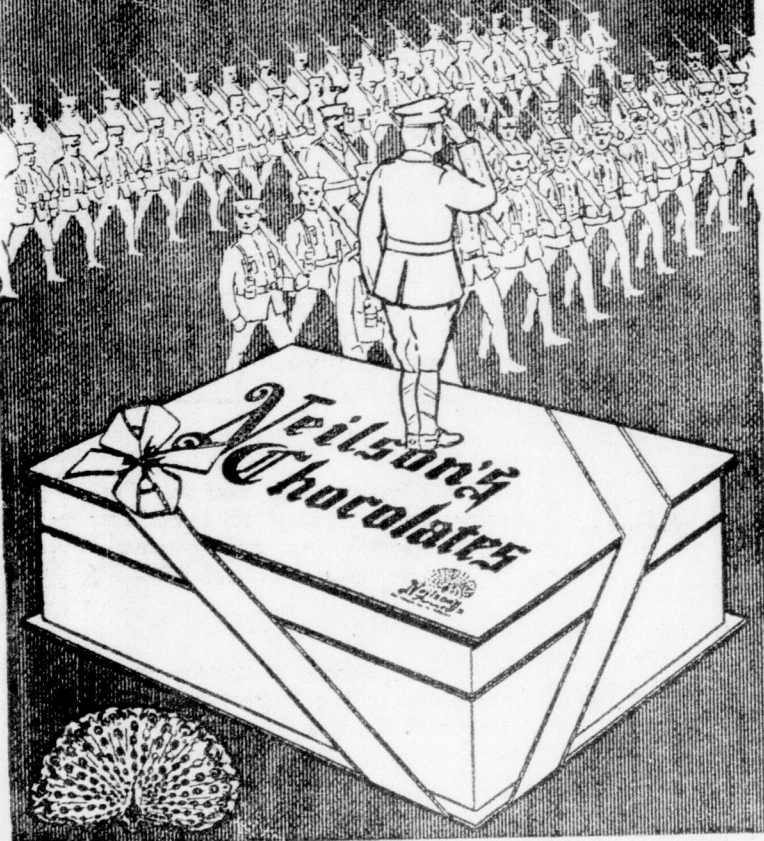


the Saluting Base "Canada's Finest"



FOR SALE BY ALL

Standard Drug Stores

One Request—to
those who write for
our Recipe Book.

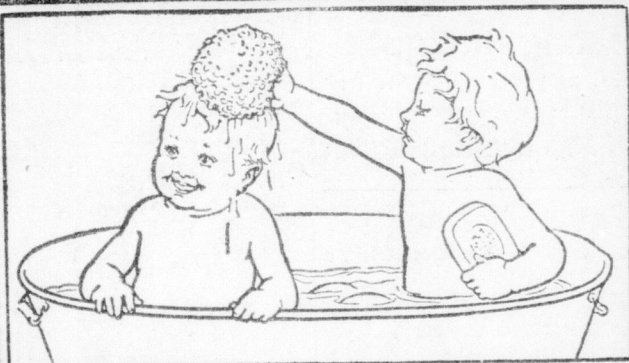
The recipes for Ice Cream, Frozen
Custard, Pies, Cakes, Muffins, Popovers,
Gems, Puddings, Sauces, Gravies, Entrées, Relishes and lots of
other deliciously good dishes, call for

BENSON'S CORN STARCH

We cannot guarantee the success of these recipes unless you do
just as you want it, will you not insist on having BENSON'S?
Write for the recipe book today, to Montreal Office, and
order BENSON'S at your grocer's.

THE CANADA STARCH CO., LIMITED
MONTREAL, CARDINAL, BRANTFORD, PORT WILHELM,
Masters of "Queen Brand" and "Baby Brand" Corn Starch, and
"Silver Glaze" Laundry Starch.

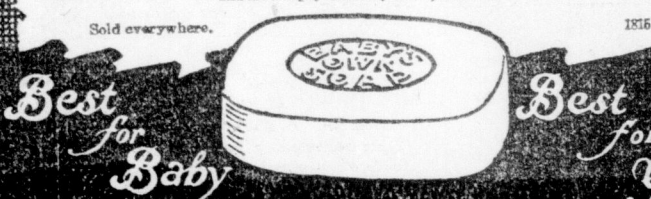
BABY'S OWN SOAP



For Baby's Bath

The creamy softening lather of Baby's Own Soap
and the fragrance of its delicate aroma leave
the skin cleansed—refreshed—aromatized
Four generations of Canadian mothers have used and
recommended it.

In the interest of your children's skin insist on Baby's Own Soap
Albert Soap, Limited, Montreal



Best for Baby Best for You



Rideau Hall Coffee

45c per lb.
Tins only

Gorman, Eckert & Co., Limited
London and Winnipeg

is prepared
by a special
process
which elim-
inates all
dust and
chaff.

Billy Coffeybean
says:—
"Cooks all things
Of their favorite
drink.
"Rideau Hall."

BRITAIN IS BUILDING GREAT NAVAL GUNS TO SMASH TEUTONS

Washington Believes They Are for Use Against Land Forti-
fications—Expected to Hurl Shells Weighing
Ton and a Half.

WASHINGTON, Sept. 23.—Battle-
ships equipped with 15-inch guns,
three inches bigger than any now
afloat, and two inches greater than
the largest guns projected for the
new battleships and battle cruisers
to be added to the American navy,
are under construction in Great
Britain, according to unofficial
advice which are given credence by
navy officials here.

The big weapons are designed
primarily, officials believe, for use
against land fortifications.

As a means of developing floating
forts which could throw great pro-
jectiles into land fortifications out

of sight over the horizon, the re-
ported British venture in battleship
construction is regarded by or-
dinance experts here as having great
possibilities. They estimate that
shells weighing nearly 3,000 pounds
could be used effectively, and point
out that an 15-inch gun would have
a range equal to, if not greater,
than the average European coast
defense ordnance.

The largest guns carried now by
any naval vessel, so far as shown
by records here, are the 15-inch
rifles mounted on some of the
latest British, German and Italian
battleships.

SARNIA MAN DIES RESULT OF BEING TRAMPLED BY HORSE

David Edward Burley Suc-
cumbs to Injuries.

[Special to The Advertiser.]
SARNIA, Sept. 28.—David Earl
Burley, an employee of the Laidlaw
Lumber Company, died here today as
a result of injuries received September
22, when he was crushed and trampled
by a horse belonging to his employ-
ers, and of which he had charge. Mr.
Burley was aged 45 years and 5
months, and is survived by a widow
and several young children.

He was a member of the Woodmen
of the World. The funeral will be
conducted by the officers and members
of that order on Sunday, October 1,
from the family residence, 158 Devine
street, at 2:30 p.m., with interment at
Lakeview Cemetery. He had been in the
employ of the Laidlaw Company for
about four years and a half.

DISTRICT MEN PAY PRICE OF VICTORY

Many Killed in Action and
Wounded in Somme
Fighting.

KILLED IN ACTION

SARNIA.

Pte. Jess H. E. Groucher.

Pte. Henry Neville.

NEW HAMBURG.

Pte. Harley E. Burnham.

BENMILLER.

Pte. John White.

OWEN SOUND.

Pte. Thomas Brown.

ST. MARYS.

Pte. Chas. T. Richardson.

WALKERTON.

Pte. Geo. Clark.

STRATFORD.

Pte. Frank Chamberlain.

Pte. Chas. A. English.

DIED OF WOUNDS.

ST. THOMAS.

Corporal Ernest Garside.

WATERLOO.

Pte. Trensch.

LONDON.

Pte. Ben Slater.

BRANTFORD.

Pte. John Frederick Glover.

PARIS.

Pte. Lawrence B. Moore.

WOUNDED

STRATFORD.

Corporal Fred G. Wilder.

Pte. Gilbert Smith.

Pte. Chas. Neill.

Corp. Fred G. Wilder.

BRIDGEN.

Pte. Bertrand Andrew.

LONDON.

Pte. Arthur E. Fleming.

Pte. Edward Pyke.

Pte. Charles H. Robinson.

Pte. Jas. Murphy.

Pte. Albert Skelly.

Pte. Alf. Glead.

Pte. Raymond Moulden.

ST. THOMAS.

Pte. Ernest Humphries.

Pte. David White.

Pte. Henry Albert Moody.

Pte. Edson C. Hood.

PETROLEA.

Pte. Clare Sharkey.

WOODSTOCK.

Pte. Thos. W. McDonald.

BRANTFORD.

Pte. Edward Schelly.

Pte. Percy Hensman.

PRICEVILLE.

Corporal H. McConkey.

ELORA.

Pte. A. P. McQuillan.

DRAYTON.

Pte. George E. Carpenter.

KITCHENER.

Pte. Frank Crazek.

WINDSOR.

Pte. James A. Wilson.

ESSEX.

Pte. Wm. G. Noble.

OWEN SOUND.

Pte. Harold Henry.

TILBURY.

Pte. Owen Gould.

ETHEL.

Pte. Andrew McKee.

SHELL SHOCK

BRANT RESERVE.

Capt. A. G. E. Smith.

SIR SAM'S BROTHER TO BE DIVISION COMMANDER

Gen. John Hughes Will Leave Shortly
For England.

WINNIPEG, Sept. 28.—Major-Gen.
John Hughes, brother of Sir Sam, and
commandant at Camp Hughes, is to
leave shortly for England to undertake
command of the sixth Canadian divi-
sion. An eastern officer will succeed
him in the west.

SLACK CANNING SEASON

Only Third of Average, Says David
Marshall, M.P.
OTTAWA, Sept. 28.—David Marshall,
M.P. of Aylmer, Ont., supervisor of
the Dominion canneries, who is here
today, states that this season's pack-
age, more particularly in regard to the
vegetables than fruit, will not be more
than a third of the average.

TWO PASTORS LEAVING PARISHES IN HURON

Presbytery Accepts Resignations of
Messrs. Turner and Harper.

[Special to The Advertiser.]

ELYTH, Sept. 28.—The Presbytery
of Huron met in St. Andrew's Church,
Blyth, with a good attendance. The
purpose of the meeting was to deal with
the call of Rev. W. D. Turner from
Calvin Church, Montreal. Messrs. D.
R. Kennedy and W. J. Richardson of
Montreal Presbytery and Calvin con-
gregation spoke of the unanimity of the
call, and made a strong plea for the
transfer of Mr. Turner, assuring Mr.
Turner a large and promising field of
service and great opportunities. Messrs.
R. B. McGowan, Alex. Elder, S. A.
Folgerstone and C. K. Taylor repre-
sented St. Andrew's Church and spoke
highly of the work accomplished by Mr.
Turner during his four years' pastorate,
also stating that the people here would
be sorry to lose him as their pastor.
The call was left with Mr. Turner to
deal with as he saw fit, and he was
asked to express himself.

In reply Mr. Turner stated that the
work here had been most congenial,
and he did not anticipate that he would
enjoy the work in his new field better
than here, but a large field of en-
deavour lay open, to him and better
educational opportunities were open
for his family. It was his wish to
accept the call. The presbytery then
granted Mr. Turner's resignation, and
his transfer, his ministry to
close after the first Sunday in October.
Rev. Mr. Laing of Auburn was ap-
pointed interim moderator to declare
the pulpit vacant on October 8.



PURITY FLOUR

MORE BREAD AND BETTER BREAD



AFTER school the hungry boy
Calls for bread and butter,
Blythe remarks of ecstasy
He is sure to utter,
If the bread he joys to see
Was produced with Purity.

BRASS BEDS ALMOST GIVEN AWAY

TO PURCHASERS OF AN "ADJUSTO" OR OSTERMOOR MATTRESS OR A PREFECTION SAGLESS SPRING.
TO ADVERTISE THEIR MATTRESSES AND SPRINGS, WHICH ARE SOLD AT A SET PRICE ALL OVER CAN-
ADA AND THE UNITED STATES, MANUFACTURERS HAVE CO-OPERATED WITH US IN THIS BIG SALE.
WE WANT MORE PEOPLE IN LONDON TO THROW OUT THEIR LUMPY, HARD MATTRESSES AND THEIR
BADLY SAGGED SPRINGS. WE CANNOT REDUCE THE PRICE ON THE "ADJUSTO" OR OSTERMOOR, OR
THE PERFECTION SPRINGS, BUT THERE IS NOTHING TO PREVENT US GIVING AWAY A BED WITH
THEM.

Buy a Good Spring Mattress and Secure a Bed For Next to Nothing

THE PERFECTION SAGLESS SPRING

The Perfection Sagless Spring is a steel-framed spring with a fine double-weave fabric, sup-
ported by steel bands and fourteen helical springs. Absolutely the last word in spring con-
struction and fully guaranteed. Set price in Canada \$5.00

THE ADJUSTO MATTRESS

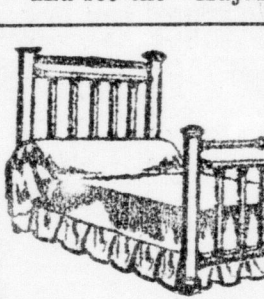
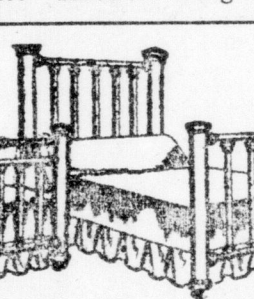
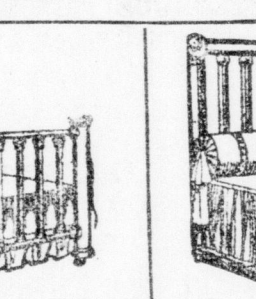
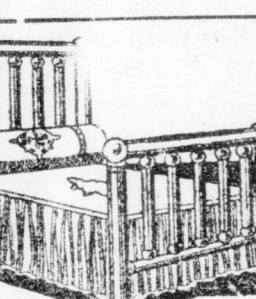
This is the mattress that interested so many at the Western Fair. This sanitary, ventilated
"white felt" mattress is so constructed that it will never expand, stretch or spread. It can be
adjusted and made smaller in a minute. It must be seen to be appreciated. At the low price
set by the maker there is no bigger mattress value in Canada. Standard price \$15.00

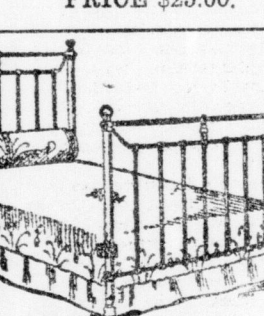
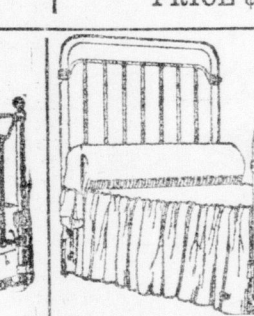
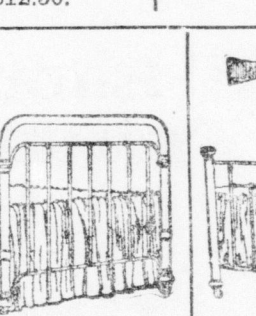
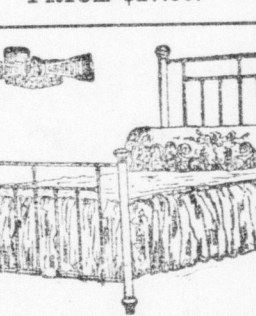
THE OSTERMOOR MATTRESS

It is not necessary for us to speak of the virtues of an Ostermoor. It is recognized as the
world's best mattress. We have been agents in London for fifteen years, and the price has
always been the same \$18.00

78 BRASS AND 84 IRON BEDS TO SELECT FROM

On our ground floor is probably the largest display of Brass and Iron Beds ever shown in Canada. Come in
and see the "Adjusto" Mattress being made.

			
\$12.95 BRASS BED, REGULAR PRICE \$25.00.	\$5.95 BRASS BED, REGULAR PRICE \$12.50.	\$13.95 BRASS BED, REGULAR PRICE \$27.00.	\$14.95 BRASS BED, REGULAR PRICE \$30.00.

			
19c IRON BED with brass top rail. Regular PRICE \$5.00.	\$3.99 IRON BED 2-inch posts. Worth \$10.00.	\$5.95 BRASS BED, REGULAR PRICE \$12.50.	\$10.95 BRASS BED, REGULAR PRICE \$20.00.



Sole
Agents
In
London

HAPPY THOUGHT STOVES

When you buy your range or heater buy the best.
For fifty years this stove has been the recognized
leader.

Visit our basement and see our immense display,
all at the lowest prices.

All Happy Thought Ranges carried in stock.
We will take your old stove in exchange.

RANGES - - - From \$29.50 to \$65.00
HEATERS - - - From \$7.50 to \$30.00

The Ontario Furniture Co.

LONDON'S LARGEST HOMEFURNISHERS.

LIMITED.

226, 228, 230 DUNDAS STREET.