

You'll Enjoy Christmas More If You Remember Some Boy at the Front.

"SQUARE-DEAL" TAYLOR'S SENSIBLE GIFTS FOR SOLDIERS and NURSES

Cigars (all makes), in boxes of 10, 25 and 50, at Taylor's usual cut-rate prices.
Chocolate Bars, Overseas Chocolates, and boxed Chocolates at all prices.
Safety Razors and Blades.
Stationery—Pads, Envelopes and Boxed Stationery at all prices.

TAYLOR DRUG CO.

6-RED STORES—6
Richmond St. and Central Ave.
Hamilton Road and Anderson Ave.
389 Talbot St.

CHRISTMAS SUGGESTIONS FOR BOYS OVERSEAS

Stereo Stoves 75c, \$1.00
Sterno Canned Heat, 15c, 2 for 25c
Cameras and Kodak Supplies
Chocolate Bars 5c, 10c and 15c
Razors \$1.00 to \$6.00
Razor Blades and Strops from
Parks, Davis & Co. Germicidal Soap 25c
Tooth Powders and Pastes 15c up
Sabadilla Vermin Powder 25c

FREE, FREE.—We make no charge for boxes and packing if your overseas order purchased here amounts to \$1.50 or more.

COMFORT BOXES, approved by postal authorities 12c, 15c, 19c

Cairncross' the Chemists

London's Dependable Drug Store.
216 Dundas Street,
Corn. Park Avenue.
Phone 880.

Try to Help Make Christmas Cheerful for the Soldiers and Nurses at the Front. Send Them a Useful and Pleasing Gift.

SOLDIERS

Wrist Watches \$3.00 up
Fountain Pens \$1.00 up
Cigarette Cases \$1.00 up
Pocket Knives \$1.50 up
Drinking Cups \$2.00
Auto Stop Safety Razor \$5.00
Match Safe \$1.00 up
Cigar Cutter \$1.00 up

Compasses \$1.50 up
Money Belts \$1.25 and \$1.50
Unbreakable Mirrors 75c
Cigarette Holders \$1.75
Key Rings 50c
Signet Rings, heavy weight \$4.00 and up
Knife, Fork and Spoon in case \$3.00

C. H. Ward & Co.

Diamond Merchants and Jewelers.
386 RICHMOND STREET.

For the Boys in Khaki Overseas and in Training

Remember the boys who are fighting our battles. Help them to have a merry Christmas by including something useful and comfortable in your parcel to them.

We specialize in Standfield's Unshrinkable Underwear and the Hanson All-Wool Socks.

Underwear, all sizes, two-piece, per garment, \$1.25, \$1.50, \$2.00, \$2.50
Combination, \$2.50, \$3.00, \$3.50
Heavy Wool Socks 35c, 50c, 60c, 75c, 85c
Cashmere Socks, extra special, 75c value, for 50c

Black Worsted All-Wool Socks, worth twice 85c, for 50c
Lined and Mitten Socks 50c
In London 50c to \$5.50
Khaki Silk Handkerchiefs 35c, 50c, 75c, \$1.00

GIANT CLOTHING HOUSE

The Men's Big West End Store.
120 Dundas Street, Phone 1844. Open Evenings Until 9 o'Clock.

LONDON YEOMEN HOLD TURK FORCE SIX HOURS

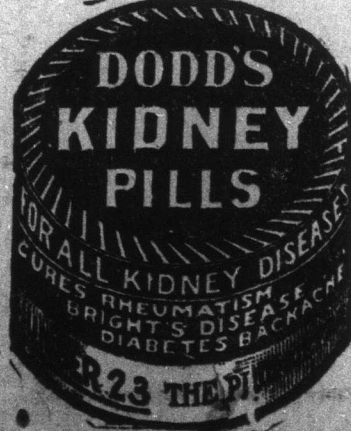
Heavy Losses for Foe—British Losses Slight.

LONDON, Oct. 31.—An official statement on the operations in Egypt says with reference to a Turkish communication on Sunday, claiming to have inflicted a severe check on the British troops, the real facts are reported by Gen. Allenby as follows:
"On Saturday our line of cavalry posts thrown out in advance of our main position was attacked by a force of about 3,000 Turks, with twelve guns. Though outnumbered and enveloped on both flanks, detachments of the London Yeomanry fought with great gallantry, holding their positions for six hours until assistance arrived, and thereby rendering great aid to their infantry comrades. Repeated charges by the Turkish cavalry resulted in only a slight gain of ground at the expense of heavy losses. Our casualties were under one hundred."

GOVERNMENT CONTROL OF PACKING - HOUSES AND COLD STORAGE

Hon. W. J. Hanna Secures Co-operation of Packers and Produce Men.

OTTAWA, Oct. 31.—Effective Government control of the packing houses and cold storage houses in Canada was the program outlined today by Hon. W. J. Hanna, food controller, to a representative gathering of packers and produce men. Following Mr. Hanna's address a committee representative of the packing house industry was appointed to co-operate with the food controller. The produce men indicated their willingness to co-operate. In his address Mr. Hanna explained that his office was working in co-operation with the Dominion and Provincial Governments in a general production campaign of huge on as big a scale as could be developed. He continued on giving reasons for packing house control:
"The hog producer will want to know at the very outset that there is assurance to him as grower his fair share of the price paid by the consumer. Between him and the consumer is the packer and the distributor. On the other hand the consumers have the right to know the charge for packing and distributing is in relation to the cost of these services."
Those present at the conference included J. S. McLean, of Hamilton; C. H. Sumner, Ingersoll Packing Company; C. W. Irwin, White Packing Company; Stratford; Ont.; R. M. Evans, The Produce Men's Association, Chatham, Ont.



CHRISTMAS GIFTS FOR OUR SOLDIERS AND NURSES AT THE FRONT

HOW TO ADDRESS MAIL TO SOLDIERS

The following correct method of addressing troops has been issued by Dr. R. M. Coulter, deputy postmaster-general, in order to facilitate handling of mail at the front, and to insure prompt delivery. It is requested that all mail be addressed as follows:
(a) Regimental number.
(b) Rank.
(c) Name.
(d) Squadron, battery, or company.
(e) Battalion, regiment (or other unit), staff appointment or department.
(f) Canadian Contingent.
(g) British Expeditionary Force.
(h) Army Postoffice, London, England.
Unnecessary mention of higher formations, such as brigades, divisions, is strictly forbidden and causes delay.

Post Your Christmas Parcels Before November 15

SENDING PRESENTS BY PARCEL POST

(Clip This Out for Reference.)
For the information of those sending parcels to soldiers in England or at the front, The Advertiser publishes the rates of postage: To England, the rate is 12 cents a pound or any fraction thereof; limit weight on parcels to England is 11 pounds. To France or Belgium, the rate is 21 cents per parcel any weight up to three pounds; from three pounds to seven pounds (the limit), the rate is 32 cents not 33 cents per pound, but 32 cents for any weight from three to seven pounds. Any letter or parcel for any soldier in the hospital (even if this hospital is not known to the sender), having the word "hospital" marked across it will be delivered. A customs declaration must be attached to each parcel, for which application should be made at the stamp window of the postoffice.

Useful Presents For Christmas For the Boys at the Front

KHAKI WOOL GLOVES KHAKI KID GLOVES
KHAKI WOOL SOCKS KHAKI WOOL SHIRTS
KHAKI SILK TIES KHAKI COLLARS
KHAKI SUSPENDERS KHAKI GARTERS
KHAKI SILK AND LINEN HANDKERCHIEFS, ALL WEIGHTS AND SIZES IN COMBINATION UNDERWEAR

John Graham & Co.

LEST YOU FORGET!

Here are some articles that are very useful, and should not be overlooked:

Aluminum Alcowax Cookers, complete \$1.60
Gillette Safety Razors, the soldier's best friend, \$5 up
Extra Blades, 50c and \$1 pkg
Ever-Ready Safety Razors \$1.00
Extra Blades 75c pkg
Razors of the best English manufacture \$1.50 to \$2.50
Pocket Knives, 25c to \$3.00
Shaving Brushes, Razor Strops, Soap, etc.
Flashlights 75c to \$2.50
Trench Mirrors 75c
Boxes for overseas, 20c each
Alcowax for above, two tins 25c

COWAN'S COLOSSAL HARDWARE THE STORE WITH A STOCK.
125-127 DUNDAS STREET. TWO PHONES: 3461-3462.

MANY ARTICLES REQUIRED IN CHRISTMAS PARCELS OVERSEAS BESIDES GOODIES IN EAT LINE

Little Knickknacks Cheer the Hearts of Boys in Flanders and in English Training Camps.

Apart from the "goodies in the way of eat," suggested for the Christmas box for the dear lad overseas, there are many other things which he will be sure to want. For example, he always, or almost always, wants newspaper. He wants something that won't take up much room and which is tough, in other words, which won't tear easily. Onion-skin paper is the thing for the man who is "Somewhere in France." "Somewhere with the navy" or somewhere else doing his bit for King and country. Onion paper can be obtained in pads and in envelopes.

Just here the awful responsibility arises of some eyes besides those of the censor reading the messages intended only for near and dear ones. Might as well live in a glass house as send heart-throbbing home in transparent envelopes. But nobody is going to be stupid enough to expect the dear man to do anything of the kind. Those onion-paper envelopes have the lightest kind of interlining, in royal purple and no less. The lining doesn't show in the least from the outside, and the delicate tissue paper entirely screens the contents of the letter from view. A pad of the onion paper, purple-lined envelopes and an indelible pencil can be obtained, packed in a nice little case six and a half inches, which will fit into a pocket. That will be an acceptable gift for any lucky man.
If he hasn't got it in his watch, he will like to carry one, and perhaps two photographs around with him, the wife he has left behind him and those blessed children. There is such a nice little leather photo case which comes single, double or triple, and can be slipped into any pocket.
There is a compact little case 2 1/2 inches which holds a comb, a bit of hair oil and a nail file. Surprising how smart those fellows manage to make themselves when they go back from "Somewhere" not so many miles from the fighting zone.
This was strikingly demonstrated in the illustrated lecture this week by Capt. Julia Henehaw, and has also been evident in many pictures seen from "Somewhere" not so many miles from the fighting zone.

If You Want Full Food Value For Your Money TRY GrapeNuts

PRISONERS OF WAR GET GIFTS SAFELY

Parcels May Be Delayed, But Reach Destination.

Do the prisoners of war really need the help sent through the Red Cross? No, 10,645 Pte. T. C. Macdonald, who went overseas with the 1st C. M. R., and escaped from Germany last June after imprisonment there for a length of time, has declared that it would be hardly possible for anyone who had not experienced it to realize what the prisoners of war suffered till the new system of forwarding parcels through the Red Cross was in good working order.

"Imagine," he has written, "men fighting like dogs over a pair of aviators and our own men, British and Canadian, that they are prisoners of war."
He added to this that it would be impossible to live at all without the supplies sent from the Red Cross, and that the interned Belgian, Russian and French civilians are dying of starvation.
All the time Pte. Macdonald was in Germany he never missed a parcel, though sometimes they were long delayed in coming.
MOUNT BRIDGES SCHOOL.
Following is the honor roll for Mount Bridges public school for September and October, the names appearing in order of merit:
Class IV.—1 John Reycraft, 2 Norman Chew, 3 Hildegarde Webb, 4 May Dinsman, 5 Jessie Wilkinson.
Class III.—1 Dorothy Bancroft, 2 Max Reycraft, 3 Delmar Menholl, 4 Isabel Tunnicliffe, 5 Willie Graham, 6 Eva Smith, 7 Dorothy Wyatt, 8 Mabel Toles.
Class II.—1 Shirley Wyatt, 2 Kenneth Waters, 3 Dorothy Reycraft.
Part II.—1 Helen Williams.
Senior Primer.—1 Donald Steer and Susan Campbell (equal), 2 Jim Dingman, 3 Earl Harding, 4 Fay Williams (equal).
Junior Primer.—1 Harry Gilling and John Ingh (equal), 2 Harold Fidler, 3 John McDouall and John Adams (equal).
Absent from examinations.—John Waters, Jack Barnes, Wesley Wyatt, Tom Barnes, Raymond Oliver, Walter Smith, Dorothy Winterbottom, Winnie Harmsworth, Marian Stitt, Minnie Stitt, Ella McDouall and Marjory D. Mitchell, teachers.

90 PER CENT OF 100,000 CLASS A MEN BEG OFF.

OTTAWA, Oct. 31.—Approximately 100,000 men of the first class under military service are reported to date. Of the total number only 9,000 have waived exemption claims and reported for service, while 88,013 have made application for exemption. The total number which has so far reported, either for exemption or service, represents 17.9 per cent of the total of 500,000 men of the first class, namely: unwarmed men or widowers without children between the ages of 20 and 35 inclusive.

CHRISTMAS SUGGESTIONS FOR OUR BOYS OVERSEAS

Extra Quality Military Mirrors 75c
Waterman's Ideal Fountain Pens \$2.50 and up
Accurate Compasses, fine quality \$2.25 and up
Solid Ebony Military Brushes \$3.00 and up
Special Signet Rings for soldiers \$4.00 and up

WRIST WATCHES

Ingersoll Military Wrist Watches \$3.75 up
Fine Lever Watches, extra cases \$6.50
Guaranteed Lever Watches, silver cases \$8.50
Waltham Military Wrist Watches \$10.00 up
"Longines" Finest Wrist Watches \$15.00 up
Luminous Dial Watches, Doctors' Wrist Watches, all absolutely guaranteed.

All overseas parcels are packed specially. Cards supplied free.

John S. Barnard, Jeweler
194 DUNDAS STREET. OPPOSITE THE ADVERTISER.

Look Well For Our Shop and You Will Look Well When You Come Out.



GLOVES, knit or lined 75c to \$2.50
MUFFLERS, HANDKERCHIEFS, SWEATER COATS, Etc.
MERCHANT TAILOR AND HABERDASHER
DUNDAS, CORNER CLARENCE.

BRITISH CASUALTIES FOR OCTOBER MUCH SHORT OF SEPTEMBER

Total Is 82,377, Compared With 104,598—Many Attacks Launched.

LONDON, Oct. 31.—British casualties reported during the month of October totalled 82,377. The losses were divided as follows:
Officers killed or died of wounds, 1,445; men, 14,935.
Officers wounded or missing, 4,133; men, 61,514.
The October losses compare favorably for the British with those reported during September, which totalled 104,598. During October, Field Marshal Haig undertook several renewals of the big drive in Flanders, making notable progress in the process still under way of driving the German lines, which is threatening a wide sector in Belgium and Northern France.

FATALLY BURNED.
WINDSOR, Oct. 31.—Burns sustained when her dress took fire as she was lighting her pipe caused the death of Mrs. Angelique Gignac, aged 54, at her home in Sandwich West Township today. The old lady's feeble cries for help were not heard until her body had been terribly scorched. She is survived by four sons and two daughters.

MOTHER AND CHILDREN HAD AWFUL COUGHS WERE CURED BY DR. WOOD'S NORWAY PINE SYRUP

Mrs. Arthur Appleyard, Novar, Ont., writes: "This past winter my children and I had awful colds and coughs which we got by being in drafts. I tried a number of different remedies for us, but got no relief. I thought I would try Dr. Wood's Norway Pine Syrup, and I found it a most excellent and sure cure. It gave relief to the tickling in the throat and stopped the cough, and with a few bottles we were all cured."
Dr. Wood's Norway Pine Syrup is a remedy that has been on the market for over twenty-five years, and we can recommend it as being, without doubt, the best cure for coughs and colds that you can possibly procure.

There are a lot of imitations on the market, so when you ask for "Dr. Wood's" see that you get it. Put up in a yellow wrapper; three pine trees the trademark; price, 25c and 50c; manufactured only by The T. Milburn Company, Limited, Toronto, Ont.

Soldiers' Gift Boxes

Let us assist and save you money in packing your boxes for the boys at the front.

Chamois Vests to keep out the cold.
Cigars in boxes of 10 and 25.
Cigarettes in special overseas packages.
Sterno and Elco Stoves
Oxo Cubes
Boyril, all sizes
Chocolate Bars
Milk Chocolate
Gum
Fountain Pens
Writing Pads
Safety Razors
Shaving Cream
Shaving Brushes
Tooth Powder
Tooth Paste
Toothbrushes
Toilet Powder
Toilet Soap
Toilet Tissues

Standard Drug, Ltd.

Four Stores in London, One in St. Thomas.

PURDOM'S HARDWARE THE HOME OF OVERSEAS SUGGESTIONS.

Gillette Safety Razor in many different styles. Price \$5.00
Blades 50c and \$1.00 a package

STERNO Canned Heat Outfit
The complete outfit, all folds up, only 75c
Refills 15c each
Regulation size Tin Boxes for overseas, Price 20c each

The Purdom Hardware Co.

124 DUNDAS STREET. PHONES 2800, 2801.

BUY NOW FOR THE BOYS OVERSEAS

Heavy Rib Underwear \$1.25 to \$2.25
Fine Rib Shirts and Drawers \$1.00 to \$2.50
Fine Rib Combinations \$1.50 to \$3.50
Sweater Coats, \$2.50 to \$6.50
Flannel Shirts, \$1.50 to \$3.50
Heavy Lined One-Finger Mitts \$2.75
Kid Gloves \$1.25 to \$2.50
Wool Gloves 75c to \$1.50
Khaki Wool Socks 50c
Heavy Grey Wool Socks 50c
Extra Heavy Grey Wool Socks 60c
Khaki Collars 25c
Khaki Silk Ties 50c
Khaki Handkerchiefs, two for 25c
Braces 25c to 50c

OAK HALL

His Christmas Parcel

Good warm wearables will get a real welcome overseas, and this store is ready to help you with just the things the boys will need.

Warm Wool Gloves, all colors 75c to \$1.50
Heavy Wool Socks, all colors 50c to 75c
Lined Leather Mitts, regular and one finger 75c to \$1.50
Mercerized Khaki Handkerchiefs 2 for 25c
Pure Wool Unshrinkable Underwear, in "Stanfields" and "Tiger Brand," in all weights, at all prices up to \$2.50
A special line, at \$1.50

R. J. YOUNG & CO.

of projectiles and explosives on the railway stations at Thionville, Bettendorf, Maizières-les-Metz, Longeville, Lez-les-Metz, and Contanc, as well as on the station at Luxembourg. All our objectives were reached. On October 20—The day was calm along the whole front. Only patrol encounters occurred in the valley of the Struma and near Lynette. The artillery activity was feeble.
On the right bank of the Meuse the Germans attempted their main mission in the sector of Beaumont, a surprise attack, which we repulsed. The Meuse and Bonnavaux there was a quite violent bombardment during the course of the afternoon.
On October 20, six enemy airplanes were brought down by our pilots; four others fell in a damaged condition within their own lines. Our bombing squadrons last night dropped 7,700 kilos of bombs.

DRY WEATHER NEEDED TO SAVE THE BEANS

HENSALL, Oct. 31.—Unless favorable weather comes soon, the bean growers of this district will lose heavily. Many large fields have yet to be saved, and the recent rains and frosts have been anything but good for them.
Large numbers of Christmas boxes for the boys in the trenches have been mailed from here in the past few days.
Erasmus Bannister, after attending the recent Sunday school convention in Chatham, went on to Detroit to visit with his daughter. Mrs. Bannister is in training for a nurse.
A number of local young men have been at Goderich in the past few days for examination before the medical board.
Mrs. R. J. Ferguson and daughters of Minneapolis are spending the winter with Mrs. Ferguson's father, Andrew Johnston.

DISTRICT CASUALTIES

KILLED IN ACTION

GODERICH.
Lieut. C. K. MacPherson.
BRANTFORD.
772960 F. J. Heath.

WOUNDED

PARKHILL.
802170 G. A. Moore.
SAUBLE FALLS.
838381 A. Corp. J. E. Rodgers.
OWEN SOUND.
Lieut. A. W. Pratt.
Listowel.
Lieut. H. Garmen Moore.
STRATFORD.
Major A. Wemyss Dacon.
ILDERTON.
Major B. Charlton.
PORT ELGIN.
820702 W. H. Wall.
255611 G. K. Welsch.
WROXETER.
654549 T. Neash.
GUELPH.
Capt. H. A. R. Stratford.
Lieut. M. R. Burritt.
BOMBARDIER Herbert W. Graham.

DIED OF WOUNDS

DUNDAS.
785223 Lt.-Corp. M. Griffin.
COLLINGWOOD.
643023 J. A. Leung.
LEAMINGTON.
432625 J. Couits.

GASSED

OWEN SOUND.
91100 Gunner R. Thompson.

FLARE BURNS

WOODSTOCK.
54306 C. Brockman.

THREE ITALIAN STEAMERS SUNK.
ROMA, Oct. 31.—The losses to Italian shipping on all seas by submarines for the week ending Sunday last were two steamers over 1,000 tons, and one smaller steamer under 1,000 tons. One small sailing vessel also was sunk. One steamer was attacked, but escaped.