

VICTROLAS VICTOR RECORDS
Heintzman & Co., Limited
 242 Dundas Street
QUALITY SERVICE

HIS MASTERS VOICE RECORDS

FOR NOVEMBER OUT TO-DAY

90 CENTS FOR 10-INCH, DOUBLE-SIDED
 Sahara (We'll Soon Be Dry Like You) 18613
 Nobody Knows (And Nobody Seems to Care) 18613
 Caroline Sunshine (Sterling Trio) 18612
 And He'd Say, Oo-La-Lai (Wee Wee) 18612
 Dixie is Dixie Once More (American Q.) 18610
 When I'm Gone, You'll Soon Forget (Perkins Quartet) 18609
 Wishing-For-Two (Mammy & Mammy) 18615
 Mandy-Medley (For Two) 18614
 One-Step (Selvin's Novelty Orchestra) 18614
 Cohen at the Picnic (Part I) 18608
 The Circle, No. 2 (Portland Fancy) 18608
 "Teasdale" (Young America) 18616
 Victor Military Band 18616

Hear them at any "His Master's Voice" dealers
 Manufactured by Berliner Gramophone Company, Limited, Montreal

MASON & RISCH, LIMITED

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 248 Dundas Street :: London

Headquarters For **Victrolas and Victor Records**

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SMITH FURNITURE CO., LTD. 725 Dundas St. Phone 896
 OPEN EVENINGS

IF IT'S A VICTOR RECORD, WE HAVE IT!

The Starr Company of Canada

J. A. CRODEN. 265 Dundas Street. Phone 2364. W. D. STEVENSON. Cars Stop at the Door.

Healthy Mothers Healthy Babies

"Every true mother realizes the fact that her baby's health depends upon her own, that the very vitality of her child is in her, therefore, to guard against any derangement of the female organs, which induce general weakness, nervousness, constant fatigue and utter inability to properly care for her child. Please remember, that Lydia E. Pinkham's Vegetable Compound has brought health and strength to thousands of such mothers."

Mitchell, Ind.—"Lydia E. Pinkham's Vegetable Compound helped me so much during the time I was looking forward to the coming of my little one that I am recommending it to other expectant mothers. Before taking it, some days I suffered with neuralgia so badly that I thought I could not live, but after taking three bottles of Lydia E. Pinkham's Vegetable Compound I was entirely relieved of neuralgia. I had gained in strength and was able to go around and do all my housework. My baby when 7 months old weighed 12 pounds and I feel better than I have for a long time. I never had any medicine do me so much good."—Mrs. FRANK MORTIMER, Mitchell, Ind.

Good health during and after maternity is a most important factor to both mother and child, and many letters have been received by the Lydia E. Pinkham Medicine Co., Lynn, Mass., telling of health restored during this trying period by the use of Lydia E. Pinkham's Vegetable Compound.

Lydia E. Pinkham's Vegetable Compound

J. P. Morgan & Co.
 Subscribe \$1,000,000
 To the Victory Loan

MONTREAL, Oct. 31.—Sir F. William Taylor, general manager of the Bank of Montreal, authorized the announcement of a subscription to the Victory Loan of \$1,000,000 by Messrs. J. P. Morgan & Co., New York, through the Bank of Montreal, their representatives.



Applied After Shaving

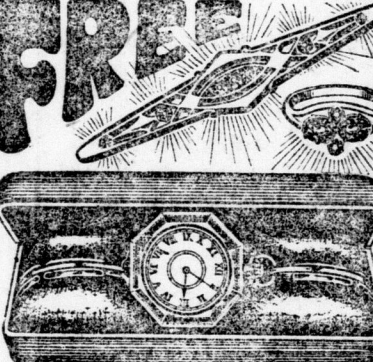
Keeps the Skin Soft and Smooth

MANY men suffer from irritation of the skin as a result of shaving. With some it assumes a form of eczema and becomes most annoying and unsightly.

By applying a little of Dr. Chase's Ointment after shaving the irritation is overcome and such ailments as Barber's Itch and Eczema are cured.

Dr. Chase's Ointment

60 cents a box, all dealers, or Edman's, Rates & Co., Ltd., Toronto.



Lovely Jeweled Bar Pin, Sparkling Ring and Handsome Bracelet Watch

Just think, without spending a cent of your money you can secure this exclusive jeweled bar pin and ring and a handsome gold filled bracelet watch that is quite the equivalent of any you could buy in a jewelry store for \$8.00 or \$10.00.

This handsome bar pin is over 2 1/2 inches long, has the lovely new platinum finish and is set with seven beautiful brilliant-cut diamonds like the finest diamonds. The ring, which we send in your exact size, is a solid gold-filled and set with exquisite manufactured rubies, sapphires and diamonds in the handsomest design you could imagine. The lovely bracelet watch is in the new Oregon shape, small and dainty as can be, and a reliable time-keeper. It has the new style expanding case, let that the answer to any wrist.

These magnificent pieces are being given FREE to quickly advertise and introduce a wonderful new series of our lovely new perfume called "The Diamond Ring" which we send in your exact size, is a solid gold-filled and set with exquisite manufactured rubies, sapphires and diamonds in the handsomest design you could imagine. The lovely bracelet watch is in the new Oregon shape, small and dainty as can be, and a reliable time-keeper. It has the new style expanding case, let that the answer to any wrist.

REGAL MANUFACTURING COMPANY
 Dept. W. 7, Toronto, Ont.

SHELDON TALKS ON INDUSTRIAL UNREST AT FINAL MEETING

Employer and Employee Question Must Be Tackled Fearlessly.

"Industrial Unrest" was the subject dealt with in the address delivered by A. F. Sheldon, a large assemblage of people, it being the third and last of a series of lectures given under the auspices of the Late Underwriters' Association and the London Advertising Club.

"The present is not a time for fooling," said Mr. Sheldon, "and the employer and employee question must be tackled fearlessly. Before there can be peace, which is the goal of the Government, capital and labor must stand with equality and with a perfect understanding between them, several important changes must be made by all of the parties. The labor unions should change some of their man-made laws so that they will conform to natural laws. Capitalists, as a whole, should discard several of their standardized customs, and the government should also change a few of its laws."

"I sincerely believe that the time is not far distant when the speaker, 'when the government, or, in other words, organized society, intervenes between the employer and the employee class in order to bring about the elimination of the misunderstandings which at present stand as a barrier between the two classes. The second class, the two factors must realize first that it is not the employer who is the enemy, but the misunderstanding which exists if a combine of both sides is formed. Then, when that much closer to the people this country."

Four classes in United States. An analysis of employment in the United States, the speaker's native country, was made, and four main classes were defined. The first class, Mr. Sheldon stated, were the employers who are included in the payrolls as mere "third hands"—those who are not the men who would be the speaker, "are most certainly Bolsheviks working. The second class consists of those who endeavor to buy and produce morale among their employees. The third class is a continuous system of economic promotion, and in whose establishments the spirit of good fellowship between the executives and laborers is prohibited by the rule "Business is business."

Employers in the third autocratic class are the welfare workers, whose work for the good of their men is prompted by their heads and not by their hearts, and is the kind of work which they think will be paid. But such principles are not consistent with the code of liberty, Mr. Sheldon said. Then, the last class, which he called the autocratic, included the democratic, fraternalist, and fortunately that class is rapidly disappearing. The employees in that class are the men who have big hearts, who wish to fulfill their responsibilities, and who, even now, they greatly outnumber the autocratic crowd.

"It is true that the employers and employees are working together more and more for the public, as this process, and this is good, because the one party cannot work efficiently for the public without the other. In the future, the cooperation lies in the path of peace, power and plenty for all."

MANNICO, FUTURITY WINNER, GOES TO SWEDEN IN NOVEMBER

LEXINGTON, Ky., Oct. 31.—Mannico, 2-year-old, winner of the only six-hat futurity ever trotted over the Lexington Grand Circuit track, was sold today by the Walnut Hill Farm to Christian L. Mueller of Sweden, who will export the young stallion to that country late in November. Three brood mares, two colts and one yearling were also purchased from various Lexington trotting horsemen, and will be shipped with Mannico.

This constitutes the biggest sale of harness horses for foreign shipment made here since the outbreak of the war. The price paid for Mannico was not made public.

Belgian King, Queen and Their Son Leave America For Home

OLD POINT COMFORT, Va., Oct. 31.—King Albert and Queen Elizabeth of Belgium and their son, Leopold, Duke of Brabant, sailed today for America. This forenoon, sailing on the steamship George Washington, which reached another at 1 o'clock from Hampton Roads, bound for Belgium. They were accompanied by Grand Marshal of Belgium, National ambassador to Belgium, National state, county and city officials waved farewell to the royal party.

WILL BE MARY-PICKFORD'S LEADING MAN \$25000 PRIZES FOR THE BEST ANSWERS.



Do You Know These Five Actors' Names



1. Plain Rachel 2. Learn a Lass 3. Jet Black Rig 4. Sell Raw Hip 5. In for a Bad Glass

CANADA'S own and beloved Mary Pickford is about to produce one of the greatest moving picture plays of her career. It is a story abounding in love and humor, pathos and happiness.

Miss Pickford's big problem now is to select a capable actor who will be suitable as her leading man in this great production. She can pick from all the greatest moving picture actors of the world, but her selection is now down to the five favorite movie actors whose pictures are shown above. One of these five will be chosen by her to play the Leading Man's role in this great new movie production.

Do you know the names of these five favorite players? The object of this contest is to recognize and name these five most prominent movie actors. After you have recognized them, and in order to help you name them correctly, we have put their right names under each their pictures in jumbled letters. Unscramble these letters, then into the right order and you will have their names. In case you are not familiar with the names of the most popular moving picture actors today, the names below will help you.

Names of Some of the Favorite Players
 Fred Huntley, Allan Sears, Owen Moore, Milton Sills, J. P. Pickford, Charlie Chaplin, Charles Ray, Oliver Decker, Walter Reid, Francis Ford, Dustin Farnum, Henry Walthall, Warren K. Lee, Jack Gilbert, Harry Goodwin, William S. Hart, Thomas Meighan, Antonio Moreno, Stuart Holmes, Francis X. Bushman, William Barnum, Robert Harron, Douglas Fairbanks, Jr., Williams, Ralph Lewis, Tom Moore.

These Magnificent Prizes Given for Best Correct or Nearest Correct Reply

1st Prize, 1923 Chevrolet Touring Car, Value \$990.00	2nd Prize, 1920 Ford Touring Car, Value \$740.00
3rd Prize, \$150.00 14th Prize, \$5.00	4th Prize, \$100.00 15th Prize, \$5.00
5th Prize, \$50.00 16th Prize, \$5.00	6th Prize, \$25.00 17th Prize, \$5.00
7th Prize, \$20.00 18th Prize, \$5.00	8th Prize, \$15.00 19th Prize, \$3.00
9th Prize, \$10.00 20th Prize, \$3.00	10th Prize, \$10.00 21st Prize, \$3.00
11th Prize, \$10.00 22nd Prize, \$3.00	12th Prize, \$10.00 23rd Prize, \$3.00
13th Prize, \$5.00 24th Prize, \$3.00	And 25 Extra Prizes of \$1.00 each.

\$500.00 Additional Cash Prizes will also be awarded.

This Great Contest is Absolutely Free of Expense Send Your Answers Today!

This great contest is absolutely free of expense and is being conducted by the Continental Publishing Co., Limited, one of the largest and best-known publishing houses in Canada. That is your guarantee that the prizes will be awarded in absolute fairness and squareness to you and every other contestant. Frankly, it is intended to further introduce EVERYMAN'S WORLD, Canada's Greatest Magazine. You may enter and win any of the prizes, whether you are a subscriber to EVERYMAN'S WORLD or not, and, moreover, you will neither be asked nor expected to take the magazine or spend a single penny of your money to compete. Here is the idea.

EVERYMAN'S WORLD is so popular everywhere that it now has the vast circulation of 100,000 copies a month, but our motto is "Everyman's World is Everyman's Home." We want more Canadian readers to become acquainted with this famous publication. Therefore, when we acknowledge your entry to this contest, and you know your standing or the prizes, we shall send you a copy of the very latest issue and a review of many of the fine features soon to appear, without any cost to you. We shall also send, free of charge to all qualified contestants, a charming photo of Miss Mary Pickford with reproduction of her autograph in her own handwriting. Then, in order to qualify your entry to be sent on for the judging and awarding of the big prizes, you will be asked to assist us in carrying on this big introduction plan by showing

ing your copy to just four friends or neighbors, who will appreciate really youth-while Canadian magazine and want it to come to every month. You will easily fulfill this simple condition in a few uses of your spare time.

How to Send in Your Solution
 The one side of the paper only, and put your name and address (stating whether Mrs. M., or Master) in the upper right corner. If you wish to write anything but your answers, use a separate sheet of paper.

Miss Mary Pickford, as Honorary Judge and three independent judges, having no connection whatever with this firm, will award prizes, and the answer gaining 250 points will take first prize. You will get 20 points for every name solved correctly, and 40 points for hand writing, and 100 points for spelling, and 10 points for general neatness and punctuation. Therefore, the conditions of the contest must be agreed to abide by the decision of the judges. DON'T DELAY! Send your answers to-day. This announcement may not appear again in this paper. Address your entry to—

Movie Editor, Mary Pickford Contest, Dept. 35 EVERYMAN'S WORLD, TORONTO, ONT.

No Trouble with Your Baking

when you use the right kind of flour. If you have had trouble with your baking, it is no doubt due to your not having used Diamond Flour.

The selection of flour has more to do with successful baking than some people imagine. The blend must be properly balanced. Diamond Flour is a perfect blend of choice Ontario Soft Wheats and Manitoba Hard Wheats—screened and cleaned to pure white perfection.

Your grocer will readily supply it to you because he knows that

DIAMOND FLOUR "Becomes a habit"

in every household where it gets a trial.

Hunt Bros., Limited, London, Ontario. Also Millers of Horton Flour—Highest Manitoba Patent



Baking Always In Sight

THE clear glass door is only one of the modern features of this dependable range. Its baking qualities you know.

The cooking top will take the boiler either across or lengthwise, making it easy to cook the regular dinner on wash-day.

Grates work smoothly. Hot water reservoir is enamel and may be removed for cleaning. A dependable thermometer takes all guess-work out of baking. No other range will quite satisfy you once you see the Pandora



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Save the Pieces! Bring your broken pieces to us. We refund our own sense, and can duplicate any lens on short notice.

Carlyle Trebilcock Optician, 223 Dundas Street. Phone 2851.

GENERAL TINSMITHING Furnaces, eavestroughs, roofing. Furnaces installed and cleaned. Prompt Service. W. G. Arnold Phone. 320 Clarence Street

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Oxy-Acetylene Welding We weld cast iron, auto parts, machinery, etc. Dennis Wire and Iron Works FOOT OF DUNDAS STREET. PHONE 2801.