (for return postage) to Zam-Buk Co., Toronto, and a free trial box will be sent you.

"THIS WAR WILL END

declared U. S. War Secretary Baker last week, and a lmost on the same day, Lloyd George announced that he could "see no road to peace but in victory."

Without ignoring any of the shadows in the ou tlook, Allied observers are unanimous in their conviction that the central powers are cracking under the st rain. In proof of this they point to the recent brilliantly successful French offensive on the Aisne front, when in one day's fighting Gen. Petain's troops advanced two miles on a six-mile front, capturing 8,000 prisoners and 70 big guns; to the ceaseless methodical advance of the Ypres wedge by Haig's steam-roller tactics; to the heavy toll taken of Germany's naval forces by the Russian fleet in the Gulf of Riga battle, when fifteen German warships were put out of action; to the capture by the French of four super-zeppelins in one day; to Germany's heavy withdrawal of troops from the Riga front to make possible an Austrian offensive against I taly; and to the ominous rumors of a growing spirit of mutiny in the German and Austrian fleets.

The leading article in this week's LITERARY DIGEST (November 3), is a careful summing-up of the news from various quarters and its significance upon the outlook for peace through victory. Other articles of uncommon interest in this num ber of THE DIGEST are:

WAR-TIME RELIGION IN CANADA

The Effects of the War Upon Church Attendance,

Current Poetry

The Draft Made Really Selective Drafting Ships The Imaginary British Peace Offer to

Germany Why Korniloff Rebelled German Device for Seeing Wireless

Poisoning From Canned Vegetables On Keeping Balanced in the Air A "Leg-Up" for Dancers Tennyson's Lost Vogue Clerical Exemption an Insult or a

Challenge

Retailers as War-Profiteers? The Foe's First Blow Unsweetening Our Sugar The Pope Still Works for Peace Canada's Coalition Government Freight=Cars vs. Motor=Trucks Why Wood Warps The Place of Humor in War What the Gary School System Is Laying Up Riches in War-Time News of Finance and Commerce

Many Interesti ng Illustrations.

Will You Send "The Digest" To a Soldier in France?

"I notice in your last number a plea for all Americans to help entertain American soldiers by furnishing scrap-books, etc. Having been in this mess some time and talked to a lot of American and Canadian soldiers, I would like to retort. If you want the soldiers to be happy in hospitals and out, make it easier for them to get hold of the best

paper published. My copy of 'THE DIGEST goes to twenty-five men, at least. It is practically impossible to buy THE LITERARY DIGEST in Paris, and absolutely impossible anywhere else. No other paper begins to cover the ground. Very truly,

E. F. BASSETT, American Field Service, in France."

November 3rd Number on Sale Today-All News-dealers-10 Cents

NEWS-DEALERS may obtain copies of "The Literary Digest" from our local agent in their town, or where there is no agent, direct from the Publishers.



FUNK & WAGNALLS COMPANY (Publishers of the Famous NEW Standard Dictionary), NEW YORK