

Guard the Children
From Catching Cold!

HYDRO ELECTRIC HEATER

Use it in bedroom, bathroom,
dining-room, nursery—or any
room in the house.

Prices \$4.50 and up

The Hydro Shop
PHONE 3180.

WE HAVE NEW HONEY

GUARANTEED PURE CLOVER.
Five-pound pail 75c
Ten-pound pail \$1.40

WILLIS & CO.
565 Richmond Street. Phone 3279.

EYESTRAIN RELIEVED

CONSULT OUR SPECIALISTS.

Brown Optical Co.
23 Dundas Street. Phone 1877.

Autumn at the Shore

A few days or a week at the
shore will work wonders with
the busy man or woman who
finds it impossible to take an
extended vacation.

The St. Charles

offers every possible inducement
to those seeking rest and relaxa-
tion. Write for booklet and
terms.

Newlin Haines Co., Atlantic
City, N. J.

Square Deal Taylor Saves You Dollars!

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QUALITY STORE ROCQUEFORT CHEESE

Harry Ranahan
515 Richmond St. Phone 1024, 3323

CROWD OF 2,500 AT WINTER GARDEN FOR THE GRAND OPENING

Londoners Delighted With the
Fine Program and New
Decorations.

The Winter Garden on Queen's
avenue opened for the season last
evening, and although there were a
dozen other attractions a crowd of
over 2,500 packed the building. Early
in the evening the spacious spectators'
gallery and the rest-rooms were filled
and by the time dancing commenced
the whole place was thronged.

Hundreds of couples circled gaily over
the dancing floor, which was in first-
class condition.

Those who did not dance enjoyed the
musical program, which was provided
in addition to the dance music. This
included "National Delicacies" a military
march by J. Bodewalt Lampe; "Chapel
Greenwald," a reverie novelty by M.
Greenwald; "Princess Tru-lala," a
variation by M. Greenwald; and "Lak-
sonian March," by M. L. Lake, in ad-
dition to a duet by Wilson and Burton,
entitled "Mummy's Coal-Black Rose."

The orchestra is by no means an ordi-
nary one. It is a laughing, singing,
dancing orchestra, with a score of
other added novelties. Cathedral
chimes furnish a musical novelty,
which has never been heard in London.

The building has been completely
redecorated since last season. Sparkle-
some lanterns shed a soft glow over the
dancing floor. A raised dais at one end
accommodates the orchestra. The
decorations for this are formed by
sprayed oak leaves and vasa. The
end of the hall is embowered in twin-
ing grape vines and dainty flower
baskets form the decorations for the
side walls.

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FIRST DAY DRAWS 12,000 TO WITNESS GREAT WAR FILM

"Battle of the Somme" Runs
From 10 a.m. to 11 p.m.
at Toronto.

LONDON WEEK OF NOV. 6

London Advertiser Bringing
Marvelous Pictures to the
Lyric Theatre.

(Night Letter.)
Toronto, Oct. 17, 1916.

The London Advertiser,
London, Ont.

All theatrical records are
being broken in Toronto this
week by the moving pictures
of "The Battle of the Somme"
at the Regent Theatre here. A
line-up begins before ten, con-
tinues all day and up to eleven
at night. The pictures are of-
ficial, issued by the war office
for public exhibition, and
thousands of people keep the
theatre packed to capacity all
day long. IT IS SAID THAT
TWELVE THOUSAND PEOPLE
SAW THE PICTURES
MONDAY, THE FIRST DAY
THEY WERE SHOWN.

HOWARD,
Famous Players' Film.

The above night letter was received
last night from Sid H. Howard, a well-
known newspaperman, who is now pub-
licly representative of the Famous
Players Film Service.

The pictures which have made such
an unprecedented run in Toronto from
the first performance are to be brought
to this city by The London Advertiser
for presentation at the Lyric Theatre
on the week of November 6.

Approved by British.
Stumped with the approval of His
Majesty King George, Right Hon. David
Lloyd George, Sir Douglas Haig and all
of the great British war officials, as
well as the British press, these pictures
show the most dramatic and actual
fighting in the Somme offensive of the
British. The Advertiser was fortunate
enough to secure the pictures for
this city by Lloyd George to the effect
that it will be a reflection upon twen-
tieth-century civilization if the exhibi-
tion of this picture throughout the
world does not end war, Mr. Hanns
said.

Effect Will Be Good.
Col. Faneau said he had enjoyed
the picture intensely and predicted
that it would have a good effect. "I
don't know whether it will stimulate
recruiting or not," he said, "but it
will be a picture to the man who sees
the picture, but its effect will be good,
I feel sure. It is the greatest and best
film I ever saw."

"Humanized Animals."
Capt. Oliver Hezlewood was espe-
cially interested in studying the faces
of the German prisoners appearing in
the picture. "They don't seem to have
humanity depicted on their faces, which
shows so readily on the countenances of
British soldiers. The Germans seem to
be men who see nothing in life but the
things they are compelled to see."

"I was impressed by the wonderful
attention which is given to the picture
itself. It is undoubtedly the most
remarkable film I ever saw. Every-
one after seeing the Somme pictures
should contribute in every way to
the winning of the war."

Theatre Company, was positive that
attendance records for the week would
be broken.

TIVERTON MAN INJURED
AND HAS CLOSE CALL AT
HARBOR BEACH, MICH.

Jammed Between Pier and Schooner
Sufficed.

[Special to The Advertiser.]
HARBOR BEACH, Mich., Oct. 17.—
During the heaviest part of last night's
gale, George A. Smith, Tiverton, Ont.,
a member of the crew of the Cana-
dian schooner "Abdullah," was badly
injured when, with two sailors, their
yaw was driven with great force
against the main pier of the break-
water here.

Smith, in trying to climb up on the
pier, was jammed between the boat
and pier fender. The injured man is
now at a marine hospital.

TWO BOYS RUN AWAY
Have Been Missing From Oak Street
Homes Since Monday.

Two little boys have wandered away
from their homes on Oak street, and
their parents are anxious to get them
back. They are William Griffin of No.
122, and Robert Sinclair, of No.
121, each about 13 years of age.

The boys were last seen on Monday
morning, presumably on their way
to school, but they never reached
the house of learning. Instead, they
disappeared and have not yet been
located.

They have sometimes been heard to
discuss the idea of running away, since
they were allowed to work and earn
money in the summer holidays. The
idea of having money to spend ap-
pealed to them.

Griffin has made the momentous
move once before, but only stayed away
over night and seemed glad to be
back in the morning.

Both boys have black hair and blue
eyes, and one wears a plaid cap and
blue suit with blower pants.

Good for Canada.
Justice W. D. Riddell, who attended
with Mrs. Riddell, declared: "I think
the pictures are wonderful in every
way in showing the activities of war."

FARMERS HELD BLAMELESS FOR HIGH PRICES BY THE EMPLOYEES OF MARKET

Weigh Scales Clerk Declares That Agriculturists Are Buying
Vegetables, and Are Simply Working on Supply and
Demand Basis in Selling Their Goods.

"Are farmers on the London market
holding up the consumers? Is there a
ring among them to hold up prices?"
asked an Advertiser reporter of James
Dean, weigh scales clerk on the local
market.

"No, I should say not," declared Mr.
Dean. "What are your views on the present
high prices? Who is getting the money?"
queried the scribe.

"Well, let's take this matter up in
detail," said Mr. Dean. "There is the
butter and cheese situation. The con-
sumers must have cheese. Large orders
have been given in Canada. The farmers
are getting \$1.50 per hundredweight
for their milk at the cheese factories,
and the whey back. Why go to a lot
of trouble to make butter when they
can get just as much money with their
milk?"

"It has been stated to me by several
farmers that they will get \$2 per
hundredweight for their milk next
month. All this is due to the fact that
the big creameries have to pay higher
prices for cream. The farmers get prices
rising for creamery butter, and naturally
the butter is scarce. The dairy brand,
besides, the pasture has been excep-
tionally poor this year, which has held
down the milk flow.

"There is no ring in the vegetable
business. The farmer isn't the fool he
is in other days. When he drives on to
the market he knows the price and size
of things up. If he sees the produce is
plentiful, he is prepared to accept a
drop in price, and on the other hand,
when he sees the produce is scarce, the
price goes up. It is a simple matter of
supply and demand."

"At the present time there are lots
of farmers buying and selling. I don't
know of any market day and I will
point them out to you. It was only
the market gardeners that had a
drinking and eating about about about
any vegetables this season. Cabbage
and cauliflower were absolute failures
without irrigation. Why, this week one
farmer was buying cauliflower for
cabbage, and is buying up cauliflower
wherever he can. Onions are also being
brought in here by the carload, and yet
I should be willing to go many miles
to see them. They must do good in
Canada."

Agrees With Lloyd George.
D. B. Hanna, third vice-president of
the Canadian Northern Railway Com-
pany, had the experience of seeing
land shown in the pictures over
which he traveled during his recent
visit to England. Hanna said he
liked those pictures, scenes of which
are presented in the film, he had an
additional interest in the pictures.

Hanna, who accompanied Mr.
Hanna to the theatre, saw the picture
in Glasgow when he was abroad. Mr.
Hanna in expressing his opinion of the
pictures, which he declared were
most illuminating and instructive of
any he ever saw, said that he intended
to attend the theatre again this week.

"I certainly concur in the statement
made by Lloyd George to the effect
that it will be a reflection upon twen-
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tion of this picture throughout the
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COUNCIL MAY TAKE VOTE ON PURCHASE OF A PAVING PLANT

Board of Works Discusses the
Question at Meeting.

RENTS NOW UNDER FIRE

Real Estate Owners Says City
Charges for Houses
Too Low.

The board of works will discuss at
some length at the next meeting the
advisability of submitting a vote to
the people on the purchase of a paving
plant. Last night the aldermen talk-
ed the matter over briefly, and de-
cided to take it up seriously when City
Engineer Brazier had made a report.

City Treasurer Bell will report on
the complaint of the Real Estate
Owners' Association, that houses own-
ed by the city on the federal square
property were being rented too cheaply,
the competition being unfair to
house owners. The committee decided
to get the necessary information on
the subject from Mr. Bell.

Mayor Stevenson was of the opinion
that the Provincial Government should
put into good shape certain pieces of
the road between London and Win-
sor, as a portion of the good roads'
scheme. His words were greeted with
there were some bad places, particu-
larly in the vicinity of Wardsville,
that could be improved at a reasonable
cost, and the results would be a good
motor road to Windsor. The matter
will be taken up with the Provincial
authorities at once.

A petition was received for a pave-
ment on Carleton avenue from Win-
dward street to the end. City Engineer
Brazier will report on the best kind
of pavement for that section, and the
bylaw will be prepared.

"I'll tell you who is making money,"
said a man in a wholesale milkman, who
was talking to the reporter. "It is the
retail milkman. I'm selling my milk
at a retail dealer for four and a
half cents a quart and he