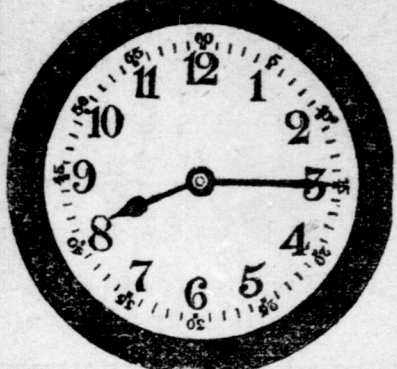


WRAY'S

Free Free



To every purchaser of a high-grade Waltham Movement, No. 845 at \$31, or a 23-Jewel Vanguard Waltham Movement at \$41.50, we give absolutely free of charge a high-grade, guaranteed gold-filled case, value, \$7.50.

Our object is this: We are determined to clean out our entire stock of these movements, and for this reason alone, we make this remarkable offer.

Call and let us tell you about it at either of our stores.

W. J. Wray & Co.
Wholesale, Retail and Manufacturing Jewelers.
384 Richmond St., 234 Dundas St.

K. K. COWAN

BARRISTER, SOLICITOR, ETC.,
County Bldgs., next Court House, London.

The Brown Optical Co.

OPTOMETRISTS AND OPTICIANS,
237 DUNDAS STREET, PHONE 1877.

DIRECT FROM OUR WORKSHOP—We make rings and jewelry to order at factory prices. S. K. MILROY & CO., 260 Dundas Street.

Smith, Son & Clarke Undertakers
115 DUNDAS ST. PHONE 558.
629 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

W. J. BALL
Funeral Director and Embalmer.
Private parlors in connection for funeral service. Residence on the premises.
491 RICHMOND ST. PHONE 3971.

Ferguson & Sons FUNERAL DIRECTORS.
180 KING STREET.
PHONES 343, 373, 2058.
OPEN DAY AND NIGHT.

Geo. E. Logan FUNERAL DIRECTOR AND EMBALMER.
418 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1958. Personal Attention.

GRIFFITH & WILLISIE FUNERAL DIRECTORS.
104 Dundas Street, London.
Residence on Premises. Phone 459.
Private ambulance service.
Delaware Branch, W. Acres, Mgr.

Alex Johnston
PRACTICAL, MECHANICAL AND GENERAL REPAIRER.
172 Maple Street, Smith's Old Stand.

Taxicab Service
Open Day and Night. Phone 180
Mitchell Garage and Sales Co.

Roland D. Jarvis
DENTIST.
Corner Dundas and Clarence Streets.

Our Special
Debentures possess exceptionally favorable features for the investor, in as much as the money can be drawn at the end of any year, with compound interest at 5 per cent, from date of investment.

Write for particulars.

London Loan and Savings Company

A TALK ON PALESTINE

Rev. Dr. Schor's Address Before London Clerical Association.

Rev. Dr. Schor, who is at present in the city in connection with the Palestine exhibition, of which he is the founder and manager, addressed a meeting of the London Clerical Association in Crown Hall on Monday. His topic was "Palestine and the Fulfillment of Prophecy."

Dr. Schor spoke on the oppression of the Jewish race by the Turks, and stated that the unfair method of land taxation was still practiced by the Sultan in Palestine.

He mentioned the instance in which the prophecy of the downfall of the Jewish race is being fulfilled, when they are being driven into the three Russian provinces directly north of Palestine, and made to dwell in that territory.

TRAFFORD'S

Window Shades to order. Guaranteed rollers and workmanship.
Special Oak Curtain Poles, complete \$7.00.

129 Dundas, 11 Market Square.

Hamilton's London

Porter and Amber Ale

Always in first-class condition. Brewed from finest foreign and Canadian hops and malt.

Kent Brewery

LONDON, ONTARIO.



Diamond Hall Special

12 Size, Thin Model

Watches

Gold-Filled Open Case

\$10.00

The movements are nickel, 15-jewelled, Breguet hairspring, compensating balance, stem wind and pendant set; 3 positions adjusted; distinctive white enamel dials; gold or black hands.

Every watch guaranteed by London's official watch inspector for the Grand Trunk and Canadian Pacific Railroads.

W.G. YOUNG

2—Stores of Quality—2
214 and 674 Dundas St.

JOHNSTON BROS. XXX BREAD

Choose any loaf from our forty different varieties and you will be served with the same uniform quality that characterizes them all.

"Quality" is the keynote of Johnston Bros.' XXX Bread.

Johnston Bros. Phone 944.

RETIREES DECEMBER 1

Mr. R. Stikeman Will Be Succeeded by H. B. McKenzie as General Manager of Bank of B. N. A.

Mr. Stikeman, general manager of the Bank of British North America, is retiring from active service on Dec. 1, after 43 years of banking experience, 18 of which were spent as general manager of the Bank of British North America. Mr. Stikeman's health has been far from satisfactory for several months, and it is his own request that he is laying down the responsible duties which he has carried for so many years. His retirement takes place on Dec. 1, when he will be succeeded by Mr. H. B. McKenzie, the present superintendent of branches.

Mr. McKenzie is in the prime of life, and has had 23 years' banking experience, 25 of which were spent with the Bank of British North America. He began his banking career as a junior with the Canadian Bank of Commerce in 1884. Three years later he changed to the Bank of British North America, and has come up through all the grades to his present position. He has been connected with a large number of the bank's most important branches, and has had a long and thorough training in matters pertaining to head office work. He is succeeded as superintendent of branches by Mr. James Anderson.

The bank has made marked progress under the management of Mr. Stikeman, and the same careful, conservative policy will be continued by his successor, Mr. McKenzie.

AT HOME WITH A KODAK

An interesting free booklet.

J. H. BACK & CO.,
210 Dundas Street.

YOU USE IT EVERY DAY

And familiarity with it often leads to carelessness as to the quality of the tea you drink.

We guarantee our special blends of TEA to be the highest quality obtainable for the price.

40c, 50c, 60c and \$1 a pound.

T. A. ROWAT & CO.
250 Dundas St., Also South London,
Phones 3051, 3052, and 969.

REAL ESTATE

TRAFALGAR STREET
Near Hamilton Road.

Fine Building Lots

\$5.00 Per Foot Frontage.
Close to Street Railway.

See plan.

John Mann & Sons
COAL OFFICE. ywt



Best Value in the World

Nothing in the world retains its commercial value like a diamond. Nothing will scratch, mark or mar its brilliancy. We carry a large and well-assorted stock ranging in price from \$5 to \$500. We guarantee every stone just as we represent it.

C. H. WARD & CO.
Diamond Merchants and Jewelers,
PHONE 1084, 374 RICHMOND ST. ywt

The Best Bread

You can order for every day's use is

Parnell's

Try It
Phone 929

New French Perfumes

Mary Garden
Djer Kiss
Dralle's Rose
Dralle's Violet
Dralle's Lily of the Valley (Concentration).

New Parisian Ivory COMBS, BRUSHES, JEWEL BOXES, VANITY BOXES, COMPLEXION BRUSHES, NAIL BUFFERS, MIRRORS, NAIL FILES.

Cairncross & Lawrence

Chemists and Druggists,
216 Dundas Street, London, Ont.

PEOPLE TO VOTE ON A HEATING FRANCHISE

Greene-Swift Co.'s Application May Be Passed Upon in January Next.

A bylaw to grant a steam heating franchise to the Greene-Swift Company will be voted on at the municipal elections in January in all probability.

At the meeting of the city council on Monday evening the firm sent in a request to have the bylaw submitted. The communication was sent to No. 1 committee. Judging from the opinions expressed by the aldermen the request will be granted.

Early in the spring, Greene-Swift and the Helena Costume Company asked for a franchise to furnish steam heat to the business district. The water commissioners opposed the request, and the city solicitor informed the council that it could not be granted except for one year, without care to undertake a large expenditure for a franchise for one year only. Now the matter was left in abeyance. Now the company is asking that a vote be taken.

Fall Showing of Hats.
Madame Allenby is now prepared to show fall styles at her show rooms, 619 Richmond Street. Open every evening.

MANY CHANGES TO MARK OPENING OF THE NEW LINE

London Street Railway Will Operate Cars on a Different Plan.

CHANGES ANNOUNCED BY MANAGEMENT

A Two-Way Service to South London Is One of the Boons Promised to the Citizens.

The management of the London Street Railway Company, anticipating the speedy completion of the new extensions, with the possible exception of the Adelaide street crossing of the C. P. R., which is held up pending a decision from the railway commission, is proceeding with the work of mapping out a rearrangement of the lines that will affect practically the entire city.

The north end loop, from Richmond street eastward on Chesapeake street, and down William street to Oxford street, to connect with the present Oxford line, is now well under way, and will be ready for operation well within the time limit. Work has also been commenced on the straightening out of

the Richmond street line, which will when finished run directly through to Broughdale, without the turn off to Wellington street between St. James and Regent streets.

MANAGER C. B. KING.



The Richmond street line, which will when finished run directly through to Broughdale, without the turn off to Wellington street between St. James and Regent streets.

One Disadvantage.
The changing of the lines will have one temporary disadvantage in that the block of traffic on Oxford street, between William and Adelaide streets, will not be used between the time that the Chesapeake line is ready, and the connection is made on Adelaide street, between Oxford street and the belt at Central avenue.

The Oxford cars under the new routing will run as at present on the south end, but there will be change in the north. Cars will run up Richmond street, Chesapeake to William, to Oxford street, and then down to Central avenue.

The Ottawa Line.
When the crossing over the C. P. R. line will be scarcely noticeable. South of Dundas street there will be no changes, but cars northbound on Richmond street will continue through to Oxford street, across to Adelaide, down Adelaide to Dundas, eastward to Richmond street, and around the exhibition grounds, eastward to the exhibition grounds, and make the same route, thus affording a cross-town north and south service in the East End. Cars will operate in each direction every fourteen minutes on the Ottawa.

South London.
A two-way service in South London, a boon that residents of that district have long sought, is to be provided by reversing the routing of cars on the Richmond street line. Cars will run up Richmond street, across to Adelaide, down Adelaide to Dundas, eastward to Richmond street, and around the exhibition grounds, eastward to the exhibition grounds, and make the same route, thus affording a cross-town north and south service in the East End. Cars will operate in each direction every fourteen minutes on the Ottawa.

Ridout Cars.
As Belts will not run over Central avenue, Ridout cars will continue from the corner of Dundas and Richmond street north to Central avenue, and then eastward to Adelaide street, where they will return. Whereas only a one-way service is at present provided on Central avenue, passengers will then be able to proceed in either direction.

The street railway company, in order to make these improvements, will purchase a large amount of new special street cars, and will also purchase many new passing tracks to accommodate the new services, where one direction lines are now operated.

The Improvements.
A summary of the improvements under the new system shows that Richmond street north of Dundas street will have Oxford, Wellington, Ottawas and Ridout cars running in both directions, while the Oxford line will have only one direction, the Oxford provides additional accommodation as far north as Chesapeake street. A large section of new territory is looked after by the Chesapeake line. Oxford street has two lines running north and south, and will be a north and south service on Oxford street, and South London will be relieved of the disadvantages by the reversal of the Belt there.

SHILOH CURES COUGHS & COLDS

Do You Know
The New Palace Liquor, 619 Dundas Street? Phone 838. George Ross and Harry Boss, proprietors.

Makes Sweet, Wholesome Bread.
Women write that the yeast they've used makes sour bread, but White Swan Yeast Cakes makes bread light, light and wholesome. Sold by five grocers, 6 cakes for 5 cents. Get free sample from White Swan Spices and Cereals, Limited, Toronto, Ont.

Taxicabs and Carriages for every occasion. Hueston's Livery.

LOCAL GREEKS JUBILANT OVER GREAT VICTORY

Balkan States Have Started the Greatest Turkey Trot Ever Seen in World.

DRIVE THE SULTAN OUT OF EUROPE

Fight Is One For Freedom and the Hope Is Expressed That the Great Powers Will Not Interfere.

Local Greeks are jubilant at the turn affairs have taken in the Balkans. They see in it a new era of Christianity and prosperity for Greece and the Balkan States.

"At last we have Turkey on the run," said one of the most prominent of local Greeks to The Advertiser today, "and if the powers will only keep out of it the Turks will be driven out of Europe."

"I see by the papers," he continued, "that the Sultan has appealed to the powers to interfere. That is just what the Balkan States do not want. Peace at this time may undo all that has been accomplished. Too long, has Turkey oppressed Greece and the states in the Balkans, and the Greek and Bulgarian forces will never rest content until the oppressor has been driven out of Europe."

May Be New Empire.
When questioned as to the likelihood of the Balkan States uniting in one empire, he stated that it might finally come to that. The Greeks and Bulgarians have realized that they are a power when united, and this fact alone should tend to form an alliance between them that will never be severed. Turkey has oppressed these countries for so long that their grievances are mutual, and a strong feeling of friendship has sprung up between the Balkan States.

Make Life Worth Living.
"Life will be worth the living in Greece now," said another prominent Greek, who was questioned by The Advertiser. Although the war will be a heavy expense, the country will enter into a greater state of prosperity than it has known for centuries. The fear of the Turk has kept Greece down for many years, but it is now removed, and a new era of Christianity and prosperity will open up. I hope the powers will leave matters in the hands of the Balkan States. They are well able to meet the situation, and I think, interference by the powers will create a lot of dissatisfaction.

Fighting For Freedom.
"Greece is fighting for freedom, and their home at stake. Before the war, a land owner in Greece was never certain of the land he owned. It might be his one day and the next it would be taken from him. The Balkans will not rest until every bit of oppression by Turkey has been wiped out, and the Turks themselves have been routed out of Europe. They belong in Asia, and Asia is where they will remain if the Balkans have their way."

COUNCIL ANGRY WITH COMMISSION

Aldermen Do Not Like Way the Water Board Does Business in London.

TROUBLE OVER LIGHTS

Ald. Richter Says the Commissioners Have No Right to Meddle With the City Streets.

The water commission again came in for criticism at the meeting of the city council on Monday evening, the notice from Secretary Elliott that the commissioners intended doubling the lights on Dundas street causing the discussion.

The notice went on to say that owing to the fact that the property owners had been disappointed in not getting ornamental lights, they considered it only fair to give the citizens more lights than they now had. Of course, the city would not be charged for the cost. No. 3 committee recommended that the request be granted.

I think No. 3 committee can attend to its own affairs," was Ald. Ashplant's opinion. "If we want more lights we can order them and pay for them."

The commissioners may put up lights if they so desire, and we cannot stop them," declared Mayor Graham.

A Principle Involved.
"I certainly do not subscribe to that doctrine," answered Ald. Richter. "The commissioners have no more right on our streets than they have to enter the office of a private citizen. There is a principle involved in that transaction that I object to being violated. This is the first time that the commissioners have put up lights that we have not ordered. The commissioners seem to think that they are the whole civic government, when they are not. We control the streets, and they must have permission to go on them. Then again, it puts the council in rather a bad way. If Dundas street is entitled to more lights, there should be no discrimination. It would appear that the council is showing favoritism when such is certainly not the case. The idea that the lights are not going to cost anything is erroneous. The power will have to be paid for. If the price does not come out of the city directly, it does indirectly. According to the commissioners' own figures these lights would cost \$400. That money must come from somewhere, and it will eventually come out of the city, make no mistake. You remember that some time ago the lights on Queen's avenue were increased. Mr. Glauzitz informed us the other day that we would have to pay for them. I told him that we had not ordered them put up, and he intimated that because we had not ordered them therefore we were liable. We had better keep clear."

The London Kind.
"That is commission form of government," intimated his worship. "Yes, the kind we have in London," was Ald. Richter's reply.

After some further discussion the motion to allow the commissioners to put up the lights was defeated.

Savings in Fall Hardware



READY ROOFING

We are selling the celebrated Weather King Asphalt Rubber Roofing at the same price as common roofing. The large quantities we buy enable us to do so. Price, complete with nails and cement:

1-ply \$1.43 roll
2-ply \$1.83 roll
3-ply \$2.43 roll

CROSSCUT SAWS.

King Cutter Lance Tooth Cross Cut Saws, complete with handles:

8 feet \$1.85 each
6 feet \$1.85 each
5 feet \$1.85 each

GARBAGE CANS

Best quality galvanized iron, with covers, at 75c. \$1.00, \$1.25, \$2.00 each.

Clothes Baskets, each: 50c, 60c, 75c to \$1.50

Horse Blankets, each: \$1.00 and up

Unlined Mitts: 25c to 75c pair

Lined Mitts: 40c to \$1.50 pair

Wash Boilers, 90c to \$4.00

Furnace Scoops, 50c each

The Purdom Hardware Co., Limited

124 Dundas, 123 Carling Street. Phones 2800-2801.

PROMINENT MEN WILL SPEAK FOR THE MISSIONS

Sunday Nov. 10th and Sunday Nov. 17th Set Aside For Special Appeal to the People of This City to Assist in a Good Cause.

Sunday, the 10th and 17th of November, will be observed as men's missionary Sunday in the city churches. The ministers have consented to vacate their pulpits on one of these two days, and their places will be filled by laymen, who will speak in the interests of the laymen's missionary movement. The following program of speakers has been arranged for the two days:

Baptist Churches.
Adelaide Street—Prof. Bowman, Nov. 10, morning.
Egerton Street—J. F. Main, Nov. 10, morning.
South London—William Jeffrey, Nov. 10, morning.
Mainland Street—Israel Taylor, Nov. 17, morning.
Tahbot Street—G. J. Bynnell, Nov. 10, morning.
Horton Street—Rev. James Hamilton, Nov. 10, morning.
Pipe Line—W. J. Underwood, Nov. 10, morning.
Congregational.
First Church—J. B. Campbell, Nov. 10, morning.
Southern—J. K. H. Pope, Nov. 10, morning.
Presbyterian.
St. Andrew's—W. H. Liddicoat, Nov. 17, morning.
St. James—G. J. Bynnell, Nov. 10, evening.
First—Prof. Patterson, Nov. 10, evening.
King Street—Israel Taylor, Nov. 10, morning.
Knox—E. R. Wilson, Nov. 10, morning.

REFUSE MUST BE DESTROYED

City Is Having a Bylaw Prepared to Lessen the Danger For Fires in London.

CONDITIONS ARE BAD

Chairman Wright Will Consult With the City Solicitor to See What Can Be Done.

At the meeting of the city council on Monday evening, the motion of Ald. Spittal, amending the building bylaw to prevent property-owners from storing paper, refuse and other inflammable material in basements, garrets, and other places, was sent to No. 3 committee with instructions that the chairman (Ald. Wright) consult with City Solicitor Meredith, in order that the amendment may be drawn up in legal form. The aldermen were unanimous in stating that such a law would mean much for the protection of the business district.

Ald. Spittal, in introducing the motion, pointed out, that the building bylaw had no clause in it to prevent people storing combustible material in basements, and at the rear of buildings, etc., nor did it give the fire chief authority to make any inspections. This he considered wrong. In all modern cities, a very strict law is enacted, compelling merchants and others to get rid of the refuse, so that it would not endanger buildings.

FIVE MEN OUT AT INGERSOLL

Ingessoll, Nov. 5.—Five employees of the C. P. R. went out on strike at 10 o'clock yesterday morning, in accordance with the order that went into effect all over the system in the Dominion. Three of the strikers are members of the Canadian Brotherhood of Railroad Employees, while the others went out in sympathy with them.

Only One "BROMO QUININE," that is Laxative Bromo Quinine

Cures a Cold in One Day, Grip in 2 Days

on box 25c

The Tasteful Selection of WALL PAPER

Is all-important in the decoration of the home. Our large and carefully-selected stock of wall decorations is at your disposal, as well as our knowledge and long experience. Call and let us assist you with suggestions and ideas.

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212 Dundas Street