

WHAT DO YOU THINK

of a stove that you can use in your bedroom in the morning, in the nursery during the day, and in the living-room in the evening—one that you can change from place to place in a moment, and one that needs no pipes, no chimney and no matches to light it? Such is the

HYDRO ELECTRIC HEATER

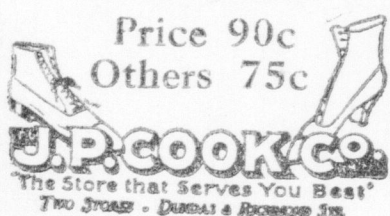
Let us send you one on trial. PHONE 3180.

The HYDRO Shop

The Rubber Weather Is Here!

Get Rubbers at Cook's and be comfortable. We have Rubbers for every shape and style of shoe. If you get Rubbers not properly fitted to your shoe they will wrinkle, crack and break. Ladies wearing high-heeled shoes should have our New Patented-Heel Rubbers. They are made to fit the heel perfectly, and do not give the foot that clumsy appearance that attends the donning of some makes of rubbers.

Get them today and tomorrow at the Two-in-One Store.



Price 90c Others 75c

Autumn at the Shore

A few days of a week at the shore will work wonders with the busy man or woman who finds it impossible to take an extended vacation.

The St. Charles

offers every possible inducement to those seeking rest and relaxation. Write for booklet and terms.

Newlin Haines Co., Atlantic City, N. J.



DIAMOND RINGS, \$5.00 TO \$500.00.

C. H. WARD & CO.

Diamond Merchants and Jewelers, 336 Richmond Street. Phone 1084.

PIANO TUNING

Have your piano tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tunings, \$2.00.

Mason & Risch, Ltd.

Phone 1268. 243 Dundas Street.

DRUGLESS EYE EXAMINATION

Combining that of Oculist and Optician.

Brown Optical Company

SPECIALISTS, 223 Dundas St. Phone 1877.

Phone 150 or 53

Ask for our decoration man. He will tell you new and original ways of decorating the home or the store or hall for Halloween or any festive occasion. We will do the work if you wish.

Hay's Stationery

173 DUNDAS STREET.

Delaware, Lackawanna and Western Coal Company's

Scranton Coal

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY

PHONE 348. 19 YORK STREET.

THE LONDON LOAN AND SAVINGS COMPANY OF CANADA

Allows

4% on Deposits

5% to 5 1/2% on Debentures

609, DUNDAS AND PARK AVENUE.

GROWS RUSSIAN THISTLE.

WINGHAM, Nov. 8.—A. Deacon, a farmer here, got some Russian thistle seeds from a returned soldier and planted them for curiosity to see if they would grow in this soil. They grew and make an odd-looking plant. Some of them are now displayed in windows of the town.

The people of London have implicit faith in the integrity of CAIRNCROSS' merchandising methods.

This business and its products are blessed with a friendship probably without parallel in the history of the drug business in London.

Cairncross' the Chemists

have only one idea in the upbuilding of their business.

That idea is to build our trade so soundly and so well that the good-will which we have won will grow and endure forever.

DRAGHTS START COLDS

3 T's

STOPS THEM

Use 3 T's at home and at the office.

Use 3 T's at the first sign of Coughs, Colds or "Throat Tickle."

Sold on our money-back guarantee.

25c and 50c

Is your scalp clogged with Dandruff?

USE "ORIENTAL"

RUM AND QUININE.

Is your hair dull and colorless?

USE "ORIENTAL"

RUM AND QUININE.

Is your hair falling?

USE "ORIENTAL"

RUM AND QUININE.

50c

NERVES

A man or woman upset by trifles is a nervous woman upset by "Nervine."

Take "PENSAR"

DYNAMIC TONIC.

A combination of the mineral salts required for tissue-building and repair of waste, together with a tonic of recognized efficiency.

Useful in anemic and exhausted conditions of the system.

75c -- \$1.50

IT PAYS TO HAVE A "CAIRNCROSS SEAMLESS" HOT WATER BOTTLE IN YOUR HOME

GLADLY GUARANTEED FOR TWO YEARS.

3-Quart Size \$2.00

3-Quart Size \$2.25

Bargain Extraordinary

The new "TEAL" Hot Water Bottle, made in Canada, and just received yesterday.

Guaranteed.

2-Quart Size 99c

We were only able to get three dozens of these Special Bottles, but they are yours at this price. Buy early.

SPECIALS For Thursday, Friday and Saturday

25c Household Ointment

25c Camphorated Liniment

25c Cascaro Laxative Syrup

25c Fruit-a-Tives

25c Pruchu Kidney Pills

25c Electric Liniment

25c Beef, Iron and Wine

25c Dadd's Pills

25c Emulsion Cod Liver Oil

25c Hypophosphites

25c Sarsaparilla Compound

25c Gin Pills, 3 for 1

25c Williams' Pink Pills

25c Radway's Ready Relief

25c Electric Oil

25c Castoria

25c Listerine

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

EVERYONE SHOULD BE FORCIBLY MADE TO SEE PICTURES

British Epic of Sacrifice Making Tremendous Impression.

MORE THAN A PLEASURE

"More Holy Than That," Says Advertiser Writer, Who Was Moved by Battle Scenes.

[BY J. H. FOWLER.]

If any man or woman doubts the majesty and divinity of human nature he or she should be taken forcibly and compelled to see the moving pictures of the Battle of the Somme, at the Lyric Theatre. If he or she does not come away thinking more highly of men and of women, too, then the case is hopeless, and one would almost say they were scarcely worth damping.

The writer had his first opportunity yesterday afternoon of seeing the pictures. He wanted to go in the evening, but he could not get near the place, owing to the press of the crowd. He did manage yesterday afternoon, and it was not a pleasure—it was more holy than that.

The Crucifixion is the record of vicarious sacrifice. It stands pre-eminently for the worthlessness of human life, when it comes to a decision between great principles, and the sacrifice of human life. It is not sacrifice to draw a comparison between the bravery, the self-sacrifice of the British soldiers, and this, the great sacrifice of the Christian era.

Here they were, the Scotsmen, the Welsh, the Irish, the English, and the Canadians, laying down their lives with a joyous abandon in the story of saving civilization. The endurance of the men, the smiling joy in bearing inconveniences and pain that would make men culturally wince, were amazing. The pictures show all this in so real, so true a light, that it lingers with one long after he has seen them.

There has been nothing finer since civilization began than the heroic bearing of these men. It has been told often before. Here it is visualized in a vague way. The people realize it is making a big mistake. One could write for hours on this theme. To thoroughly appreciate it, one should go to the Lyric. Thousands are seeing the pictures, but the mission of those who brought them here will not be fulfilled until everyone has seen them.

Christians Gifts.

There is another thing, just at this Christmas season—it is Christmas for the boys in the trenches, for if their gifts are not sent soon, they will be too late. Watch the joy of the boys when they get their little bundles and packages from home. If you are not deeply moved, there is little hope for you. It was one of the best pieces of the display.

The pictures will restore one's faith in human kind. Here are the boys, shown to you, giving their lives, and dying the death, making as true a sacrifice as was ever made since this old world was tossed into space, to save civilization, and they are not counting the cost one minute, or second. There is the path of duty, and it is trod with as gracious a smile as ever adorned the face of humans.

There are many sides to the pictures. For instance, the mechanical side, the marvelous machinery of war, shown to you, making as true a sacrifice as was ever made since this old world was tossed into space, to save civilization, and they are not counting the cost one minute, or second. There is the path of duty, and it is trod with as gracious a smile as ever adorned the face of humans.

The writer wishes that Mrs. Armour of Georgia had seen the pictures. She might then have refrained from criticizing the sending of cigarettes and tobacco to the boys at the front.

A last word. It will be a mistake for any person to miss seeing the pictures. They are wonderful.

Your Money's Worth---

You get it every time in the purest foodstuff money can buy when you purchase a loaf of

Parnell's Bread

If you have never tried it, order some today. Twenty varieties to select from.

PARNELL The Breadman

Phones 929-1390.

Extraordinary Announcement

BRIDAL ROSE CHINA

We have received a complete shipment of the Bridal Rose China, formerly made in Austria, in French china, the first of its kind to come to Canada since the war broke out.

All those who are collecting the Bridal Rose China should secure their wants for Christmas.

Prices very moderate.

YOUNG'S

TWO STORES: LONDON. EAST LONDON.

Contains 20 per cent more gluten than homemade bread.

JOHNSTON BROS.' XXX BREAD

Gluten is a muscle-builder—a health-retainer.

It's good for workmen, who need muscle and strength. It prepares them for work and revives them after work.

Buy it from your grocer, or have it delivered at your door.

WE REPAIR

Hot Water Bottles Just as Satisfactorily as Tires.

LONDON

Tire Repair Depot

A. WILKES.

354 Wellington St. Opp. McClary's. PHONE 2334.

Seasonable Styles

Men's, Women's and Children's Shoes

Shoe styles are the first to feel the effect of fall. Tan High Shoes have come to claim their own.

We have received our full line of late models and can supply every shoe requirement of every family.

You cannot be well dressed unless properly shod. This week finds us fully prepared to fill every shoe want.

Men

The clean-cut Lasts which fashion dictates for men's wear this year are here in all sizes and leathers. Every pair newly put upon our shelves must pass our critical inspection for elegance, ease and economy. \$4.00 to \$8.00

Women

Ladies who appreciate the new styles in high-cut boots would do well to look at our elegant line in exquisite glass kids, in the popular shades of tan, ivory, champagne, blue and white. We have Pumps and Slippers to delight the eye and heart of every woman. \$4.00 to \$12.00

Children

We take the same pride in the selection and display of our Misses' and Children's Shoes as we do in our line for ladies. Our stock of these Shoes shows a full line of new styles with sensible heels and spring heels, in all the established and new leathers. \$1.50 to \$3.50

JOHNSTON & MURRAY

THE POPULAR SHOE STORE.

LONDON. ST. THOMAS.

ROWAT'S COFFEE 50c Per Pound

T. A. Rowat & Co.

250 Dundas St.—Phones 3051-3052.

EPWORTH LEAGUERS

READY FOR CONVENTION

Delegates From All Over District Will Be Here Shortly.

A meeting of the joint executives of the District Epworth Leagues and Local Union of the Methodist Churches of the city was held last night at the home of President W. C. McArthur, 606 Waterloo Street. Plans were completed for the convention to be held in the Centennial Methodist Church on November 20. Rev. Frank Langford of Toronto and Rev. Dr. Norman, returned missionary, and Mrs. Noxell of Chatham are on the program.

HELPING POOR BELGIANS

Donations For Relief Fund Are Coming In Steadily.

Mrs. H. A. Boomer has received the following donations for Belgian relief: Princess Mary Chapter, Strathroy, \$25; Mrs. George White, \$10; no name, city, \$2.50; Mrs. T. W. Earle, Leameth, \$2; kindergarten class, Lord Roberts school, per Miss Buttry, \$2 in coppers; Miss Hetty Skinner, \$1; Mrs. B. J. Woodhull, \$1.

Lady Beattie fund donations are: Mrs. Richardson, \$2; O. S. Soldier's Mother, Toronto, \$1.

LT. BRUCE SUTHERLAND JOINS FLYING CORPS

[Special To The Advertiser.]

INDEPENDENTLY, Nov. 1.—Friends in Ingersoll and in the vicinity of his home in North Oxford were interested in the announcement that Lieut. Bruce Sutherland, son of Donald Sutherland, M.P., and a former student of the Ingersoll Collegiate Institute, is now a member of the Royal Flying Corps. He was transferred from the 2nd field company of Canadian Engineers.

Lieut. Sutherland, who had been in France for some time, was home a few months ago on sick leave. He is now regaining his health nicely.

USE CONNELL'S COAL!

Phones 770 and 1096.

"A Stitch in Time"

It is good for workmen, who need muscle and strength. It prepares them for work and revives them after work.

Buy it from your grocer, or have it delivered at your door.

WE REPAIR

Hot Water Bottles Just as Satisfactorily as Tires.

LONDON

Tire Repair Depot

A. WILKES.

354 Wellington St. Opp. McClary's. PHONE 2334.

Seasonable Styles

Men's, Women's and Children's Shoes

Shoe styles are the first to feel the effect of fall. Tan High Shoes have come to claim their own.

We have received our full line of late models and can supply every shoe requirement of every family.

You cannot be well dressed unless properly shod. This week finds us fully prepared to fill every shoe want.

Men

The clean-cut Lasts which fashion dictates for men's wear this year are here in all sizes and leathers. Every pair newly put upon our shelves must pass our critical inspection for elegance, ease and economy. \$4.00 to \$8.00

Women

Ladies who appreciate the new styles in high-cut boots would do well to look at our elegant line in exquisite glass kids, in the popular shades of tan, ivory, champagne, blue and white. We have Pumps and Slippers to delight the eye and heart of every woman. \$4.00 to \$12.00

Children

We take the same pride in the selection and display of our Misses' and Children's Shoes as we do in our line for ladies. Our stock of these Shoes shows a full line of new styles with sensible heels and spring heels, in all the established and new leathers. \$1.50 to \$3.50

JOHNSTON & MURRAY

THE POPULAR SHOE STORE.

LONDON. ST. THOMAS.

Square-Deal Taylor's

Wonderful Drug Bargains for Thursday, Friday and Saturday.

PRICES THE SAME AT ALL SIX STORES.

50c Dr. Cassel's Tablets 32c

50c Lithia Tablets, five-grain 29c

50c Fruit-a-Tives 27c

\$1.00 Best Beef, Iron and Wine 49c

25c Mennen's Talcum 11c

35c Best Carbolic Ointment 16c

50c Emulsified Coconut Oil 28c

50c Peroxide Vanishing Cream 24c

50c Nestle's Food 39c

25c Shiloh 18c

35c Listerine Tooth Paste 24c

75c Parmitin 59c

\$1.00 Eno's Fruit Salts 59c

\$2.25 Hot Water Bottle, two-year guarantee 1.50

\$1.75 Hot Water Bottle 89c

TAYLOR'S THROAT AND LUNG BALM

is the only remedy absolutely guaranteed to cure the worst cough, cold or bronchial irritation. It is altogether different from ordinary cough syrups or cough mixtures. It is at least five times as strong, and the dose is much smaller. It acts on the eliminating organs of the body, as well as on the throat and lung passages. This enables the system to quickly throw off the worst cough or cold without upsetting the most delicate stomach. Gives prompt relief in asthma and bronchitis. Get a 5c bottle on our no-cure-no-pay guarantee.

\$1.50 Syrup of Hypophosphites 79c

50c Gin Pills 35c, 3 for \$1.00

3