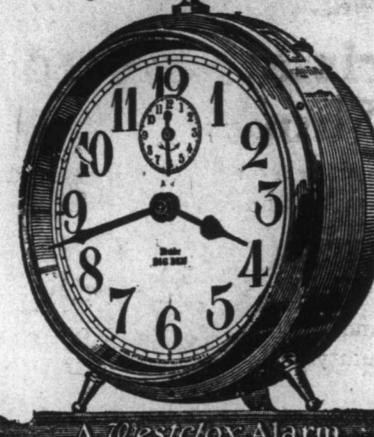


Big Ben



A Westclox Alarm

Westclox is Big Ben's family name. *Westclox* is a name an alarm clock is proud to bear. *Westclox* is a mark of quality.

All *Westclox* must earn the right to wear it. Like Big Ben they must be as good all through as they look outside.

The Western Clock Co.

Western Clock Co.-makers of Westclox
Pic-Roy-Bell-Park-Brown-American-London-Paris-Sydney
La Sale, Ill., U.S.A.

Factories at Peru, Ill.

LONDON GOSSIP.

LONDON, Sept. 30, 1918.

STORIES FROM THE FRONT.

One of the 1914 officers, badly wounded in 1915 and unable to return to France until the beginning of this year, is now home on leave. He tells me that soldiers who took part in the early fighting could not imagine the conditions in which the struggle is now proceeding. For miles and miles, he says, the country is just a huge field of poison gas. It has been so repeatedly drenched that the very ground is saturated, and our men, but for the protection afforded them, would be coughing and sneezing all day and night. A more pleasant experience was his story of the willingness shown to surrender by some at least of the Germans in the recent fighting. They gave themselves up, he said, with all their belongings tied up into parcels, and in many cases it was obvious that they never intended to fight. One man, with a huge brown paper parcel on top of his knapsack, was asked what was in it. "It's some

WORLD DEVASTATED AREAS.

Just two years ago a British Commission went to France to study the devastated areas, and as these have been extended in the interval nothing like a full report of its investigations can yet be looked for. The innumerable problems statesmen will have to solve after peace once more is secure were realised when this body started on its labors. Crops have been destroyed, forests devastated, workshops denuded, and plants and agricultural implements burned, and the total of such destruction is so enormous that it will take a considerable time to estimate and to make good the loss—if, indeed, that be ever possible. When the Commission was sent to France it was understood to be only the first of similar undertakings, and Italy, Belgium, Serbia, and Rumania, to take only our other fighting Allies,

CLOTHES FOR MY BROTHER.

"Clothes for my brother," he said. "You caught him three weeks ago."

ENGLAND'S RICHEST WOMAN.

No woman of wealth amongst us in London was more unknown to her fellow citizens than Miss Emily Talbot, who died at her house in Cavendish Square last week at an advanced age. Yet her wealth, which was derived from the development of the coal industry in the Rhondda Valley, made her as notable a heiress from that point of view as the Baroness Burdett Coutts, whom the Victorian writing men made famous both in prose and verse and for whom the populace conceived an inexhaustible curiosity. Miss Talbot never got "into the papers," or hardly ever, and except for her charities and her church building, and the occasional association of her name with Port Talbot, the public seldom heard of her.

William's Toilet Preparations, Best for 77 Years and Still Going Strong.

If you want to have a good complexion use William's Soaps and William's Talc.

Try
English Lilac Talc.

Here's
A Swagger Stick
For
Your Soldier Friend.

Dainty Soaps for Dainty Folks.



And Shaving Sticks for Men.



Some Sport.

(From Public Opinion.)

A sportsman of great imaginative gift was telling how at one shot he had bagged two partridges and a rabbit. His explanation was that though he had hit only one partridge the bird in falling had clutched at another partridge and brought that to earth entangled in its claws.

"But how about the rabbit?" he was asked.

"Oh, was the calm reply, "my gun kicked and knocked me backwards and I fell on the rabbit as it ran past."

present a series of tremendous problems in this regard.

BRITISH FILMS FOR RUSSIA.

Captain Kotinsky, a Czech-Slovak officer with a distinguished military record, as the 18 medals across the breast of his crimson Cossack tunic indicated, has been in London lately. This officer was the first volunteer for the Czech-Slovak army in Russia since when he has fought for the Allies on more than one front. While in London he offered to take out a series of British films to Russia, where the scope of the cinema in educating the people is the true meaning of the Allied War Aims and the certainty of their triumph is practically unlimited. When I saw Captain Kotinsky he was on the eve of starting on his long journey to Archangel, taking with him a selection of the patriotic films issued by the cinematograph section of the Ministry of Information. The films for Russia depicted among other things the might of the British Navy, the British victories, and the amazing achievements of our aviators; while the lying German claims in regard to the damage supposed to have been inflicted on London by enemy bombs are ruthlessly exposed in a film entitled "London and German Fiction."

That's why *Westclox* make good in the home; that's why these clocks have so many friends.

Your dealer has them. Ask to see the *Westclox* line. Big Ben is \$4.00.

APPLES AND ORANGES.

I saw to-day in a fruiterer's shop in an ordinary London district—not the West End, mark you—quite small apples marked at sixteen (12 cents) each. They were the apples that in pre-war times would not fetch six-pence a pound. Scarcity is alleged to be the reason for the enormous prices which are being charged for apples this year, but London shops seem to be well supplied. At any rate, the increased cost of labor and feeding stuff cannot be pleaded. Nor is it a question of freight, such as in the case of oranges, where a freight charge of 3s. (75 cents) before the war is to-day £2 (\$10.00); and, in such circumstances, it is understandable that oranges must cost us more. The trade wants Mr. Clynes, the Food Controller, to permit bigger orange imports, but it objects very strongly to control.

THE DRAWING-ROOM WIZARD.

St. George's Hall (the centre of conjuring, stage music and all that sort of thing in London) enjoyed itself on Friday in a superior way when it examined the claims of thirty people invited by Mr. Maskelyne to prove their wizardry. Even Merlin might have been daunted by the task of getting across the footlights without an instant's delay and providing an excellent conjuring entertainment in the space of five minutes. The wonder was that so many amateur young gentlemen with private social successes faced the ordeal and did so well. Silent youths, smooth and solemn, glided on to the stage and as silently did strange things with billiard balls, themselves, and packs of cards, then vanished as they came. Others patrolled bravely in a way that was sometimes amusing, but very painful when they were nervous or when the tricks did not come off. Only one woman competed. She borrowed a marked shilling from a member of the audience and restored it to him marvelously from the center of many sealed packages. A youngster of fourteen in shirt and corduroy breeches strolled on with perfect self-possession, patterning away in dialect, cut his finger with a huge knife, popped his blood stained handkerchief in a glass, covered it and withdrew it snowy white, winked at the audience, and strolled off again.

A candidate of the old school trotted about and did amusing things with handkerchiefs, but it was a lad who followed who pleased the audience best with his dexterous command of many thimbles and clever patter. He however, was the son of an accomplished professional. There were many mishaps—balls and thimbles that fell and remained on the floor, yet appeared shamelessly in the receptacles to which they were presumably conveyed, and cards that did not act according to plan. But generally it was a happy day, with roses appearing from empty tubes, yards of paper ribbon drawn from the performers' ears, and cards swallowed by the conjuror recovered from his knee. They still have happy times at London parties.

Coming True.

"When Germany begins to realize her defeat it is certain we shall be urged in the name of mercy, tolerance, loving kindness, for the sake of the future of mankind, or by similar appeals to the inextinguishable vanity of man, who delights in thinking himself holy and righteous when he is really only lazy or tired—I say we shall be urged on these grounds to make a sort of compromise with, or to extend some recognition to, the power which has for its one object the destruction of man, body and soul. Yet if you accept these pleas we shall betray mankind as effectively as though we had turned backs upon the battle from the first."—Rudyard Kipling in address of welcome to a battalion of American troops landed in England.

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SUNLIGHT & SHADOW



"EVERY SOLDIER IS A SON."

SO wrote James Douglas in a fitting tribute to Heroic Women. It is equally certain that the homes of our gallant soldiers and sailors are not neglected because war has cast its shadow o'er the threshold. The motto of sweethearts and wives is "Cleanliness as usual" with

SUNLIGHT SOAP
We see to it that the hardships of the home are not of a physical nature, for the guaranteed purity of Sunlight Soap ensures rest and comfort for all who use it.
£1.000 Guarantee of Purity on every Bar.

The name Lever on Soap is a Guarantee of Purity and Excellence.
LEVER BROTHERS LIMITED, PORT SUNLIGHT, ENGLAND.

Coating Just Arrived

MAKE YOUR COAT OF THESE SOFT PILLS AT \$4.50 A YARD.

An answer to the problem—how to keep off the New Coat. The November fashion shows of this problem for you, showing several models fashioned of plain tweed coatings.

With a pattern costing 10 cents you will know how easy it is to do it yourself and how you have the choice of color and style you prefer.

We have just received some new Tweed, Navy, Fawn and Grey shade, width 52 inches.

Price, per yard, \$4.50.

WOMEN'S TAMS.

These are made with good elastic. Flannelized.

These are stiffening; the regular Sale Price, each \$1.28

LADIES' GLOVES.

These come in Grey and white only. Washable, in the two clasp style and well sewn. Double tipped; well known make. Sale Price, per pair 85c

WOMEN'S HOSE.

The ever popular Fleece Hose is again to the fore. You no doubt know that this store specializes in Hosiery. These are all full length, with ribbed garter top; heavy fleece lining. Sale Price, per pair 69c

LADIES' HOSE.

One of the best values to be found in the Hosiery section this week will be a basket of warm Fleece Stockings of a good black color. We advise you to see this lot. Sale Price, per pair 43c

SWEATER COATS.

For men; colors: Grey and Heather. No man need trouble his wife to knit a sweater for him when he knows where to buy. We can supply at a reasonable cost. Sale Price, per pair \$2.40

WOMEN'S SHIRTS.

A few odd pieces of fine pairstaking suspender shirts. Sale Price, per pair \$1.60

BLOUSES.

Dainty, Muslim and Voile. Waists at a reasonable figure. In this group you have several styles to choose from; all new models, prettily embroidered; assorted sizes. Sale Price, each \$1.60

ALEX.

18 Nov.

A New and Peerless Line

You are cordially invited to inspect our Display of Original and Exclusive

MILLINERY MODELS,

New Importations from America.

Our Motto:

Always

Your

Moneys

Worth.

We offer you the largest possible assortment of SHAPES, COLORS & Originality of Trimming in a complete variety of the season's most popular weaves. Our Showrooms are always an exhibition of the newest in HEADWEAR.

Inspect our stocks.

Our Motto:

Always

Your

Moneys

Worth.

To-M-

the Epidemic.

Patients, suffering from Spanish influenza, were admitted to General Hospital yesterday, and two occurred. Frank Broderick, as you are yesterday, and a man Whitby, of Torbay, a sailor of Able I. A child named Walter, of Water Street, and Otto Burt, Battersea, also succumbed to the disease. Three were released from the hospital, having fully recovered. A total of new cases were reported yesterday, and three from vessels on which the disease had previously appeared. We have heard that there are now 100 cases in the city who have contracted the disease and have not reported to either Medical people, but who are being treated in an unprofessional manner at home. If this be true, it is the Public Health Officer to encourage it, for such can only spread the disease. In sports, owing, no doubt, to the difficulty in getting medical advice, the malady seems to be spreading. A message to Dr. Fraser that there are 36 cases at Brighton.

To-M-

the pneumatism.

has become so common that hundreds of people effort to rid themselves of it, believing it to be incurable. An exceptional case.

recovery exists. Sufferers from the disease can be relieved if the remedy is removed.

examining the facts.

The direct poisoning of the blood stream, failure of the kidneys to filter out the impurities that are contained in the system.

The kidneys are out of order, starts. The poison-laden blood circulating through the system, its impurities in the muscles setting up infection, etc., Lumbago, Sciatica, etc.

Pneumatism has been recognized as an affliction of sufferers from rheumatism, pyrexia, urination, brachyuria, and gout. Thousands bear witness to the fact.

Try them for a month.

will be worth a lot. Sample

for sale.

When you want something for tea, go to ELLIOTT DRUG & CHEMICAL CO., Limited, Toronto, Ontario.

Dept. 100 Main St., Buffalo, N.Y.

logia Sausage.

S. MILLEY.

Kissed British.

(A. P. Press Correspondence.)

It would appear from documents that the German army knew it had lost the war and is blue over the fact. Soldiers on the battle front have shown unusual consideration for civilians. Notices in French and English have been found at Dignes informing civilians that they would not be moved east of that town. Of course the Allied guns would not fire on towns that are full of civilians. The Germans know this, could use it to protect themselves.

In many cases of the towns and villages where the Allied troops have swept past, celebrations over their deliverance from the Germans were carried on all day to-day by the people. The people have become so demonstrating that they have been forced to march along with the work of the soldiers. Runners and dispatch riders obliged to pass through Courtauld, for instance, have not been making as good time as usual.

This fact came to the knowledge of

a British Brigadier General, who ordered the dispatch riders brought before him. One blushingly said that the charge against him and the others was quite true, adding: "But we could not help the delay, sir, for every time we go through a town we have each been soundly kissed. It would not do to tell the women and girls we were in a hurry. They insist on stopping your motorcycle, all wanting to kiss you at one time."

What the brigadier general said is not recorded, but the charges against the men were dropped.

It has been learned from a resident of Courtauld that German cavalry officers were given a ball there celebrating the return of peace on the night the city was taken. At the middle of the dance, British infantry which had broken through the defense to the west, stormed into the town and