

IF YOU RELISH COFFEE
With That Rich Flavor and Fragrant
Aroma. Try
ROWAT'S COFFEE, 70c Pound
T. A. Rowat & Co.
250 Dundas St. Phone 3051-3052



DIAMONDS
A Diamond for an engagement
ring. Beautiful Blue White Dia-
monds set in Platinum, white, green
and yellow gold.
Rings from \$25 to \$1,250.

C. H. Ward & Co.
Diamond Merchants, Jewelers and
Opticians.
386 Richmond St. Phone 1004.

Our fitters are
experts. \$1.50 to
\$10.00. We have
Trusses to fit
all needs.
**ANDERSON
& NELLES**
288 Dundas St.

"Say it with Flowers"
**DICKS
FLOWER SHOP**

WEGNER'S
Wholesale and Retail Dealer in Over-
alls, Sweaters, Coats, Gloves,
Mittens and Raincoats.
**LONDON'S LARGEST HIGH-CLASS
WORKINGMEN'S OUTFITTERS.**
Exclusive Manufacturers Agent for
the Best Canadian Make
of Overalls.
WEGNER, The Heart of London.
571 Talbot St. Phone 1561.
OPEN EVENINGS.

**LONDON
OPTICAL**
HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, Optometrist.
Dominion Savings Building, Richmond
Street. Phone 6180. 23V

**WHEN YOU
BUY A WRAY DIAMOND**
You know you have the best,
1-2 off present prices.
THE STORE WITH THE STOCK.

**Smithing
COAL**
Prompt delivery to all parts of
the city.

Orchard's
45 York St. Phone 384
23V

**Have Your Eyes
Examined**
By the specialists of the largest
exclusive optical house in Canada.
**BROWN
OPTICAL CO.**
SCIENTIFIC OPTICIANS.
223 Dundas St. Phone 1877.
Branches at Hamilton, Montreal
and Windsor. 23V

Raisin Bread

Delicious, Fruity—Well Baked

Every day in the week, right at your
door or from your grocer, you can
obtain the most delicious raisin
bread you ever ate. It's

PARNELL'S TASTY LOAF

It is really a treat, and one that you
will partake of often once you try
it. Parnell's is just a little different
than other breads. To know why
you will have to try it. Why not
today?

Parnell Baking Co.

Phone 929

LLOYD GEORGE SAYS BRITAIN ONLY SEEKS TO END STRIFE

Urges United States Aid Europe in Avoiding Great Catastrophe
—Pays Tribute To Memory of Harding by Visiting Tomb.

Associated Press Despatch.
Cleveland, Oct. 23.—Declaring that
Great Britain seeks nothing in
Europe except a cessation of strife,
and that "there you can help us,"
David Lloyd George, the war-time
premier of Great Britain, at a chamber
of commerce luncheon here today,
renewed his plea of "effective
co-operation" between the two great
English-speaking commonwealths.
"At this hour," the former premier
asserted, "there is a deadly, grim,
ghastly struggle going on in Europe,
not for the moment with cannons
and machine-guns, but, none the less,
it is a deadly struggle, and I ask
you, don't turn your backs altogether
on Europe. You saved it once; don't
give it up. It has been a great con-
flict. There have been great men
thrown up through the ages in it to
whom you, as well as ourselves, owe
much."
"And although I come to this land

with no mission, if you ask me, I
have got one word to say, and since
you press me to speak, I say, I ask
you, the people of this mighty land,
this prosperous land, this peaceable
land, this land of liberty, once more
to turn the eyes toward Europe that
once saved it, and will save it do so."
Lloyd George arrived in Cleveland at
noon today for a 12-hour stay, coming
here from Marion, Ohio, where he
paid tribute to the memory of the
late President Harding by visiting
the Harding tomb and paid his re-
spects to Mrs. Harding this morning.
Thousands of cheering people lined
the streets of Cleveland from the
station and throughout the route of
a short parade before Mr. Lloyd
George went to the Chamber of Com-
merce for luncheon.
Newton D. Baker, former secretary
of war and Mayor Fred Kohler were
members of the welcoming commit-
tee at the union station.

CITY BUSINESSMEN RAISE COMPLAINTS OVER ASSESSMENT

Declare Rental Value Basis as
Used in Quebec Is
Fairer.

CLAIM INJUSTICE

A special committee of the Lon-
don Chamber of Commerce is at
present engaged in collecting opin-
ions of London businessmen on the
method whereby the business tax is
assessed in London and the bene-
fit of Assessment Commissioner Ben-
nett, who is preparing a statement
for the provincial authorities on the
assessment in London and through-
out the province. The committee
finds many complaints from busi-
nessmen on the score of a lack of
equity in the assessment. For in-
stance the tax is arranged in Ontario
on the basis of a list of percentages
which are purely arbitrary and
which are set up by the provincial
government.

Montreal Tax Less.

In Quebec and Manitoba the tax
is assessed on the basis of percentage
of a rental value, which is a distinct
handicap to Ontario business. The
committee found also that in Mon-
treal and Winnipeg the business tax
is just one-fifth of the same tax in
Ontario. The differentiation between
the various kinds of business in the
city also is felt to be unjust. The
tax is assessed as follows: retailers,
25 per cent; wholesalers and manu-
facturers, 50 per cent; loan and
trust companies, 75 per cent; and
department stores, 30 per cent.
At the meeting this afternoon the
directors of the following commit-
tee were appointed to consider im-
proved methods of fire prevention in
London: J. K. H. Pope, chairman;
T. C. Benson, L. E. Carruthers,
Frank Ashplant, A. C. Deacon, C. M.
Duffield, and Henry Hayman. Mr.
Pope stated that the fire loss in Lon-
don for 1922 had been \$1,100 per day.
A committee was also formed which
would comprise members of the Ro-
tary, Kiwanis, and Lions Clubs,
which will endeavor to form these
clubs into one service club, whose
aim will be to further social and civic
service in the city and in so far as
this is concerned, to act in union.

Choose Committee.

The directors felt that this was in
accordance with the universal desire
of the clubs mentioned and that it
would prevent a great deal of over-
lapping in this kind of work. The
election committee which will take
charge of the coming election of di-
rectors of the chamber was chosen
as follows: Gerald Pearson, chair-
man; E. H. Morrow, T. R. Brynner,
W. J. Chisholm, Arthur Wilkes, W.
P. Marshall, A. H. Murphy, R. S.
Wilson, A. R. Douglas, and W. W.
Reid.
A notification was received from
the president of the London G. W. V.
A. to the effect that the Ladies' Aux-
iliary of the G. W. V. A. was dis-
banding and that no provincial or
Dominion charter for their organiza-
tion had ever been or would be is-
sued. It was read at the meeting.

BISHOP ATTACKS PROFESSOR'S VIEW

Declares Adam Was Most
Perfect Body That
Ever Lived.

ASKS AID FOR CLUB

Speaking in St. Peter's Parish Hall
last night Bishop Fallon delivered an
interesting address before a goodly
crowd. The meeting was called for
the purpose of reorganizing the
Catholic Club, and the launching of
a membership campaign.
Bishop Fallon said the recent an-
nouncement of an Aberdeen professor
denying that there was any such
person as Adam was shameful and
destructive to the true fundamentals
of Christianity, and caused him to
diverge from his original topic. The
bishop said he was going to establish
the fact that Adam was the father of
the human race, and the most perfect
body, both physically and intellectu-
ally that was ever created and known
in this world. "If Adam wasn't, Eve
isn't," declared the bishop.
Furthermore, he said that nine out
of every ten non-Catholics were sta-
gered by the statement of the pro-
fessor in Aberdeen. He told his
hearers that the publication of such
things did an enormous amount of
damage to religion, and hoped that
Catholics would not let these state-
ments go unheeded. If Catholics are
to live secure in their faith, they must
live in a Catholic atmosphere and
defend the principles of the Catholic
faith.

The bishop then dwelt on the
Catholic Club, and asked those
present to go out with new energy
and secure more members for the
club.
He said that for the last thirteen
years the same people have fre-
quented the club and tried to make
it a success, and if the other Catholics
of the city did not come to their aid
what would become of the club he did
not know.

Joseph Nolan, who presided as
chairman during the evening, an-
nounced that membership tickets
would be issued at a reasonable price
for adults and children and hoped
that officials of the club would find
no difficulty in disposing of them.
Solos were rendered by Miss Jose-
phine McCartney and C. Fishurst.

Obituaries

MRS. JOHN McLAUGHLIN.

Special to The Advertiser.
Brantford, Oct. 23.—The funeral of
the late Mrs. McLaughlin, widow of
Mr. John McLaughlin, took place this
morning from the family residence,
58 Eagle avenue, to the C. N. R.
station. The body was taken to
Exeter, where interment was
made. The service was conducted
by the Rev. C. S. Oke, and the pall-
bearers were: Messrs. W. Catton, W.
Ball, M. Blacker, J. Temple, L. Millie
and F. Blain.

PETER SITTER.

Special to The Advertiser.
Sarnia, Oct. 23.—The death oc-
curred Monday night of Peter Sitter,
aged 79 years, 6 months, a resident of
Sarnia for four years, and formerly a
farmer on the lake shore road for 30
years. The funeral will be held from
the residence of his daughter, Mrs. E.
Joyce, South Brook street, Wednes-
day, 4 p.m., to Lakeview Cemetery.
The late Mr. Sitter was ill for three
months. He is survived by five
daughters and four sons: Mrs. C.
Tomlinson of Halfway, Mich.; Mrs.
H. West of Blackwell, Mrs. E. Joyce
of Sarnia, Mrs. Feltner and Mrs. E.
Royce of Brown City, Mich.; Alfred
and Henry of Detroit, Joseph of Port
Colborne and George of London.

MRS. MARGARET THOMPSON.

Special to The Advertiser.
Sarnia, Oct. 23.—Mrs. Margaret
Thompson, aged 83, widow of the late
William Thompson, died today at the
home of her daughter, Mrs. George
Gibb, Moore township. She is sur-
vived by five sons, William J. Thomp-
son of Port Lambton, James of North
Kippel township, Grey county, Joseph
H. and Dan of Bosanquet
township and Wilford of Sarnia, and
two daughters, Mrs. Gregory and
Mrs. Moore of Sarnia.

MRS. JAMES BURNETT.

Special to The Advertiser.
Rodney, Oct. 23.—Mrs. Mary Burn-
nett, wife of Mr. James Burnett, died
early Sunday morning after only one
day's illness from paralysis.
The late Mrs. Burnett, who was
born in Scotland, and came to Can-
ada about 15 years ago, leaves, be-
sides her husband, one son, John, of
the local Royal Bank staff, two
brothers and a sister in the Western
Provinces, and one sister, Miss Nellie
Watson of Pontiac, Michigan.
The funeral will take place on

THE WOMAN POWER OF AMERICA.

Is well illustrated by the thousands
of women who are entering every
profession, almost every line of
business, and politics as well. They
are bound to make good, and there
is no question but what health is
their greatest asset. Many women,
however, develop weak, nervous con-
ditions, and cannot stand the strain
of a professional or business life.
Such women should remember when
beset with headaches, backache, ner-
vousness, irritability or any ailment
peculiar to their sex, that the great-
est of all remedies for such conditions
is Lydia E. Pinkham's Vegetable
Compound. For nearly fifty years
this old-fashioned root and herb
medicine has been restoring the wo-
man to America to health and
strength. It holds the remarkable
record of helping 98 out of every 100
women who try it.—Adv.

An Event of Unusual Importance A Revue of French Model Dresses

For the Coming Social Season

—ON THIRD FLOOR—

Thursday, Friday and Saturday



To-day I saw

A whole treasure-house full of
lovely gowns! But I'm not going
to even try to describe them to
you, for there are so many of them.
Besides I'm afraid they might be
jealous of each other—and each
one really deserves individual at-
tention.

Don't you think it is a bright idea
to have a little coming-out party
for them? So do I! For naturally
we want our London friends to
meet them, and give them a gay
little whirl this season. So this is
your invitation to come to our
Third Floor on Thursday, Friday
or Saturday. Our very latest
French arrivals will be waiting
for you there.

Stately dinner gowns of black chif-
fon velvet, frivolous little dance
frocks of tulle, or the beauti-
ful new Chinese blue, distinctive
afternoon costumes of cotton
crepes in dashing color combina-
tions, and a delightful new group
of costume blouses.

Please don't let your other social
engagements make you forget or
neglect our little coming-out party!
For our charming French visitors
are sure to win their way into your
heart—and wardrobe!

Judith

NOVEMBER DESIGNER.
Quarterly Fashion Book
and Needlework Book
at Pattern Counter.

Smartest Fur Trimmed Models

Brown Marvella Coat with col-
lar of sable opossum, sleeve
with deep armhole, straight
line model, trimmed with band-
ings and stitching, slashed po-
cket, one-side closing, lined with
canton crepe. Price...\$62.50

Misses' model of Taupe Bolivia Cloth, shawl collar and cuffs
of gray fox, reverse bandings trimming coat, closing at one
side with tie girdle, full lined and interlined. Price...\$79.00

Woman's Coat of Black Marvella Cloth, collar of black fox,
closing at one side with large button; a straight line model
with kimono sleeve, lined with canton crepe. Price...\$95.00

Smart Wrap Coats with fur collars, in rich pile fabrics in Roman, Gerona, Bolivia, Marvella Cloth, in sand,
brown, taupe, navy, black. A smart misses' model in brown marvella cloth, collar and cuffs of beaver,
closing at one side; reversed bands of material biased for trimming, lined with novelty plaid silk, full inter-
lined. Price...\$135.00

**SMALLMAN & INGRAM
LIMITED**

MEN'S SERVICE.
Ties Pressed Free. Bring Your
Twisted Ties and Have Them
Pressed Out. No Charge.

Wednesday afternoon at 2:30 o'clock
to the Rodney Cemetery.

MRS. C. W. APPS.

Special to The Advertiser.
Brantford, Oct. 23.—The death of
Mrs. C. W. Appis took place Monday
afternoon at her home at Mount
Pleasant. She leaves a husband,
Pleasant; Dudley Appis, Detroit, and
Eric at home, and a daughter,
Olive, at home. The funeral will
be held on Wednesday.

FRANKLIN ALLAN.

Special to The Advertiser.
Brantford, Oct. 23.—News has been
received in the city of the death
from infantile paralysis of Franklin
Lyman Allan, youngest son of Mr.
and Mrs. Franklin Lyman Allan,
6034 Harper avenue, Chicago. De-
ceased was in his 21st year, and held
a responsible position in the firm of
A. B. Leach & Company, bond and
investment bankers, of Chicago and
New York. He leaves his parents
and a younger brother, Gordon.

GEORGE WESLEY COPE.

Special to The Advertiser.
Duart, Oct. 23.—The remains of
George Wesley Cope, who died in De-
troit, were brought to his parents'
home, from where interment was
made to the Duart Cemetery on Mon-
day. Mr. Cope was in his 26th year,
and died from sickness.

MRS. JOHN FERGUSON.

Special to The Advertiser.
Tilbury, Oct. 23.—The many friends
of Dr. and Mrs. John Ferguson of
Calgary, former esteemed residents of
this town, will learn with deep regret
of the passing of Mrs. Ferguson at
her home in Calgary on Sunday, the
14th, after an illness of about three
months' duration. She is survived by
her husband and daughter, Miss
Kathleen. The only son, Archie, died
in France in 1918.

ROBERT NEWTON.

Special to The Advertiser.
Woodstock, Oct. 23.—The death
took place today of Robert Newton,
following a lengthy illness. The de-
ceased spent most of his early life in
the city and worked for some years
with F. Millman, Esq. He had
lived in Detroit for about thirty

years, returning to his home here
some time ago, when his health
broke down.

MISS KATHLEEN GUNNE.

Special to The Advertiser.
Florence, Oct. 23.—The remains of
the late Miss Kathleen Gunne of
London were conveyed to the St.
Matthew's Church Cemetery here this
afternoon. Rev. Archdeacon Sage,
London, and Rev. P. H. Streeter, St.
Matthew's Church rector, officiated
at the service at the graveside.

MRS. ISABELLA STACEY.

Special to The Advertiser.
Tilbury, Oct. 23.—Mrs. Isabella
Stacey, widow of the late James
Stacey of Essex, passed away at her
home on Fort street on Monday morn-
ing, following an illness of three
months. Born at Chateaugay, Que-
bec, 72 years ago, she came while a
child, with her parents, the late Mr.
and Mrs. John Richardson, to Til-
bury East. Forty-one years ago her
husband died in Essex, and she re-
mained with her infant son until
the latter reached manhood. At
the death of her mother fourteen
years ago, she became her father's
constant companion until his death
a year and a half ago. Six months
ago her sister, Mrs. Logie, passed
away.

LADIES! DARKEN YOUR GRAY HAIR

Use Grandma's Sage Tea and
Sulphur Recipe and Nobody
Will Know.

The use of Sage and Sulphur for re-
storing faded, gray hair to its natural
color is well known to grandmothers' time.
She used it to keep her hair beautifully
dark, glossy and attractive. Whenever
Sage and Sulphur were used, the faded
streaked appearance, this simple mix-
ture was applied with wonderful effect.
But brewing at home is messy and
out-of-date. Nowadays, by asking at
any drug store for a bottle of "Wyneth's
Sage and Sulphur Compound," you will
get this famous old preparation, im-
proved by the addition of other in-
gredients, which can be depended upon
to restore natural color and beauty to
the hair.

SEVEN GIRL IMMIGRANTS FIND POSITIONS ON ARRIVING

Out of a party of 100 Scotch and
Lieut.-Col. Taylor of the Salvation
Army, seven girls arrived in London
yesterday, and reported to Adjutant
Smith, head of the local immigration
department.

OTTAWA DOCTORS NAMED ON SERIOUS CHARGES

Canadian Press Despatch.
Ottawa, Oct. 23.—Following a thor-
ough check-up by the narcotic division
of the department of health of the
excessive amount of drugs which,
it is said, is being distributed in the
capital, Dr. Gordon Booth and Dr.
Robert Reddick, prominent physicians
of this city, have been summoned to
appear in police court on Friday to
answer charges of furnishing drugs
other than those required in the
medical treatment of patients. Two
other Ottawa physicians may face
similar charges.
In addition to the doctors, Lung
Hamilton, Chinese cafe owner of this
city, is to appear on Thursday morn-
ing to face a charge of selling
"dope."

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years ago, she became her father's
constant companion until his death
a year and a half ago. Six months
ago her sister, Mrs. Logie, passed
away.

BUY ST. THOMAS STORE.

Special to The Advertiser.
St. Thomas, Oct. 24.—It is an-
nounced today that the H. D. Ramsay
Company have taken possession of
the drygoods business formerly
known as the Maxwell store, at 195
Talbot street. The business location
is of the best situated as it is in the
centre of the town.

VOTE ON PUBLIC LIBRARY.

Special to The Advertiser.
Simcoe, Oct. 23.—On Monday, Oc-
tober 29, the electors of South Wal-
ingham will vote on a proposed by-
law to provide for the establishment
of a public library in the village of
St. Williams.

STOP HEADACHES and neuralgia with

**DOMINION
CBQ
TABLETS**

A well-known druggist says it dark-
ens the hair so naturally and evenly
that nobody can tell it has been ap-
plied. You simply dampen a sponge
or soft brush with it and draw that
through your hair, taking one strand at
a time. By morning the gray hair
disappears, and after another applica-
tion or two, it becomes beautifully dark
and glossy.—Adv.

GET A MOUSTACHE

All the colors of
the rainbow.
ONLY 10c EACH
RED STAR NEWS CO.
10 Market Lane.

GORDON L. FERGUSON

FUNERAL SERVICE.
Private Funeral Apartments,
350 William Street.
Personal attendance, lady assistant.
Phone 656J. Day or Night.

IF CONSTIPATED SICK, BILIOUS

Harmless Laxative for the
Liver and Bowels

10¢ **CANDY
CATHARTIC
Caramels**

WORK WHILE YOU SLEEP

Feel fine! No griping or in-
convenience follows a gentle liver &
bowel cleansing with "Cascarets."
Sick Headache, Biliousness, Gas,
Indigestion, and all such disor-
ders gone by morning. For Men, Women
and Children—10c boxes, also 5c
and 25c sizes. Any drug store.—Adv.