"Older than the Dominion of Canada"

Are Your Tax Bills Hard To Meet?

Why not adopt a new plan this year? Deposit with us each month a fixed sum which, by next July, will meet your tax bill.

Corporation Chartered 1864

London (two branches) and St. Thomas T. G. Meredith, K.C. Hume Cronyn.

RURAL SCHOOL FAIR SEASON IN COUNTY

First Was Held On Monday-Eight More Coming.

Bathon Journey Here

Londoner Gets Message From Nephew, Evidently Interrupted by Sub Activities.

Yellowed by submersion in sea water nd with the envelope held together nly by the censor's seals a letter



ONE BROTHER REPORTED MISSING, THE OTHER IS SLIGHTLY WOUNDED



PTE. A. R. VANTASSEL.

Pte. Albert R. Vantassel, who trained here with the Tist Battallon, is missing, according to an official telegram received by liss mother, Mrs W. R. Vantassel, R. R. No. S. London. The message states that he is no trace of him after August 23.

Pte. Vantassel went overseas from here in March, 1915, and was sent to France soon after his arrival in Eggland. In October he was wounded by gunifie in the left shoulder and hand and the right arm. He was sent to a hospital and returned to the trenches the following March. He was there pneumonia, which necessitated his being sent back to the hospital. On re
FOOD PLEDGE CANVASS

SURPASSES OPTIMISTIC

WORKERS' EXPECTATION

Returns of Tuesday Exceed T hose of Previous—Boarding-House Keepers Willing To Meet Regulations—Optional

Days Aid in Securing Converts.

IS IN FULL SWING FOOD PLEDGE CANVASS

The Middlesex rural school fair season is in full swing. The first of the series—Cook's—was held Monday. The last one will be held at Wardsville on October 9. Before that date eight more will have been held.

House Keepers Willing To Meet Regulations—Optional Days Aid in Securing Converts.

The various schools are exhibited are Muncey, September 29; Walker's, September 29; Coldstream, October 4. Thorndale, October 5; Appin, October 6 and Wardsville, October 9. Two of the largest fairs will be those of Cold-stream and Thorndale. At Thorndale, entries will be made by pupils of cleven school sections, and at Coldstream by pupils of tensenbol sections. Campaigns for greater production have had the effect of greatly improving most of the exhibitons. Campaigns for greater production have had the effect of greatly improving most of the exhibitons and contests of various kinds add life to the exhibitions, six prizes being offered for every event.

Letter From Saloniki

To This City Had Sea

it is a very minor one which will readjust itself.

"We have been told that boarding-housekeepers will not be able to conform to the pledge, owing to the demands of boarders for the prohibited meat. We have been wondering if it will be necessary to see the boarders in such cases, and present the situation to them with a view to getting their pledges."

Following this statement by Mrs. Williams, The Advertiser interviewed a number of boarding-house keepers. The majority of these, it was found, come under the restaurant and hotel regulations, owing to the fact that they

Volume by submerce, is any many constraints of the submerce of

Was a most pathetic one. At some distance stood a large town almost, if not entirely, destroyed by our artillery and the Germans. The inhabitants had had Militia district orders contain the ames of a number of Western Ontario icers under the head of appointments, promotions and retirements

28th (Perth) Regiment.—Provisional Lieut. G. P. Ogilvie is seconded. 33rd (Huron) Regiment.—Provisional Lieut. R. R. Rumball is permitted to 108th Regiment.-The undermentioned officers are permitted to retire: Provisional Lieuts. F. S. Hodgins, R. A.

apt. (temporary Lieut.-Col.) F. G. nbury, 25th Regiment, relinquishes temporary rank of lieutenant-colonel ferred upon him by G. O. 55, 1917.
Oth Regiment (Wellington Rifles)—ut W. M. Nickeles Regiment (Wellington Rifles W. H. Nicholls is transferred 15th Regiment (Argyll Light Infan-

try).

Canadian Field Artillery.

6th (London) Battery—Prov.-Lieut. J.

L. McPhail is permitted to retire.
Provisional Major E. N. Lewis, 31st
Battery, 12th Brigade, Canadian Field
Artillery, is granted the temporary rank
of lieutenant-colonel in the Canadian
militia, while specially employed.

The under-mentioned is granted the
temporary rank of captain the Canadian militia, while serving with the
Royal Flying Corps: Lieut. J. H. Scandrett, M. C., 6th (London) Battery,
Canadian Field Artillery.

The under-mentioned is granted the
temporary rank of lieutenant in the
Canadian militia, while serving with
the Canadian Expeditionary Force:
George Willian Lang, gentleman.

U.S. MEAT MEN LAUGH AT JOKE LAWS IN CANADA

Conservation Schemes Without Beef Export Ban Is Considered Farce.

ASK WHO GETS BENEFIT?

London Cattle Buyer Hears Some Pleasant Expressions On Buffalo Market.

ELECTION POT FOR MUNICIPAL OFFICE **BEGINNING TO BOIL**

Stevenson and Shaw Seems Mayoralty Line-Up.

CON. LITTLE TALKED OF

May Enter Lists If Present Mayor Does Not Aspire for Fourth Term.

form to the pledge, owing to the demands of boarders for the prohibited meat. We have been wondering if it will be necessary to see the boarders in such cases, and present the situation to them with a view to getting their Following this statement by Mrs. Williams, The Advertiser interviewed a number of boarding-house keepers. The majority of these, it was found, come under the restaurant and hotel regulations, owing to the fact that they serve 25 meals a day, in other words, more than eight boarders. All of these declared they had not experienced the

Iravelers should be careful of the water they drink. Ask for White Rock water

It is the same

THE WEATHER

STALLINA IN STATE DATE

Finish your floors

than half that of any other finish. Get a can

today and try it.

Old English

—the wax that will make them lastingly beauti-ful. The cost

(applied) is less

Now for the Outdoor Painting

from winter exposure.

One Week of Special Prices

To further introduce the S. & I. Ready-Mixed House Paints we offer now in the house painting season one week of special prices-pints, quarts, half-gallons and gallon Tins Paint now while woodwork is dry-autumn brings cold, wet weather. Save your building

S. & I. Ready-Mixed House Paint in forty colors at special prices. Our paint is made from the very best and most lasting pigments, combined with pure linseed oil and dryers. Its working and lasting qualities have been thoroughly tested. Special prices-pints 40c,

Old English Brightener

Cleans and polishes waxed or varnished floors, linoleum, woodwork, etc. Pint tins 45c

Quarts 75c



Old English W_{ax}

For linoleum, floors, furniture, woodwork, automobiles, etc. Next week

50c lb. tin

Elastic Oak Varnish for interior woodwork-pints 35c, quarts 65c, half-gallons \$1.10, gallons \$2.00 Floor Finish, guaranteed not to scratch or show water stains. Special-pints 45c, quarts

Pratt & Lambert's 61 and 38 always in stock, also flat floor and cabinet finishes. Free samples S. & I. Lacquer, a varnish stain, for floors, fur-

niture, etc., stocked in mahogany, oak, walnut, cherry, rosewood, etc. Next week's prices-half-pints, 20c, pints 40c,

Venus Enamel in white, cream and ivory-pints 60c, quarts \$1.10

Satinette and Vitralite Enamels in stock.

SPONGES for painters, carriage and automobile use. Two for 25c

Wallpapers, Paints, Moldings, etc., Third Floor.

Umbrellas That Stand Against \$1.50 Wind and Rain. .



It takes an umbrella with a frame of more than usual strength to defy the winds that sweep our streets during the fall. It's the rain that tests the cover, but the wind that tests the frame. These frames have been known to blow inside out and be turned back into natural shape again unimpaired. The covering of these umbrellas is silk and wool. Excellent umbrellas for general use, fine silk-and-wool tops with tape or hemmed edges, on good strong eight-ribbed steel frames. Both men's and women's in this lot. A splendid assortment of handles. Special \$1.50 each

PRESENTATION UMBRELAS AND CANES-Newest New York handles with gold or sterling mountings, at all prices. Highclass engraving on umbrellas or canes done at reasonable prices.

MAIN FLOOR.

Cottons and Sheetings in New Location At Rear of West Aisle

By this change we avoid the necessity of moving the Flannelette Department from front to rear to make room for fall stocks each season, and the cottons, sheetings, flannelettes, etc., are now permanently located at rear of West Aisle.

OPENING SPECIALS IN NEW SECTION.

Tomorrow (Thursday) morning we will offer three attractive specially-priced lots-The quantities are limited and the values are worth a special effort. Secure what you

42-Inch Pillow Cottons-1,000 yards Special Pillow Cotton, excellent for domestic

Bleached Sheeting, 80 inches wide, for large beds. Only a limited quantity. Spe-Bridal Cloth, very popular, fine cotton for superior underwear for children's or ladies' use, 40 inches wide, a good wide width for night dresses. Special...17c yard Or six yards for\$1.00



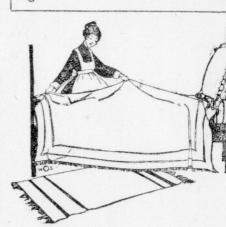
Toilet Paper By the Case

100 ROLLS FOR \$10.00

This brand of Toilet Paper, "The Satisfactory," by special contract for large quantity, is put up in large rolls expressly for Smallman & Ingram. We are offering a special case price for this shipment -100 rolls in case at \$10.00 per

In smaller quantities over the counter, two rolls for25c TOILET PAPER HOLDERS, 10c

'SCOTT-TISSUE' TOWELS -150 Towels in package, 60c pack-



Buttered Toast With Honey 15c Fresh Fried Tomatoes, Homemade Bread and Butter, Cup of English Breakfast Tea

PROGRAM OF YEAR

Board of Works Recommends This Means of Completing Adelaide Street.

The board of works will probably rent e paving outfit of W. J. Boss to complete Adelaide street. City Engineer Brazier has not made a report on the proposition to purchase the outfit for \$1,500, as offered by Mr. Boss, and last night it was decided to rent the ap-

John Loughlin New President of Or Work for the coming year of the Catholic Club was launched at an enthusiastic meeting held this week, Philip Pocock, the retiring president, congratulating the membership on the success which had marked the past and predicting a bright future for the organization.

HEAVY VOTE PREDICTED On the suggestion of Ald. Keene, the street railway tracks throughout the city will be put in shape. They are

FOR MUNICIPAL SEATS

city will be put in shape. They are dangerous in some quarters now.

George Hemsworth, Ridout street south, headed a deputation asking that a breakwater be erected there. The visitors were informed that as soon as the work was petitioned for as a local improvement, the council would proceed. It had no other option in the matter.

On the suggestion of Ald. H. A. Winnett, all complaints regarding garbage collections, etc., will be presented to the committee, so that information could be obtained as to improvements made and needed. There will be bi-weekly conferences between the committee and the heads of all departments under its control.

The Adelaide street pavement from

SUCCESSFUL ENDEAVOR

ganization.

IN NEW YORK PRIMARY



Underwear

THE STANDARD OF EXCELLENCE

Slip into a suit of Penmans and you will be satisfied—because material, style and workmanship make Penmans the last word in underwear.



MORNING PAPER NOW,

