

Use Your
TelephonePURE FOOD
SUGGESTIONSFOR YOUR TABLE WHERE
TO BUYUse Your
Telephone

PAY CASH.

PAY LESS.

Compare Quality First
CHOICE BEEF and
DAIRY-FED PORK

ALL GOVERNMENT INSPECTED.

Our WEEK-END LEADERS
FRESH PICNIC HAMS
Per Pound 17c

RUMP ROASTS Weighing 7 to 8 lbs. Per pound, 12½c	SIRLOIN ROASTS While they last, Weighing 6 to 7 lbs., Per pound, 12½c	CHUCK ROASTS Per lb., 10c
CHOICE OVEN ROASTS, Per pound, 12½c	PORTERHOUSE ROASTS, None better, Per lb., 15c	PORK BUTTS Choice roasts, per lb., 24c
BREAKFAST SAUSAGE, 2 POUNDS FOR 25c	STEAK ROASTS Per pound, 14c	BEEF FLANKS, Per pound, 6c
ROLLED RIB ROAST, per pound 18c	PEAMEAL COTTAGE ROLL, per pound 26c	

STERLING STORES

Kindly Phone Your Orders Friday Evening for Early Morning Delivery
Phone 653 for Down-Town Store Phone 3415F for East End Store

Two Phones 6624-8940 "If It Swims We Have It" Two Phones 6624-8940

QUALITY WEEK-END
SPECIALS

IN BABY BEEF AND PORK OF THE BETTER KIND		
Prime Rib Beef per lb 25c	Wiltshire Bacon per lb 45c	
Choice Rump Beef per lb 18c	Oven Roasts per lb 14c	
Round Shoulders Pork per lb 20c	Boneless Pot Roasts per lb 10c	
Boston Butts (Boned) per lb 22c	Lean Pork Steaks per lb 22c	
Choice Legs Lamb per lb 30c	Fresh Meaty Hocks per lb 10c	
Breasts Lamb per lb 15c	Choice Lamb Chops per lb 33c	
Choice Creamery Butter per lb 45c	Loin Lamb per lb 30c	
French Whitefish per lb 23c	Fresh Trout per lb 20c	
Fresh Mackerel per lb 16c	Fresh Halibut Steaks per lb 25c	
Also Tenderloins, Calves' Liver, Hearts, Ox-tails, Lambs' Fries,	Also Clams, Oysters, Herrings, Haddies.	

Phone Orders Taken Till 9 o'clock Friday Evening.
CLUGSTON & MATTHEWS
We Deliver 252 DUNDAS ST. We Deliver

CLIFF ROBINSON'S

BIG BEEF VALUES — OUR REGULAR QUALITY

Sirloin, Porterhouse or Rump Roasts, per lb. 15c	Beef Cuttings, 3 POUNDS FOR 25c
Rolls, no waste, per pound 18c	Hamburg Steak, 2 POUNDS FOR 25c
Chucks, per pound 12½c	Round Steak, Saturday morning only, 2 POUNDS FOR 25c

PORK		CANNED GOODS	
Shoulders Pork per lb 18c		Corn, Tomatoes, Pumpkin, Pork and Beans, Plums or pears 2 for 25c	
Loin Roasts per lb 30c		3-lb. Jars Pure Raspberry Jam, each 60c	
Sweetbones per lb 5c		5-lb. Pails Pure Honey. This Sale only, each 60c	
Ham Roasts per lb 25c		Sweet Pickled Hocks per lb 7c	
Fresh Hocks per lb 10c		Pickled Beef Tongues per lb 25c	
Pork Liver per lb 5c			
Dried Onions per peck 38c			

LAMB SPECIALS			
Breasts per lb 15c	Loins per lb 28c	Shoulders per lb 23c	Legs per lb 30c
Creamery Butter, our brand, per pound 45c		Try one of our pairs of Mince-meat. Exceptional value, each 50c	

First delivery leaves 7 a.m. Saturday. Kindly let us have your orders Friday evening.
USE THE PHONES: 7111-7112.BOARD BALKS AT BLANKET
BAN ON PROPAGANDA BIDSY. M. C. A., G. W. V. A. and Anti-Cigarette League Requests
For Use of Schools Are Wholly or Partially Refused—
Advisory Vocational Report Refused Back.

Requests for permission to give lectures or to distribute literature in London schools, it was decided by the board of education at its regular meeting, lasting nearly three hours yesterday afternoon, will be dealt with individually on their merits. The board, after prolonged discussion of requests from the Anti-Cigarette League, Y. M. C. A., and G. W. V. A. and T. V. A., asking for concessions in the schools, decided that to place all requests in the same class, and to deny them all, was both "dangerous and unwise" on the board's part.

The board declined to accept the recommendation of the advisory-vocational committee, that Miss P. S. Morgan, B.A., commercial specialist at the technical and commercial high school, be raised from the standing of "a specialist non-graduate" to that of "a specialist graduate," dating from September 1, she having completed her university degree at the summer session this year.

Holding that the recommendation came as "a minority report," the committee not having had a quorum present at its meeting, and also that the change in standing could not be made because it involved an increase in salary, in accordance with the rules of the board's salary schedule, the board members having had "an understanding" at the beginning of the year that no salary increases were to be made, except at the beginning of the calendar year, the board referred the recommendation and the report back to the committee for further information.

The recommendation of the committee that R. Ferguson, chief caretaker at the Technical school, be raised from the standing of "a specialist non-graduate" to that of "a specialist graduate," dating from September 1, she having completed her university degree at the summer session this year, was also referred to the committee for further information.

Trustee Mrs. J. I. A. Hunt immediately demurred when the Young Men's Christian association's request was read for permission to distribute a circular, "After School—What?" to boys 12 years and over in the public schools.

"If we allow this," asked Mrs. Hunt, "what about all the other requests we will have?"

"We, as a board, should at least be courteous," observed Trustee Mrs. J. A. Rose, "and we should consider each request by itself, and not lump them all together."

"Next thing you know," interjected Trustee S. F. Lawson, chairman, "we'll be having a request from the bowling alleys to organize bowling teams in the schools."

"I believe that no outside organizations should be permitted to use the schools," declared Trustee Rev. R. D. Mess, M.M., "because our school curriculum as drawn up is supposed to give a good balance, and if anything is not there that should be there, then the requirements should be changed."

"It seems to me we are taking all this too seriously," commented Trustee George F. Copeland, "because there is no diversion of attention from the curriculum to the distribution of these pamphlets. It would be dangerous and unwise of the board to commit itself to a policy of refusing all requests. Such a rule would be observed more in the breaking than in the observance. Each request should be decided on its own merits."

Y. M. C. A. Request Refused.
Trustee T. Bowman, M.D., and Trustee J. B. Wright then moved that the request of the Y. M. C. A. to distribute the circular suggesting joining up work be refused, and the mo-

tion carried with Mr. Copeland and Trustee B. N. Campbell voting against it.

The second flurry occurred in connection with the recommendation of the executive committee that the Anti-Cigarette League, instead of being given time in regular school hours for its lectures, demonstrating the physical harm effected by the use of cigarettes by boys of teen age, as requested be granted the free use of the Central collegiate auditorium and three auditoriums of the public schools after school hours, the attendance of boys to be entirely optional.

Mr. Campbell: "Better include the girls, too."

Mr. Lawson: "No, the league does not ask for that."

Mr. Copeland: "Surely not girls?"

Mr. Campbell: "Well, the trouble is that girls are smoking."

"If the board is acquiescing in the advisability of these lectures," stated the Anti-Cigarette League, "why not give the league an opportunity to have the program go over by impairing its efficiency by showing it on after 4 o'clock. Principal H. B. Beal of the technical school and Principal E. A. Miller of the collegiate institute are anxious to have these lectures and I do not think these requests should be treated by the board with lack of serious attention."

"If our curriculum does not counteract conditions that are really bad," reaffirmed Mr. Mess, "and we admit the vital necessity of getting outside organizations in to supplement it, then it's time we got busy and provided the necessary protection in the curriculum."

Whiskey and Cigarettes.
"I used to have hygiene lectures," said Trustee F. H. Greenlee, "on the evils of smoking cigarettes and on drinking whiskey, and I think we are still taking these poor sufferers, some of them entirely free of charge, except for a small municipal and government grant, amounting in all to about \$225 a year. Were it not for this grant, the Queen Alexandra Sanatorium would be a debt of \$163,716.07. This deficit, upon the basis of present demands made upon the institution, will average \$25,000 a year to \$30,000 annually, unless immediate steps are taken to establish an endowment fund, which was the last great desire of Sir Adam Beck."

Death's intervention was all that thwarted Sir Adam's decision to lead this campaign himself. Dying, he committed this great unfinished work to those he served.

Great Work Accomplished.
No mention need be made of the great work which Sir Adam accomplished during his life, in the service of the public. Were it not for his great work, the homes and factories of Ontario would not be blessed with the wonderful facilities which they enjoy today.

His life was one of unselfish service to the people, and outside of the great accomplishments which he engineered in Hydro, his greatest thought was to aid in the uphill fight against tuberculosis, the greatest affliction that besets mankind.

The local organization has been divided into six divisions, constituting 28 teams and more than 200 workers. The various teams last night picked out their prospects from over 1,400 names which had been solicited.

The division commanders are T. W. McFarland, W. N. Manning, E. V. Buchanan, G. G. McHale, A. E. Silverwood, and the Salvation Army.

The finance committee consists of G. F. Pearson, Gordon Ingram, Philip

Not Against Poppy Day.
Mr. Mess: "I agree with Mrs. Hunt that the parents of the children are the ones to be asked and, because we are inclined to refuse the request of the G.W.V.A., that does not say that we are against Poppy Day."

Mr. Copeland: "If we decline this request, then it certainly looks as if we are unsympathetic. I believe it would do the souls and hearts of the children good to sell poppies, if they feel like volunteering to do it."

Mr. Lawson: "You are a returned man, Mr. Wheable. What is your opinion about it?"

Administrator G. A. Wheable: "I see no reason why the principals of the schools cannot speak to the children about the matter, have them speak to their parents and then have the principals turn in to me, and I could hand the list of names over to the G.W.V.A."

It was then carried, having been moved by Mr. Mess and Mr. Copeland that such action be followed.

In explaining the recommendation regarding Miss Morgan, it was stated by Mr. Copeland, chairman of the advisory-vocational committee, that the recommendation was made by the committee because it had been overlooked at the beginning of the school term.

Mr. Lawson, Mrs. Hunt and Mr. Campbell all stated that there had been "an understanding in the board that there were to be no increases until January this year," but Mr. Copeland and Mr. Wheable were inclined to differ with this interpretation of the situation.

Mrs. Rose: "But this is not a salary increase. Miss Morgan has improved her qualifications, and it is automatic for her to receive the raise in salary because she steps up higher classification in the salary schedule."

It was finally agreed to refer the recommendation back for further information and consideration by the committee, with the understanding that some definite policy is to be laid down for the future as to increases other than at the beginning of the calendar year when the estimates are struck for the year.

W. LORNE YOUNG PEOPLE
MEET IN KNOX CHURCH

Special to The Advertiser.
West Lorne, Nov. 12.—There were 137 present at the United church young people's meeting in Knox church last night. A very fine address was given on the subject "World-wide friendship and how to bring it about." The meeting next week will be held in Wesley United church.

FIRST GUN IS FIRED
IN SAN. CAMPAIGNProminent Citizens Take Charge
of Plans To Raise Funds
For Memorial.

DISTRICTS DIVIDED

Team Captains Named and
Final Preparations Made
For Endowment Drive.

The Beck Memorial Endowment Fund campaign, in aid of the Queen Alexandra Sanatorium, will be held throughout the province of Ontario during the week of Nov. 20 to 28.

At an enthusiastic meeting held in the chamber of commerce last evening of several of the most prominent businessmen and citizens of the city, final plans were made to carry on the campaign in London.

"We are gathered here tonight to inaugurate a movement which shall carry on the work commenced by the late Sir Adam Beck," declared Ibbotson Leonard, who acted as chairman of the meeting.

The objective for the province is \$200,000, while the London quota is set at \$75,000, continued Mr. Leonard. "And without a doubt, both objectives will go over the top."

Shortly before his death this year, Sir Adam expressed this last thought: "To the people of Ontario, I entrust those sufferers from tuberculosis, who in their affliction turn with anxious hearts to the Queen Alexandra Sanatorium. God forbid that their poverty shall ever bar the door."

Since its establishment in 1910, the Queen Alexandra Sanatorium has expended its activities in remedial and preventive work in every county and every district throughout Ontario. Patients actually treated at the Sanatorium, from its inception to Sept. 30, 1925, numbered 3,833.

In aiding these poor sufferers, some of them entirely free of charge, except for a small municipal and government grant, amounting in all to about \$225 a year, the Sanatorium has incurred a debt of \$163,716.07. This deficit, upon the basis of present demands made upon the institution, will average \$25,000 a year to \$30,000 annually, unless immediate steps are taken to establish an endowment fund, which was the last great desire of Sir Adam Beck.

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Pocock, Arthur Little and Hume Cronyn.

Team Captains Named.
The team captains include A. O. Hunt, Tom Yull, Jack Watt, W. C. Benson, J. F. Griffin, G. A. Wheable, J. P. Moore, Jas. Good, Geo. F. Copeland, Fred St. Lawrence, V. Cronyn, C. R. May, H. E. Parsons, J. B. Lovell, W. G. Moore, Carlton Wells, Bert Weir, Gordon Bridgeman, Harry Langford, Ed. Shuttleworth, B. L. Baulch, F. Forristal, H. B. Bea, Harry Wray and two officers of the Salvation Army.

Arthur Carty, provincial publicity manager, gave an insight into the work which was going on throughout the province.

"Every merchant, and every firm and businesshouse are giving us their hearty co-operation," he stated.

The Provincial Billposters association has supplied over 800 billboards for use throughout Ontario, during the campaign this month.

This alone represents a rental saving of practically \$6,000. Ray Lawson, of this city, has donated the posters to be used, which means a cost to him of over \$2,500. The automobile windshield stickers being distributed have been donated by the London Print and Litho Company.

A final meeting will be held on Sunday, Nov. 15, at the Sanatorium, when the workers will be shown the institution, and thus be better able to carry a personal message to the people of London.

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ANDERSONS The Big Store
Market House

CUT-RATE PRICES FOR FRIDAY AND SATURDAY.

If it is low prices with quality that you are wanting, then THE BIG STORE is the place to buy.
Special with your order, 10 Lbs. GRANULATED SUGAR, 65c

PRIME BEEF	CHOICE VEAL OF THE BETTER KIND
Rump Roast Beef 20c	Fillet Veal 35c
Steak Roast Beef 18c	Loin Veal 28c
Sirloin Roast Beef 23c	Rump Veal 25c
Porterhouse Roast Beef 25c and 28c	Shoulder Veal 20c
Family Roast Beef 15c	Breast Veal 12½c
Round Steak 20c	
Sirloin Steak 25c	
Porterhouse Steak 28c	
Hamburg Steak 2 lbs. 25c	

SMOKED MEATS	
Smoked Ham whole or half	25c
Picnic Ham	18c
Cottage Roll	30c

FRESH PORK	
Ham Roast Pork (any cut)	23c
Shoulder Pork (no shank)	18c
Chuck Roast	20c
Orchard Farm Sausage	2 lbs. 25c
Pure Pork Sausage	20c
Cambridge Sausage	18c

LAMB	
Leg Lamb	30c
Loin Lamb	28c
Shoulder Lamb	23c
Breast Lamb	18c
Lambs' Liver	10c
Lambs' Heads, with tongues	3 for 25c

ANDERSONS The Big Store, Ltd.

Phones 1643-1644. Friday evening, 2064W.

Deliveries: 8, 9, 11 a.m.; 2, 4, 8 p.m.

MARKET HOUSE

MARTIN'S "The Store of Quality."

EXTRA SPECIAL
STEAK ROASTS
RUMP ROASTS
SIRLOIN ROASTS
FAMILY ROASTS
15c per lb.

PHONE 48 177 DUNDAS STREET WE DELIVER

DOMINION STORES, Ltd.

CANADA'S LARGEST RETAIL GROCERS

SEEDLESS RAISINS 2 lbs. for 27c

CHOICE CLEANED CURRANTS 2 lbs. for 27c

NEW L. & O. PEEL 27c lb.

SHELLED WALNUTS 49c lb.

FLAVORING EXTRACTS 9c

LAYER FIGS 25c lb.

SHELLED ALMONDS 59c lb.

SPECIAL BLEND, Bulk 55c lb.

SELECT BLEND 65c lb.

RICHMELLO 75c lb.