

PERSONAL CANVASS INDORSED AS BEST RECRUITING METHOD

Officers Decide Day of Public Meetings Past.

DISTRICT IS DIVIDED UP

Ottawa Has Been Asked To Make Grant To Help Finances.

At a meeting of the commanding officers of the battalions in Col. L. W. Shannon's office Friday afternoon, ways and means of recruiting the units up to strength were discussed. It was practically unanimously decided that the practice of holding public meetings had served its term of usefulness and that the only way to obtain men was by personal canvass. The district was divided up among the battalions, and the O.C.'s were instructed to appoint recruiting parties consisting of officers and men to work the areas.

The district was parceled out as follows: The 156th Battalion will recruit in Wellington and East Elgin; the 157th was given Lambton, Huron and West Middlesex; the 158th, Waterloo, Perth, Oxford and East Middlesex; the 21st Battalion, the A. M. C., S. C., and Batteries are given permission to recruit any place in the district, with London an open field to all units. The 159th Battalion will get what men it can in Kent and West Elgin.

All the officers are enthusiastic and expect to obtain all the needed men. No funds are available as yet, but Ottawa has been asked to make a grant to help out. The campaign will be started at once.

ADVERTISING SPECIALIST TO ADDRESS LOCAL CLUB

Frank Campbell One of America's Foremost Experts on Subject.

Frank Campbell, of the Campbell-Donald Advertising Agency of Detroit, and one of the biggest advertising specialists of the United States, is to be the speaker at a dinner next Friday evening at 8:30 o'clock in the Tecumseh House under the auspices of the London Advertising Club. His subject will be "Retail Advertising," and every businessman in London, whether a member of the Advertising Club or not, is invited to attend. Tickets at one dollar each may be obtained from Mr. Yule, secretary, or any member of the club.

WIDE INTEREST SHOWN IN CITY'S MUSICAL PLANS

Series of Excellent Concerts Attracting Attention of Western Ontario.

The interest in the series of concerts to be given here this season under the auspices of the Musical Art Society is extending all over the western part of the province, and requests for information have come even from Toronto. This is not surprising when one considers that none of the attractions given here will appear in any other city in Ontario with the possible exception of the Russian Symphony Orchestra, which may play in Toronto.

Never in the history of the city has such a splendid series been possible, but now that the Princess Ritz has been remodeled, it provides a building while not ideal as a concert hall, will answer the purpose until London has its own divo auditorium. The seating plan has been laid to accommodate 1,500 people, and still leave plenty of room for the great chorus and the orchestra.

The first rehearsal of the chorus which was held in the Normal School last Monday was evidence that London has a body of singers not excelled anywhere. To the visitors it was a marvel that the choir should sing with such a body of tone and with the attack and finish of a chorus that had been singing for some time together. This result is due to the fact that London has more and larger church choirs in proportion to its size than any other Canadian city.

The directors of the society are delighted with the fine response to the subscription lists that have been circulated by members of the committee. There are already more than one hundred subscriptions at \$25 each. Every subscriber of \$25 or over is known as a founder of the society and receives in addition three full-course tickets. The seems to be a popular way of raising the necessary guarantee, as the subscriber receives more than the value of his subscription if the tickets were purchased singly.

Subscription lists will only be in circulation for about two weeks longer, as the plan for subscribers opens Friday, the 17th inst. The date of the first concert is November 27th, when Madame Matzenauer, the celebrated Metropolitan Opera soprano, will make her first appearance in Canada. Matzenauer is no equal at the present time, and is the marvel of the Metropolitan in that she takes Schumann-Heink's contralto roles as well as singing the great Wagnerian roles in which Nordica became world famous.

Arrangements are being made to accommodate large parties from St. Catharines, Woodstock, Ingersoll, Stratford, Chatham and other nearby towns, and, judging from the applications for reservations, a capacity house may be looked for at all the concerts.

PERSONALS

Mrs. Kenneth G. Seabrook will receive informally, since moving to 647 Waterloo, on Tuesday, November 7, from 4 to 6 o'clock.

CITY BREVITIES

HOOR CHANGED.—The Salvation Army Sunday School will be held at 2 o'clock on Sunday, instead of the usual hour, 3 o'clock, owing to the alterations.

MASS MEETING.—Principal MacNeill, Woodstock, will address a mass meeting for men in the Adelaide Street Baptist Church on Sunday afternoon. Albert Greenlaw, the colored basso, will sing.

VISITING MUSKOKA.—George Kelly of Wharfedale road south, accompanied by his friend, Frank L. Wagner (mayor of Aylmer) and party, is enjoying his annual outing to Muskoka. The party will return home the latter part of next week.

\$5,000 PERMIT.—A permit was issued to the Salvation Army by Building Inspector Piper for remodeling the city hall at a cost of \$5,000. The work will be proceeded with at once. The permits are approaching the \$300,000 mark for the year, and it is expected that this sum will be reached.

WRIT ISSUED.—J. J. Humphries has taken action in the county court against John D. Campbell, and today issued a writ to recover \$212.35 as the amount claimed by plaintiff as due on a promissory note and interest claimed. The note was dated July 25, 1916, and interest charged \$4.26, amounting in all to \$212.35.

HOUSE-TO-HOUSE CANVASS.—The Daughters of the Empire of Stratford are making a house-to-house canvass in the interest of the relief fund. They are leaving an envelope in every home, to be called for by members of the month with contribution, large or small, just as the contributor thinks fit.

GIVEN GOLD WATCH CHAIN.—Before severing his connection with the London Shoe Company last Tuesday, Leonard Lenihan was made the recipient of a handsome gold watch chain. The presentation was made by George LaFrance on behalf of the staff. Mr. Lenihan made a suitable reply.

FOR MEN AND WOMEN.—Many requests have come to the Y. M. C. A., asking that the meeting in the Lyric Theatre Sunday afternoon be open for both men and women. The committee has decided to do so, and many who were unable to do so, and many who night will have that privilege Sunday afternoon.

CONUNDRUM TEA.—A conundrum tea was held by the Patricia Club of the Centennial Methodist Church last evening, proved a great success. Rev. H. T. Ferguson presided and a program including solo, Dorothy Pearson, instrumental, G. Mot and readings and recitations. Kathleen England, solo, Miss R. Johnson, and reading W. Stanley, was greatly enjoyed.

HALLOWEEN ECHOES.—Echoes of Halloween were to be heard around the police station on Carling street this morning. Over twenty small boys appeared in the juvenile court before Judge H. A. Stevenson and admitted pranks performed on the 31st of October. The majority were dismissed with warnings. Those who had done damage to property were forced to pay for it.

NOT YET 91 YEARS OLD.—Relative of Henry Gardner are anxious that some misstatements regarding his age and length of time in this country, published in a local paper, should be corrected. They state he is not yet 91 years of age, his 91st birthday falling on the 4th of next month, and he landed in Canada on June 25, 1872, therefore has not been here for 50 years. Mr. Gardner suffered injuries in a fall recently, but is recovering.

FIRST DANCE OF THE SEASON.—The Military Welfare Society in its dining room on York street, last night gave its first dance of the season. This is but the beginning of a series of dances and entertainments for the winter season that are enjoyed greatly by the employees and their friends. At 10 o'clock, during an intermission, tea and coffee were served from the welfare cafe in the dining room. The music was provided by the Lombardo Bros. Orchestra.

COMING IN DECEMBER.—W. A. McLean, chief of the highway department of the Ontario Government, will be in London on December 5 to discuss road work. It was the intention to have him come in November, but Mr. McLean thought it better to delay his London during the session of the county council, so that this body might be represented. Townships adjacent to London will be asked to have their councils here for the occasion.

HOLDING RUMMAGE SALE.—The Abigail Becker Chapter, I.O.D.E., is holding its annual rummage sale on Thursday and Friday of next week at 141 King street. There will be particularly good offerings in children's clothing and millinery. Donations towards the sale will be very much appreciated and any articles contributed will be called for if the secretary is notified. Telephone 973. The proceeds are to be devoted to the soldiers' comfort fund.

HELPING BELGIAN RELIEF.—Mrs. H. A. Boomer wishes to acknowledge the following donations for Belgian relief: Dollar chain of the Farmers' Advocate, \$20; Percy H. Sanderson, \$5; Mrs. Appleby, \$5; Mrs. Benson, \$5; Mrs. Showler, \$2; G. S. Toronto, \$5. This makes a total of \$205.42 towards another \$200 the seventh to be sent from London. The following donations have been received for the Lady Beatty fund, Soldier's Mother, \$6; G. S. Toronto, \$5; Hamilton City, I. O. D. E., \$10; Campbell Becker I. O. D. E., \$50, making a total of \$175.17 towards the fourth donation of \$200.

"BETWEEN THE ACTS."—S. J. Meredith and company will present "Between the Acts," vaudeville extravaganza, the week of November 12 to 15, the entire proceeds of which are for the Western University 10th Stationary Hospital Unit. The company will comprise S. J. Meredith, Mrs. Boyce W. Knight, Miss Ruth Mary Keves of the Chalf School of Russian Ballet, New York; Miss Isabel Coles, B. W. Knight, Mrs. Dochstader, Mrs. Davis, Miss Brown, Miss Ennis, Miss Conzlin, Miss Cole, Miss Cryden, Miss Edmunds, Miss Harper and Miss Line, the orchestra and chorus being under the direction of T. R. Meredith.

BABY'S OWN TABLETS USED TEN YEARS

Mrs. C. E. Stilwell, Whitnore, Sask., writes: "I have used Baby's Own Tablets for the past ten years and have found them so good for my little ones that I always keep a box in the house." Mrs. Stilwell is one of thousands of mothers who always keep the Tablets on hand. Once a mother has used them for her little ones she would use nothing else. They are absolutely free from opiates and injurious drugs and cannot possibly do harm to the youngest child. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Company, Brockville, Ont.

SAYS OLD BATTERY "DID ITS BIT" WELL AND IS STILL AT IT

Gunner H. C. Percival of 6th Arrives Home.

PRaises HIS COMMANDER

Declares Lieut.-Col. Leonard Unsurpassed by Any Officer at Front.

Three Londoners invaded from the front returned to the city at noon today, and were met by Dr. H. T. Benson and a party from the Soldiers' Aid Commission, and Sgt. Rawling of the Returned Soldiers' Association. Three other men also came back.

First in interest among the visitors was Gunner Harry C. Percival, Pottersburg, one of the original members of the wonderful 5th Field Battery, commanded by Major now Lieut.-Col. Wood Leonard. He spent a year in the trenches, but entered fever got him, and he was sent to England, and now home. He suffered no wounds, and he escaped gas, but he had a very close experience.

Glad To Be Home.

"Glad to get home? Well, I guess I am," he said. "I am feeling pretty well, however, and expect to be at right shortly. I am not sure of it, but I want to tell you. We have received all kinds of praise, and I guess it was warranted, or we would not have got it. Major Wood Leonard is a very fine artillery officer on the French front, or any other front, I want to tell you, than this same Major Leonard. He is equal if not superior to the very best of them. He's a wonder, and there is not a man in his company who will not swear by him. Great, that's what he is."

Battery Shot Up.

"The old battery is pretty well shot up, but the few of the original members left. Sgt. John Barnhill, a great soldier, was still on the job the last time I heard of him, although I have been informed he is coming home, that he has been shocked. He has done well. I saw Jim Oakley, the policeman, a member of our battery, two days before I left. He is doing well, and is about recovered from his wound in the leg. I could tell you stories by the hour about the boys. I want to see Capt. Scandrett. Fine fellow, that, and a splendid officer. I have seen him the last year or so, months, but it is still there, fighting away, as it knows how to fight. It cannot be matched."

Not at Firing Line.

The other Londoners were Corp. A. Jones, East London, who was in charge of the party, and A. Hartley, 596 Trafalgar street, both in the Canadian Engineers. They did not get to the firing line, but they were in the line of duty. Sapper Hartley has seen service in South Africa, and is a veteran soldier. "I have gone through two campaigns, which means I have at least done something," he said. "My only regret is that I did not get to the firing line. That's what I enlisted for. However, I have done something, and I suppose I should be satisfied."

Fie, A. H. Ward, St. Thomas, is an 18th Battalion man, who was taken ill after he got to France, and went to be sent home. He is now in the 18th Battalion, and saw a lot of action. He was wounded a year ago last October in the arm, and after spring got a dose of shrapnel in the head.

Ready For More.

"There was plenty doing," he said. "I got it twice, and would have gone back for more, if they had let me. I was in the line of duty. The original 1st Battalion men. He was given an awful dose of shrapnel, and bullets at Givency, a year ago last June, and it has taken him all that time to get over it."

"Few of our boys are left," he said. "They were great, but the wastage is very high. I am going home this afternoon to see the folks. I am rather glad, I tell you."

The band of the 118th Battalion escorted the men to the Tecumseh House, where they were entertained.

HEALTHY MOVEMENT OF REAL ESTATE IN CITY DURING MONTH

Eighty-Three Transfers Made Show an Improvement.

PRICES STANDING WELL

Sales Made at 29 Per Cent Increase Over Assessed Values.

The real estate returns for the month of October show that there were 83 transfers. The assessed value was \$108,260, and the consideration \$146,728. The assessment was 73.7 per cent of the selling price. This is an improvement over the same month last year, when the sales numbered 75. The assessment was \$55,906, and the consideration \$123,450. The assessment was 71.2 per cent of the selling price.

"There is a healthy, normal movement of real estate," said Assessment Commissioner Grant. "Prices are firm as a rule."

CLERGY WILL DISCUSS PEOPLE'S SPIRITUAL LIFE

Conference Called to Consider How to Deepen This.

His Lordship the Bishop of Huron has called a conference of the clergy to discuss the spiritual life of the people and to apply the ministrations of the church to the non-church-going element. The conference will be held in London and will open on Monday, November 13, at 7:45 p.m. in St. Paul's Cathedral, with a two-hours' devotional service.

The following day, from 10 a.m. to 1 p.m., and from 2 p.m. to 4:30 p.m. will be the time allotted for the conference proper. Among subjects considered will be "How to Reach the Non-Church-Going Element," "Opportunities Created by the War for the Recovery of Pundamentalism," and "Lessons for Work From the War."

What's Doing in London Churches

Congregational News of Interest to All Denominations in the City.

RECTOR FOR FORTY-TWO YEARS. Tomorrow, to be an especially interesting occasion in St. James' Church, South London, when anniversary services will be held, a distinguished American divine, Rev. C. C. Purton of Christ Church, Detroit, preaching both morning and evening.

In one respect, particularly, the church has had a remarkable record. In all the years of its history it has had only one rector, Very Rev. Dean Davis, who was appointed to the charge by His Lordship Bishop Helmut in 1874. He died, however, before Mr. Davis was in the field, and was brought from there to take charge of St. James' Church and also West London, now St. George's, the two parishes being connected at that time.

Forty-two years in St. James' Church gives to Dean Davis the distinction of being one of the longest serving of any of the clergymen in the whole diocese. Previous to November, 1873, Church of England services in South London were held in the old schoolhouse on Askia street. During the progress of building the first small church, Bishop Cronin looked forward to conducting afternoon services there himself each Sunday. He died, however, before the opening took place, and from November of 1873 until the following February the late Dean Innes took charge.

Long before the church was ready to the church from time to time to meet the requirements of the growing congregation.

DISTINGUISHED PREACHER. Rev. W. T. Graham, D. D., of Toronto, one of the ablest preachers of the Baptist denomination in the whole diocese, is to preach at both morning and evening services on Sunday in Talbot Street Baptist Church. Rev. H. H. Bingham is conducting anniversary services in First Avenue Baptist Church, Toronto, tomorrow.

MRS. ARMOUR AT DUNDAS CENTRE. Mrs. Mary Harris Armour, president of the state W. C. T. U. of Georgia, known as the "peerless woman orator of the United States," addresses the evening service in the Dundas Centre Methodist Church Sunday evening at 7 o'clock. Mrs. Armour is regarded as one of the most powerful factors in the prohibition movement in America since Francis Willard. During her stay in London she is addressing three gatherings, giving a different lecture on each occasion.

She was the chief speaker of the Provincial Women's Christian Temperance Union convention just closed in Hamilton.

THIRTY-NINTH ANNIVERSARY. The 39th anniversary of the Adelaide Street Baptist Church will be celebrated tomorrow, when the pastor, Rev. A. T. MacNeill, B. A., of Woodstock College, Albert E. Greenlaw, the widely-known and popular basso, will be the soloist, and a special music will be rendered by the choir under the direction of Leslie Roberts.

Following the anniversary services of Sunday, a concert will be held in the church Monday evening at 8:15. Mr. Greenlaw and other high-class talent will assist in the program.

Joseph Gibson, of Ingersoll, ex-president of the Dominion Temperance Alliance, will speak at both services in Colborne Street Methodist Church.

Rev. Capt. A. L. G. Clarke will preach at the morning service tomorrow in St. Paul's Cathedral.

Rev. R. W. Norwood has announced as the subject of his evening sermon in the Crown Memorial Church, Sunday, "The Water Turned to Blood."

KNOX COLLEGE PRINCIPAL IS PREACHING HERE. Anniversary services will be conducted tomorrow in the First Presbyterian Church by Rev. Alfred Gandier, D. D., principal of Knox College, Toronto. Miss Stevens and Miss Cullis will be the soloists.

A MEMORIAL SERVICE. Sunday evening in the Egerton Street Baptist Church a memorial service will be held for five soldiers of the congregation who have given their lives for King and country. The subject of the sermon by the pastor, Rev. A. C. Bingham, will be "Prussianism."

PROPHETS, PROFITS, POLYGAMY. The People's Forum is meeting at 3 o'clock Sunday, instead of 8:30, as formerly. The new meeting place is over the London Real Estate Company's office, Richmond street. J. W. Easton will lead a discussion on "Prophecy, Profits and Polygamy."

Rev. Corp. Hugh MacFarlane, B. A., of the Army Medical Corps, will preach morning and evening Sunday in King Street Presbyterian Church.

Rev. D. Snider of the Dominion Alliance branch at the morning service in the First Methodist Church tomorrow, Sunday.

In the First Methodist Church next Sunday morning service will be held in the morning. The Rev. D. Snider will preach. At night the Rev. Dr. Flinders will preach on "Vain Hiding Places."

OFFICERS ELECTED

At the annual election of officers of the First Methodist Church choir the following were chosen: Honorary president, Dr. Eccles; Ist hon. vice-president, George McCord; 2nd hon. vice-president, J. Macroe; president, H. Webster; Ist vice-president, Wallace Matthews; 2nd vice-president, Miss Emma Kidner; secretary, Miss B. Plaster; treasurer, George Hayes; librarian, John Ward; assistant librarians, Ernest C. Cook, R. E. Pearce; executive, Mrs. Greenfield, Mrs. May, Mrs. Alport, Mr. Chapman, Mr. Johnston and Mr. Alport.

IN THE POLICE COURT

The police court session was a short one this morning. Mayor H. A. Stevenson acted as magistrate.

Garfield Brooks, a married man, and father of three children, appeared on a charge of non-support. He was given a severe lecture by the acting magistrate, and the case was enlarged for a week to enable him to obtain money for the support of his wife.

Helen Lindley, who is supposed to report at the police court each month, failed to appear and a summons will be issued.

R. MacArthur was allowed to go on work tomorrow to over 24 without obtaining a permit. He pleaded that he did not think the job he was doing would amount to over that, and therefore, had not obtained the license.

Only one case of a breach of the prohibition act was tried. The man was fined \$5, with the option of 10 days in jail.

WATER STRUCK BY COMMISSION'S MEN NEAR SUB-STATION

Considerable Amount Found by Dug Well Will Be Tested.

The utilities commission has struck water on the hydro electric commission's property on the Hamilton road, just to the rear of the big sub-station. It is a dug well, and after going through the clay a considerable amount of water was struck at a depth of 25 feet. General Manager Buchanan will pump the well on Monday, and will have samples of the water taken to determine its purity, and fitness for consumption.

The drilled well on the sub-station grounds on St. Mary's streets is down about 50 feet, and it is expected that water will be struck soon.

GUY FAWKES SOCIAL HELD BY ORANGEMEN

Good Musical Program Preceded Cards and Dancing.

A Guy Fawkes entertainment was held last night in Dufferin Hall, under the direction of the L.O.C.D. under L. O. L. E. T. Essery, K.C., president, and delivered a stirring patriotic address. Those taking part in the musical program were Stanley Chadwick, H. Evans, Master H. McDermott, Mrs. A. V. Palmer, W. H. McKee, Corp. Gordon Scott, Miss Mona Evesham, Mr. Lawrence, H. Wooster, Miss Gladys Beatty, Miss Violet Kelly, Conrad Lenz, H. Elliot, Miss Pearson, Mrs. S. Pearson, William Letford, Miss Florence Billington, Miss J. Miliken, Miss William and Floyd McPhail. The rest of the evening was spent in dancing and cards. There was a large attendance.

DEATHS AND FUNERALS

FUNERAL OF MRS. HUSSEY. The funeral of Mrs. Henry Hussey will take place on Sunday afternoon, Rev. W. J. Ashton, of the Wellington Street Methodist Church, will conduct the services.

DEATH OF MISS TURNER. Miss Mary Ann Turner died at her residence, 190 Albert street, on Friday. She was the daughter of the late Robert and Jane Turner. Three brothers, John, Harry and Sam, predeceased her. Another brother resides in Michigan and a sister lives in the city.

The funeral will be held on Monday from her late residence in Delaware cemetery. It will be private and the services will be conducted by Rev. Canon Tucker.

DEATH OF MRS. JOHNSTON. The death of Mrs. C. Johnston occurred on Friday night at her residence, 101 Concession 1, Delaware Township. She was the wife of John Johnston and was in her 65th year. She is survived, in addition to her husband, by one son, Harry Johnston, and two daughters, Mrs. Nell Love, Carmen, Manitoba, and Miss Helen at home.

The funeral will be held on Monday from her late residence in Delaware cemetery. Rev. Mr. Cranston will conduct the services.

DIED AT ATWOOD. Mrs. Eliza Fair, wife of Rev. H. J. Fair, died at Atwood on Friday.

The funeral will be held from the Grand Trunk station here on the arrival of the 11:15 train from Atwood on Monday. Interment will be made at Mount Pleasant cemetery.

VOICE OF THE PEOPLE

Claims Voters Were Intimidated. To the Editor of The Advertiser:

In order to reach an unbiased conclusion concerning your recent editorial on the municipal situation in this city, let us suppose that in a parliamentary election The Advertiser's party could not get a hall for organization purposes even for a single meeting on the eve of polling; let us suppose that out of several thousand supporters its party could not get enough scrutineers to put even one man at every poll in the city; let us suppose that the party could not hold a public meeting, and that The Advertiser itself did not dare express its views during the campaign.

Let us suppose that all this was due to several major raids (not to speak of minor disorders), by the opposing party, in each of which \$1,000 of damage was done, and that The Advertiser and its party, with this example of the real thing before their eyes (the authorities being either powerless or inactive), were driven to submit to the above conditions by threats of similar raids.

What would The Advertiser and its party do under the above circumstances when the pressure to which they were forced to submit was removed?

Would they submit to the result of such an election, or would they, as good Britishers, rebel?

Whether you, Mr. Editor, choose to believe it or not, this supposed case in London is just what occurred in Berlin from February to May last, and the final proof of it (there are ample proofs now for those willing to examine with open minds the literature of the Citizens' League), will be given by the municipal elections here in January, when our opponents must face the voters of the city no longer under intimidation.

This injustice and un-British situation—and not religious differences, nor patriotism, nor racial feeling, nor even the change in name—are the "root of bitterness" in this community, and The Advertiser and its readers should realize the fact when the executive of the league is named, and for the most part in the principal offices, by men of such purely British origin (on both the mother's and the father's side), as Dr. Callahan, John Reid, E. H. Scully, W. J. Utley, John R. Eden, John F. McKay, George Potter, Samuel R. Gorton and George Lockart.

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