

MUM

Is On at Gammage's This Week!



Watch the Window

MORE GIRLS EAGER TO MAKE MUNITIONS AND SERVE COUNTRY

Offers From Western Ontario Show Readiness To Make Sacrifices.

Inspired by the example of London girls who have offered to give up their leisure or the positions they now occupy to serve in wartime by making munitions, a number of young women from various points in Western Ontario have written to the registration secretary of the Women's Emergency Corps of No. 1 military district, Miss Sophie Porter, asking to have their names enrolled in the list of those who have volunteered for munitions making.

Miss I. Doig, 202 Albert street, Stratford, has written as follows to the registration secretary: "Would you kindly register my name along with the rest for munitions work. If any young man wants to enlist, I shall immediately take his place. Let me know, please, as soon as convenient."

Much credit for the practical results being achieved by the Women's Emergency Corps is due to the women to their personal responsibility in war time is due to the quiet, earnest and continuous efforts of Miss Porter, though she spends only a few hours daily in the registration office in the city hall, her home telephone is kept busy at all hours owing to the many inquiries made by women who are just really beginning to be effective now," she said to the Advertiser some days ago. "We are now beginning to see the results of the educational campaign of the first few months."

"I am having more and more inquiries all the time to get into the corps who see the importance of releasing men for active service and who are willing to take the places of such men in factories, stores and other positions."

Miss Porter, who has registered as a munitions worker, a few days ago received the following letter from Tillsonburg: "After having a very interesting talk with my girl chum regarding the conversation she had with you while in London, and also the fact that you had received from you, I would like to say I would give up my present position with pleasure to accept one in a munitions factory, provided I could be along with my friend, I am at present employed as a bookkeeper, but would like to do something for my king and country. I am willing to give up anything to do so. May I have my name added to your list?"

If references are necessary, I can send them to you at any time. I have one brother with the 15th Battalion. It seems I cannot do enough for them to satisfy my conscience. May I look forward to an early reply?"

Yours sincerely,
Miss Sophie Porter.

More Names.
The following additional names have been added to the list of young women volunteers for munitions work, published several days ago in The Advertiser: Clara Burgess, 1285 English street; Kathleen Walsh, 31 Wilson street; Lottie Crouch, 755 Queen's avenue; Maud Tomlins, 624 Wellington street; I. Doig, Stratford; Miss Brand, 1357 King street; Olive Salmons, 1074 Dundas street; Mrs. Collier, 907 Dame street; Myrtle Moore, Tillsonburg; Mrs. T. D. Moore, 337 Lovett street; Dorothy Mullins, 42 Dundas street; Nellie Sussan, 43 Midland street; Mrs. Jackson, 179 Midland street; Mrs. Isacolin, 25 O'Brien street; Mrs. Beasley, 419 King street; Mrs. Clements, 49 Brown avenue; Mrs. Spence, 270 Strathroy; Mrs. Richards, 7 Sycamore street; Miss L. Adcock, Brughdale; Mrs. T. K. Brown, 405 Duffin street; Mrs. S. J. Jones, 453 Strathroy; Beatrice Dobson, 431 Central avenue; Cora Wilkinson, Echo Bay; Margaret Perry, 322 Horton street; Kathrine Hunt, Creighton Mine; Miss Davis, 468 Queen's avenue.

MOTHERS AND WIVES

of this country—those who after months and even years of suffering, have been restored to health and strength by that good old-fashioned root and herb remedy, Lydia E. Pinkham's Vegetable Compound—are the ones who have spread the good news of health restored until today there is hardly a town so small that the women who suffer from female ailments do not depend upon Lydia E. Pinkham's Vegetable Compound to restore health.

BORDERER HIGHLANDERS ARE RECEIVING GOOD AID THROUGHOUT DISTRICT

Strong Committees Arranging for Meetings, Supplying Lists of Eligibles, and Working as Well as 7,000 Eligibles in Wellington.

Recruiting plans for the Borderer Highlanders for the next week or two include meetings and campaigning in Guelph, Mitchell, Goderich and other places in this district. In Guelph a committee has been formed under the presidency of Aid. Westeryby, and it has been decided to hold a recruiting meeting in the Grand Opera House, Guelph, on the night of Sunday, November 5, under the chairmanship of N. Jeffrey, at 8:30 p.m. The kittees will have one speaker and two singers from the battalion with their pipe band; also moving picture reels to run at least fifteen minutes. It is the object of the committee to also have a local speaker and a city band. The members of the committee are: Aid. Westeryby, president; N. Jeffrey, George Thorpe, Joseph Hughtitt, James Lawson, Lance Howett, Charles Crow, Raymond Crow, Hannigan and N. B. Dulmage.

7,000 Eligibles in County. It was noted that in the county of Wellington the committee had a prepared list of 7,000 eligible men. It is also to be noted that the recruiting spirit has during the summer months absolutely died.

In Mitchell a committee was formed under the presidency of A. J. Blows, secretary of the Mitchell Recruiting League. A date will soon be set for a big meeting there, with Sergt. Knight to speak.

Hope to Get Sailors. In Goderich a committee was formed under the presidency of Rev. J. B. Fotheringham, with whom are associated Dr. A. C. Hunter, George Porter, R. G. Reynolds, William Lane, Dr. Taylor, Charles Garrow, Dr. Whitley. In connection with Goderich the kittees officers got the name of Capt. Bill Campbell, head of the Marine Club, and it is understood that Capt. Campbell will assist the recruiting squad, working among the men of the Great Lakes, the majority of whom will be off their duty in the course of a few days or two weeks. The officers deem it advisable to work thoroughly the township of Ashfield, the village of which is Kintail.

HEAVY MORTALITY AMONG CHILDREN UNDER ONE YEAR

Over 25 Per Cent Died in October—Statistics Show Slump in Weddings.

The month of October was unhealthy for infants, according to the statistics compiled at the office of City Clerk Baker. Of the 80 deaths recorded, 21 were of babies under one year, or more than 25 per cent. Sixteen had reached three score years and ten. There was no particular epidemic. Diphtheria caused the demise of 6 persons, cancer 7, pneumonia 7, tuberculosis 7, typhoid fever 1, infantile paralysis 1, whooping cough 2, and cholera morbus 1. There was a great slump in weddings. In 1915, 189 marriages were recorded, while this year there were but 49. No reasons have been advanced for the decline save that men are scarce.

IN POLICE COURT

The police court docket contained a variety of cases this morning. George Sivanson pleaded guilty to the charge of discharging firearms and was fined \$1.

Burned Leaves. Henry Stanton appeared, charged with burning leaves on the street. He claimed he had been instructed to do so by his employer. The case was adjourned for a week, that further evidence might be obtained, and a summons will be sent to his employer.

Case Dismissed. The evidence of the traffic policeman and that of Frank Haldow differed as to whether he had passed a standing street car on Dundas street, near Richmond street, last Saturday. Haldow claimed that he pulled his horse up as quickly as possible and turned in front of a standing automobile. The case was dismissed without cost.

Must Move Them. The cases of three citizens charged with maintaining public nuisances were adjourned for two weeks, to give them an opportunity of removing them.

His Peculiarity. William Frase said he drank local option beer and as a result zig-zagged considerably on his way home along Clarence street one night last week. The policeman thought he was intoxicated, but William claimed that it was only his usual method of homecoming. He will pay a fine of \$10 or reposit for 21 days at Castle Carter.

Has Found a Bed. Roy Strong found a bed, and as a result has no place to sleep. Constable Logan of the G. T. R. found him sleeping at the depot, and he appeared before Magistrate Judd charged with trespassing. Roy will have comfortable lodgings with Governor Carter for five days unless he pays \$5.

CONSCRIPTION'S FRIENDS HOPE TO WIN VOTE

At Present No Change in Position of Australia's Referendum. [Canadian Press.] Melbourne, Australia, via London, Oct. 31.—The position of the conscription referendum is virtually unchanged, but its friends declare themselves hopeful that the final result will show a majority in their favor. The political situation seems certain to become complicated, but developments in this respect are not expected until Premier Hughes returns shortly from Sydney. Warrants are being issued for the arrest of single men between the ages of 16 and 31 who fail to report under the compulsory training scheme.

CHRISTMAS BOXES READY FOR FRIENDLESS SOLDIERS

Girls' Social Service Club Has Packed Twenty-Three With Luxuries.

The president of the Girls' Social Service Club announces that the club has just finished packing twenty-three Christmas boxes for friendless Canadian soldiers in the trenches. Each box contains cheese, canned meat and milk, cigars, tobacco and pipe, Oxo, licorice, nuts, dates, chocolate, gum, note paper, playing cards, tooth brush, and paste, pencils, cold cream and stories.

The boxes were forwarded to Major S. R. Heakes, who is in France, and will distribute them among the soldiers on Christmas Day.

WIVES AND MOTHERS OF SOLDIERS GIVEN BADGES

Honors Conferred on I. O. D. E. Members Whose Relatives Are Fighting.

A most interesting and impressive ceremony at the regular meeting of the I. O. D. E. Chapter, I. O. D. E., held Monday afternoon, was the presentation to wives and mothers among members of the chapter who have husbands or sons overseas, the official badge of the Imperial Order of the Daughters of the Empire in recognition of sacrifice made as service to King and country.

The chapter has a long honor roll of such women entitled to the badge, owing to the fact that their loved ones have gone overseas. A number more, whose sons or husbands are still in training in Canada, will be eligible in the near future.

Recipients. Rev. Dr. Tucker on behalf of the Lord Roberts Chapter, presented the badges yesterday to the following: Mrs. E. B. H. Fisher and Mrs. Fred Raymond, each of whom has three sons on active service; Mrs. A. G. Chisholm, one son overseas at the present time, and one who is going over for a second time in the near future; Mrs. Arthur Smith, Mrs. Jeffrey Hale, Mrs. E. C. Mitchell, Mrs. Tucker, Mrs. John Wald, Mrs. Dillon, Mrs. Judd, Mrs. Robert Taylor, Mrs. M. Cameron, all who have sons in service, and to Mrs. Seaborn, wife of Lieut.-Col. Seaborn of the Western University Hospital.

Members Welcomed. Mrs. Hale was warmly welcomed after her long absence overseas, during which she has taken an active part in war relief work in London, England. Mrs. Seaborn also received a hearty welcome, and congratulations upon her recovery from her recent illness.

Mrs. E. H. Johnston, treasurer, reported that in addition to the regular contributions of the chapter had expended about \$400 during October in subscriptions to the Duchess of Cornwall fund for prisoners of war; to the British Red Cross; the Lady Beaulieu fund; and to the Canadian Red Cross.

A letter was read from Lieut.-Col. Johnston in "London's Own" and just before the unit left Camp Borden, expressing deepest gratitude to the Lord Roberts Chapter for the practical interest taken in "London's Own" and the financial assistance given.

Mrs. E. B. Smith, regent, presided.

C. H. MERRYFIELD WILL SUCCEED DR. HENDERSON

Becomes Secretary of High Court of Ontario, I. O. F.

Ex-Aid. C. H. Merryfield, this city, has been appointed secretary of the high court of Ontario, I. O. F., to succeed Dr. W. A. Henderson, Sarina, whose untimely death occurred last week. Dr. Henderson held the position for some years. While he was away teaching at the University of Toronto, Mr. Merryfield looked after the work in addition to his other duties as chief organizer for this district. The appointment is a popular one among the Foresters.

ANOTHER PAYS FINE FOR SELLING IMPURE SYRUP

Magistrate Imposes \$25 Penalty—Other Cases Expected to Come Up Soon.

For selling "maple" syrup which was not pure maple syrup a local grocer was fined \$25 and costs in police court this morning.

The defendant's plea was that the presence of a large "M" on the label of the bottle did not necessarily indicate that the contents were maple syrup. The product was from Maples, Limited.

In giving his decision Magistrate Judd stated that he was not basing it upon the bottle or the label but on the contents. According to the evidence the "maple" syrup, tasted so, it looked like maple syrup, but was not pure maple syrup. Formerly a grocer could not be fined for selling impure syrup, but an amendment to the act in 1915 prohibited the sale of any syrup which was not pure. The Canada Syrup Exchange also supplied syrup for the sale of which grocers were recently fined. In no case did the court attach blame to the grocers who offered the syrup believing it to be absolutely pure.

A number of similar cases will be decided soon.

PURE, RICH BLOOD PREVENTS DISEASE

Bad blood—that is, blood that is impure or impoverished, thin and pale—is responsible for more ailments than anything else. It affects every organ and function. In some cases it causes catarrh; in others, dyspepsia; in others, rheumatism; and in still others, weak, tired, languid feelings and worse troubles. It is responsible for the run-down condition, and is the most common cause of disease.

BRIDES AND GROOMS SHOULD BE TRAINED, PRINCIPAL BELIEVES

G. F. Rogers Discusses Home and School Relations.

HOME WORK A MISTAKE

Thinks Children Should Begin and End Day's Labors in School.

"There are five great agencies at work in the development of your children from the state of pure savages in which they start life to that of civilized, educated people, the home, the school, the church, the vocation, the state," said Principal G. F. Rogers of the London Collegiate Institute, addressing the first meeting of the session of the London Mothers' Club Monday evening, in the auditorium of the Ryerson school on the subject of "Home and School Relations."

"In a country such as Canada," he continued, "where education is compulsory, the home and the school are the most important of these agencies, dealing as they do with the most plastic period of a child. Of the two, the home stands first because the whole trend of the career is shaped in the first few years of life. The first impression, the mother tongue, lasts through life."

"The home and school are the two most closely related agencies of development, but the home differs from the school in one particular. It isn't very often organized, and it isn't given a great deal of attention to the organization of schools, churches, labor unions, the state. Any kind of a man select any kind of a child of a girl, and they set up in the home, and they give a deal of attention to the organization of schools, churches, labor unions, the state. It is not strange that the law doesn't step in and interfere, as it does in the case of the school, where the law intervenes for the protection of the child. You must take a special course of preparation, add to your academic theory practice."

"You must know something about housekeeping," he said, "and you must know how to cook, how to sew, how to market and how to keep a house. The man might be a good teacher, and receive his certificate for being a good wage earner, having a knowledge of how to tend a furnace and stay home at nights."

Serious Business. "Homemaking is a serious business, and there are as many divisions caused by ill-tended and badly trained children, and a badly trained man, as by incompetability. Parental instinct will never take the place of training and there are as many homeless houses in the avenue of the rich as in the slums."

Mr. Rogers paused, then made a remark which evoked laughter. "But I am talking to the women audience, not the fact that you have identified yourselves with Mothers' Clubs to study these very problems, is evidence that you need this kind of an address about as much as a member of the committee of one hundred needs one on prohibition."

The speaker next turned his attention to the school as a developing agency.

"The school is the biggest industry in the state," he declared. "The raw material brought to the schools is the child, and the product of this industry is the most valuable Canada or any country can produce. The process involved is the most important of all processes, because personality counts in it more than anything else."

"The fine building we are in tonight with its splendid equipment, is not the greatest asset for the training of the pupils who come here. It is the personality of the principal, the man who for fifty years has impressed his splendid personality upon hundreds of young people."

"One thing I very much regret is that our schools and class rooms are crowded, no matter how much is done to relieve this. The school classes are too big for the personality of the teacher to be impressed upon the pupils strongly enough."

"I have a vision in my mind of a boy in a class of say 25, taught by Miss X, who will carry him through the primary to the 8th grade, and be the best asset to the training of the child to his mother. The biographies of all great men show that their lives have been strongly influenced by some teacher. We don't know about the school or college but we do know that it is important for us to know is that 'the sat at the feet of Gamaliel.'"

Co-Operation. Following upon this phase of his subject, Mr. Rogers directed the attention of his audience to ways in which the home and school can co-operate in bringing the personality of the teacher to bear upon the pupil.

He urged parents to make it their business to become personally acquainted with the teachers of their children. "Hundreds of parents should visit the schools of London every day," he declared, adding, "I believe many boys have been saved for good citizenship through the personal attention of parents and teachers, who help one another to understand him."

"Trying the advantage of smaller classes," he said, "is a very important matter. The school is a very important thing, and it is important for us to know is that 'the sat at the feet of Gamaliel.'"

Regarding the question of "home work," the speaker had views which met with hearty applause from his listeners.

"As a workman goes to his shop, picks up his tools, does his day's work, then puts them away and goes home while his work is done so I believe pupils should do their day's work in school. It would not be too much to ask the pupils to go to school at 8:30 o'clock or 9 o'clock, and get through their work by 3:30 or 4:30 o'clock, according to the way in which they accomplished their day's work."

"Some of our most conscientious teachers get a bad conscience if they are not talking all the time. I believe much better results would be accomplished if teachers had smaller classes, and half the time were devoted to supervised study. The parents of the city are not prepared to supervise the study of their children. It has been pointed out frequently that the parents undertake to do Johnny's home work."

Authorities to Blame. "But don't blame the teachers, the principal or the inspector for the trouble in regard to home work and the present system. The school regulations of the province make the home authorities of the province make the changes. Conditions of home life have changed. The family no longer gathers night after night around the table. It has been changed. Meetings, clubs, automobiles and the movies have changed all this. The trouble is, that the educational authorities haven't met these

LADIES' FUR-TRIMMED WINTER SUITS---

To wait another day is to miss the prettiest styles and most unusual values in winter suits, for with the selling that has been going on here for the past few days, and the prospects of getting any more garments like these most uncertain, someone who waits is sure to be much disappointed. We did a great deal of looking before we gathered this collection, and every garment is from a maker who has a very limited production, owing to the skill required to both design and tailor these suits. It will be well worth your while to see these, the smartest, prettiest garments of the season, and all are Americanized models.

See These Velvet Fur-Trimmed Models

Just now we are showing a number of the very newest models that are sure to be most enthusiastically received. The materials and fur trimmings bespeak their aristocratic lineage.

- Ladies' Suit of Brown Velvet; coat silk lined, new collar, Russian belted style, collar, cuffs and pocket trimmed with sable; skirt four-piece. Price \$40.00
- Ladies' Suit of Brown Velvet; coat silk lined, new sailor collar, belted across front, shirred pockets, collar, sleeves and pocket trimmed with seal. Price \$45.00
- Ladies' Suit of Navy Blue Velvet; coat silk lined and interlined, new collar, collar, sleeve, and sides of coat trimmed with Alaska sable. Price \$59.00
- Other styles in Broadcloths, Serges, Gabardines, in purple, navy, brown or green. Prices ranging from \$25.00 to \$57.00

Dressy Skirts of Plain and Fancy Silks or Satins

- Skirts in Black Satin, smart, dressy styles to wear with the fancy waist, showing new fancy shirred pockets, novelty belts, full gathered skirts. Prices ranging from \$10.00 to \$15.00
- Skirts in Silk and Satin Plaids, in blue and green, blue and black, brown. Prices ranging from \$7.50 to \$15.00
- Novelty Skirt shown in Taffet Silk and Check Combination; yoke of material, straps of material over silk at sides. Price \$15.00
- Other smart styles shown in Novelty Stripes, Plaids and Checks. Prices from \$7.50 to \$15.00

Bath Robes, Lounging Robes and Kimonos

We are now showing our complete fall and winter shipment, and many handsome novelty robes will be found in this assortment. These will be picked up early, as they are a most popular Christmas gift.

- A Beautiful Robe of Soft Figured Velour, wide border at bottom, large square-cut collar and deep cuff with banding of satin, patch pocket with satin trimming, cord and tassel at waist; in beautifully-blended tones of Copenhagen ground with tan figure or grey with pink. Price \$7.50
- Another model made Empire style back and front, V-shaped neck, satin trimmed, long set-in sleeve, patch pocket with satin trimming, heavy cord tassel at waist, deep fancy border at bottom; colors are wistaria with white or tan with brown. Price \$8.00
- A Warm, Cozy Gown of Flowered Blanket Cloth, long set-in sleeve and square-cut neck with banding of satin to harmonize, fastens down front with cord and buttons, cord and tassel at waist; colors rose, cardinal, heliotrope, wistaria and Copenhagen. Price \$5.00
- Splendid Robe in the Navajo palette, comfortable round collar and turn-back cuff with satin binding, cord and tassel at waist, patch pocket; colors grey, cardinal, green or Copenhagen. Price \$5.50
- Handsome Robe of silk Crepe, with a deep purple to heliotrope, richly embroidered, back and front and on the loose Japanese sleeves with gold tassel, separate sash with fringe trimming. Price \$20.00
- Pretty style of Silk Crepe with Jap silk lining, made with yoke of flowered silk back and front and extending to bottom of sleeve, trimmed with tiny silk buttons; a very becoming negligee; heliotrope or pale pink. Price \$10.50
- Dainty Model of Japanese Silk with embroidery both back and front and on the long, flowing Japanese sleeves; separate sash, ends finished with fringe; sky, pale pink, rose or cardinal. Price \$6.50
- Beautiful Kimono of Copenhagen Silk, embroidered with large flowers in vivid colors front and back and on sleeves, sash finished at ends with fringe. Price \$11.50
- Japanese Satin Kimono, beautifully embroidered back and front and on sleeves, silk lining with cotton interlining, sash is also embroidered and fringe at ends; purple, navy or cardinal. Price \$10.50



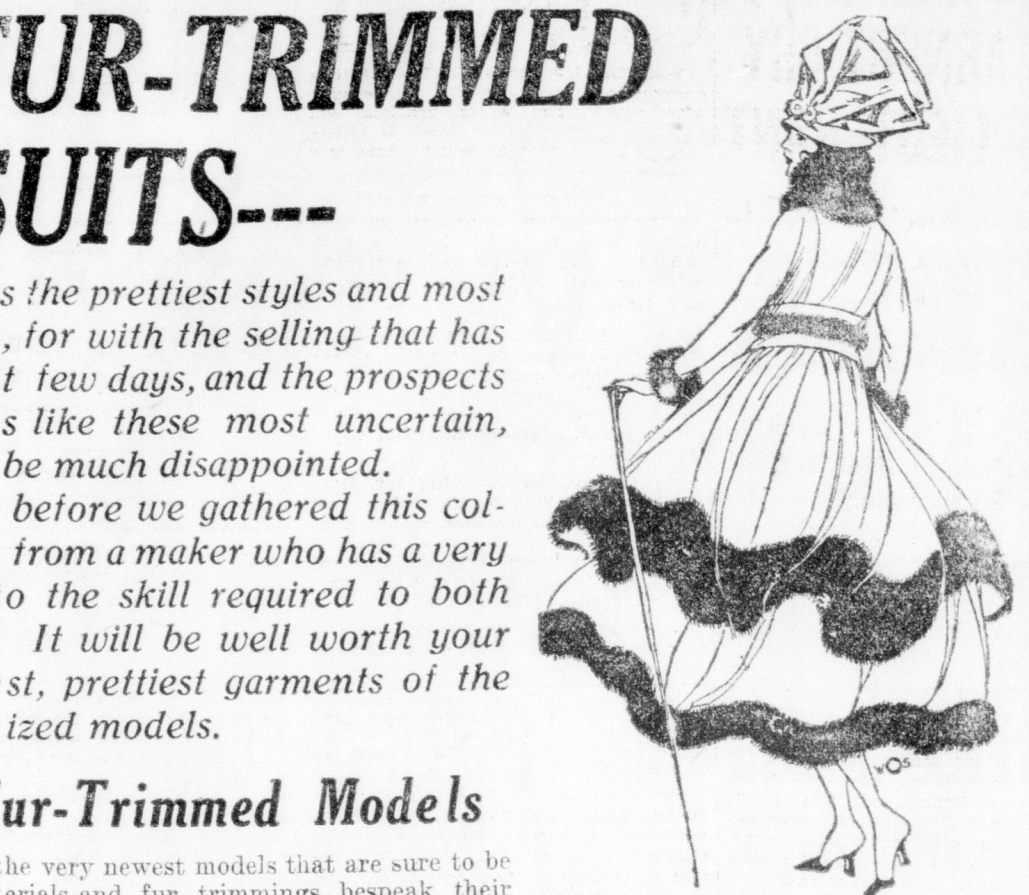
Axminster Hearth Rugs \$1.98

Another shipment of those heavy Axminster Hearth Rugs just received and are now on sale; same quality rugs we sold last week. Many who came after all were gone were disappointed. Come early for these. Favorite colors in this lot. Sale price \$1.98 each.

THIRD FLOOR.
Cream Puffs, Cup of Tea or Coffee, 15 cents.
Sliced Ham, Bread and Butter or Rolls, Cup of Tea or Coffee, 25 cents.

SMALLMAN & INGRAM LIMITED

Toasted English Muffins, Cup of Tea or Coffee, 15 cents.
Chicken Salad, Homemade Bread and Butter, Cup of Tea or Coffee, 25 cents.



Blindfolded--And Bobbing For Apples

It is a difficult task, few accomplish it successfully. It would seem impossible to most people, but there is a lot of fun in the game, especially to the onlookers. Some stores' advertising makes shopping about the same sort of a task for the customers. The advertising is the blind, and you can get the fruit—if you can find it. This store's advertising has always been easy to read, easy to understand and the advertised easy to buy.

MANY PAY THE LAST TRIBUTE TO MINISTER

Funeral of Rev. Mr. Duplan at Ilderton Was Largely Attended.

Ilderton, Oct. 31.—The funeral of the Rev. C. F. Duplan took place yesterday at St. George's Cemetery. It was one of the largest in this part of the country. Friends came from Toronto, Windsor, Brantford, Exeter, Galt, London, Centralia, Lucas, Granton and other points. A carriage bore floral tributes from St. John's Church Gild; A. Y. P. A., London Township; Ford Motor Company, London; Cronyn Memorial choir; Trivett Memorial choir, Exeter; Grace Church, Ilderton; Centralia Baseball Club. The service was conducted by His Lordship the Bishop of Huron. Clergymen present were: The Ven. Archdeacon Richardson, London; Rev. A. Shore, Ilderton; Rev. P. N. Harding, Windsor; Professor Wright, London; Rev. W. Lewis, Lucas; Rev. W. Trumper, Exeter; Rev. F. Royce, Kirkton; Rev. Mr. Moulton, Clinton.

GENERAL SING DEAD

Was Formerly Commander of Rebel Army in China.

[Canadian Press.] Shanghai, Oct. 31.—Gen. Huang Sing, formerly commander of the rebel army in China, is dead.

WHEN COLDS HANG ON

get the rich, medicinal food in Scott's Emulsion which will suppress the cold and build strength to avoid another cold or serious sickness—refuse substitutes.