DIAMONDS

Diamond Rings from $5 to $350, including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

Taylor's Throat and Lung Balm
Is Guaranteed To Stop That Cough.
35c a Bottle at
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EVERY effort you put forward to increase your efficiency in any endeavor will be rewarded many times over.

So it is with your eyes. Having your eyes examined regularly is efficiency. If glasses are needed you will be rewarded with good eyesight because we design, make and fit the individual glasses your eyes require. Consult us.

Carlyle TREBILCOCK OPTICIAN
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Two Doors East of Majestic.

Our RETREADING is QUALITY Work, Not the Average.
London Tire Repair Depot
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A. WILKES. Opp. McClary's. ywt

GET YOUR TIRES RETREADED. IT PAYS.
London's Rubber Man
346 DUNDAS STREET.

BROCKMAN PHONE 5124. ywt

Raisin Bread

It's delicious and nourishing, and it is made with the same care and of the same quality foodstuffs that are used in all

Parnell's Bread

Order a loaf today.

Parnell The Breadman
Phones 929-1390.
Canada Food Board License No. 5-065.

WHY?

Why is it that when you think of diamonds you naturally think of YOUNG'S? The answer is simple. We are among the leading diamond merchants in Ontario, and can supply your needs in this line better than any other diamond merchant in Western Ontario. And remember that although we buy large quantities of these gems, every stone is of the highest quality. See our Window of Diamonds.

YOUNG'S
LONDON.

WHOLESOME! DELICIOUS! APPETIZING! PURE!

—and baked with all the skill and science known to master bakers.

JOHNSTON BROS.' XXX BREAD

Stands out above all others, as the bread for all the family.

Your Groser Sells It!

JOHNSTON BROS.,
Phone 944.
License No. 5-263.

Fall Styles

in all hat wear. Our hats have the snap and style of the latest fashions.

BELTZ & CO.

NEWSPAPER
magazine, farm paper, trade paper, billboard, street car and direct advertising.

Federal Advertising Agency

T. H. YULL,
Dominion Savings Building.
LONDON, CANADA.

CHINESE "MASONRY" HOLDS GRAND RALLY CELEBRATING REFORM

Chse Long Association in Three-Day Jubilation Over Freer China.

The celebration of the aniversary of the Chse Kung Long Association, which commenced on Saturday and ended Sunday night, proved to be a grand affair. On Saturday night a crowd numbering 300 Chinamen thronged the Cullis dance hall on Wellington street to celebrate.

The Chse Kung Long Association is better described by comparing it with American Freemasons. The likeness to this order is very close. The Chse Kung Long was organized nearly 300 years ago, and has had much to do with the Chinese revolution. Students from China who have returned from foreign countries have at the present time provoked a war between the Chinese Government and a majority of the people. Their reason is because the Chinese Government will not change the laws and rules of China, which these students think should be changed. Having traveled through America and England, they have realized the mistakes China is making, and what it would mean to that country if it were ruled in the same manner as other countries of the world. They look on their present laws as laws which are keeping China from civilization.

Civilization for China.

Charles Cheu, president of the London branch of the association, spoke on the subject of "Civilization for China." In his speech he strongly advocated that every power be put forth by the association to bring the much-needed help and civilizing powers into their mother country. Charles Cheu was elected president following the death of the well-known Oriental, Kwong High. High died some three years ago in this city, and Charles Cheu, being at that time a well-known officer of a lower order than that of Kwong High, was elected to fill his place. An elaborate supper was provided on each evening of the celebration. This supper consisted of a Chinese menu only. The president of the Montreal branch was a guest, and many Chinamen from Hamilton, Toronto and other Western Ontario cities were present. The new members on being taken in had to swear that they would do everything in their power to aid the reform movement.

PRESBYTERIANS IN SERVICE OF THANKS FOR BIG HARVESTS

Allied Victory and Bountiful Crops Causes of Rejoicing.

The Presbyterian churches of the city held united thanksgiving services in St. Andrew's Presbyterian Church on Monday morning. Rev., T. A. Symington of Knox Church conducted the services, and spoke on the wonderful harvest that had been reaped, despite war condition. He said: "Not only has a wonderful harvest been reaped, but we have seen that through trusting in God he is going to grant victory to the Allies. So at this time we may rejoice over both harvest and victory. God has given us the immensity of heaven at the time we most needed it. Looking through the Bible you will see in almost every book some chapter where it says that those who keep the laws of God shall never want. Abundance shall be theirs. We have to thank God also at this and all times for the men that we have ruling and planning for the best for our countries who are at war. They are indeed big men, with big minds, but they are no bigger than any one of the lads who have laid down their lives for that of their country," concluded Mr. Symington. Special harvest hymns were rendered by the choir.

JASCHA HEIFET IS A MAGICIAN.

One critic says this of him, after hearing him play Bazzini's "La Ronde des Lutins": All the technicalities known to the violinist's art are displayed in this Dance of the Goblins.

The Victor Record, so marvellously recorded by Heifetz, can be secured at Mason & Risch, Limited, 248 Dundas street. "The Home of the Victrola." Hear Heifetz, the "magician"; with his bow for a wand, he ushers you into fairyland. This is but one of the thousands of selection we can play for you. b

NEVER GIVE UP.

Until You Have Tried Tonal-Iron Capsules.

TONAL-IRON CAPSULES have cured others, and they will cure you, if suffering from any of the following: Anaemia (thin or watery blood), Impure Blood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Trouble, Pain in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Diseases Peculiar to Women, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline. Price $1 a box.

Remember, these are capsules and are easily dissolved in the stomach a few minutes after taking.

There is no remedy on the market like this French discovery. Do not accept anything else.

Sold at all first-class drug stores, or mailed anywhere on receipt of price. Tonal-Iron Company, Box 184, London. yv

CADET MOORHEAD TAKEN BY SPANISH INFLUENZA

Son of Ald. Moorhead, Who Died at Toronto Base Hospital.

CADET MOORHEAD DIES FROM PNEUMONIA ATTACK AT TORONTO HOSPITAL

Cadet Edmund G. Moorhead, R. A. F., son of Ald. C. G. Moorhead, died in the base hospital, Toronto, on Monday from pneumonia. Cadet Moorhead was reported ill last Tuesday, when his mother left immediately for his bedside where she remained up to the end. He enlisted last May, but got extended leave to make a special trip out west for the C. P. R. He received his education at the public schools here and at the collegiate institute, upon graduation taking a position with the C.P.R. under General Superintendent Allan Purvis. Owing to his marked ability he was soon promoted to the head offices at Montreal with Mr. Purvis, and it was mainly through him that he was appointed private secretary to Sir George Bury, vice-president to the C. P. R., which position he held up to the time of enlistment.

GNR. ROBERTS WOUNDED

Admitted to Hospital, Suffering From Wound In the Eye.

Norman A. Roberts received word yesterday that his son, Pte. Norman Ross Roberts, has been admitted to the Canadian General Hospital at Letreport suffering from gunshot wounds in the eye. Pte. Roberts went over in 1915 with the Army Medical Corps, later transferring to the artillery.

FAT THAT SHOWS SOON DISAPPEARS

Prominent fat that comes and stays where it is not needed is a burden; a hindrance to activity, a curb upon pleasure. You can take off the fat where it shows by taking after each meal and at bedtime, one Marmola Prescription Tablet. These little tablets are as effective and harmless as the famous precription from which they take their name. Buy and try a case today. Your druggist sells them at 75 cents or if you prefer you may write direct to the Marmola Company, 864 Woodward avenue, Detroit, Mich. You can thus say good-bye to dieting, exercise and fat.

NEW BOOKS AT PUBLIC LIBRARY

The following new books have been added at the public library and are now in circulation:

Literature—Rhys, English lyric poetry; Freeburg, Art of Photoplay Making; Field, Little Book of Tribun; Verse; Loughlin, Reminiscences of James Whitcombe Riley; Ade, Pink Marsh; Naseby, Swingin' Round the Circle; Ward, The Panorama; Ward, My Best Stories; Leacock, Frenzied Fiction; Shorter, Immortal Memories; Whiting, Study of Elizabeth Barrett Browning; Powell, Confessions of a Browning Lover; Dougall, The Burns Country; Dennis, Moods of Ginger Mick; Vernede, War Poems; Dixon, English epic and Heroic Poetry; Melville, The Thackeray Country; Holbrook, Master Pierre Patelin; Gladstone, Time and Place of Homer.

Travel and History—Bullen, Compleat Sea Cook; Bullen, From Wheel to Lookout; Longfellow, Outre Mer; Johnston, Ireland; Farrar, Cathedrals of England; Lucas, Wanderer in Florence; Davidson, Present Day Japan; O'Shaughnessy, Diplomatic Days; Macdonald, In the Land of Pearl and Gold; Meek, Naturalist in Cannibal Land; Davis, Year from a Reporter's Notebook; Beith, Getting Together; Buffin, Brave Belgians; Doyle, British Campaign in France and Flanders, volume 3; Hall, High Adventure; Grant, Their Spirit; Powell, Brothers in Arms; Van Dyke, Fighting for Peace; Watt, In France and Flanders; Hamilton, Mr. Gladstone; Mouchanow, My Empress; Radziwill, Rasputin and the Russian Revolution; Coleman, Far East Unveiled; Hapgood, Abraham Lincoln; Robertson, Rise of the Spanish-American Republic; Supple, Spanish Reader of South American History; Vacaresq, Kings and Queens I Have Known; Holmes, Walter Greenway, Spy and Hero; Hagerman, In the Courts of Memory.

Natural and Applied Science—Smith, Arithmetic of Business; Lubbock, Beauties of Nature; Seton, Wild Animals I Have Known; Seton, Wild Animals at Home; Millard, Wonderful House That Jack Built; Dock, Materia Medica for Nurses; "Theta," War Flying; Suder, The Notions Department; Thompson, The Cotton and Linen Departments; Thornton, American System of Flax Culture.

Economics, Religion, Philosophy—Blair, Profession of Journalism; Blair, Great Ghost Stories; Neron-Allen, Science of the Hand; Hill, Man Is a Spirit; Purinton, Triumph of the Man Who Acts; White, John Bunyan; Ledderhose, Life of Melanchton; Riis, How the Other Half Lives; Phillips, American Negro Slavery; Withers, International Finance; Withers, Meaning of Money; Pilcher, War According to Clausewitz; Badley, Education After the War; Montessori, Advanced Montessorin Method; Aydelotte, Oxford Stamp and Other Essays; Morgan, The American Girl.

Fiction—Abbott, Ne'er Do Much; Albanesi, Truant Happiness; Bleneau, Nurse's Story; Carey, Highway of Fate; Carey, Nellie's Memories; Churchill, Richard Carvel; Crane, Red Badge of Courage; Davis, Victor of Salamis; Doyle, White Company; Endicott, Carolyn of the Corners; Ford, Trying Out Torchy; Lewis, Our Mr. Wren; Lincoln, Woman Hater; London, Burning Daylight; London, Valley of the Moon; Lutz, Finding of Jasper Holt; McGrath, Girl in His House; McHarg, Blind Man's Eyes; Manners, Peg o' My Heart; Marchmont, Unguarded Hour; Mason, Witness for the Defence; Marchmont, Unguarded Hour; Mighels, Bruyver Jim's Baby; Noble, Outposts of the Fleet; Orczy, Man in Grey; Page, Far from the Limelight; Reed, Flower of the Dusk; Reed, White Shield; Rinehart, Amazing Interlude; Reeves, Hearts Courageous; Roberts, Prisoner of Mademoiselle; Roberts, By the Marshes of Minas; Stacpoole, The Willow Tree; Teskey, Where the Sugar Maple Grows; Thompson, Alice of Old Vincennes; Tracy, Son of the Immortals; Walpole, Green Mirror; Mason, Happy Hawkins; Wilkins, Fair Lavinia; Wilkins, New England Nun; Wilson, Bunker Bean.

Dr. Dillon's new book on Russia, and Conan Doyle's venture into the literature of spiritualism, are two books that will attract attention and that are included in this week's list of additions at the public library.

Dr. Dillon is one of the foremost authorities on the politics of Eastern Europe. Included in the list are a number of books on lithography and etching, as well as some important chemical works, of which several others have been added recently. The list of this week's additions follow:

Philosophy, Religion and Sociology.—Doyle: New Revelation. Middleton: Grey Ghost Book. Smyth: Christian Ethics. Livingston: White Queen of Okoyong. Hill: Man Is a Spirit. Purington: Triumph of the Man Who Acts. Kiss: How the Other Half Lives. Withers: Meaning of Money. Withers: International Finance. Myers: The Social Letter. Nystrom: Ellen Key.

Natural and Applied Science.—Baker: Roads and Pavements. Goulding: Cotton and Other Vegetable Fibres. Fedden: Modern Water Color. Browne: Practical Text Book of Lithography. Browne: Offset Lithography. Olsen: Van Nostrand's Chemical Annual. Newell: General Chemistry. Barrett: How to Sell More Goods. Barrett: Modern Methods in the Office. Farrar: Typography of Advertisements That Pay. Plowman: Etching.

Literature, Travel and History.—Swift: Brook Farm. Guest: Just Folks. James: Nathaniel Hawthorne. Robertson: Longfellow. Curtis: Literary and Social Essays. Holmes: Emerson. Johnston: Why the World Laughs. Alden: Tennyson. Lee: Work-a-Day Warriors. Newbolt: Songs of Memory and Hope. Thompson: Selected Poems. Winchester: Wordsworth. Dunsany: Plays of Gods and Men. Chesterton: Club of Queer Trades. White: Camp and Trail. Little: Land of the Blue Gown. Loti: Jerusalem. Shackleton: Book of New York: Laut: Through Our Unknown Southwest. Franck: Vagabonding Down the Andes. Sedgwick: Francis Parkman. MacFall: Beware the German Peace. Dillon: Eclipse of Russia. Ogg: National Progress, 1907-1917. Rose: Origins of the War.

Fiction—Bower: Her Prairie Knight. Buchan: Prester John. Cable: Flower of the Chapdelaines. Chalmers: Prince of Romance. Coolidge: The Desert Trail. Davis: Somewhere in France. Faversham: The Squaw Man. Gibbon: Drums Afar. Johnson: Stover at Yale. King: Letter of the Contract. Locke: Rough Road. Lynde: City of Numbered Days. Page: Red Rock. Partridge: Court of St. Simon. Porter: Daughter of the Land. Quiller-Couch: Foe Farrell. Runkle: Scarlet Rider. Somerville: All on the Irish Shore. Stockton: Hundredth Man. Thurston: The Bishop's Shadow. Tracy: The Silent Barrier. Vance: Black Bag. Warman: The Last Spike. Wister: Members of the Family.

D.D.D. Prescription for Eczema

for 15 years the standard remedy for all skin diseases. A liquid used externally. Instant relief from itch. Your money back if the first bottle does not bring you relief. Ask also about D. D. D. Soap. W. T. Strong, druggist: Taylor Drug Company, 6 stores; Standard Drug Company, 4 stores, London.

Quick, Painless Way To Remove Hairy Growths

[Helps to Beauty.]

Here is a simple, unfailing way to rid the skin of objectionable hairs: With some powdered delatone and water make enough paste to cover the hairy surface, apply and in about two minutes rub off, wash the skin and every trace of hair has vanished. This is quite harmless, but to avoid disappointment, be sure to get the delatone in an original package. —Advt.

ROWAT'S COFFEE
The best procurable. Pleases particular people.
55c PER POUND
350 Dundas St. Phones 3051-3052.
Canada Food Board License No. 8-3422.

ALL SHOT TO PIECES.
Is that the condition of your battery? You do not know, but you should. Bring it into our experts and let them examine it. Will rent you one while yours is here.
BENSON-WILCOX ELECTRIC CO.,
264 Dundas. Phone 2671. y

COAL $15.50 A TON!
This was the price paid for six tons at a sale. Heat your home with a Majestic Electric Heater, fully guaranteed, and buy it from.
Western Ontario Electric Co.
237 Dundas Street. Phone 4071.

Sure Way To Get Rid of Dandruff

There is one sure way that never fails to remove dandruff completely, and that is to dissolve it. This destroys it entirely. To do this, just get about four ounces of plain, ordinary liquid arvon; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

By morning, most, if not all, of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy every single sign and trace of it, no matter how much dandruff you may have.

You will find, too, that all itching and digging of the scalp will stop instantly, and your hair will be fluffy, lustrous, glossy, silky and soft, and look and feel a hundred times better.

You can get liquid arvon at any drug store. It is inexpensive, and four ounces is all you will need. This simple remedy has never been known to fail.—Advt.

LADIES' SHOES for Cultured Tastes

Our present stock comprises the most up-to-date lines in all models of HIGH-CLASS BOOTS AND SHOES FOR LADIES.

They are tasty, natty, dressy examples of the very best products of American and Canadian factories. We invite your inspection. See some lines in our windows and drop in and see others. When a shoe in the window interests you there is much more satisfaction to be had from examining it in your hands. We are here to serve you with the best there is.

Cook's Shoe Store
THE STORE WITH THE STOCK.

THE London Loan and Savings Co. OF CANADA
Government Bonds for sale
To Pay 6%
4% ALLOWED ON DEPOSITS
M. J. KENT, Manager. ywt

TODAY! London Starts To Go After a Bigger Future!!

AN Ultimatum has been served on Old General Apathy and Field Marshal Indifference. Emperor Let-Well-Enough-Alone has already abdicated and his policy of allowing other communities to forge ahead of London is forever repudiated.

To Those Canvassed---

NOW OR NEVER is to decide whether London shall step forward and "stake out" her rightful place as the leader among Western Ontario municipalities. There has been lots of talk in days gone by—lots of profitless argument, discussion, planning that led nowhere—**NOW IS THE TIME FOR ACTION—A-C-T-I-O-N.**

You will be approached by a volunteer canvasser within the next few days—just an average citizen like yourself, who has the city's interests at heart to an extent that has made him volunteer, not only to take out his own membership in the new Board of Trade, but to give of his valuable time, day after day, without any recompense except that glowing satisfaction which will come to every worker when this campaign is worked out to the fine achievement it is going to be.

These men have a definite, dignified, profitable proposition to offer you. Please receive them courteously, matching your few moments of time against their free gift of days for the welfare of the community. If already decided to have your share in the new march forward of London's progress, deal with them quickly, give them the encouraging word, and send them on their way to the next call without delay.

The Speaker at the First Luncheon of the Teamworkers Today at 12:15 Tecumseh House, Will Be

Dr. D. Frank Garland

Commissioner of Public Welfare, Dayton, Ohio, one of the best-known community experts on the continent.

To the Canvassers---

There is no need to apologize for your errand today. You are conveying to every man you approach a privilege and an honor in the invitation to participate in the coming growth and prosperity of London. You know beforehand how many keen men of business in London, large and small, have applauded this move, hailing it as London's biggest opportunity in years, and stating their intention to have a hand in the big results that will come from it. Remember, you are giving your time day by day, as well as investing in your own memberships. What you have BOUGHT as a mighty good investment you can SELL. We will get more than the planned eight hundred. GO TO IT! Every live business force in London will be in on the new Board of Trade. You'll see!

JOIN THE BOARD OF TRADE

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THE CAMPAIGN COMMITTEE

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