

The Indispensable Item---

For the Overseas Box

Peters' Rich Fruit Cake

Size and shape to suit your box. Better make your selections at once.

PETERS SHOPS

Canada Food Board License 11-578.

Chase the Chill

WITH A \$10 MAJESTIC ELECTRIC HEATER.

Western Ontario Electric Co.
637 Dundas Street. Phone 4071.

We Do Not Want To "Sell" You Shoes; We Want You to "Buy"

All we ask is that you use your own judgment when buying shoes. We are not here to "sell," we want you to "buy"—There's a Difference. We carry in stock every size and style so that you will find little difficulty in getting just the shoe you want, at the price you want to pay. BUT REMEMBER, we set a standard of quality, and no shoe that falls below that standard enters our doors, for they are not worth the price you are asked to pay. Buy Good Shoes; it pays.

Cook's Shoe Store

The Overseas Box

Why not send him something that is easy to send, but something that he can keep as a reminder of his Christmas overseas.

Wrist Watches, Pocket Mirrors, Cigarette Cases, Safety Razors, Match Boxes, Fountain Pens.

Drop in and we will be pleased to show you any of these gifts.

YOUNG'S

Jewelers and Opticians.
LONDON.

THE SAME DELICIOUS UNIFORM LOAF

DAY IN AND DAY OUT! Let us bake your daily bread at least cost than you can bake at home.

Johnston Bros.' XXX BREAD

Relieves you of time and expense, and furnishes you with fresh, crisp, palatable bread, just when you want it. DON'T BAKE IT! It always costs more—and XXX Bread comes to your home always uniform, day in and day out.

Delicious! Wholesale!

JOHNSTON BROS.,
Phone 944.
Canada Food Board License 5-223.

DOUGLAS FAIRBANKS SCORES GREAT HIT AT THE MAJESTIC

Famous Star at Popular Playhouse Again Today and Wednesday.

JACK KING IN VAUDEVILLE

Comedy, Travelogue and Other Features Complete Excellent Bill.

Appearing in a new and distinctive characterization, that of an athletic hunky tramp, Douglas Fairbanks scored a triumph in his new Alcazar photograph, "He Comes Up Smiling," which was shown for the first time in this city at the Majestic Theatre yesterday. This is an admirable screen adaptation by Maurice Dixon of the celebrated stage success of the same name produced at the Liberty Theatre, New York, on September 16, 1914, and in which Mr. Fairbanks played the stellar role and which made a hit all over the country.

The admirers of Mr. Fairbanks have come to look upon every new production in which he appears with absolute confidence that they will not suffer disappointment, and it is a safe prediction that his latest photoplay, not only does not disappoint, but it serves to enhance his popularity as a screen favorite of the highest class. Can you fancy Mr. Fairbanks as a tramp—a really novel



DOUGLAS FAIRBANKS, He Comes Up Smiling

An AMERICAN PLAY.
At the Majestic Today and Tomorrow.

Knight of the Road—a dare devil, as full of fight as an egg is of meat, and a character in "He Comes Up Smiling," which is in fact, a delicious creation from beginning to end.

To reveal in detail the story of Jerry Martin, bank clerk, who is turned into a hobo and who after many startling and surprising adventures finds wealth and love, would be unjust to those who prefer to learn the facts by seeing the picture for themselves. It may be said, however, that in point of novelty, the new vehicle provided for this athletic star occupies a place all by itself. There is a wild and in many respects a remarkable chase after a canary, which brings Jerry into his new environment. Then there are wild automobile rides along perilous mountain paths, and the like. Independent of the usual Fairbanksian athletic stunts which this screen player has made famous, the story of the photoplay is not only novel but dramatic and appealing.

Mr. Fairbanks' support is as usual, of the best. His leading woman is Marjorie Daw, a delightful actress, and Frank Campana, Herbert Standing, Bill Montana, Albert McQuarrie, Jay Dwyer and Kathleen Kirkham, all players of ability, have splendid roles.

VICTORY BONDS

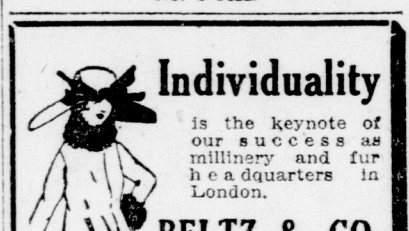
are the certificates of our freedom. Buy to the limit.

Federal Advertising Agency

T. H. VULL
Dominion Savings Building
LONDON, CANADA

ROWAT'S COFFEE

The best procurable. Pleases particular people.
55c PER POUND
250 Dundas St. Phone 3551-3552
Canada Food Board License No. 5-2422.



Individuality

is the keynote of success in military and fur is a quarters in London.

BELTZ & CO.

JOYOUSNESS HAS DAMPING EFFECT ON VICTORY LOAN

Yesterday's Total of \$6,859,650 by Far Smallest Yet in Ontario.

TOTAL IS \$321,178,250

Only Five Days in Which to Bring in \$85,000,000 Needed.

TORONTO, Nov. 11.—Reports from the Victory Loan are very incomplete tonight, owing, no doubt to the canvassers being too excited over the news of the signing of the armistice to turn in their figures. In the province of Ontario no less than fourteen districts had not been heard from at headquarters here up to midnight, and those include some of the largest counties. The total given out for the Dominion tonight was \$321,178,250, as against \$233,660,000 last year. For Ontario they were \$165,735,800, last year's figures being \$110,867,150. Toronto put its total at \$42,259 today with a contribution of \$2,501,450. At this stage last year, its record was \$43,746,000.

Only Five Days Left. "We have but five days of canvass, and we still require about \$85,000,000. This implies a stupendous task for even this wealthy province."

Today's total of \$6,859,650 is by far the smallest we have had since the campaign opened. The people of Ontario should realize the seriousness of the situation, and workers and citizens unite to see that no effort is spared to reach the \$85,000,000 objective by Saturday night."

10,000 VOICES

Continued From Page Four.

or even the empire, but citizens of the great world, the empire of humanity. We are standing in the death chamber of autocracy. We are at the birthplace of world democracy and brotherhood. We believe that with God's blessing, world democracy has been made safe for all time to come. We are here not alone to celebrate peace, but to acknowledge and bless Almighty God that the experience of the last four years has borne out the words "except the Lord be in the house, they labor in vain the build it." We are here as evidence of the truth of God's word. God is our refuge, our strength, and to bear testimony to the truth of God's word. "Whatsoever a man soweth, he shall also reap." The Kaiser today is reaping the fruits of his will to power and his sovereignty has collapsed because of the reaction of the military system which he built up in order to achieve power by military force.

"We rejoice that which we thank God today (1) peace to the warring nations; (2) answered prayer; (3) victory to our arms. It is our privilege as a Christian people to become a part of the federation of nations to usher in the kingdom of Christ."

Mayor Gets Cheers.

The chief executive of the city, Mayor C. R. Somerville, was greeted with rousing cheers when he rose to speak. "The message which has been flashed to us today is the greatest message that has come to humanity since the message which was sounded out in Palestine 2,000 years ago," he said. Dwelling upon what this message means to the boys at the front, he prophesied that in years to come through the ages that to be of Canadian history, by Canadian freemen will be told and sung the stories of gallant deeds of the great war, ranking with those of Thermopylae and the outstanding feats of bravery of all history. He added: "We rejoice that Canada has felt and done her duty to the motherland (cheers); that autocracy has been defeated and democracy triumphed; that the nation which made military success its objective has been defeated by our civil soldiers. The spirit of thanksgiving dominates this occasion which will stand out as the greatest and happiest that we have known until the boys come home. I hope that time will not be long."

Cheers for Gen. Shannon.

Deftening cheers from soldiers and civilians alike greeted Brig.-Gen. Shannon, C.M.G., G.O.C., the man who has been the helm of military affairs in the No. 1 (London) Military Division since practically the outbreak of war. As representatives of the citizen army of Canada (the plural including his fellow members of the headquarters staff), they wish to express our pleasure at taking part in the celebrating of peace," he said, continuing, "Canada is a peace-loving nation. We don't want militarism. We want to pursue our lives and fortunes under peace and freedom. Yet, when the time came that the Empire was in danger, Canada sprang to the aid of the motherland. The first in the field to offer the assistance of a citizen army. The army of men from the ranks of the citizen soldiers, who love war. Those who know most about it are most pleased to be here to attend a peaceful demonstration, at the time when the work is finished. And the work has been finished. (Cheers.)

"Autocracy has been dethroned in this war, and a new era is opening to the world. We hope it will never again be necessary to take men from peaceful occupations to go to war."

Three for the King. Scarcely had the applause died away when the mayor sprang up and called: "Three cheers for the King, and three."

Following in rapid-fire succession brilliant cheers rang out for Marshal Foch, for Lloyd George, for Sir Arthur Currie, for Sir Douglas Haig, for the army and navy, and most enthusiastically and reverberating of all, cheers for the King. "Our Return," the citizens of London, have splendid roles.

German Soldiers In Hope of Reaching Home In 2 Weeks

With the American Army on the Sedan Front, Nov. 11.—By the Associated Press.—Germans who came into the American line late today said their orders had been to retire with as little delay as possible. They added that they had expected to be back in their homes in Germany a week from Sunday.

BUY BONDS AND HELP BRING 'EM OVER ATLANTIC

So Declare Workers in Big Victory Loan Drive.

PEACE NEWS ADDS SPIRIT

London Workers Took Holiday to Celebrate—Middlesex Adds \$75,000.

As with everything else a holiday was proclaimed for the Victory Loan yesterday. Headquarters and salesmen all took the day off and were present in all phases of the celebration. Today they are going to make up for the lost day, however. Extra salesmen will be pressed into service, and if the people buy bonds in the same spirit that they celebrate London will not only gain its objective, but go considerably beyond.

Salesmen and citizens alike are buoyed up with the fine patriotic spirit that has made the present end to the war possible. The boys at the front have given their all, declined one of the workers yesterday. It's up to the people at home to hasten the bids becoming, and the only way possible is by buying Victory Bonds. It will take cold, hard cash to bring the boys home.

Bond Grease Skids. "Let your bond grease the skids in order that the boys from London may slide into town in double-quick time," he added. "Buy a bond today, and bring 'em home. Buy two and feed right about it. Buy three and make absolutely sure that YOUR money will be on the job helping to bring the boys in khaki over the old Atlantic, across Quebec and Ontario, to home, sweet home, London, the good old Forest City."

"The bottom of your pocket is none too deep to go for these boys that are coming back. An extra bond or two or more will give you that comfortable, restful feeling that you have done your bit up to the very end. Obey that impulse and buy that bond today. You need that special incentive investment, and the country and the boys need your money. You couldn't turn down one of the boys today if he asked you a favor. It's not a favor, but a try to help 'em back to home sweet home. They're thinking of home right now, so give the lads a start. It can only be done with Victory Bonds. Double up and get the boys back on a special. Buy another bond," he reiterated.

\$75,000 Came Monday. Monday morning's mail brought in some \$75,000 to county headquarters. It was just as welcome as the war news to County Organizer Charles Roberts, who was early on the job. This brings the Middlesex total to \$1,078,900.

Lucan collected its objective of \$50,000. The village, which has a population of 437 went \$7,750 per capita. It is record that is a good deal more than proud of. "You've got to hand it to that great trio, Canibers, Albie, Stanley, Charles Roberts and James H. Ross, chairman of the Lucan's committee, that set a headquarters man last night."

The Canada Milk Products Limited, with factors at Glanville and Belmont, both get 100 per cent banners. The employees, everyone of whom bought one bond, subscribed 15 per cent of their annual payroll.

DISTRICT CASUALTIES

KILLED IN ACTION

CHARLES TROWILL, STRATFORD.

DIED OF WOUNDS

794643 D. E. Stegmiller, CLIFFORD.

928681 R. C. Matthews, CLIFFORD.

651760 R. C. Matthews, ST. THOMAS.

George C. Bailes.

DIED

BRANTFORD.

772634 J. Munday.

ILL

845567 T. W. Wright, GUELPH.

602397 H. Lee, DUNDAS.

Lieut. A. E. Gilbert, BELWOOD.

G. H. Park, ST. THOMAS.

Lieut. Leslie Brinkman.

WOUNDED

NEW LOWELL.

3109195 R. S. Speers.

Lieut. H. L. Chittenden, TILLSONBURG.

W. T. McNamee, KITCHENER.

3130823 T. R. Wilson.

Lieut. J. P. Orr, CARGILL.

257712 E. Scholtz, PORT ELGIN.

652146 J. M. Saleman, PETROLIA.

844821 E. A. MacDonald, MORRISTON.

3131298 H. A. Rankin, PORT ELGIN.

644221 E. G. Rankin, PORT ELGIN.

3133225 A. F. Plante, BRANTON.

3105093 J. Wilson, WALKERVILLE.

3132572 R. Stewart, SEAFORD.

J. H. Tamen, SEAFORD.

654754 E. F. Lowry, BELWOOD.

923185 J. G. Moir.

WOUNDED AND MISSING

HOLSTEIN.

276135 C. Renwick, GUELPH.

126357 J. J. Purcell.

GASSED

LONDON.

528729 G. E. Colby, COLLINGWOOD.

309110 L. Dewberry.

IF THEY HELP OTHERS?

Why Will They Not Help Your Case?

Never give up until you have tried.

There is no remedy on the market like this French discovery. Do not accept anything else. It contains iron in its first form, a heart stimulant and other ingredients that act on the stomach, bowels and liver.

Sold and guaranteed at all first-class drug stores, or mailed anywhere on receipt of price. Tonal-iron Company, Box 114, London.

THE WAR IS WON!

---the guns are silent
---the trenches are vacant
---bloodshed has ceased
---democracy is triumphant
---freedom is assured

Germany, the beaten, whimpering bully of the nations, lies stripped of power, whining for mercy, shudderingly awaiting the righteous retribution to be exacted for his fiendish crimes against an outraged civilization.

A war-worn world is nursing its wounds and planning for a future of peace and universal freedom.

BUY VICTORY BONDS

The Bread that wins favor is the bread that is well made, tasty and nutritious.

PARNELL'S BREAD

Is in favor in the majority of homes of London and district. Try a loaf today.

PARNELL The Breadman

PHONES 923-1230. Canada Food Board License No. 5-655.

GIFTS ACKNOWLEDGED

The London Military Convalescent Hospital gratefully acknowledges the following donations for the month of October: Two bags apples, anonymous; apples, A. H. Smith; vegetables, Miss Percival; 2 baskets tomatoes, 12 bath towels; Women's Patriotic League, West Monfort, 1 barrel fruit and pickles; Overseas Cream, L. O. H. E. 4 gallons ice cream; McNamee Chapter, L. O. H. E. 2 barrels apples; Mrs. Bowers, Aylmer, apples; Red Cross Society, 12 gallons ice cream; Women's Institute, 12 gallons ice cream; Campbell Becher Chapter, L. O. H. E. 2 gallons ice cream.

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man BROCKMAN
346 DUNDAS STREET. PHONE 5124.

Our RETREADED is QUALITY Work, Not the Average.

London Tire Repair Depot
154 Wellington Street, Phone 2334.
A. WILKES. Opp. McClary's.

CRAZY ANSWERS

Advertiser reporters answering telephone calls will be forgiven if they were a trifle facetious in their replies yesterday to those inquiring. Some of the questions and answers were as follows:

Q.—What's the war news this morning?
A.—There isn't any war news, for there isn't any war.

Q.—Is there any news today?
A.—There is a little bit. The war is over, that's all.

Q.—What's all the noise over?
A.—The noise is over because the war is over.

Q.—Can you tell us where the Kaiser is?
A.—Yes, call up Hell!

Q.—Why are the whistles blowing?
Has something happened?
A.—You betcha; it's all happened.

Q.—Is today a holiday?
A.—Not for us. Crash!

Q.—Can you tell me if the bars are open?
A.—Not on E. B. Smith's windows.

Q.—Can you tell me if the bars are open?
A.—Not on E. B. Smith's windows.