Ford

SERVICE STATION OPEN DAY AND NIGHT.

Reliance Garage Phones: Day 5318. Night 3168. 299 DUNDAS STREET.

School Books

Supplies

Hay's Stationery



Maple Leaves and Flags for, Souvenir Sterling Silver Spoons75c to \$3.00 Gunmetal Pocket Knives with the maple leaf or coat of arms. Each\$1.50 Specials to be found on our 50c, \$1.00 and \$2.00 Bargain

C. H. WARD & CO. Diamona Merchants and

Jewelers, Phone 1084. Co. Richmond St.

SOUARE DEAL' TAYLOR London's Greatest Cut-Rate

Druggist.

6-RED STORES-6

Western Ontario Electric Co. 237 Dundas Htreet. Phone 4071. Inspect our new line of Fixtures and Lamps before purchasing. Estimates given on wiring free A full stock of Phashlights.

Hard Wood

ANDERSON Phone 1391.

CAMPAIGN TO RAISE FUND FOR CHAPLAINS **COMMENCED SUNDAY**

Knights of Columbus Plan to Collect \$100,000.

Campaigning to raise \$100,000 as Lon-

ion's share to aid the work of Canadian Catholic chaplains with the Cana-dian army in France, was begun on Sunday by the Knights of Columbus, and will be continued all this week. Only a little of the work was done and no reports were made to the committee. Following the reading of Bishop Falion's indorsation of the Knights of Columbus' province-wide campaign local members of the society prepared for a thorough canvass among the members of the five city parishes.

There are 32 Canadian Cazholic chapplains in France and as they have had no huts nor tents of their own, they have had to depend upon the kindness of others to secure places to celebrate mass and minister generally to the needs of the thousands of Canadian Catholic soldiers. It is proposed now to provide a fund to secure huts, chapelents, recreation centres, writing and reading material, books, magazines, prayer books and other equipment.

Hitherto each chaplain has supplied out of his own pay his wants for altar threads, candles, linen, rosarles and other necessities. Since the Knights of Columbus are making an organized effort to bring the needs of the chapains before the Catholics of Ontario, it is expected that there will be a generous response. on's indorsation of the Knights of

it is expected that there will be a generous response.

The London knights have a large committee at work, the parish chairman being: St. Peter's, S. B. Pocock; St. Mary's, Henry Marshall; St. Michael's, E. V. Hessian; St. Martin's, John Burke; St. Patrick's, Thomas Hodkinson. The committee includes J. J. Callaghan, district deputy; John Giuns, the retiring grand knight, and the newly-elected grand knight.

AST PARK CONCERT

WAS HELD SUNDAY

tion to Dance" ... Wagner
dy, "Slavonic" ... Friedmann
au Bleanor" ... Deppen
e, "Raymon" ... A Thomas
"For the Freedom of the
"God Save the King.

ABOR CONDEMNS TITLES.
TAWA, Sept. 22.—"That this conion, through its executive council,
the Government to cease recomling men for titles in Canada, on
round that such action was against
cracy and its principles, and put
Canada imitation aristocracy." was
solution unanimously carried by
Dominican Trades and Labor Conhefore conclusions its session here.

Fresh Lake Herring 10c lb. DIABOLICAL STORY OF GRAFT, FRAUD AND PROFITEERING

Food Controller Scored for the Present Conditions in Canada.

PEOPLE SUFFER

Pastor Denounces "Thieves and "Hirelings" Preying on All Citizens.

Giving a modern interpretation he parable of Christ, the Good Shepherd on Sunday evening in Dun das Centre Methodist Church, the pastor, Rev. W. E. Pescott, severely de nounced the "thieves" and the "hire-lings," the parallel of the "Good Shepherd" in Canada, who, while the brave soldiers are battling with the German "wolf," at home exploit and rob the people, making for themselv

capital of war conditions.
"Never in the history of the world," said the preacher, "was there a time when the parable was more applicable to conditions, never there a time when it was more true that 'a man's foes shall be those of

that 'a man's foes shall be those of his own household.'"

Dwelling upon the subject of conservation of food and the appeal that has gone out to the housewives of Canada to enroll in the food service army, he declared that this is beginning at the wrong end of the stick.

Poor People Suffer.

"It amounts to this," he said, "it is the poor people, the people of small means, who have to bear the burden. Recently in Toronto a Conservative organization called Hon. W. J. Hanna not a food controller, but an appetite

organization called Hon. W. J. Hanna not a food controller, but an appetite controller. That's what he is. This isn't a food control campaign, but an appetite centrol.

"Appetites will be governed in the near future, not by the food controller, but by the Price. A man in ordinary circumstances, can't eat too much bacon when it is selling at 50 cents a round

a pound.
"Nothing more diabolical has ever been written than the story of conditions as they are today in Canada, the story of graft, of fraud and proeering. 'What has the food controller done. What has the food controller done, allowing the grain combine in the West to set the price of wheat? Allowing the millers to get \$5 profit on a barrel of flour? Potatoes were never more plentiful, yet they are four times the price that they ought to be at the present time."

the price that they ought to be at the present time."

Censures Thleves.

Continuing, Mr. Pescott censured the "thieves," who have taken advantage of war and bloodshed and suffering to enrich themselves in other ways, while masquerading as patriots, those who have waxed fat on big commissions for war work, the shell makers who have received \$5 for a shell which cost \$1. Nothing could be more wolfish, he insisted.

While not discounting the importance of every citizen giving definite patriotic service at this time, Mr. Pescott protested against the laying of still further burden upon those who have already much to bear, while allowing profiteers to increase these burdens and wax criminally rich. He would like to see party politics eliminated from public affairs. "But," he said, "L do not believe in returning to power a party that winks at these things."

ern Ontario by the Transcontinental Railway, and gain a glimpse of Temagami and the Cobalt silver mining region?
You may use two famous trains on your journey without any added expense for railway fare as compared with any other route. The International Limited will carry you to Toronto, where "The National" starts on its west-bound flight. "The National" uses the rails of the Grand Trunk to North Bay, the Temiskaming and Northern Ontario (Provincial Government line) to Cochrane, and the Canadian Government Railways to Winnipeg, where it links up with the Grand Trunk Pacific for all important points in Western Canada.

A pleasant daylight run to Toronto, an evening in the Queen City, and "The National" is ready to carry you westward. The departure of "The National" from Toronto is at 10:45 pm. on Tuesdays; Thursdays and Saturdays, North Bay is reached early next morning, and there opens up for your admiration all the lakeland beauties of the territory served by the T. and N. O. line. These are followed by a wonderfully interesting trip through the sparsely-populated territory of New Ontario, giving the traveler an opportunity of inspecting this fertile region, including the famed clay belt, where tens of thousands of settlers will make their homes in the future. The area of New Ontario is 330,000 square4-miles, fully four times the size of Old Ontario, and in addition to great expanses of good farming land, it has wonderful resources in timber, minerals, water power fish and game. The three railways have combined to make the passenger service over this new road the equal of that offered anywhere on the continent. The smooth, straight and level roadbed embodies all that has been learned in three-quarters of a century of railroad building. The greatest travel comfort is assured. Full particulars from any Grand Trunk ticket agent, or C. E. Horning, district passenger agent, Toronto.

VALUABLE SERVICES If you seek promotion make your services valuable. The evening classes of the Westervelt School, which begin October 1, will enable you to make your services more valuable.

Dine at Peters -Why?

Because there is something about Peters service and cuisine that appeals to men of all classes. Peters chef thoroughly understands cooking of all kinds of foods and their waitresses are well instructed in prompt and

efficient service.

Dinner from 11:30 to 2

Says Cromarty Has the Tallest Corn

A resident of Cromarty writes to The Advertiser as follows:

"I noticed in The Advertiser in the items from Brussels that Robert Thompson had corn that was ten feet three inches tall and talked of using them for telephone poles. That's all right, but in the garden of A. Robertson, postmaster here, there is corn twelve feet tall, and sunfilower stalks that might be as good for the poles, as they are seven inches in circumference. In John McCullarh's garden some of them are fourteen and a half feet tall. There are also a number of fine fields of corn. I will mention just two—Oswald Walker and Russel Scott—both quite near There are others as well.

PETITIONS POUR IN **ASKING GOVERNMENT** TO FURLOUGH TROOPS

No Action Taken Yet at Ottawa, Says Mrs. Boomer.

OVER 4,000 NAMES NOW Australia Has Found Way to

Obtain Respite for

Soldiers.

Mrs. H. A. Boomer, president of the Local Council of Women, who inaugurated the "furlough for men of the and district, and took charge of the giving out of petitions and forwarding them to Ottawa; states that since the petitions were sent on short notice to Ottawa last week, several more filled with signatures have been returned to her, bringing up the number of petitioners to more than 4,000. In this connection, she adds: "It was to The Advertiser most of all we are indebted

for the success which has accompan-ied our effort." ied our effort."

So far as no action being taken in the matter when the petition was presented to the Government, Mrs. Boomer draws attention to the fact that it was not expected by herself and others most closely identified with the "furlough for the soldiers" movement that a decision could be made at once.

Copy of Letter.

Copy of Letter.

The following is a copy of the letter sent with the signed petitions to Sir. Edward Kemp, minister of militia, through S. F. Glass, Esq., M. P.:

Local Council of Women.

London Canada, Sept. 18, 1917.

Sir,—The accompanying petition from our city and several outlying districts, has been intrusted to the care of our London Local Council of Women with the request that we ask for ft your

the request that we ask for it your kind consideration.

ance of every citizen giving definite patrictic service at this time, Mr. Pescott protested against the laying of still further burden upon those who have already much to bear, while allowing profiteers to increase these burdens and wax criminally rich. He would like to see party politics eliminated from public affairs. "But," he said, "Lodo not betieve in returning to power a party that winks at these things."

New Route to Western

Canada Proving Popular

Runs Through Famous Clay Belt of New Ontario and the Cobait Mining District.

On your next trip to Western Canada, why not stravel over a new route, see the wonderful land opened up in Northern Ontario by the Transcontinental Raifway, and gain a glimpse of Temagami and the Cobait silver mining region?

and-our signed sheets in your hands at a convenient moment. I remain, str. Your faithful and hopeful servant. (Signed) HARRIET A. BOOMER. President London Local Council of ... Women.

No Answer has yet come from the minister of militia, but Mr. Glass, who presented the petition to the House, has replied as follows:

House of Commons, Ottawa.

Sept. 20th, 1917.

Mrs. H. A. Boomer,
President Council of Women of Canada, 393 William Street, London, Ont.

Dear Mrs. Boomer,—I am in receipt of your letter of the 18th, which reached me last night, and by this morning's mail I have further to acknowledge the receipt of the petition, and your communication directed to the minister of militia. I will present this to the minister this afternoon, and urge with all of my power acquiescence to the prayer of the many petitioners. I can fully appreciate with what anxiety and earnestness every one of them pray for consent to a request, so manifestly reasonable. It is difficult for friends to believe there could be any reason for refusing the request they have made. The exigencies of war demand almost unbearable sacrifices, and in this surely the wives, mothers, sisters and daughters of our overseas soldiers have bravely borne their parts. I am sure if it be at all possible for the minister to give consent to the prayer of the petition, his innate sympathy for the anxious ones at home, as well as his appreciation of the claims of the men who have served so long and so well. will result in action along the lines the petition; er seek. Let me assure you that my own best efforts will be directed to this end. Very sincerely, (Signed)

SCARRCITY OF THREAD At the Address of the part of

SHAMROCKS BEAT NATIONALS. MONTREALL, Sept. 23. — Shamrocks defeated Nationals by 10 to 6 this afterhoon in the second extra series of lacrosse games between these two clubs. Each has won a game and the deciding contest will take place next Sunday. SEPT. GLASS. SCARCITY OF THREAD UNLESS FLAX GROWERS CET LEID DROADTIMES SINDERS.

LAUNCH CAMPAIGN TO STIR INTEREST

Special Services Held in City Churches on Sunday.

BIG FACTORS

Character Building Are Working Successfully.

their time, possibly but one evening a week, and the benefits accrued would be inestimable.

Hero-Worship.

The second factor, that of heroworship, Mr. Statten asserted, was one of the strongest instincts in all boys. Too often, though, they were exposed to the influence of men who had a wrong view of life, but in every line of endeavor these were gradually disappearing. It was the duty of all citizens to see that boys were exposed only the influence of a high type of men. Character was as contagious as the measles; it could not be taught, and therefore the "Gming manhood should have only the flighest influences alding in the formation of its character.

The pattern of boy life, the speaker said, was the life of Jesus. This was translated into the "Jesus way."

Changing Methods.

Men of today were getting away from the old-time method of planting five grains to a hill of corn, "one of the cutworm, one for the crow, one for the row, one for the cutworm, one for the crow, one for the crow, one for the cutworm, one for the problem was being studied from entirely new angles. As a butter Burbank, unsatisfied with existing measures.

The pattern of boy large, the service of the cutworm, one for the crow, one for the cutworm, one for the crow, one for the cutworm, one for the cutworm, one for the crow, one for the cutworm, one fo

animal and had studied him and discovered the wonderful possibilities of the "teen" age boy. The time before the boy reached 18 years of age, he said, was the most important, as it was then that the boy made the choices which influenced his life, choice of profession, choice of friends, choice of the type of women which he would seek.

At St. Andrew's.

Sunday-morning Mr. Statten spoke in the St. Andrew's Presbyterian Church, and in the afternoon at the First Methodist and the King Street Presbyterian Sunday schools. Rev. Mel Wright spoke at the Dundas Centre Methodist Church in the morning and the First Presbyterian Church at night. In addition he addressed the St. James Anglican and First Presbyterian Sunday schools.

Speaking at the conference in the

its flavor will please you.
T.A.ROWAT & CO. 250 Dundas St. Phones 3051-3052

IN DEVELOPING BOYS APOSTLES' GIFT OF **TONGUES WAS NOT** MERE GIBBERISH

New Methods Applied to Not Superficial Effervescence of Excitement, But Miracle.

What promises to be the biggest year in boys work in the city's history was opened by he for a conclurches on Sunday and by a dozon churches on Sunday and by a conclurches on Sunday and by a dozon churches on Sunday and by a conclurches on Sunday and by a conclurches on Sunday and by a conclurches on Sunday and by a dozon churches on Sunday and by a conclurches on Sunday and by a conclurche of boys' work and Rev. Mel Wright, newly-spontred organized of high school chibs throughout the Dominion, and with the aid of R. E. G. Davis, and the text from Acts 2:iv; and the part from Acts 2:iv; and a

IN CANADA WORSE

The section along the lings the petition of the following of the controller of the ling of the perition of the following of the lings of the lines of the lings of the lines o

THIS IS AS RIGHT AS IT IS NATURAL AND IN KEEPING WITH THE WIN-THE WAR GOVERNMENT POLICY.

ery cent spent should bring full value, and this is at done by careful buying.

dealing with for years. They know our trade by what they have sold us for years, and we know we can depend upon their makes, because of the experience that customers have had with them.

We know we offer the best that can be bought at prices that bear comparison, and our patrons are assured of FULL VALUE IN SHOES when they buy at this store

COOK'S SHOE STORE

WHAT 25c WILL DO

Brings to Your Home a Brand New "MADE IN CANADA"

WHITE' SEWING MACHINE

THE 50 MEMBERSHIPS WE BEGAN WITH ARE RAPIDLY BEING TAKEN



Pay Twenty-Five Cents to Join and the New "White" Sewing Machine Is Soon Paid For.

No more faithful service could be wished for than will be rendered by a TWENTY-FIVE CENT piece if you will bring it here while the list is still open and enroll as an active member of our "WHITE" PROGRESSIVE CLUB. This imitial payment of twenty-five cents entitles you to have

Rotary or Vibrator

We don't promise to hold this offer open for any length of time. By coming now you can get this wonderful sewing machine, complete with all attachments, on our newly-devised method of

Choose any of the models at equally low prices You must hurry. Memberships are going fast.

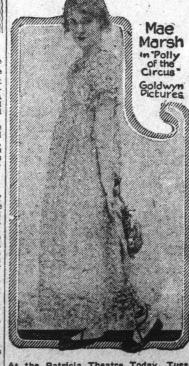
Premium Refunds can be saved by you 10c on every final payment you make in advance of the time it is due. There are no burdensome interest-bearing instalments.

PAYMENT	2nd Paym't 25c	3rd Paym't 25c	4th Paym't
25c	5th Paym't 50c	6th Paymes 50c	7th Paym't
8th Paym't	9th Paym't	10th Paym't	Mith Paym't
50c	75c	75c	
12th Paym't	13th Paym't	14th Paym't	15th Paym't
75c	\$1.00	\$1.00	
16th Paym*t	17th Paym't \$1.10	18th Paym't \$1.10	19th Paym't
20th Paym't	21st Paym*t	22nd Paym't	23rd Paym't
\$1.10	\$1.20	\$1.20.	
24th Paym't	25th Paym't	26th Paym't	27th Paym't
\$1.20.	\$1.30.	\$1.30.	
28th Paym't	29th Paym't	30th Paymet	31st Paym't
\$1.30	\$1.40	\$1.40	
32nd Paym't	33rd Paym't	34th Paym't	35th Paym't
\$1.40.	\$1.50.	\$1.50	
36th Baym't	37th Paym't	38th Paym't	39th Paym't
\$1.50	\$1.60		\$1.60
40th Paym't \$1.60	41st Paym't	LAST PAYMENT	
42nd Paym't \$1.70		\$1.70	

The Ontario Furniture Company, Ltd.

LASKY-PARAMOUNT STAR "Little Miss Optimist" at the Majestic today and Tuesday

VIVIAN MARTIN



Patricia Theatre Today, Tues

Nearly all of the principals in "Polly of the Circus," including Mae Marsh, the star, and all the members of the directorial staff, went around with badly swoollen eyes for days after the filming of the important night scenes, at the Patricia today, Tuesday and Wednesday. INDUSTRIAL RESEARCH PLANS WILL BE GIVEN BY HEAD OF COMMITTEE

ondon Board of Trade Members Will Hear Interesting Discussion.

Thos. Roden, chairman of the special ommittee on industrial and scientific esearch of the Canadian Manufacturers' Association, will address the board of trade at the next monthly meeting In the Indian Room, Tecumseh Hotel, on Friday evening at 8 o'clock. Local nanufacturers will be asked to invite department managers and superinendents to be present. The address will describe definite plans which are fairly well advanced for industrial research, which have received in Toronto the support of the following trade groups: Lithographers and printers. manufacturers of food products, oil, paint and varnishes, textiles and fertilizers, bakers and confectionery, and rubber and leather interests. The technical side of the question will be presented by Dr. Fields or some other qualified expert.

As the result of this movement it is hoped that with Government co-operation science and industry will move hand-in-hand to advance the commerce of the Dominion. of the Dominion.

This movement has been frequently advocated at meetings of the board of trace, and it is expected that there will be a large turnout of members on Friday night.

SPECIAL BADGES FOR MILITARY "Y" WORKERS

Camp Orders Announce Distinction

Permitted for Association Men. Permitted for Association Men.

Y. M. C. A. officials are to have a distinguishing badge which will admit the wearers to camps without further permit, it is announced in camp orders, and the work is being done by the "Y" officials is being officially recognized by a permission to use distinctive badges and brassards.

The brassards will be made of grey cloth three inches wide, bearing green maple leaf with red triangle superimposed lettered Y. M. C. A.: the words "Military Service Department" appearing in white type on a black background below the maple leaf.

The badges will consist of a silver maple leaf with red triangle superimposed; lettered Y. M. C. A.; words "Military Service Department" appearing on scroll below leaf.

IN CHARGE OF NURSES

Matron-in-Chief New Office Created in

Matters relating to the personal services, records and personnel of the nursing service in Canada will be in charge of a matron-in-chief, who will in turn be responsible to the director-general of medical services, according to an announcement in camp orders.

The new officer will receive reports each month from the matrons or nursing sisters in charge of hospitals or homes, including both military hospitals and those under the Military Hospital Commission command