



A Message

From the outdoor world, our flowers take. No matter what the season, no matter what the weather, everybody enjoys the exquisite beauty, delicacy and fragrance of

Our Fresh Cut Flowers.

Corsage Bouquets. House Decorations.

Floral Designs given our prompt attention.

London's Flower Phones, 90-5313.

Gamgee

OFFICERS OF BRIGADE UNDER COL. E. W. LEONARD

London Officers Still Serving Under Old Commander.

Following is the nominal roll of officers, 3rd Brigade, Canadian Field Artillery First Canadian Division, in command of Lieut.-Col. E. W. Leonard, D.S.O., commanding: Lieut. G. L. Mazzani, adjutant; Capt. J. W. Ross, M.O.; Capt. B. R. Poole, V.O.; Capt. J. G. Robertson, paymaster; Lieut. C. J. Bell.

9th Battery—Capt. G. W. Shearer, Lieut. G. Higgins, E. R. Evans, E. C. Jammington, H. K. Black, C. M. Black.

10th Battery—Major J. C. Ball, Lieut. W. C. Hyde, R. S. Billman, A. L. Richardson, C. Dawson, J. J. Hayward.

11th Battery—Major H. D. G. Cramer, Capt. C. E. Churchill, Lieut. S. Steel, H. P. Smith, J. D. Smith, D. W. Ferner.

12th Battery—Capt. W. B. McTaggart, Lieut. F. W. Morris, R. D. Blanford, O. A. Mowat, F. C. Betts.

The 12th Battery still retains two officers from London, Lieut. Blanford, son of R. F. Blanford, manager of James Wright & Company, and Lieut. Fred C. Betts, son of E. F. Betts, K.C., Queen's avenue. This battery has been in continuous service for two months in the Somme section, and lost Lieut. J. S. Price, killed on the 16th September, and Lieut. Blanford wounded the next day of the 10th Battery. Major Cramer of the 11th Battery is a brother of Lady Beck.

BELGIAN CONSUL ASSURES HUNS NOT GETTING FOOD

Maurice Gooz Says Relief Committee Hands It Directly to Belgians.

[Special to The Advertiser.]

Montreal, Oct. 10.—Mr. Maurice Gooz, Belgian consul-general at Ottawa, has received a wire from American Belgian Relief headquarters in New York as follows:

"Report that German soldiers interfere with our supplies is not true, our system of distribution being so thoroughly organized and our inspection service so effective as to insure control up to the point of actual issue to the people in the form of small rations. Beyond this point there is, of course, the chance that an individual may part with rations for a consideration, but you will agree that this is an extremely remote in the circumstances as to be a negligible factor, probably of less significance than the inevitable petty larceny in ordinary commercial affairs."

ADMIRAL KENNEDY DEAD.

[Canadian Press.]

London, Oct. 10.—Admiral Sir William Robert Kennedy died Monday at Falconers Hill, Devonport. He was born in 1828.

Prepare This for a Bad Cough—It's Fine

Cheaply and Easily Made. But Does the Work Quickly.

The finest cough syrup that money can buy—costing only about one-fifth as much as ready-made preparations—can easily be made up at home. The way it takes hold and conquers distressing coughs, throat and chest colds will really make you enthusiastic about it.

Any druggist can supply you with 2½ ounces of Pinex (50 cents' worth). Pour this into a 16-oz. bottle and fill the bottle with plain granulated sugar syrup. Shake thoroughly and it is ready for use. The total cost is about 54 cents and gives you 15 ounces—a handy supply of a most effective and pleasant-tasting remedy. It keeps perfectly.

It's truly astonishing how quickly it acts, penetrating through every air passage of the throat and lungs—loosens and raises the phlegm, soothes and heals the inflamed or swollen throat membranes, and gradually but surely the annoying throat tickle and dreaded cough will disappear entirely. Nothing better for bronchitis, spasmodic cough, whooping cough or bronchial asthma.

Pinex is a special and highly concentrated compound of genuine Norway pine extract, combined with eucalyptol and is known the world over for its prompt healing effect on the throat membranes.

Avoid disappointment by asking your druggist for "2½ ounces of Pinex" with all directions and don't accept anything else. A guarantee of absolute satisfaction or money promptly returned goes with this preparation. The Pinex Company, Toronto, Ont.

161ST BATTALION BOYS ARE GIVEN GOOD SENDOFFS

Centres of Celebrations All Over County.

BACK FROM LAST LEAVE

Huron Soldiers Say Good-Bye to Homes Before Leaving Present Quarters.

Departure of the members of the 161st (Huron County) Battalion from their home towns, after spending their last leave before going overseas, was marked today by farewell celebrations at the stations all over the county.

BLYTH'S FAREWELL. [Special to The Advertiser.] Blyth, Oct. 10.—The Blyth town band was at the G. T. R. station today to add in the farewell to the Blyth and district members of the 161st Battalion. The station was crowded by relatives and friends and the waving of pennants and flags was continued until the train was out of sight. More than 30 members of the battalion left for Camp Borden via Goderich.

BIG HENSALL CELEBRATION.

[Special to The Advertiser.]

Hensall, Oct. 10.—Hensall's farewell to the local members of the Huron County Battalion, returning today to Camp Borden after their last leave home, was an impressive one. The local members of the 161st Battalion, who were accompanied by the Huron County Band, were given a farewell celebration at the station.

The celebration today was a sequel to the farewell dance given in Hensall on Friday night last.

After the addresses at the town hall the soldiers were formed up, and, under command of Sgt. H. McArthur, marched to the station. The detachment was headed by the Citizens' Band. At the station they entrained for Goderich, where a special train conveyed the men to Camp Borden.

EXETER SAYS GOOD-BYE.

[Special to The Advertiser.]

Exeter, Oct. 10.—Exeter said farewell today to Capt. Heaman, Staff-Sergeant, Mallet and other members of the 161st Battalion who left today for Camp Borden after their last leave.

Decorated autos brought the members of the battalion to the station, where they caught the morning train for London, where they left at 12:30 for Camp Borden.

65 FROM WINGHAM.

[Special to The Advertiser.]

Wingham, Oct. 10.—Wingham's quota of the 161st, 65 in number, left this town today after their last leave. The station was crowded by friends, relatives and citizens at the morning train.

And B. train to London pulled out for Clinton, where the Wingham platoons joined those from other sections of the county and went back to Camp Borden by special train. Special coaches were added to the London train, and these were attached to the Goderich-Camp Borden special at Clinton.

Capt. C. V. Vanstone, adjutant of the 161st, was in command of the Wingham detachment and with him were Lieuts. H. C. McLean and Holmes.

The departure was marked by the usual impressive farewell scenes.

LONSBORO SENDS 10.

[Special to The Advertiser.]

Lonsboro, Oct. 10.—Half a score of Lonsboro boys, members of the 161st Battalion, left here this morning for Clinton to return to Camp Borden, after spending their last leave in Canada at their homes here. The local detachment went on the L. & E. train to Clinton and from there to the camp by special train.

CAME VIA LONDON.

[Special to The Advertiser.]

Centralla, Oct. 10.—Centralla boys of the 161st said farewell to their homes today, the last time before their unit leaves for the east and left for London on the return trip to Camp Borden, after spending their last leave at home. A good crowd was at the station to see the last of the local members of the Huron Battalion.

TWENTY-EIGHT LONDONERS AMONG RETURNED SOLDIERS

Party Have Arrived at Quebec, But Date of Arrival Here Unknown.

At least twenty-eight London and district boys were included in the party of wounded and invalided soldiers which arrived at Quebec last week. An official telegram bearing that number of names has been received by the local branch of the Soldiers' Aid Commission. It states that although it is likely all the men will be sent here, nothing definite will be known until they are examined by a medical board. Until that time the date of their departure for London will not be known either.

The Londoners in the list are: Weaver, 127 St. George street; Borsland, 464 Dufferin avenue; Manzie, 326 Shaw street; Howie, 135 Anne street; Bates, 203 Clarence street; Shephard, general delivery.

The others are Ryan, Shrumman, Wilson, Renaud, Jordan and James of Windsor; Car and Mills of Guelph; Longhead, Collins and Holloway of St. Thomas; Turner and Joseph, Chatham; Andrews, Embro, Murphy, Dorchester; Mulvey, Woodstock; Buckley, Galt; Nisbet, Ingersoll; Drake, Preston; MacGregor, Palmerston; Bodenham, St. Marys; MacNeil, Sarnia.

LADY GUINNESS WILL ADDRESS LOCAL WOMEN

Speaks Friday Afternoon on War Work in Cronyn Hall.

Lady Gwendolen Guinness, who is coming to London with her husband, Hon. Rupert Guinness, this week, has consented to address a gathering of London women to be held in Cronyn Hall at 3 o'clock Friday afternoon under the auspices of the Municipal Chapter, L. O. D. E.

Sir Rupert and Lady Guinness have been guests in Hamilton of Mr. and Mrs. William Hendrie, Mrs. Ernest Smith, who has also been a visitor in the home of Mrs. Hendrie. Her sister, Lady Guinness there and made arrangements with her to speak in London on war work for women.

An invitation is extended by the Municipal Chapter to all women of the city interested to attend the meeting on Friday.

Lady Gwendolen Guinness is the daughter of the Earl of Onslow.

LONDONERS IN CASUALTY LIST



PTE. JOHN WILSON CLYDE MOON.



PTE. J. W. PIPER.

These members of the 70th Battalion figured in the casualty lists of last week. Pte. Moon was reported as wounded severely, while Pte. Piper was killed in action. His wife and mother live at 54 York street.

Pte. Moon was the son of William Moon, No. 1 Chester street, and is now in the Bath War Hospital, England. He was admitted there on September 28. No report of the nature of his wounds has been received, but they are characterized as severe. The official telegram received last week.

Pte. Piper crossed with the signal section of the 70th Battalion, having been a member of the signal section of the 7th Battalion, Canadian Engineers, before joining the C. E. F. He was in civil life an employee of the Bell Telephone Company, and married on the 1st of January to Miss Annie Blakeman of this city. His wife and mother live at 54 York street.

SPECIAL ATTENTION PAID TO DEFECTS IN TRAINING UNITS

Camp Borden Rules Will Hasten Overseas Move.

COOL DAY FOR VISITORS

Oxfords in Trenches—Perth and Norfolks at Bombing.

[Special to The Advertiser.]

CAMP BORDEN, Oct. 9.—A drizzling rain and a penetrating cold wind deterred visitors from coming to the camp this afternoon. The few who ventured came on the morning trains, but were forced to wait until nearly noon before the camp was thrown open. The afternoon was clear, but keenly cold and only a few indifferent games of rugby and baseball were staged for the amusement of the visitors.

The members of the 3rd and 8th Brigades and the headquarters staff heard with deep regret of the death of the wife of Lieut.-Col. E. S. Wigle yesterday. Lieut. Wigle was at one time brigadier of the 3rd Brigade, but is now of the 8th, and was summoned from his duties to his wife's bedside the other evening. Just when he will return to camp is not known, but it is expected that it at least will not be before next week. The funeral will be held on Wednesday.

To Develop Weak Places.

Major-Gen. W. A. Leslie has announced that the training of the units in camp, warned for overseas will be carried out as a refresher or supplementary course. If any battalion in previous inspections has not attained the required standard special emphasis will be laid on the branches in which it failed. In this way it is hoped to send every unit overseas with a good insight of all branches.

Exhaustive fighting and physical training will utilize the energies of the 14th Highland Battalion and the 10th Perth, and the 135th Norfolks will attend a special course in bombing.

The 16th Oxford Battalion is in the trenches tonight.

A course at the royal school of artillery will be held at Tete Du Pont Barracks, Kingston, commencing November 2. It is expected that the class will be one of the largest the instructors have ever had to care for, judging by the number of applications being received.

WALKERVILLE JOINS WINDSOR IN KICK TO RETAIN KILTIES

Deputation Heads for Ottawa to See Sir Sam.

[Special to The Advertiser.]

WINDSOR, Oct. 9.—Walkerville has joined Windsor in its protest against removal of the 21st Scottish Borders from Windsor to St. Thomas, and a deputation, headed by Mayor Harold Hatcher of that town, started for Ottawa this afternoon, with delegations from Windsor City Council and Board of Trade, to protest to Sir Sam Hughes that it is not only unfair, but unjust to Windsor to remove the battalion from Windsor before it has been recruited to its maximum strength.

Officers of the regiment are apprehensive that when the men know of a certainty they are to be moved into a small interior city, that it will be difficult to prevent some desertions.

NAVY RECRUITER, TO SPEAK HERE, HAS A PLEA FROM JELICOE

Capt. Guinness Wished Success in Canadian Mission.

INVITATION TO CANUCKS

Commander of Grand Fleet Appeals for Men From the Dominion to Join Navy.

Hon. Rupert Guinness of the royal navy, who is conducting a campaign for recruits for the navy, will address the Canadian Club at a luncheon on Friday at noon, and will also speak at a meeting to be held in the Masonic Temple on Friday evening. He will probably arrive in London on Thursday evening and will spend some time visiting here.

A dispatch from Toronto received by The Advertiser today contains a message from Sir John Jellicoe, commander of the grand fleet.

The dispatch reads: "I am conducting a campaign in Canada for recruits for the imperial navy has received the following appeal from Admiral Sir John Jellicoe, in command of the grand fleet: 'I give you the following message to the people of Canada: 'ON A MEMORABLE OCCASION EARLY IN THE WAR THE NAVY WATCHED WITH PRIDE THE MAGNIFICENT STAND MADE BY CANADIAN TROOPS, WHEN THEIR SELF-SACRIFICE, GALLANTRY AND TENACITY SAVED A VERY CRITICAL SITUATION. 'THE OFFICERS AND MEN OF THE WHICH I HAVE THE HONOR TO COMMAND NOW LOOK FORWARD TO SEEING THESE MEN OF CANADA WHO HAVE HITHERTO NOT BEEN ABLE TO JOIN THE CONTINGENTS FROM THEIR DOMINION FOR SERVICE AT SEA TO SHARE WITH THEM THE TASK OF WATCHING AND GUARDING THE WIDE SEA FRONT OF OUR EMPIRE, A DUTY WHICH IT IS OUR COMMERCE, THE PASSAGE OF IMPERIAL TROOPS AND MUNITIONS OF WAR, A TASK RENDERED MORE DIFFICULT AS TIME GOES ON. 'THE IMMENSE EXPANSION OF THE FLEET WHICH THESE VARIOUS DUTIES INVOLVE, TOGETHER WITH THE INEVITABLE LOSSES WHICH OCCUR NECESSITATE A LARGE INCREASE IN THE PERSONNEL, AND IT IS FOR THIS REASON THAT I WOULD INVITE THE MEN OF CANADA TO JOIN US. 'WITH THEM WE SHALL ACCOMPLISH ALL THE SOONER THE TASK FOR WHICH THE ALLIES ARE WORKING, VIZ.: THE FREEDOM OF THE SEAS, AND WEAKER NATIONS AND THE SAFEGUARDING OF TREATY RIGHTS. 'SIGNED J. JELICOE.'"

As a direct representative of the British admiralty, Capt. Guinness is just starting on a recruiting tour of the west, and offices are being opened in all the principal cities and towns to enroll men.

Capt. Guinness says: "When Admiral Jellicoe writes from the grand fleet (somewhere in the North Sea) in this vein, we can visualize the need for more men very easily, and for men needed quickly."

"New fleets are putting to sea—battleships, cruisers, destroyers, submarines—and they must be manned."

"Untrained men, who have never seen the sea, but who have a desire to serve and have a good physique, will see service almost at once in the navy."

He will replace trained men, with 500 to 1,000 men in ships, the recruiting can be used in many ways and his chief value at the moment lies in being able to release trained sailors for service and to fill in technical details, "dilute" the strength.

"Recruits for the navy will not be held in Canada but shipped in detachments to training depots at Portsmouth, and Chatham, England, almost immediately after enlistment."

"Two thousand men are needed by Christmas, and as many more as possible."

IN THE POLICE COURT

Honorably Discharged.

Thomas Dean, who pleaded guilty last Friday to being drunk appeared today for sentence and was fined £5 and costs or fifteen days in jail. He paid.

Dean, at the time of his first appearance, stated that Thomas Clegg had furnished the liquor and the case was adjourned to permit Clegg's appearance in court to explain. He satisfactorily explained his position to the magistrate today and stated that Dean, being a friend of his and a sufferer from asthma, he had given him a drink to relieve his condition.

He was honorably discharged and Dean fined as a result.

Hit the High Spots.

William A. Graves, a taxi driver, paid a fine of \$5 and costs for speeding on the Wootley road.

William thought he was just going a trifle over fifteen, but the patrolman thought it was about 40 miles an hour.

Syrup Charges Adjudged.

The charges against three grocers of offering for sale adulterated syrup were laid over for a week to permit a report to be submitted by the manufacturers from the Government.

THE WOMAN AND HER CORSET

Everything in a woman's dress bespeaks the discrimination of her individuality. If she knows and appreciates modish design and superior quality you will find her most particular about the kind of corset she wears. Our experienced corsetiers are just as particular and painstaking in assisting you in your selection or in the advice given as to the make and style that is best suited to your particular figure and to sell you the corset that will give you the best satisfaction and results.

We stock not only one but many makes of high-grade corsets, as the best corsets are not all confined to one maker, and with them all we are enabled to find models suitable for every type.

TODAY WE MENTION "NEMO," THE WONDERFUL SELF-REDUCING CORSET.

NEMO "SELF-REDUCING" CORSETS

HYGIENIC SERVICE—The combination of the self-reducing straps with the several elastic features, assures a high degree of physical support with complete hygienic safety, and the massaging effect of these features promotes the general health by removing excess fat and inducing normal circulation.

Style 322—An excellent model for the "average full figure," made with the Nemo last-curve back, which insures flexibility and ease in any position, and the self-reducing straps, which reduce and support the abdomen. The gentle friction between the straps and the body of the wearer gradually drives away excess flesh, and the figure becomes permanently smaller and lighter; made of white coutil; sizes 22 to 36. Price \$4.00 pair

Style 326—A similar model, but with longer skirt and lower bust; made of white coutil; sizes 22 to 36. Price \$4.00 pair

Style 318—Model for short, full figures, with heavy abdomen and large back; semi-elastic incurve back confines and reduces hips and back; white coutil; sizes 22 to 30. Price \$4.00 pair

Style 319—Same construction as No. 318, but proportioned for stout figures of medium height; white coutil; sizes 22 to 30. Price \$4.00 pair

Style 506—Model for the stout figure of medium height with full hips and back; two semi-elastic girths in each side in front and semi-elastic bands at back, make the skirt perfectly pliable and easy; this model produces extreme reduction of the figure below the waistline; sizes 22 to 36. Price \$6.00 pair

Style 555—"Nemo Wonderlift Corset" for full figures; the hygienic features, which also produce a decided reduction of the figure, are all on the inside of the corset, so that even with the sheerest dress a perfectly smooth effect is attained; made of fine white coutil; sizes 23 to 30. Price \$6.00 pair

Sheets and Slips Ready To Use and Specially Priced



BLACK DRESS GOODS

A few lines just received which were bought almost a year ago when prices were much easier, including:

Black and Wool Poppins at \$1.00, \$1.25, \$1.50 yard

Black Silk and Wool Poppins at \$1.50 yard

Special 36-inch Silk Poplin at \$1.19 yard

All-Wool Serge 59c

Special quality of All-Wool Black Serge for separate skirts or gym. wear; 36 inches 59c yard

Samples on Request.

COMFORTER COVERINGS

in greater variety and extra value, beautiful and artistic colorings and designs. Our range of art sateen will show something for every taste or requirement at a saving of 25 per cent; the entire range was bought from six to eight months ago; 30 and 36 inches. Prices range from 18c to 50c yard.

DOWNPROOF SATEEN, very limited quantity, 30 inches 45c yard

MERCERIZED CHINTZ in lovely range, all colors and newest designs, special width and price; 36 inches 19c yard

TURKEY CHINTZ, in the good old designs and dyes, absolutely reliable qualities; wonderful values; 36 inches 15c and 17c yard

SMALLMAN & INGRAM LIMITED

Utilities Manager To Marry Secretary

Weds Daughter of Late Fire Chief Clarke This Month.

Miss Anna Clarke, daughter of the late Fire Chief Lawrence Clarke, and Mrs. Clarke, who has been employed as secretary in the utilities commission for some time, has left that position and will shortly be married to E. V. Buchanan, general manager of the commission. The exact date has not yet been set, but the wedding will take place some time later in the month of October.

Equal by test to the very best, Much better than all the rest.

Say MASTER MASON to your dealer—he knows.

Continued From Page One

HOW THE BRITISH

leadership, would be led to an attack on the Roman position, for the whole country in this section is covered with great dunes, some of which cannot be climbed in places because of the sliding sands. All these dunes were well protected by the British. However, as the Turks began the attack, which ended in complete disaster for them on August 5.

Drawn Into Trap.

Just what persuaded the Turks to try to take this apparently impregnable position is a matter of considerable speculation. Some express the opinion that they were misinformed as to the nature of the battleground. Others think they misjudged the British strength, and hoped, despite the difficulties presented, to take the position and establish a base from which they could work against the canal. How ever that may be, they were cleverly drawn into the sand dune trap.

The Turks suffered from lack of water, since they had to advance from their base laden as lightly as possible. Both sides undoubtedly underwent almost the limit of human endurance from the great heat. The climax of the battle was the charge of the Anzac Light Horse, who arrayed themselves on a ridge some two miles and a half in length, and hurled themselves down upon the Turks, who were struggling forward in the sandy trap, and were defenseless against the terrible onslaught.

The general opinion is that the Turks must have proceeded to their own satisfaction along the way for the bigger army which was to follow. But his somewhat startling assertion lost some of its force when a fellow-officer sitting beside him made an ineffectual attempt to hide a smile.

A Turkish prisoner of war, a major, who was captured at Romani, gave the correspondent an explanation of the Turkish expedition. The major declared that it was merely a reconnoitering force sent out to pave the way for a real advance which would take place shortly. The 14,000 men were to size up the British strength and make preparations along the way for the bigger army which was to follow. But his somewhat startling assertion lost some of its force when a fellow-officer sitting beside him made an ineffectual attempt to hide a smile.

After terrible sufferings, numberless women have used Lydia E. Pinkham's Vegetable Compound and recovered from ailments peculiar to their sex. Many of these, who cannot hear that other women should suffer as they did without knowing what to do, have written letters telling their experience to be published to the world. These honest, helpful stories are constantly appearing in the newspapers. Read them, ailing women, they are written with no motive but your good.



Nemo No 322

LASTICURVE-BACK SELF-REDUCING

Special Value 28c Yard

Khaki Lawn

Special Value 28c Yard

In great demand for soldiers' handkerchiefs and very scarce indeed at this season.

If you are sending a Christmas parcel to the boy in khaki, remember handkerchiefs. This lawn is extra quality, fine and silky finish, as used by the Red Cross workers. A special price will be quoted for pieces only to Red Cross or other societies.

Any length cut, 33 inches wide 28c yard