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is selling around \$1.90 per bushel, while first grades of flour are bringing \$10 per barrel on cars at London, and pure lard, pure milk, pure granulated sugar, pure malt extract and pure salt—in fact, all the ingredients that go into Aloaf Bread are all selling at unheard of high prices. Also labor, whether for the office, manufacturing or delivery end of our business, is being paid better than ever before in the history of the bread industry.

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NEAL'S ALOAF BREAD

Standard 8c 24-Oz. Loaf

You cannot afford to bake your own bread while all raw materials remain at present high cost levels.

Remember, Neal's Aloaf is always fresh, pure and wholesome.

Figure the cost carefully. Make your own comparison, and you will be sure to economize on your bread bill by asking for Neal's Aloaf at your grocer's or direct from our sales wagons.

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We Will Bake Your Christmas Cakes For the Boys At the Front

Bring them in any time now—the sooner the better. It won't cost you a cent.

To make arrangements, phone 2130.

The Hydro Shop

QUALITY STORE ROQUEFORT CHEESE

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615 Richmond St. Phone 1024, 3233.

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But our large and varied stock of Men's, Women's and Children's Shoes and Rubbers, Trunks, Suitcases, Club Bags and all kinds of leather novelties require large accommodation. Our service in Shoes cannot be surpassed in London.

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Five-pound pail 75c
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SAYS BOYS AT FRONT NEED PEOPLE'S PRAYER

During the evening service last night, at First Congregational Church, Dr. Silcox, who returned from Camp Borden on Saturday, after visiting his son, A. B. Silcox, specially urged all to remember Canadian boys in prayer. "The sea is thick with danger these days, and full of peril, and if our boys are to be kept safe, we as a nation, must come to prayer."

Dr. Silcox will go to Washington, D. C., on November 10 to preach the inaugural service in the First Congregational Church for Rev. J. L. Gordon, formerly of First Congregational Church, Winnipeg. Dr. Silcox and Dr. Gordon, both are former pastors of First Church, Winnipeg. Dr. J. L. Gordon accepted the call on the conclusion of his evangelistic tour through Canada.

HOMESEEKERS' EXCURSIONS TO WESTERN CANADA.

The Grand Trunk Railway system issue round-trip homesekers' tickets at very low fares from stations in Canada to points in Manitoba, Saskatchewan and Alberta each Tuesday until Oct. 31, inclusive via North Bay, Cochrane and Transcontinental Route or via Chicago, St. Paul and Duluth and are good returning two months from date of issue.

Through tourist sleeping cars are operated each Tuesday for Winnipeg, leaving Toronto 10:45 p.m. via Transcontinental route without change. Reservations in tourist sleepers may be obtained at nominal charge on application to any Grand Trunk ticket office. The Grand Trunk Pacific Railway is the shortest and quickest route between Winnipeg, Saskatoon and Edmonton, with smooth roadbed, electric-lighted sleeping cars, through the newest, most picturesque and most rapidly-developing section of Western Canada. Before deciding on your trip, ask Grand Trunk agents to furnish full particulars or write C. E. Horning, district passenger agent, Toronto, Ont. Oct. 5, 10, 15, 20, 24, 27, 30.

"THE WAY OF THE CROSS."
Members of the Roman Catholic churches from all the parishes of London visited the Catholic Cemetery yesterday for the ceremony known as "The Way of the Cross." Special prayers were offered for the soldiers who have fallen. Vicar-General O'Connor was assisted by all the priests of the city.

Peters

"The Shop 'Round the Corner."

What About Taffies For Halloween?

Ours are made of the purest ingredients. Highest quality. Butterscotch, Nut, Coconut, Peanut Crisp, Nut Glace, Caramels, several varieties. Marshmallow, plain and fancy. And this, don't forget to have a box of PETERS' COLONIAL CHOCOLATES on hand.

HALLOWEEN CAKES.
HALLOWEEN ICES.

Go often to the house of thy friend, for weeds choke up the unused path.—Selected.

PRACTICAL TEST OF CHRISTIANITY IS OUR EVERYDAY RELIGION

Rev. Dr. Meldrum at St. Andrew's Church Sunday.

FAITH IS NOT FAILING

In World War People Are Seeing the Hand of God.

"I cannot help reminding as I stand in this pulpit," said Rev. Dr. A. B. Meldrum of Cleveland, Sunday morning, to the great congregation which had gathered in St. Andrew's Church to hear him preach on the occasion of the anniversary services.

"Perhaps you will pardon me if I make some references," he continued, adding, "It seems that yesterday that I preached in this church before, when I used to come in the summer time to help out with the services while spending the holiday season with my dear mother in Goderich. It seems that yesterday when that noble man of God was here as your minister, the Rev. Dr. Ross, who was stricken down so suddenly. It is only a few years, but what a difference those short years have made to this congregation, to the city, the country, and to the world. As I look down, I miss faces of members of the session whom I came to know well, and whose hospitality I enjoyed. They are no longer here. My own home has been alive with their presence. I look down the dark war cloud. Unexpected, awful things have come about which we could not possibly have anticipated. Yet our faith has not failed us. Somewhere, we have felt that the hand of God is upon us through it all. God has sent to you as a congregation a young and vigorous man to be a glimpse of what we hope is a true vision of ultimate victory. However dark the clouds, we have the assurance that the Lord God omnipotent reigneth, and that the great reality of life is the strong son of God, immortal love."

Practical Christianity. Following this introduction, the distinguished preacher, whom Canada claims, though he has made his home in Cleveland for a number of years, announced his text and proceeded with his sermon on "Practical Christianity."

The lesson of the plains, he termed it himself, the lesson to be learned from the incident of Christ's coming down to the plains to mingle with the people and help them, after the night spent in prayer and communion with God on the mountain top. The challenge which the world gives in the teeth of the church, said the speaker, is: "Practice what you preach." This is the challenge of Jesus to the church. There are people who are willing enough to work, but who are reluctant to work. The real test of Christianity is not our behavior toward Christ, but our attitude and disposition towards our fellow-men. It is six times more important to be religious through the week than on Sundays. A man's religion is not measured by the standing of his membership in the church, but by the standing of his membership in society.

Would Be Wasted. "Every religious emotion stored up on Sunday is wasted if it is not utilized in service through the week. A passion for prayer is vanity if it is not combined with a disposition to do one's duty. A charged battery is the most useless thing on earth if its energy is not usefully employed. A creed is as valuable in so far as it is an incentive to the building up of character. Men are getting tired of the religion that is a purely personal thing. God is not the father of a man who refuses to work. We need to be aware of the insidious sin of unbelief. The right sort of religion develops the right sort of character. Monday's work is not always in accord with Sunday's worship."

"On the heights of which my text speaks, Jesus and his disciples were brought near to God, on the plains, near to man. The mountain top, intended for prayer, fellowship and inspiration; the plains for practical service. This isn't the only place in the New Testament where the lesson is taught that the mountain is for the sake of the plain."

Was Transfigured. "Jesus was transfigured on the mountain, but to the plain he was again transfigured with the glory of love and service. On the mountain top, Jesus received inspiration for his work, spiritual rest that he might have more complete identification with those who waited for him below."

"Christ's religion was no mere mysticism, though mysticism has frequently been mistaken for religion. May seem to think that a premium of prayer, song and worship brings just so much joy hereafter. This attitude was discouraged by our Lord. To him all things were sacred."

Dr. Meldrum also had something to say of what he termed "playing for mere spiritual safety. Scriptures be devalued to be useful, but warned against allowing these to develop into 'scrupulosity,' which fears life and all its enjoyment and arrests development."

In conclusion, he referred to the "priest of austerity," who climbed high on the church steeple, to be able to commune with God, and hand his word down to the people. The end came, and God called to the priest to come down and die. To the query of the priest: "Where are thou, Lord?" the answer came: "Down among the people."

Musical Service. The musical service was particularly fine, both morning and evening, under the direction of Charles E. Wheeler, E.C.G.O. The morning program included: Organ prelude, "Fantasia" (Guiraud), and "To a Wild Rose" (Mac-Del Riego), Miss Sheebottom organ, "Daybreak" (Walter Spinnery); anthem, "Spirit Immortal" (Verdi); organ postlude, "Tempo di Marcia" (Henry Parbury). In the evening, "Prize Song" (Wagner), and "1916" (Hickory), were given as an organ prelude, and "Allergo Con Spirito" (E. Beck-Slim) played as a postlude. A trio composed by Charles E. Wheeler, "O, Savior, I have Naught to Plead," was sung by Misses Cockrell, Bradley and Sheebottom, and the choir for choir and soloists was "Te Deum" from "Haydn's Creation," arranged by Dudley Buck, Mr. Wheeler played "The Adagio" from the "Moonlight Sonata" as an offertory.

THEY NEVER GIVE TROUBLE. An inspection of the buildings in all the down town section is being made under instructions from Fire Chief Aiklen. The objects of the inspection are to facilitate matters for the department in case of fire and also to locate all inflammable material, explosives and submitted to the occupant of each building to be answered.

SAVE MONEY ON TEA.
You can buy Rowat's Special Tea, the highest quality—in quantities of five pounds or more, for 5 cents a pound less.
40c, 45c, 55c, 65c and \$1.00 a pound.
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SUCCESSFUL MAN GIVES HIMSELF FOR OTHERS

Rev. J. W. Graham Spoke to Large Audience on Sunday.

"The selfish man is a fool," said Rev. Dr. J. W. Graham of Toronto, delivering "A Man's Message to Men" in the Lyric Theatre Sunday afternoon. "The man who can make himself essential and necessary will be the successful man," he added. "Men don't become leaders by driving those whom they lead, but by giving themselves freely in the cause of their followers."

"The cynic," he said, "was always willing to point out that every man worked only for himself, but a few examples would disprove this." Continuing, he characterized cynicism as the philosophy of the devil. It did not distinguish between the actual man and the potential man.

"We should not believe in 'appearances,'" he said. "A hundred years ago spots in Canada were undeveloped wildernesses. Today they are the birthplace of a new civilization. England had developed from the land that Caesar knew to the present great country which contained the metropolis of the world, and stood as the champion of freedom."

"You are not a fixed quantity," he said. "You are growing. Christ never looks at any man in the drab light of today. He looks at him in the light of tomorrow. I wouldn't believe in heaven if it was a place where we became killers and did nothing from day to day throughout the endless cycles of eternity. It is not our place to improve society for evermore."

"It is of no use to be saved from sin, we must be saved for something. No man can live on a purely material plane. Our lives may seem to be meant for something. God must have liked the ordinary man," he said, "or he wouldn't have made so many of them. It is not our place to judge whether our existence is commonplace or not."

The meeting was the opening one of the season. Others will be held on Sunday afternoon throughout the year. Next Sunday Mary Harris Armour will address the men of London on "A Woman's Message to Men."

REV. GEORGE ASSITER PREACHES FAREWELL AT CHRISTIAN CHURCH

Will Leave to Take Church at Halifax Shortly.

PLEASANT RELATIONS

Pastor Was Former Master in Dr. Barnardo's School in England.

After a happy pastorate extending over three years, Rev. G. F. Assiter yesterday preached for the last time in the Christian Church, corner of Dundas and Elizabeth streets, before leaving for Halifax, where he has been invited to take another charge.

Both morning and evening services were largely attended, and in the afternoon an enthusiastic rally of the Sunday school was held. In the evening Mr. Assiter's subject was "The Manly Religion." In the afternoon he addressed the Sunday school, and other speakers who took part in the program were J. J. Smallman and George Johnston.

A musical program included choruses by the school, and an instrumental duet by Misses Barbara and Edna Assiter. Pleasant Relations. Mr. Assiter referred at the evening service to the severing of his connection with the congregation, which was held during the three years the relationship between pastor and people had been characterized by absolute harmony. He would not carry away a memory of a single discordant occurrence. While he felt thankful for this, it added to his regrets in leaving.

For the theme of his farewell sermon he chose the subject of "Wisdom," taking his text from Proverbs. In the course of his sermon he called attention to the fact that the book of Proverbs deals with religion from the standpoint of wisdom. It regards the relation of man to God not merely as good or profitable, but as a wise thing. The whole burden of the Book of Proverbs is: "Who serves God is wise; who rejects God is foolish." Miss Torrens sang most acceptably during the offertory.

Farewell Tonight. This evening Mr. Assiter will take formal farewell of his congregation, following a short service which will be held in the church. Music will be provided by the choir.

Mr. Assiter leaves on Wednesday for Halifax, and stated to The Advertiser that he hoped to reach there in time to see the 142nd Battalion before the unit leaves for overseas. He also stated that he will try to have his new church recognize "London's Own" with some hospitality while it is in Halifax. Asked if he had seen in the down east city before, Mr. Assiter replied: "I was there just thirty years ago, when I was bringing out to Peterboro 196 Barnardo boys. I was a resident master in Dr. Barnardo's school in London, England."

An Active Worker. Not only the congregation of the Christian Church, but the citizenship of London, Canada, will feel the loss of Mr. Assiter. Though his residence here has not been long, he has been prominently identified with all social and moral reform and betterment movements, and has taken a very active part in the Christian life of the community.

He was for two years secretary of the Ministerial Alliance, and was appointed second vice-president at the last annual meeting. He has held during the past year the office of vice-president of the Ministerial Alliance and chaplain of L. O. L. No. 726, the Forest City Lodge, where he has resigned from membership, and forthwith made him an honorary member.

INSPECTING BUILDINGS. — An inspection of the buildings in all the down town section is being made under instructions from Fire Chief Aiklen. The objects of the inspection are to facilitate matters for the department in case of fire and also to locate all inflammable material, explosives and submitted to the occupant of each building to be answered.

BIG PROFITS ARE RESPONSIBLE FOR PRESENT PRICES

Govt. Should Take Action, Says People's Forum Speaker.

INTEREST ON WAR LOAN

Rates Are Far Too High, and People Have To Pay.

The high cost of living was the topic for discussion at the People's Forum on Sunday afternoon. Ex-Ald. F. W. Daly addressed the meeting on, "How we can force lower prices."

The cause of the increased cost of living is right in our midst, he said. He traced the course of money paid by a consumer over a retail counter. Taking as the basis of his hypothesis a hundred dollars, he showed that the merchant kept twenty of this to pay rent, salaries and his own profit. The other \$80 he reinvested by sending to the wholesaler, who absorbed \$20 for wages, rent and his own profit and reinvested it by sending it as much for the manufacturer. This process continued until only a small amount returned to the consumer.

Up to Government. It was the Government's place to absorb some of these profits. The majority of them went to pay rent. Rent values were created by the community and therefore the returns should go to them and not to private individuals. Railroads, too, had enhanced the value of business places throughout the island country.

"Interest and dividend have escaped taxation. One of the blessings of this war will be that it will bring about the taxation of profits." He strongly criticized the Government for increasing the rates of interest on the war loans. It was its duty to keep it as low as possible. "We are very willing to commend individual savings and company for investing in the war loans, but they do it as much for profit as for patriotism. The rate of interest could be lower, for all of the war loans have been over-subscribed, and in some cases doubled. The interest on them is a perpetual debt to the country, and the people will have to pay it," he said. Spurious certificates and watered stock are adding to the difficulty of meeting expenses.

Service the Basis. "Service should be the basis of our business, and not profits. Profits before the service rendered to the public are merely stealing on wholesale scale. Dividend mongers are parasites."

The Government existed to work for the people, and it was up to it to reduce every tax to the lowest possible basis, he asserted. It should see that profits went to the community and not to the individual.

Police a new plan the meeting was held at 2 o'clock in the afternoon instead of 7 o'clock in the evening.

ORGAN RECITAL PROVES TREAT TO MUSIC LOVERS

Series for Winter Planned for First Presbyterian Church.

Still another evidence that London is to enjoy a season of exceptional musical activity lies in the fact that George C. Lethbridge, organist and choirmaster of the First Presbyterian Church, has planned a series of fortnightly recitals to be given on alternate Saturday afternoons. In the programs his purpose is to adhere as closely as possible to the purely organ school of compositions. Concerning this decision his statement is: "Such is my regard for the majesty of the organ, the king of instruments, that I believe interesting programs can be given without borrowing the glory of elaborate orchestration, or making use of adaptations of numbers originally written for other instruments."

The program of the program was a number bristling with difficulties, the allegro from piano and sonata, by John Sebastian Bach, which the composer wrote in the form of a study for his son, Emmanuel Bach. Mr. Lethbridge opened very successfully with the technical difficulties of the number, giving an interesting reading. The work of a modern writer was presented in a toccata and pastorale by H. M. Higgs. In the former, the left hand carries the melody, while a duple flute accompaniment is played by the right. The latter proved a charming composition.

Mr. Lethbridge seldom presents a program in which he does not include a composition by his teacher, the great Wilton Saturday. Wilton's contribution was the andantino and adagio, from the Fifth Symphony, in which the pedal work was particularly good, and the whole most effective.

Other numbers which proved very enjoyable were "La Cygne" (Saint Saens), "Finale" from "Morceau de Concert" (Gillman), and two Debussy numbers, "Premiere Arabesque" and "La Fille aux Cheveux de Lin."

Miss Francis Cullis was the assisting artist and her fine voice was heard to splendid advantage in an artistic interpretation of "By the Waters of Babylon" (Howell).

CHANGE IN TIME OF CANADIAN PACIFIC RAILWAY, OCTOBER 29

The following changes will take place in and out of London, commencing Sunday, October 29, 1916:

Train No. 622, now leaving at 5:10 p.m. daily for Toronto and intermediate stations, will leave London at 5 p.m. daily.

Train No. 623, arriving London from Toronto at 10:45 a.m. will arrive London at 10:55 a.m. daily. Train No. 621, now leaving Toronto at 1:30 p.m., arriving London at 5:35 p.m., will leave Toronto at 1:45 p.m. and arrive London at 5:50 p.m. daily except Sunday.

Train No. 625, leaving Toronto at 11:50 p.m. daily, and arriving London at 4:30 a.m. will leave Toronto at same time, arriving in London at 4 a.m. daily.

Train No. 626, now leaving London at 4:45 a.m. for Detroit, will leave London at 4:10 a.m. daily, arriving Detroit at 8:30 a.m.

Train No. 627, leaving Detroit at 9:35 p.m., arriving London at 1:30 a.m. daily, is cancelled.

For further particulars apply ticket office, corner Dundas and Richmond streets. H. J. McCallum, city passenger agent. Oct. 20, 21, 24, 27, 30, 31, Nov. 1.

CHRISTMAS

Will Soon Be Here and You Are Looking for GIFTS for Your

BOYS OVERSEAS!

the Dependable Druggists, have gathered together a host of helpful suggestions, a few of which you will find listed here. We are showing a splendid assortment in a big display in our Dundas street window.

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Thousands of these being used in the trenches to warm food and prepare hot water for shaving. | CHEWING GUM 3 packages 10c
"Send us more Gum," that's what they all write, so we are making this special offer for all this week. |
| STERNO CANNED HEAT, 15c, two for 25c
For use in Sterno Stoves. No liquid to spill. | FOUNTAIN PENS, \$1.00, \$2.50, \$2.75 up
We are special agents for the famous Waterman "Ideal" Fountain Pen, and can give you an excellent assortment of pens to choose from. |
| RUBBER AIR PILLOWS \$2.50
A wonderful comfort—can be inflated in a fifty. Carried easily in kit, are not heavy, and take up little room. He ought to have one. | SOAP from 10c up
One of the hardest things to buy overseas and get good quality. A cake of good SOAP in a suitable SOAP BOX would make a dandy present. |
| CAMERAS AND KODAK SUPPLIES.
Everyone knows that we are headquarters in London for these. We have a splendid Pocket Camera, reliable and accurate, that will cost you just \$5.00, complete with Carrying Case. Our FILMS are always fresh. | SOLDIER ROLL-UPS From \$1.75 up
A very handy article to take care of his Toilet Articles. Made in suitable khaki material. |
| CHOCOLATE BARS 5c, 10c and 15c
Mighty good for the boys—nourishing, invigorating, and always welcome. We get a fresh supply every week. | MILITARY MIRRORS 50c and 75c
Can be carried conveniently in trunk pocket. Greatly appreciated. |
| RAZORS From \$1.00 to \$6.00
From the old-style RAZOR to the more-modern safety kind, our stock is complete. | "PENSLAR" TREADEASY FOOT POWDER 25c tin
Don't neglect to include a tin in the first parcel you send him. A marvelous relief for sore, itchy, aching feet. He'll thank you. |
| RAZOR BLADES AND STROPS from 50c up
A package of blades for his razor or a new strop would be a very welcome present. He'll be grateful for a nice keen shave on Christmas morning. How about a Shaving Brush? Or Soap? | OXO and BOVRIL 10c up
Tuck away a package in the corner. It takes up very little room, and will come in handy in the winter campaign. |

This is only a partial list of suggestions, but we want you to come in and ask our advice. It will please us greatly to help you.

We Are Also Offering These Special Bargains for Monday, Tuesday and Wednesday

NO PHONE OR MAIL ORDERS.

Fruit-a-tives, regular 50c, for 29c.	Dodd's Pills, regular 50c, for 29c.	Castoria, regular 35c, for 25c.	Horlick's Malted Milk, regular 50c, for 39c.	Gin Pills, regular 50c, 3 for \$1.00.	Pink Pills, regular 50c, for 29c.
Cadbury's Hypophosphites, regular \$1.00 for 79c.	Palm Olive Cream Regular 50c for 29c.	Cadbury's Tasteless Cod Liver Oil. Regular \$1.00 for 79c.	Horlick's Malted Milk, regular \$1.00 for 79c.	Camporated White Liniment, regular 25c, for 17c.	

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