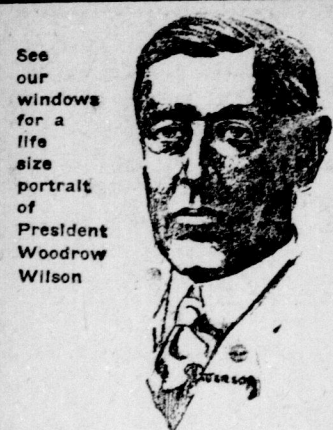




President Wilson
The Man of the Hour

—whose clear vision is our protection and safeguard.

Our glasses will give you the perfect vision and efficient eyesight needed for these strenuous times.

See Us NOW!

BROWN OPTICAL CO.
VISION SPECIALISTS.
Phone 1677, 223 Dundas Street, LONDON, ONT.



DIAMONDS

Diamond Rings from \$5 to \$350. Including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

THE London Loan and Savings Co.
OF CANADA
Government Bonds
for sale

To Pay 6%

4% ALLOWED ON DEPOSITS
M. J. KENT, Manager.

You Can't Afford To Bake Bread

Because you cannot possibly bake bread with as little waste and at as low a cost as the baker who does it scientifically, and without waste.

Parnell's Breads

are made from a formula the result of 40 years' experience. You cannot make a mistake in insisting upon them.

Order a Trial Loaf Today.

Parnell The Breadman
Phones 929-1390.

Mantel Clocks!

A FINE WEDDING GIFT.

The clocks now on display in our store are clocks well worth seeing before purchasing a clock. We have these in many different shapes and sizes, all of the finest finish and guaranteed movements.

\$5.00—Square, oak finish, 8-day strike.
\$7.00—Square, black enamel, 8-day strike.
\$12.00—Mantel style, black enamel, 8-day strike.
\$14.00—Mahogany Mantel, round style, square base, 8-day strike.

YOUNG'S

TWO DIAMOND HALL STORES.
170 Dundas St. 674 Dundas St.

A TREAT For All THE FAMILY

You must eat our delicious XXX Bread to know why. It is the most popular loaf baked in London.

JOHNSTON BROS. XXX BREAD

contains more real nourishment, more body-building ingredients and has that deliciously different flavor that appeals to all tastes.

For health's sake try this bread today.

Your grocer sells it.
JOHNSTON BROS. PHONE 944
License No. 5-263.

EARTH SHOCKS IN SPAIN.
ALMERIA, Spain, Sept. 25.—Havas Agency.—Earth shocks were felt here today, but they lasted only a few seconds. There were no casualties.



AUTHENTIC STYLES IN Hats and Furs
BELTZ & CO.

AMERICAN REGISTRATION IS OFFICIALLY DEFINED BY DEPUTY REGISTRAR

Official information as to the status of United States citizens in Canada, about which there has been great confusion, was given out yesterday by Deputy Registrar H. F. Beresford, as follows:
All United States citizens living in this military district, whether single, married or widower, and whether or not they have registered under the United States draft law, or have claimed or been granted diplomatic exemption, must register with the deputy registrar, M. S. A., London, within the times hereinafter mentioned.
Group 1—Those who on June 5, 1917, had attained their 21st birthday, but not their 31st birthday, and those who since June 5, 1917, and on or before June 5, 1918, had attained their 31st birthday, within ten days after September 28, 1918.
Group 2—Those 19 to 20, and 31 to 40 years of age, within ten days after October 12, 1918.

ROWAT'S COFFEE

The best procurable. Please particular people.
55c PER POUND
250 Dundas St. Phone 3051-3052.
Canada Food Board License No. 8-3422.

STURDY W.O.R. MEN LEAVE FOR EASTERN TRAINING POINT

A draft of 100 men from the 1st Depot Battalion, W. O. R., at Carling Heights camp, left for the east yesterday afternoon. The men left at 4:30 and were escorted to the C. P. R. Richmond street station by the members of the Siberian expeditionary force stationed in this district.

An incident that was regarded as an omen of good luck by the departing fighting men was the presence on the same train of a wedding party. Confetti was showered on the honeymooners and on the khaki-clad men, both married and unmarried.
The incident added some excitement to the usual staid and proper military departure, and caused much amusement and considerable comment among the soldier lads, who felt that they were leaving under felicitous auspices.

ROSS' LIMITED

MANUFACTURING FURRIERS AND MANUFACTURERS OF LADIES' CLOAKS AND SUITS. FROM TRAPPERS TO WEARER DIRECT.

FURS



Three main features should receive serious consideration in purchasing Furs, viz.: Reliability, Value and Appearance.

These requirements we are able to meet, as we purchase direct from trappers, and pick only select pelts for our own business, and, as manufacturers, save to buyers of our garments all middle profits.

Our Garments Are All Guaranteed

As our selection is too large to describe in the compass of an advertisement, we can only note a few numbers as follows:

No. 640—No. 1 Natural Northern Muskrat Coat, 42 inches long; best Hudson seal collar, cuffs and 8-inch border around the skirt; lined with fancy silk Poplin. Price \$150.00

No. 621—Natural Northern Plain Muskrat Coat, 42 inches long; lined with fancy silk Poplin. Price \$110.00

No. 125—Select Hudson Seal Coat, 40 inches long; natural racoon collar, cuffs and border; lined with satin brocade. Price \$195.00

No. 100—Plain Hudson Seal Coat, 36 inches long; lined with satin brocade. Price \$185.00

CHOICE SELECTIONS OF FUR SETS, STOLES, CAPES AND MUFFS IN HUDSON SEAL, MINK, SABLE, BEAVER, ERMINE, ETC.

Black Fox Sets, Neckpieces and Muffs.
Black Lynx Sets, Neckpieces and Muffs.
Black Wolf Sets, Neckpieces and Muffs.
Black Dyed Sable Sets, Neckpieces and Muffs.
Natural Racoon Sets, Neckpieces and Muffs.
Natural Wolf Sets, Neckpieces and Muffs.
Natural Muskrat Sets, Neckpieces and Muffs.

SPECIAL GARMENTS MADE TO ORDER UNDER DIRECT SUPERVISION OF EXPERT DESIGNERS.

LADIES' APPAREL

In this department of our manufacturing a staff of designers and tailors are busily engaged producing the latest modes in Coats, Suits and Dresses from the best fabrics and correct shades of the season.

SUITS SUITS SUITS

in velours, silvertones, tricelines, serges, poplins and gabardines, etc., are daily coming from factory, and placed in our showrooms at Manufacturer's Prices.

COATS COATS COATS

In the vogue of the hour, are now coming from the factory, in velours, naps, witneys, silvertones, silk plushes, burr-ella cloths, etc., tweeds, etc.

Blouse Department

The showing in New Fall Blouses is most attractive, as it embraces the newest productions of the season, from the plain and simple silk or voile to the most highly lace and beaded trimmed models in vogue.

Kayser Gloves and Radium Silk Hosiery a Specialty.

196 Dundas Street Phone 1319

Taylor's Drug Bargains

If you really want to economize in your drug store buying you must take advantage of Taylor's Drug bargains. Every item listed is a money-saving opportunity for you. Every article is backed by Taylor's guarantee of absolute satisfaction or money refunded. Taylor's reputation for square dealing assures absolute satisfaction in all your drug store buying. You cannot afford to miss the following BARGAINS FOR THURSDAY, FRIDAY AND SATURDAY:

PRICES THE SAME AT ALL SIX STORES

50c Dodd's Kidney Pills	29c	50c Pinex	38c	25c Mecca Ointment	14c	50c Gin Pills	35c, 3 for \$1
50c Dr. Chase's Nerve Food	32c	\$1.00 Nuxated Iron	62c	25c White Pine and Tar	16c	50c Fruit-a-tives	28c

Buy By the Name

Don't ask the druggist for a bottle of cough syrup. Ask for the genuine **Taylor's Throat and Lung Balm**, and don't accept an inferior substitute. Throat and Lung Balm is the only remedy absolutely guaranteed to cure the worst cough, cold or bronchial irritation. Throat and Lung Balm is at least five times as strong as ordinary cough syrups, mixtures, etc., and the dose is very much smaller (just half a teaspoonful). It acts on the eliminating organs of the body as well as on the throat and lung passages, and in this way enables the system to quickly throw off the worst cough or cold. It will give prompt relief in Asthma and Bronchitis. Every 35c bottle is sold under a written guarantee to cure or money refunded. Larger sizes, 65c and \$1.20.

35c Freezone	24c	35c Fig Syrup	19c	50c Fig Syrup	39c	25c Fluid Magnesia	19c	50c Ingram's Milkweed Cream	29c	\$1.00 Ingram's Milkweed Cream	58c	25c Cascares	19c	25c Carter's Pills	2 for 25c	50c Peerless Hair Restorer, for restoring the natural color to grey, faded hair	38c	50c Dr. Williams' Pink Pills	29c
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Tonal Iron Capsules	\$1.00	35c Castoria	24c	50c Orchard White	39c	25c Baby's Own Tablets	17c
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Cigar Bargains

10c Rex, Havana Perfecto, Baled Havanas, Mi Lindas, Arabs or Tampa's Pride 4 for 25c
10c Japs, Santa Claras, Suns or Gaste's 1492 5 for 40c
Gaste's Spark or Stock Broker 5 for 25c

\$1.25 Pinkham's Compound	98c	25c Cascares Bromide Quinine	14c	\$1.50 Syrup Hypophosphites	96c	60c Dr. Chase's Ointment	38c	50c Morina Peroxide Vanishing Cream	24c	25c Mennen's Talcum	17c	50c Pond's Vanishing Cream	33c	50c Pepsodent Tooth Paste	43c	50c Household Ointment	28c
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Cold Damp Weather

is sure to bring back that attack of rheumatism. Be prepared; buy a box of **English Rheumatism Capsules** today. They are guaranteed to relieve the worst rheumatic pains in six hours and to cure permanently if given a fair trial. They act directly on the blood, removing the uric acid, the true cause of all forms of rheumatism. English Rheumatism Capsules will not upset the most delicate stomach. Price, 50c a box.

25c Thomas' Electric Oil	17c	25c Nerviline	19c
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That Healthy Glow

of a clear, pink and white complexion may be obtained by the use of **Taylor's Stomach and Liver Cure**. It stirs up the sluggish liver and forces it to relieve the skin of the duty of ridding the system of its impurities, and leaves your complexion clear and healthy. Stomach and Liver Cure is made entirely from roots and herbs; does not contain one particle of calomel or other mineral poison. It is a laxative, but unlike pills, it does not weaken the system; it acts as a powerful system tonic. Sold at 35c a bottle on our no-cure-no-pay guarantee. Larger sizes, 65c and \$1.20.

50c Emulsified Coconut Oil	28c	\$1.00 Morina Complexion Powder, all shades	49c	25c Miller's Worm Powders	18c	25c Mentholatum	16c	50c Mentholatum	32c	35c Best White Liniment	19c	100 A. B. S. and C. Tablets	15c	100 Bland's Improved Iron Pills	19c	25c Four T's	19c
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Canada Food Board

Substitute cornmeal and oatmeal for white flour.

TAYLOR DRUG CO.

6 Red Stores

Nyal's Family Medicines.

London's Greatest Cut-Rate Druggists

Main Store—399 Talbot Street, Opposite Market. Phone 1194
South Branch—Corner Horton and Wellington Streets. Phone 379
East Branch—632 Dundas Street. Phone 663
North Branch—Corner Richmond Street and Central Avenue. Phone 451
Hamilton Branch—Corner Hamilton Road and Anderson Avenue. Phone 408
London South Branch—Corner Wortley Road and Craig Street. Phone 1920

6 Red Stores

There Is a Taylor Drug Store Near You

QUERIES REGARDING MILITARY SERVICE

Address Your Problems to the Military Editor of The Advertiser and They Will Be Answered From Official Information.

ANXIOUS WIFE. Q.—Is my husband entitled to a furlough to Canada, having served overseas for three years, and was wounded twice? He is now stationed in England.

A.—He is entitled to the furlough from the citizens' point of view, but it is a laudable fact that the Government cannot see its way clear to allow such a furlough to a man who has been in the service for three years, and who has been wounded twice. The authorities stated that no furlough would be considered at present, owing to the pressing need for men, so you will have to carry on as you have been during his absence, and like hundreds of other Canadian wives and mothers wait and hope for a change of policy in the near future.

SUBSCRIBER. Q.—Would a married man, an American citizen resident in Canada, have to register on or before September 28 when he registered June 22?

A.—No. No, so long as the disability remains permanent, although the Government has the power to call men in any category that they require for military service.

PRIVATE. Q.—Is the Siberian force still open for recruits, and if so how many do they require?

A.—Yes. The complement to be recruited in this district is now up to full strength, but orders have been received here to continue recruiting until further notice.
2.—Yes. He should apply to his commanding officer for a transfer.
3.—Infantry platoons recruiting here are training at Carling Heights, although the Army is informed that they will leave for Military District No. 2 (Toronto) in the near future.

W. H. Q.—I am an American, and have registered in the United States under the military draft. Must I leave Canada by September 28?

A.—No. If you have registered and the United States authorities are in possession of your Canadian address, and you carry the necessary papers on your person to produce if accosted by the police, you are obeying the draft laws, and can remain in Canada indefinitely until ordered to return to the United States by the military authorities there.

SUBSCRIBER. Q.—Where can I

get information regarding the Government loan to returned soldiers? Write to Secretary, Soldiers' Aid Commission, Royal Bank Building, London, Ont., for this information.

B. Q.—1. Would a married American citizen here have to register before September 28 when he registered June 22?

A.—No. No, so long as the disability remains permanent, although the Government has the power to call men in any category that they require for military service.

RODNEY. Q.—I was re-examined in August and placed from E to Category C. Is there any likelihood of C men being called?

A.—If I changed my occupation and notified the deputy registrar, would I be called for re-examination, being granted exemption owing to physical condition?

A.—1. No. No, so long as the disability remains permanent, although the Government has the power to call men in any category that they require for military service.

ANXIOUS. Q.—1. I noticed some time ago where all A2 men in the 20 to 25-year class engaged in agricultural work were to be called for service on October 1. Will that include me, as I am the sole support of a widowed mother?

A.—1. No. No, so long as the disability remains permanent, although the Government has the power to call men in any category that they require for military service.

FATHER. Q.—My son left London on July 26, 1918, with the Canadian Engineers, and is now in England. He assigned money to me, which I did not receive. Where will he be regarding same?

A.—1. Write to your son and ascertain if assigned pay is being held back.

CHANGE IN TIME OF CANADIAN PACIFIC RAILWAY, SEPTEMBER

The following changes will take place in Canadian Pacific train service in and out of London, September 22, 1918.
Train No. 22, now leaving Detroit M. C. depot at 2:45 p.m., central time, arriving London at 6:05 p.m., will leave Detroit at 3:00 p.m., arriving London at 6:20 p.m.
Train No. 23, now leaving London at 6:20 p.m. for Toronto, Montreal and Ottawa, will leave at 6:30 p.m.
For further particulars apply at ticket offices, or H. J. McCallum, city passenger agent, corner Dundas and Richmond streets.

from his account. If such is the case ask him to inform his regimental paymaster that you are not in receipt of this money, and to send payment write to the district paymaster, Wolseley Barracks, London, Ont., giving your own address, your son's address, and include his regimental number.

2. You should receive a check for the amount assigned about the 20th day of each month.

BARRIER IS REMOVED ON SOME COMMODITIES

The war trade board, import license department, has advised the local board of trade that certain import restrictions have been removed on a number of commodities much needed from Great Britain by Canadian manufacturers.

They are as follows: Burlap, cotton and manufactures of cotton, furs and manufactures of fur, glass and glassware, optical glass, manufactures of glasses, textiles and vegetable fibres, jute, oilcloth and linoleum for floors, wool and manufactures of wool.

For goods that are not included in the above list it will be necessary for importers to apply for permission for their importation on form O, copies of which can be secured at the board of trade rooms.

The removal of restrictions referred to will affect textile manufacturers, manufacturers of men's and women's ward and binder twine, straw braid for hats and flax yarns, and it is calculated, will bring about a freer movement of commodities from Great Britain to Canada, according to Secretary Gordon Philip of the board of trade.

R. L. KERR IS MADE CAPTAIN FOR BRAVE WORK AT FRONT

Londoners will be pleased to learn that it is Captain R. L. (Loudy) Kerr now, instead of lieutenant, or sergeant, who has been promoted to the rank of captain. He spent about eight months in England and then departed for France, France has been the scene of his labors ever since, despite the activities of the Hun. Capt. Kerr has on a couple of occasions succumbed temporarily to slight illnesses, but has so far successfully weathered the storm of German shot and shell.

Our RETREADING is QUALITY Work, Not the Average.

London Tire Repair Depot
154 Wellington Street, Phone 2334.
A. WILKES, Opp. McClary's.

CONSULT US before you purchase your electrical goods. Prices given on wiring contracts.

Western Ontario Electric Co.
237 Dundas Street. Phone 4071.

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man
346 DUNDAS STREET. BROCKMAN PHONE 5124.

Are You Prepared for this weather? Not only disagreeable to walk about when not properly footed with RUBBERS, but most wasteful on SHOES. GET YOUR RUBBERS NOW AND BE PREPARED.

LOOKS SHOE STORE

DUNDAS AND RICHMOND

Are You Prepared

for this weather? Not only disagreeable to walk about when not properly footed with RUBBERS, but most wasteful on SHOES. GET YOUR RUBBERS NOW AND BE PREPARED.

NEWSPAPER

magazine, farm paper, trade paper, billboard, street car and direct advertising.

Federal Advertising Agency

T. H. VULL, Dominion Savings Building, LONDON, CANADA.

Johnston & Murray

BOOTS - SHOES - TRUNKS
LONDON - ST. THOMAS