**ROWAT'S** 

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QUALITY.
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T.A.ROWAT & CO.
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Phones 3051-3052. FAITH FORM SBASIS OF ALL VICTORIES,

SAYS W. C. FOREMAN Minister In Khaki Declares Perseverance Is Needed.

Perseverance Is deeded.

That faith is the basis of all victories, spiritual and material, was the contention of Rev. C. W. Foreman is the reattribute of faith, and the deal prominion of the contention of the reattribute of faith, and the deal prominion of the contention of the complished. During a man's struggle to achieve there come phitions and settles act life or deededs that despite glive an ordinary man deedles upon an outstanding figure of the fight and drifts into the act of the fight and the act of all the fight and the act of the fight and the act of ac

THE OLD REFRAIN.

The "Old Refrain" is a beautiful violin solo by Kreisler. It is reproduced on Victrola Record 64529 and should be in every Victrola library. Hear it in the Victrola Parlors of Ye Olde Firme of Heintzman & Co., Ltd., 242 Dundas street.

New Arrivals In Ladies' Fine Shoes Coming in every few days. Let us show you SOME OF THE LATEST. Cook's Shoe Store



The Store That Serves You Best.

Diamond Rings from \$5 00 to \$350.00, including lingle Diamond Rings, thee and five diamonds and many fancy settings in the newe. . cesigns. Exclusive designs in Necklets, Pendants, Bar Pins, Sourf Pins, Cuff Links, Tie Clips and Brooches.

C. H. WARD

Diamond Merchants and Jeweler 386 RICHMOND STREET.







At the Patricia Today, Tuesday and Wednesday CANADIANS SHOULD

Majestic Today and Tuesday, Marguerite Clark in "Bab's Burglar."

At Majestic Today and Tuesday, Marquerite Clark in "Bab's Burglar."

Having spent an entire year's allow ance in a few weeks, upsed a motio, and are weeks, upsed another and assets of the state of the

VOICE OF THE PEOPLE

PRESE WHITETISH ...16 lb.
PRESE WHITETISH .. WANT CHAUFFEURS.

Two reliable chauffeurs and a firstclass mechanic are wanted for home
services in the mechanical transport
section of the Canadian Army Service.

Corps at Carling Heights Camp. A
notice in camp orders today states that
they must be category C., that is, unfil
for overseas service.

VOICE OF THE PEOPLE

MR. ROWELL'S STAND.

To the Editor of The Advertiser:
So Mr. N. W. Rowell is "willing to
be known as a Tory or anything" if he
may only help the brave men at the

**BLAMES OFFICIALS** FOR ALLOWING VICE TO SMIRCH LONDON

Conditions Impossible Had They Done Their Duty.

DOUBLE STANDARD Rev. Dr. Silcox Discusses the

Scarlet Sin From

Pulpit.

The First Congregational Church was packed last night to hear one of the trongest arraignments against "The strongest arraignments against "The Scarlet Sin" ever given in this city. Dr. Slicox brought home to his hearers the terrible toll taken yearly by this traffic. "For three years and a half I fought it in a western city," he said, 'and it must be faced by us here in Canada and in London. We must conquer this vice or it will conquer us, and sap our young manhod and womanhood, leaving us as a nation empty and void of strength.

Tuesday and Wednesday.

CANADIANS SHOULD

PROTEST AGAINST

CONVENTS, HE SAYS

Rev. J. H. Boyd Denounces the

"Closed Doors" in Sermon,

"John Calvin, Organizer of the Redomation" on Sunday event the pastor, Rev.

J. H. Boyd Benefic of the Redomation" on Sunday event the pastor, Rev.

At the conclusion of his sermon,

"John Calvin, Organizer of the Redomation" on Sunday event the pastor, Rev.

J. H. Boyd Benefic of the Redomation" on Sunday event the pastor, Rev.

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There is need of protest against the sunday and the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon exposes the sunday of the Redomation of his sermon expos

forever cease.

If een men could have saved Sodom, I declare there is moral virility enough in this city to stand by the officials in every earnest, determined effort they may institute toward the utter suppression of commercialized vice in our midst.

Blames Officials.



Until recently the average buyer of a pair of shoes was most concerned with the upper, but to-day the keen shopper looks first to the sole.

This is due principally to the evolution of the shoe-making industry. The introduction of Neolin by the Goodyear Tire & Rubber Co. for boot soles was the beginning of this evolution, but to-day the manufacturers of the best leather soles are branding their soles and advertising it.

They know that if leather is to compete with Neolin for the sole of a shoe, that it must be of a very superior qual-They know that Neolin, because of its superior qualities as a shoe sole, is here to stay, and will be worn by an increasingly larger percentage of people, and as a consequence they cannot afford to have any substitution of a poor leather sole for their superior brands.

But no leather sole can act as a substitute for Neolin. Neolin flexes and gives the natural movement of the foot full play, adding to the enjoyment and comfort of a walk. Neolin will prevent slipping on icy pavements. It is impervious to moisture And Neolin can be put on shoes as nicely, as can high-grade leather soles.

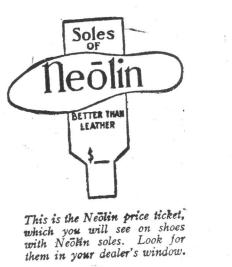
But whether the shoe is built on Neolin or the older style leather sole, the careful shopper is to-day buying his boots from the standpoint of the quality of the sole.

We have prepared a book which completely covers the vital question of shoe-soles. It is short and easy to read, and of great importance to everyone in these days of high shoe prices. Write for a free copy use the coupon below.

Most merchants have many styles and prices of shoes with Neolin soles. All can get them. To mark the store where you can buy Neolin, we have supplied dealers with the price ticket shown here. Ask for Neolin-soled shoes wherever it appears on shoes in the window.

To insure your getting genuine Neolin when you ask for it, we have stamped every sole with the trademark "Neolin" shown on the shoe above. Do not be deceived by similar appearance. Goodyear alone manufactures Neolin. Look for the trademark.

The Goodyear Tire & Rubber Co. of Canada, Limited



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