

A Cup of Tea In Perfection

"SALADA"Fresh From The Gardens
Sealed Packets Only
Black-Green or Mixed

Try a Packet To Day

SOCIAL REVOLUTION
POLICY ADOPTED BY
METHODIST CHURCH

HAMILTON, Oct. 16.—The Methodist Church of Canada stands committed to a complete change in the economic and industrial system of the country, a veritable social revolution. This evening it adopted the report of the general committee of the church in relation to war and patriotism which expressed the following conclusions, as the result of the analysis of the present industrial situation:

"That the present economic system is revealed as one of the roots of the war. The insane pride of Germany, her passion for world domination, found an occasion in the demand for colonies as markets and sources of raw materials. The war has made more clear the manifold moral perils inherent in the system of production for profit. The whole system called for a change.

"Coronation of Democracy.

"The war is the coronation of democracy. As the last century had democratized politics, the present century had shown the political democracy means little without economic democracy. Under the shock of the war the accepted commercial method based on individualism and competition had gone down like mud walls in a flood. Here are the main points of the resolution as outlined by one of the framers:

1. Industrial as well as political democracy.
2. Substitution of the co-operative for the competitive system.

HORLICK'S
Malted Milk for Invalids

A nourishing and digestible diet. Contains rich milk and malted grain extract. A powder soluble in water. Canada Food Board License No. 14-385.

MEN! Let's Show You These
Attractive Clothes---

Mighty attractive in many ways are the smart fall clothes we are showing here. Handsome patterns in the first place, splendid cloth qualities, perfect fitting qualities, smart new styles and models and last of all very moderate prices. We are pleasing a lot of particular fellows these days and we know we can please you. Come in now. It will pay you to choose early.

Smart Suits

In a score of handsome models for young men and many smartly cut regulars for men with quiet tastes; real imported goods, in fine worsteds and Scotch tweeds, in attractive new browns, greens, tans, greys, and blues \$18, \$20, \$22, \$25, \$28 to \$35

Swagger Overcoats

In an almost endless variety of patterns and models, everything that's new in cut or color, and many of the good old standbys in British meltons and beavers; a wonderful showing of trench coats for the young fellows \$18, \$20, \$22, \$25, \$28, \$30 to \$40

Boys' Smart Clothes

You can spend lots more money than we ask you here and not get as smart or as dependable clothes as ours. In suits and overcoats our showing is varied and pleasing because our styles have the spirit of youthfulness in them and our prices are very moderate in every case. Let's prove our claims to you this week.

SUITS \$5.95, \$7.50, \$8.50 to \$16.50
OVERCOATS \$8.75, \$10, \$12, \$14 to \$18

These Are Busy Days In Dress Goods Dept.

Hosts of eager shoppers are selecting their silks, dress goods and coatings. The choice selections of fabrics and the moderateness of price in the face of present conditions are the subject of many comments.

DUCHESS SILK—Reliable quality, Swiss manufacture, old dye. You can buy this silk with every confidence. It will prove itself equal to all demands, in shades of navy, rose, burgundy, grey, brown, green and black, 36 inches wide. Very special, per yard \$2.25
SILK CREPE DE CHINE, good heavy weight, for waists and dresses, washes perfectly, 40 inches wide, in shades of white, maize, grey, pink, apricot, rose, also a large range of dark shades. Worth \$2.00. Our special, per yard \$1.50

200 Yards
Dress Goods

All wool, good dye, 54 inches, in black and blue only \$2.25

DRESS TWEEDS

In checks and salt and pepper, pattern, 38 inches. Regular 85c and 75c. To clear 49c

COATINGS

Large range in plain and fancy over-checks and plaids, heavy winter weight, full 54 inches. Per yard \$3.50, \$4, \$4.50, \$4.75

Sale of Sample Dresses

In all-wool serge and silk poplin, in shades of navy, blue, mid-blue, dark brown, green, taupe, grey, rose and black. Regular \$20 and \$22.50. Special price, to clear \$15.00

Clearing Sale of
Women's Suits

34 only, all-wool cheviot and French serge, new up-to-date models. To clear \$28.50
37 only, Women's New Fall Suits, best quality, in French serge and chevots, colors of navy, brown, taupe and black, belted styles, silk braid and button trimmings. Regular up to \$50. To clear \$37.50
Women's Coats, in Salt's black matalam, full lined, belted style, with pockets and plush trimmed collars \$25.00



London R. J. YOUNG & CO. London East

ALL AMUSEMENT HOUSES
IN TORONTO WILL CLOSE

TORONTO, Oct. 16.—Announcement will be made tomorrow closing every place of public amusement in Toronto, including theatres, moving picture houses and music halls. At a meeting of the local board of health Monday theatre-owners petitioned against such action, and the authorities took the view that the outbreak of influenza was not sufficiently serious to make the order. Since then, however, the educational campaign which has been inaugurated by the health authorities has resulted in very few persons attending any public entertainments, so that it will not be a matter of great hardship to the theatre people if they do close up. In fact, some of them have already done so.

At Thursday morning's meeting of the health board a deputation from the theatre owners is expected to be present and announce their willingness to accept the medical health department thinks it safe to reopen.

8,000,000 Pounds
of T.N.T. Saved by
Airplane Observer

WASHINGTON, Oct. 16.—Eight million pounds of T.N.T. were saved from destruction during the recent fire at the Gillespie shell-loading plant at Morgan, N.J., by an army airplane which flew over the wrecked works at an altitude of 1,000 feet and directed the fight against the flames. The war department announced the feat today, disclosing that the plane was piloted by Lieut. Cyrus F. Smythe, with Major L. Armstrong as observer.

SIXTEEN-YEAR-OLD BOY
MET DEATH OF HERO

THEBROOK, Oct. 16.—Mrs. Pickell of Bosanquet has received official notice of the death of her son, Pte. Baden-Powell Pickell, who was killed in action. Pte. Pickell was born May 12, 1900. He enlisted with the 149th Lambton Battalion at Thebrook on January 11, 1916, with the consent of his mother, he being only 16 years of age. Owing to his youth he was separated from the 149th Battalion which then crossed the channel, and attended a military school in England. He won a stripe for good behavior, and for being in the army for two years without a charge against him. By letters received he had been through three heavy battles previous to the one in which he fell. Previous to enlistment he graduated from the Michigan State Auto School, Detroit, and made his permanent home with his grandmother, Mrs. David Smith, con. 6, Bosanquet, and was his mother's only child.

Polish National
Army Is Latest
Entente Adjunct

LONDON, Oct. 16.—The British Government has recognized the Polish National Army as autonomous, allied, and co-belligerent, according to an official announcement tonight.

BANKS PRIVILEGED
TO HELP WOULD-BE
LOAN SUBSCRIBERS

The Government Authorizes
Credits Up to 90 Per
Cent.

OTTAWA, Oct. 16.—The finance department announces that arrangements have been made whereby the Canadian chartered banks, in order to encourage investors to participate, will grant reasonable credits to subscribers to the forthcoming Victory Loan, who have a probable certainty of repaying the advances within one year. The banks will advance up to 90 per cent of the subscription, the rate of interest being the same as that earned by the bonds, namely, 5-1/2 per cent per annum. Reduction payments may be made monthly or quarterly.

MUST SUBSCRIBE SIX
TIMES AMOUNT OF
YEARLY INCOME TAX

Australian Premier Explains Features
of New Law.

MELBOURNE, Australia, Oct. 16.—Hon. Wm. Alexander Watt, acting premier and federal treasurer, explaining to the representatives in the Federal Parliament the bill for providing for compulsory subscriptions to the commonwealth's war loans, said the Government could not risk any failure which would mean leaning still further upon imperial aid which had already been asked to do much. Therefore, all persons whose taxable income exceeded £250 sterling yearly would be compelled

U. S. MILITARY BILL
PROVIDES FOR SUM
OF \$6,345,775,000

WASHINGTON, Oct. 16.—The military deficiency bill, carrying \$6,345,775,000 for the enlarged war program, was reported to the House today by the appropriations committee. It provides \$152,000,000 for the army, \$107,217,000 for the navy, and \$70,000,000 for family allowances of soldiers and sailors.

C. P. R. APPOINTMENTS

MONTREAL, Oct. 16.—Several changes and new appointments are announced by the C. P. R. J. T. Arundel, having much to the company's regret retired, is succeeded as general superintendent of the Ontario district by Allan Purvis, who himself is succeeded as general superintendent of the Quebec district by J. M. Woodman. W. H. Winterrowd, chief mechanical engineer, announced that W. J. Robider is appointed general master carbuilder, succeeding C. W. Vanburen.

YOUR BOY
AT THE FRONT
NEEDS
Zam-Buk
PUT IT IN EVERY
PARCEL

"Dicky, you must believe me. I did
not open your desk. Your—"

Beginning
TODAY

My Soldier Husband

The New Phase of ADELE GARRISON'S

Revelations of a Wife

The Most Absorbing and Most Widely Read
Story of Married Life Ever Published

Daily, Six Times a Week
IN

THE LONDON ADVERTISER

NEWS PUBLISHERS
WILL VOLUNTARILY
SAVE WHITE PAPER

Controller Will Not Yet Im-
pose Restrictions.

SOME RULES SUGGESTED

No New Papers Will Be Per-
mitted in Canada, Save
Two.

OTTAWA, Oct. 16.—There will be no drastic order issued by R. A. Pringle, controller of newsprint, calling upon publishers to restrict the use of this article. As a result of the conference held today by the controller with representative publishers it was unanimously decided that the publishers voluntarily accomplish the conservation necessary. Should they fail to do so there will be another conference, at which effective regulations will be agreed upon.

The resolution was that the Canadian daily newspaper publishers assure the paper controller for Canada that substantial conservation of newsprint, as compared with the consumption of the year previous to October 1918, will be voluntarily accomplished within the next three months, and recommend the paper controller, in order to assist the publishers in this effort, shall put into force and effect the following regulations for the period of the war and three months thereafter.

Allow No "Returns."

1. Discontinue the acceptance of the return of unsold copies. Exceptions: Employees of newspapers who are employed directly at the home office by a newspaper as wholesale distributors to newsboys, news agents and news stands, may return unsold copies provided such unsold copies have not been in the hands of retail dealers, news stands or newsboys. Such employees should not take back, under any consideration, papers which already have been distributed for sale.

2. Discontinue sending papers within three months after date of expiration of subscription, unless the subscription is renewed and paid for. (This ruling to be effective January 1, 1919.) News-dealers may be extended credit to the amount of one month's supply.
3. Exceptions: Copies may be given free to employees of newspapers, if such is the present practice of the office.

Except Some Institutions.

4. Copies may be sent free to camp libraries of institutions recognized by the Government, such as Y. M. C. A., K. of C., etc. Copies should not be sent to individual soldiers unless formerly employed by the newspapers.
5. Copies may be sent to public libraries, which will agree to bind or otherwise permanently preserve the files of the papers.

Copies may be given free in return for actual services rendered. Copies may be sent free to clipping bureaus which render an equivalent service to the newspapers. Copies for service purposes only may be sent free to newspaper correspondents and press bureaus.

To Advertising Patrons.

6. Discontinue giving free copies to advertisers, except not more than one copy each for checking purposes.
7. Exceptions: Any advertiser who customarily places advertisements with the newspaper in at least four issues each week, and advertising agencies from whom the publisher receives advertising regularly, may be put on the regular mailing list to facilitate handling in the mailing-room.

Copies should not be sent as a means of advertising the newspaper itself to advertising agencies from whom the publishers do not regularly receive business.

Discontinue selling advertising with a guarantee of circulation, requiring a rebate if circulation falls below guaranteed amount.

Discontinue the buying back of papers at either wholesale or retail selling price from dealers or agents, in order to secure preferential representation.

Cut Out Commissions.

8. Discontinue the payment of salaries or commissions to agents, dealers or news boys for the purpose of securing the equivalent of return privileges.
9. Discontinue all cash discounts or bonuses to wholesalers or retailers.
10. Discontinue all free exchanges.
11. Discontinue the use of premiums.
12. Discontinue voting, guessing, or other contests for the purpose of obtaining subscriptions.
13. Discontinue all special holiday, industrial and other special editions, issued distinct from the regular issues of the paper.

Will Watch Developments.

Canadian daily publishers further suggest that the paper controller take detailed cognizance of paper consumption throughout Canada during the next three months and if, at the expiration of that period, the desired conservation has not been achieved, the publishers should call another conference of the publishers to take up with him the enactment of regulations along the lines of the suggestions made by the Canadian Press Association regarding percentage reductions.

Controller Pringle expressed his satisfaction of the terms of the ruling, and said he thought it would be pleasing to the Government. He announced that he would add an additional regulation prohibiting the starting of any new newspapers in Canada during the period of the war, with two exceptions—the proposed Farmers' Daily and a small four-page publication in Montreal.

The controller also announced that for the present he did not propose to do anything in regard to the regulations of posters in Canada.

S. S. WORKERS ELECT

INGERSOLL, Oct. 16.—At the fall meeting of the Sunday School Association for the district of Oxford, held in the Sunday school rooms of St. James' Church, with a large attendance, the following officers were elected: President, Rev. T. B. Howard, Tillsonburg; vice-president, Rev. F. G. Rickard, Lakeside; secretary-treasurer, Miss Mona Johnston, Woodstock. Both the afternoon and evening sessions were of much interest. At the evening session Dr. S. Silcox of Stratford Normal School gave a helpful address on "Spirit of Sunday School Teaching."