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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Monday October 15.

MR. CARVELL GOES IN. AN THE NEW CABINET hold the confi dence of the public? A statement of polon which Western and Maritime Province Liberals entered the Government become known of its purchase, therefore the percentage can be where do the new ministers stand with regard to repeated many times in the year. the issues upon which the Government has been condemned, the high cost of living, the C. N. R. bacon which cost the retailer 26 cents four years have a motor-boat to pull his aqua-plane.

where do the new ministers stand with regard to the issues upon which the Government has been condensed, the stand other measures? It is upon these things and election context is to be fought between the two Canadian particles. Do the fought between the canadian particles. Do the fought between the two Canadian particles. Do the fought between

various opinions, and that the Commoners will have a heavy responsibility. vote more independently than ever before. There is a spirit of "give and take" at the present time. It is not wholly improbable that further developments will be brought about.

SHOPPING FOR THE SOLDIERS.

I IS WELL to sound the slogan, "Do your Christmas shopping early," as it affects the Canadians overseas. Not many weeks remain before the last mail will leave for England impulse of this trade, and preparing for it by ernment is not satisfactory. best fill the wants and hopes of those who are just entering upon another long and severe winter campaign.

No soldier should be unremembered. Private gifts will be numerous, and those who have relatives in Canada will be well provided for. Those who have no kin in this country should be generously treated by organizations which have the necessary machinery for collecting amounts required. There will be little poverty at home. In fact, war conditions have practically abolished the necessity of providing relief in the cities. There is work for all who are industrious, and only the indigent and the incorrigible fall into medical service work, the hands of the charitable authorities. So that public giving should be easily enlisted.

hospitals should also receive an evidence of ap- power what is undoubtedly THE WEAKEST preciation and good-will as the Christmas season GOVERNMENT THAT CANADA HAS EVER the military Christmas at home shall be among independent soldier's ca. lidate in St. Antoine the merriest for the men who are still in the care Division, Montreal. of the hospitals because of wounds and sickness. London is their hom,e and it should be made homelike at the season when hearts should be gladdest.

THE RETAILERS' PROFITS.

OME of the evidence given at the investigation into the profits of the William Davies Company deals with retailers' profits, and is no less interesting than that which concerns the business of the wholesalers.

According to the reported statements of two large grocers in Toronto they bought side bacon in 1914 for 201/2 to 21 cents a pound, and retail-ed it at 27 to 28 cents, a profit of 7 cents, or at Of age may catch, through chinks which Time has

it should mount to 35 per cent because the price

PEACE!

beace of God which passeth understanding Vithout, soft Sabbath stillness, and within

"The peace of God!" The words come And with them bring Fond memories of home; while here The screaming shells send forth their And bullets sing; On every hand the battles rage and roar;

Death ever near; "The peace of God!" Would God that peace wer

"The peace of God!" Insistent still the words Steal through each sleepless hour, When weary brain grows dull, eyes dim, Yet still must strike to crush the foe to earth, To rise no more; for then Will come the peace of God, His greatest gift to mer

MARGARET McDONALD.

London, Oct. 12, 1917.

increases. Bacon is not an article which is held icy must be forthcoming before the terms by the retailer twelve months before he gets rid of it; more often it is sold within a week or two

Further on in the evidence, it is stated that

If it has cost Ontario farmers \$1.27 to produce a bag of potatoes, it would hardly be fair to fix the selling price at \$1.25.

that will carry gifts in time to reach the soldiers resent all parties"-London Free Press. Which by Yuletide. The shops are already feeling the is equivalent to admitting that the Borden Gov-

The men who have served and are now in first three years of war we should have had in Good care should be taken that EXPERIENCED."-Lieut.-Col. J. J. Creelman,

in, dordon at Dilworth, were a	s iollows:	
Assets.	Liabilities.	Surplus.
1913\$ 4,690,478	\$2,182,359	\$2,012,882
1914 5,754,812	3,010,007	2,060,426
1915 6,466,533	2,933,151	2,601,434
1916 9,582,173	4,820,717	3,921,665
1917 13,384,948	7,330,357	5,008,101
Sir Joseph Flavelle, the pres	sident says	"To hell wi
ofits" but doesn't mean it whe	n applied to	his own firm

LIFE AND ETERNITY.

the rate of 33 per cent. The buying price advanced until it reached 37 cents a pound, when the selling price became 50 cents, a profit of 13 cents a pound, or 35 per cent.

The first profit of 33 per cent seems large, even when the loss by cutting and the cost of wrapping and selling are considered, but the average consumer will be unable to understand why it should mount to 35 per cent because the price

Youth strives in vain to plerce it, but the eye of age may catch, through chinks which Time has Faint glimpses of that awful world beyond Which death at last reveals. Thus life may be Compared to a tree's foliage; in its prime. A mass of dark, impenetrable shade, It vells the distant view; but day by day, As autumn's breath is felt, the falling leaves, Opening a passage for the doubtful light. Exhibit to the gazer more and more of that which lies beyond—till winter comes and through the skeleton branches we behold the clear, blue vault of day.



A child with a Nurse as Strong as Katrinka doesn't have to

bruce raised his cap in heighborly greeting, noting approvingly the
vivid beauty of her young face and
sparkling eyes.
"Good-morning, Miss Nance," he
said. "It seems like old times to
be waiting here for you. You're looking mighty well."
She tossed her head in quick resentment.

Is it not time for a statement as to the terms on which the new members consented to enter the Borden Government? That is a matter of general public interest.

"We must have a Government that will represent all parties"—London Free Press. Which is equivalent to admitting that the Borden Government is not satisfactory.

Liberalism's fight against the Borden Government was successful in bringing about a sweeping out of the worst incompetents in the cabinet. The country will acknowledge this as a great service.

It is passing strange that important documents disappear from such a well-organized office as that of the William Device Grant and to the terms on which the new members consented to enter the ment. A structure of the members consented to enter the home, Bruce Farraday. We ain't askin' anythin' from any of you in the compliments to home, Bruce Farraday. She rode on, never looking behind. The color rose dully in Bruce's face, as if she had slapped him, and his lips set tightly. It was that after noon that he gave Matt Crawford, local boss of the Democratic caucus, permission to use his name for nomination at the compagn was in full swing. "You've got to step lively and look both ways at once," said sister Belle, when the campaign was in full swing, but, goodness, Bruce, it does seem splendid to have auffarraday fighting for his own agains. If you let that snake Wallace Gally win, I'll never that she had promised Wallace she'd marry him if he beat you election time."

It is passing strange that important documents disappear from such a well-organized office as that of the William Device Gally win, I'll never the state of the will said down in the village that she had promised Wallace she'd marry him if he beat you election time."

Bruce looked at her oddly.

"I don't see what she's got against the ment.

Firms Is Firms.

Advice

If you'll try hard to meet the test, You'll be successful, Bill; And if you do your level best, You'll never go down hill.

Notice!

Let's Finish the Alphabet! A. B. C. Deaton lives at New Paris, Ill., and E. F. G. Harper lives at New-castle, Penn.

We are going to clean up the club for the social sessions this winter, and we would like to have Mrs. Wash Wall of Camden, Ohio, help us.

Firms is Firms.

We have never dealt with the firm, but we kind of imagine that you would get first-grade stuff from the Playfair & White, the Midland (Ont.) lumber

Vers Libre. Say Bill,
Is it worth
Two bucks a week
To see the kaiser whipped?
Then put your John Hancock
On the application
For a Liberty bond.
You'll hot only have the fun
Of seeing the Hun walloped,
But you'll get your coin
Back with interest.
Selah!



PRIVATE

Everywhere

Teeth, breath, appetite, digestion and spirits are the better for it.

Wrigley's makes the next pipe or cigar taste better. It pleasantly sweetens and soothes mouth and throat.



Chew it after every meal ,3

PUT WRIGLEY'S IN YOUR FIGHTER'S CHRISTMAS BOX. It costs little but gives a lot of comfort and refreshment. Not only a long-lasting confection, but a nerve-steadier, a thirstquencher, a pick-me-up. Every Christmas parcel should contain some WRIGLEY'S GUM.

for the picture hat that was so big that It looked like a landscape:

A whole lot of men are just like Luke. We are doing our bit by swearing off on yeal. P.S.—We never did like yeal, anyway.

The reason why a mother expects her son to be as more many is because she in the leasure of the deep—is it deep at Delaware?—gave him one hair-raising afternoon. The beast of prey was finally landed, and Bruce is showing the home folks how Its Walton got his reputation. Congrats, fellow-citizen!

AMERICAN STEAMER IS

TORPEDOED OFF FRANCE STEAMER IS

TORPEDOED OFF STEAMER IS

TORPEDOED OFF STEAMER IS

TORPEDOED OFF STEAMER IS

TORPEDOED OFF STEAMER IS

TORPEDOED O You'll be successful, Bill;
And if you do your level best,
You'll never go down hill.

Oh!

"There goes a fellow who is prosperous, but is always looking down in the mouth," said the fat man.
"What is he? "A pessimist?" asked the thin man.
"Naw," replied the fat man. "He's a denist."

Bless Her Heart!
A girl named Dollar has just been Out of the new cabinet there should come a bunch of doughty knights. We will know who put the "dough" there. All are called, and few get out, in these parlous times. Let the Germans revolute. The more the merrier.

Wait a Minute!

By J. H. F.

SGT.-MAJOR WRIGHT OF INGERSOLL ON well.
Some men modestly admit that they belong to the church. And others act as if the church belongs to them.
One reason why we have to go to a reception is because everyone present talks too much and doesn't say anything. **EXEMPTION BOARD**

Former Recruiting Officer Gets Appointment at Kintore.

We did not notice any mad scramble among Tory M. P.s to give some of the Grit unionist seats. Howsomever, so many M. P.s have got fat jobs that there is room for a lot of them. Oh, yes, pects to begin his duty at once. For Friend Smiff says in answer to a query some time he has been acting as re- BRITAIN DOES NOT NEED about the old-fashioned man with hic-coughs pens this: 'Twas being soused in ordinary pickle that induced the hic-coughs, but since that Famous Sepcruiting officer, which, however, expires automatically with the enforcement of

the military service act.

The post-cure, and his added weight has dissipated the wind-breaks. Awright.

We follow you. More than usual interest was attached to the services today in St, James

TORPEDOED OFF FRANCE

Made

NEW YORK Oct. 14.-News of the sinking of the American steamship sinking of the American steamship Luis Luckenbach, by a German submarine, off the coast of France, was received here in a cable message to the shipping firm of George Luckenbach, Inc., from their French agents. Forty-seven of the 56 members of the crew had been landed, the message said, but the one boat with nine men was missing. was missing.

The Luckenbach was bound for Havre with a general cargo. She was a steel screw vessel of 3,900 tons, and was built at Camden, N.J., in 1903.

DRINKS CARBOLIC

AFTER POKER GAME OTTAWA, Oct. 14.—Despondent over the loss of \$250 which he dropped in a four-handed game of stud poker at the Outouaise Club at Hull on Sunday af-ternoon, a young man believed to be Outouaise Club at Hull on Sunday afternoon, a young man believed to be Alfred Meyer, address at present unknown, committed suicide on Main street, Hull, around 6:15 o'clock tonight by drinking a quantity of carbolic acid. P. Sullivan and T. O'Connor, who had been with him during the afternoon, were placed under arrest, but later allowed to go free, as Dr. Davies, who examined the dead man, found that death was due to carbolic acid peisoning.

POTATOES FROM CANADA OTTAWA, Oct. 14.—Lord Rhondda, the British food controller, has for-warded to the high commissioner for Canada in London, a memorandum re-

