

A New Dry Cleaning and Pressing Plant in London

To Be Handled By An Expert for the People of This District

DYEING, CLEANING and PRESSING ladies' suits, dresses, finewear, gloves, feathers, furs, etc., and men's suits, overcoats, etc., will be promptly done by us in future. All work will be guaranteed. When we say this we mean that any time you are not pleased with the first-class work turned out by us, you may send it back. We are going to create the biggest business of its kind in Western Ontario and you may rest assured that we intend giving the public the finest work that experts can turn out at the lowest price possible.

THE PARISIAN LAUNDRY HAS BEEN IN BUSINESS IN ONTARIO FOR MORE THAN FORTY YEARS. IN THAT TIME IT HAS EARNED A REPUTATION FOR GOOD WORK AT REASONABLE PRICES. THAT WE WILL ENDEAVOR TO MAINTAIN THAT REPUTATION IN OUR NEW DEPARTURE GOES WITHOUT SAYING

Every suit of clothes, or dress, sent to us for pressing or cleaning will be returned on a patented hanger in a specially-designed dust envelope, which has never been used in this district before. Next time you need any article cleaned or pressed, hand it to our laundry drivers. If you live outside London, give it to one of our agencies or ship it to us by parcel post. We will attend to the rest.

FIVE ESSENTIALS TO A GOOD LAUNDRY SERVICE

FIRST, and chief of all essentials, is a system of gathering and delivery which is most convenient to the public.

SECOND, there must be system and harmonious team work in all departments of the plant.

THIRD, modern methods in washing, ironing, mending, inspection, assembling, checking and accounting must be used.

FOURTH, there must be back of all this a cheerful willingness and a guarantee of perfect satisfaction in all work.

FIFTH, there must be a sufficient appreciation of high-class work by the public to warrant such high-class service.

We are anxious to demonstrate our ability to render you the best Laundry Service in London. May we send for your work?

Satisfaction In Laundry Work

No matter how much you pay for your laundry work there can be no real satisfaction in wearing the garments unless the laundry puts more than mere mechanical motions into the work.

Satisfaction in laundry work comes only where, back of the mechanical work, there is a determination to do one's level best to bring to the wearer of the laundered garments the pride of knowing that he is well groomed.

We are giving satisfaction in laundry work to some of the most particular men in London, and if we are not doing it now for you, would like to.

A phone message to 558 or 559 will bring our wagon.

THE LATEST MACHINES KNOWN TO THE LAUNDRY WORLD

for doing high-class work and preserving clothes have been introduced by us. Skilled workers handle every wash individually, and today our modern laundry is no more like the laundry of a few years ago than the Kaiser is like King George.

We have a machine for putting a velvet edge on your collar—no more sore necks from raw edges—one for making a loose edge for your scarf—no more trouble in getting your necktie to slip around.

A Machine For Darning Hosiery Free of Charge

a machine for washing blankets and maintaining the nap on them the same as the day they were made, and we use castile soap in every wash. You are invited to inspect our laundry at any time.

DON'T FORGET TO ASK OUR DRIVERS ABOUT OUR PRICE LISTS FOR CLEANING AND PRESSING

Parisian Laundry Co. of Ontario, Ltd.

Phones 558-559

LAUNDERERS AND DRY CLEANERS

J. CHIARA, Manager

ITALIAN BOAT SUNK BY AUSTRIAN MINE

Populace on Border Indignant at Repeated Catastrophes.

[Canadian Press.]

SARI, Italy (via Rome), Nov. 27.—This p.m.—Another mine, which had floated from its moorings, exploded near here today, destroying a fishing boat and killing four men. The explosion of this mine, which is said to have been one of those planted in the Adriatic waters by Austria, has again aroused a storm of indignation among the Italian people along the Adriatic coast.

The Italian Government recently protested to Austria concerning drifting mines, which were endangering shipping. Italy received assurances that there would be no repetition of this trouble.

CHILD CRUSHED IN MACHINE. BELLEVILLE, Nov. 27.—The three-year-old son of Mr. and Mrs. G. E. Gill, while playing about his father's laundry, was caught between the rollers of a drying machine and crushed to death.

Ayr Man's Son Was Seaman on Lost "Bulwark"

C. Carpenter Is Anxiously Awaiting the Death List From England.

[Special to The Advertiser.]

AYR, Nov. 27.—Mr. C. Carpenter, whose son William was a seaman on board the British battleship *Bulwark*, blown up off Sheerness yesterday, is anxiously awaiting word regarding his fate.

He has another son in the navy also, George, who is on the battleship *St. Vincent*. Only yesterday he received word from his son Charles that he had enlisted, and expected to be at the front for Christmas.

Mr. Carpenter came to Ayr some months ago from England to reside.

GERMANS GIVE UP MARCH ON COAST?

Indications Are That They Are Preparing To Leave Flanders.

[Canadian Press.]

LONDON, Nov. 28.—A dispatch to The Standard, from Northern France, says:

"There are very strong indications that the fresh attempt by the Germans to force their way to Calais by turning or piercing the Allies' left wing is being abandoned almost as soon as begun.

"This can mean only one thing—the immediate retirement of the Germans in West Flanders.

"The Allies have maintained their line intact from the North Sea to Switzerland. They are stronger at almost every point than ever before. Mobile reinforcements are ready for emergencies with excellent railway service to every important position.

German Faith Shattered.

"The Germans have buried enormous forces upon the northern portion of the Allies' line during the last six weeks, and have been repeatedly repulsed. Worst of all for them, it has been impossible to conceal the truth from the German soldiers, whose faith in the invincibility of the German machine is shaken, if not shattered.

Broken faith in the War Lord means divided councils and unsteady morale for German officers and men alike.

The proudest man in Europe at this moment is the heroic King Albert. At last, after weeks of anxiety, he sees the Germans about to retreat, balked by the immediate triumph on which they counted as a foregone achievement—the complete conquest of Belgium."

"SAM" HAS TROUBLE OVER ANOTHER SPEECH

[Special to The Advertiser.]

OTTAWA, Nov. 27.—Major-Gen. Sam Hughes declares that he did not criticise Lord Kitchener, as he was reported to have done at the Canadian Club in London, where he was credited with having said he refused to accept Lord Kitchener's advice as to protection of the Canadian contingent.

The report sent out, said the minister tonight, "completely misrepresented my language. There was no communication from me to Lord Kitchener on the question.

"The escort for the convoy was arranged by the admiralty and consisted of a squadron of seven battleships and cruisers. The arrangements made by the admiralty were considered entirely adequate, and the results proved the correctness of this judgment. No question or controversy of any kind arose with either Lord Kitchener or the admiralty. Any report of my speech which gives a contrary impression is quite inaccurate."

GERMAN COLONEL SAYS RETREAT WILL BEGIN ON NOV. 29

PARIS, Nov. 27.—A German colonel who was taken prisoner in Belgium makes the statement, according to a dispatch to the Havas Agency from Saint Omer, that the German general staff has decided to make another effort to pierce the line of the Allies, and that the attack will be initiated this week. If this movement should not prove successful by Nov. 29, it is said, a general retreat will be ordered.

The statement of the prisoner being doubted, he said: "You may shoot me if, by Nov. 29, my words have not been proved to be true."

ENGLAND CAN FORCE WORLD TO CONTRIBUTE TO HER WAR CAPITAL

Swiss Financial Expert Says She Is "Capitalist Par Excellence," Who Can Live On Her Credits.

[Canadian Press.]

STOCKHOLM, Nov. 13.—The Svenska Dagbladet published a report by Prof. Gustav Cassel, a national authority, on "Financing the War." He says in part:

"Those countries which are big creditors of the neutrals have naturally a special strength in war time, in that maturing liabilities are realized in the case of England, which under normal circumstances invests between \$50,000,000 and \$75,000,000 per month abroad, this being the normal form for the application of surplus of England's balance against foreign countries. Should England now, as might be the case, cease to make the investments the correspondent amount would stand at her monthly disposal.

"This explains the excellent financial strength of England just now. England is the capitalist par excellence, who can live on the returns of her capital and who, thanks to her resources, can force the whole world to contribute towards her war expenditure."

SWITZERLAND DEMANDS EXPLANATION OF ALLIES

Wants To Know Why Aviators Violated Her Neutrality.

BERNE, Switzerland, via Paris, Nov. 27.—4:40 p.m.—The Swiss ministers at Bordeaux and London, according to a report published here, have been told by the Swiss Government to request an explanation of the alleged violation of Swiss neutrality by English and French aviators who are said to have flown over Swiss territory in proceeding to the attack of the Zeppelin airship sheds at Friedrichshafen.

The Journal de Geneve says the French have scrupulously avoided everything resembling violation of the neutrality of Switzerland, and expresses the belief that if French aviators flew over Swiss territory it was an error and that friendly explanations will clear the matter up.

MONTREALERS GET WORD BROTHERS ARE DEAD

Mrs. Linton Eccles and Gustave Rouet Receive Tragical News.

MONTREAL, Nov. 27.—Mrs. Linton Eccles, of West Montreal, has just received word that her brother, Pte. Edward Hutchinson, of the Manchester Regiment, was killed in the battle of the Yser, on Oct. 26. He was a reservist.

Gustave Rouet has received a communication from France stating that his only brother, Fridolin Rouet, a bugler in the Seventh Regiment of French colonial infantry, was killed on Sept. 6 at the battle of the Marne. Fridolin Rouet was 32 years old and married.

Safe Conduct For Canadians From Turkish Mission

WASHINGTON, D.C., Nov. 27.—Ambassador Morgenthau State Department today that the Turkish Minister of the Interior had given orders to permit the departure from Turkey of several Canadian missionaries, for whom safe conduct had been asked by the British ambassador here.

WHO PAID THE VISIT?

Uncredited Dispatch Says British Did Not Damage Zebrugge.

BRUGES, Belgium, Nov. 27.—via Sluis, Holland—2:25 p.m.—A personal visit to Zebrugge, on the Belgian coast, about fifteen miles east of Ostend, shows that, contrary to previous reports, the British bombardment of November 23 did very little damage. The shells from the British ships destroyed two fishermen's houses on one of the dikes. The British threw many shells which did not explode into the fields between Heyst and Zebrugge. They knocked down the chimneys of one factory, and one person was mortally wounded. The harbor and the locks of Zebrugge, which are occupied by the Germans, are today all in perfect working order.

THE WILY TURK

[Canadian Press.]

AMSTERDAM, Nov. 27, via London—2:20 p.m.—A dispatch from Constantinople says that it has been officially announced there by the minister of finance that the interest on the loan of 1902 will be paid only to such bondholders as present themselves at the central office of the ministry of finance there.

Operation Decided On As Only Means of Relief

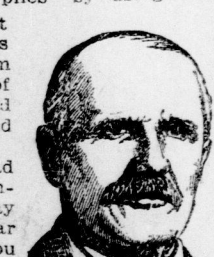
But the Writer of This Letter Resolved To Try Dr. Chase's Ointment First and Was Cured.

This is not an isolated case, for we frequently hear from people who have been cured of piles by using Dr. Chase's Ointment.

Dr. Chase's Ointment first, then the operation, is the only means of relief for piles or hemorrhoids.

Mr. Charles Beauvais, a respected citizen of St. John's, Que., writes: "For 14 years I suffered from chronic piles or hemorrhoids and considered my case very serious. I was treated by a well-known physician who could not help me, and my doctor decided on an operation as the only means of relief. However, I resolved to try Dr. Chase's Ointment first. The first box brought me great relief, and by the time I had used three boxes I was completely cured. This is why it gives me such great pleasure to recommend Dr. Chase's Ointment to everybody suffering from hemorrhoids as a preparation of the greatest value."

Dr. Chase's Ointment, 6c a box, all dealers, or Edmanson, Bates & Co., Limited, Toronto.



MR. BEAUVAIS

BRITISH TROOPS GO TO FRONT BY THOUSANDS

Colonials and Territorials Arrive at Havre Early in November.

HAVRE, Nov. 12.—(Correspondence.)—During the last week colonial and territorial troops have been arriving from England by the thousands. A part of Kitchener's new army is expected soon, and the huts and floored tents now being erected in the outskirts of Havre are said to be for its reception.

The best trained territorial troops, which have been over here long enough to be somewhat acclimatized, and broken into the ways of the count-

ry are already being moved up toward the north to take their places in the reserves as soon as thought by the commanders, they will be moved into the first line of battle.

Tommy Atkins has nothing but praise for the French people. Some troops marched past the marketplace in Havre the other day, according to an American there at the time, and the women held out their baskets to the soldiers to help themselves. This meant a great sacrifice to them, for their earnings are a matter of a few pennies, and they gave away their stock.

VANCOUVER, B. C., Nov. 27.—Charles Faulk was mistaken for a deer in the woods at Comox yesterday and shot dead.

Sister: Read My Free Offer



I am a woman. I know a woman's trials. I know her need of sympathy and help. If you, my sister, are unhappy because of ill-health, and feel unfit for household duties, social pleasures, or daily amusements, write and tell me just how you suffer, and ask for my free (ten days) trial of a home treatment which you will receive, with references to Canadian ladies who gladly tell how they have regained health, strength, and happiness by the use of my simple method of home treatment. If you suffer from your sister, or your mother, I want to tell you how to cure yourselves at home, at trifling cost, and without aid from any doctor. Men cannot understand women's sufferings; what we women know from experience, we know better than any doctor; and thousands have proved there is hope even for the hopeless in my method of home treatment. If you suffer from pain in the head, back, or bowels, feeling of weight and dragging-down sensations, falling or displacement of internal organs, bladder irritation with frequent urination, obstinate constipation or piles, pain in the sides regularly or irregularly, bloating or unnatural enlargements, catarrhal conditions, dyspepsia, extreme nervousness, depressed spirits, melancholy, desire to cry, fear of something evil, salivary glands, with dark circles under the eyes, pain in the left breast or a general feeling that life is not worth living, I invite you to send today for my free offer. My method of home treatment can be easily and surely acquired at your own home, without the expense of hospital treatment, or the dangers of an operation. My simple method of home treatment, and when you are cured, my sister, I shall only ask you to pass the good word along to some other sufferer.

Mr. Charles Beauvais, a respected citizen of St. John's, Que., writes: "For 14 years I suffered from chronic piles or hemorrhoids and considered my case very serious. I was treated by a well-known physician who could not help me, and my doctor decided on an operation as the only means of relief. However, I resolved to try Dr. Chase's Ointment first. The first box brought me great relief, and by the time I had used three boxes I was completely cured. This is why it gives me such great pleasure to recommend Dr. Chase's Ointment to everybody suffering from hemorrhoids as a preparation of the greatest value."

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RESORTS—ATLANTIC CITY, N. J.

Special Announcement

The Marlborough-Blenheim, Atlantic City, N. J.

in order to accommodate its increasing regular Fall and Winter patronage, and also those Americans and Canadians who are prevented by the European war from being abroad, will keep both the Marlborough side and the Blenheim side of the house open this winter, instead of closing one side during November and December, as heretofore.

This will enable the supplying of a private bathroom with hot and cold salt and fresh water with every room, and for these bathrooms no extra charge will be made during the Fall and Winter Season.

The house occupies two blocks of ocean front, and its heated harbor solariums overlooking the Boardwalk and the sunny south ocean exposures are most attractive. Exquisite music every evening throughout the year.

White Service in both the ala carte and the American plan dining rooms.

Atlantic City with its invigorating, bright Fall climate, is particularly attractive over week-ends at this season. Golf, roller chairs, theatres, and countless recreations and amusements.

OWNERSHIP MANAGEMENT

JOSIAH WHITE & SONS COMPANY

Waterman's Ideal Fountain Pen

Made in Canada

For any writing you have to do, anywhere, Waterman's Ideal will make it easier. The medium size will write about 20,000 words with one ink filling, and will always start to write the instant the pen touches the paper. The entire pen is strong and safe to carry. One Waterman's Ideal will last for many years. Saves not only time but money and makes better writing. There is also a Safety-Type for women.

Every pen stamped Waterman's Ideal is guaranteed to give satisfaction. Gold points furnished to suit every hand. Prices, \$2.50 to \$5.00. Illustrated Christmas Gift Folder sent on request.

Always with you ready to use.

Sold at the best stores in this locality.

L. E. Waterman Company, Limited, Montreal
NEW YORK LONDON PARIS

MINARD'S LINIMENT, LUMBER MAN'S FRIEND.