

TWELVE

**A New War Map**  
OF THE  
**Western Front**  
Now ready. Limited supply.  
**HAY'S Stationery**  
173 DUNDAS STREET.  
Phone 150 or 53.

**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.

**For Pies that Excel**  
TRY  
**RUDDY'S**  
THERE'S A STORE NEAR YOU.  
733 RICHMOND STREET.  
308 1/2 DUNDAS STREET.  
874 DUNDAS STREET.

**PARTRIDGE**  
**AUTO TIRES**  
"GUARANTEED."  
302 1/2, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.  
**THE CANADA AUTO**  
**DEVICES CO.**  
330 Dundas Street, London.



See Herbert C. Hoover with  
his eyes "well dressed" in  
our window.  
**Herbert C. Hoover**  
**Food Administrator**  
**For the United States**  
His motto is: Conserve food  
and win the war.

OUR MOTTO:  
Conserve your eyesight—with  
proper glasses. Good vision will  
help you win the battle of life.  
—Success.

**BROWN**  
**OPTICAL CO.**  
VISION SPECIALISTS.  
Phone 1877. 223 Dundas Street.  
LONDON, ONT.

**Take Supper**  
with your friends  
at **Peters**

If you are not yet among  
the regular patrons of London's  
unique restaurant  
there's a treat in store for you.

**SUPPER SERVED 5:30**  
to 7:30.

Canada Food Board License 10-4321.

**TAYLOR'S STOMACH AND**  
**LIVER CURE**  
A Guaranteed Remedy for Constipation,  
Indigestion, and all ailments of the  
Stomach and Liver.  
**Taylor's 6 Out-Rate Drug Stores**  
**"MY JEWELER"**  
Why Not Yours?  
He sells New and Snappy Goods and  
Prices are So Reasonable.  
**JOHN A. NASH**  
205 Dundas St. Opposite Gammage's.  
"Where You Will Eventually Buy." xxy

**COAL \$15.50 A TON!**  
This was the price paid for six tons  
of a sale. Head your home with a  
Majestic Electric Heater, fully guar-  
anteed, and buy it from  
**Western Ontario Electric Co.**  
227 Dundas Street. Phone 4071.

**PURE VINEGARS**  
for pickling. Extra quality. Delivered  
in clean jars. Gallon ..... 50c  
**JOHN DIPROSE**  
285 Dundas Street. Phone 2262.  
160 Wortley Road. Phone 1397. xxy

**PATRICIA**  
Alice Brady in "The Whirlpool" from  
the novel of Victoria Morton.  
Bella Cavello ..... Alice Brady  
Judge Revere ..... H. Gillmore  
Arthur Halham ..... William Davidson  
Colonel Warren ..... Warren Cook  
Richard Breitner ..... Robert Walker  
Dr. Conyns ..... W. E. Williams  
Mrs. Danzart ..... Louise Lee  
Miss Danzart ..... Virginia Lee  
Buller ..... Wally Clark  
Detective ..... H. Van Buren  
Guide ..... Joseph Burke

**ALICE BRADY**  
**"THE WHIRLPOOL"**  
At the Patricia Theatre today, Tues-  
day and Wednesday.

**MANY SUGGESTIONS**  
**FOR NAME OF NEW**  
**MILITARY HOSPITAL**  
Citizens Offer Good Ideas to  
the Council.

The Advertiser has received several  
suggestions for the name of the new  
military hospital, to take the place of  
London's Military Hospital, which  
has been rejected as commonplace by  
the authorities.

Mrs. Callahan of 11 Wyatt street,  
whose husband is a returned soldier,  
suggests that the building should be  
known as the Becher Military Hospital,  
in commemoration of the Becher  
brothers, Campbell and Dr. A. V., who  
died while in the service of their  
country.

Several offered.  
Mrs. L. Copeland of 19 Edward street  
writes as follows: "I noticed that there  
is an opportunity to name the new  
military hospital. Here are a few sug-  
gestions: Royal George Military Hospital,  
Welcomes Home Military Hospital, Maple  
Militar Hospital, Forest City  
Military Hospital, Our Heroes Military  
Hospital.

Another appealing idea is contained  
in the following letter received today:  
To the Editor of The Advertiser.—It  
was with much regret that I read the  
news of the rejection of the name  
"London View" being given the new  
military hospital about to be erected  
in our city. Why not follow Mr. and  
Mrs. Gray's very excellent and beau-  
tiful memorial to our fallen heroes as  
they have done to the mem-  
orial to the memory of our fallen  
heroes for the benefit and care of infants  
and homeless little ones, in which the  
memory for all time? Surely some such  
title as the "Soldiers' Memorial Hospi-  
tal" would be fitting and appropriate.  
Your truly,  
CITIZEN.

**Showered Patriotism**  
**In Use of "Gas" To**  
**Celebrate "Peace"**  
**In Burst of Enthusiasm, Lon-**  
**dons Burn Auto**  
**Fuel.**

The great war news took a great  
portion of the "less" out of the four-  
thousand cars which were burned.  
It was about 3 o'clock in the after-  
noon before the news of the armistice  
came. The cars were then used for  
the burning of flags and decorations on  
many homes of the city. The cars  
appeared rather thickly, and by 8 o'clock  
there were hundreds of cars on the  
streets. A Sunday for many months.  
They were one and all, however, gaily  
decorated, and in most cases carried a  
dozen or more of rosters and cheer-  
ers who aided not a little in "booming  
her up."

No one objected to using the cars for  
this purpose. The Advertiser received  
many calls from patriotic persons, ask-  
ing if they might use their cars for the  
purpose of celebrating. "Everybody's  
doing it," was the invariable answer.

**LEGAL QUERIES**  
**AN ANXIOUS GRANDFATHER**—  
Ten years ago my son and his wife  
separated on account of adultery of the  
wife. She then married the child's  
father. After a while the child's  
mother received her back again. She  
has since been married to a man who  
has lived with other men as man and wife.  
In the meantime my son and his wife  
have been married and are ashamed of their  
mother's conduct. Their only son is  
fighting in France. Another receives fifteen dollars  
a month from his father. The wife of the  
son who is in the bank in his name and her  
own jointly, with the understanding  
that he will have it all if he comes home  
safe; if not it goes to his two sisters.  
Can his mother claim separation money  
from him under the circumstances?  
—Write to the Minister of Militia  
and Defence, Ottawa, Ont.

**A SUBSCRIBER**—Is it a tenant  
entitled to a month's notice to leave  
rent is paid due?  
Ans.—Yes, unless the lease provides  
to the contrary.  
2nd. Can a soldier's wife, a tenant,  
refuse to give up house with rent un-  
paid?  
Ans.—No.  
3rd. With due notice can a tenant re-  
fuse to leave when winter sets in?  
Ans.—No.

**Seasonable Shoes!**  
**Shoes for All Weathers**  
It is now the time of year to be particular about your footwear.  
There is assurance of health in seasonable shoes. There is satisfac-  
tion in buying shoes where you know the stock has been gathered  
together from tried makers, by experienced buyers. There is satis-  
faction in being fitted with a pair of shoes by experienced and  
skilled salesmen, who know what will be satisfactory and wear-  
able to every foot. Shoes bought for comfort and wear should be  
bought with reasonable discrimination. Let us fit you out with  
SHOES FOR SATISFACTION, and we guarantee you that satisfac-  
tion. Our prices are always in keeping with quality.

**COOK'S SHOE STORE**  
THE STORE WITH THE STOCK.

**BOARD OF TRADE**  
**NECESSARY IN CITY**  
**TO MAKE PROGRESS**  
Time Has Proved Such Organi-  
zations of Value.

Ambition to build a board of trade  
among cities of its class, in civic-  
commercial organization, in civic-  
members of the committee who are be-  
hind the expansion and reorganization  
campaign, which is to open Monday,  
October 14. Anticipating that the ques-  
tion will be asked why London should  
have a board of trade, it was yester-  
day put to J. C. R. Foster, the director  
of the drive, by an Advertiser repre-  
sentative.

"In the first place," Mr. Foster said,  
"I have not been asked that question.  
Everybody I have talked with agrees  
that London has need of such an or-  
ganization. But quite likely the question  
will be asked, for it is impossible there  
are not some in this community who  
have any reasons for a board  
of trade."

**Compelling Reasons.**  
"There are a number of compelling  
reasons why London should have a  
board of trade. Some hundreds of in-  
dustrial and professional men have  
already expressed the first  
reasons by organizing a civic-  
commercial body and maintaining it to  
do a community work."

"In Canada there are probably 200 to  
300 boards of trade. In other words,  
the business and professional men of 200  
Canadian cities have banded  
themselves together in a more or less  
intelligent effort to ascertain what  
things will bring advantage to the com-  
munity, and, having fixed  
these things, to seek and strive  
for them unitedly."

**Organization Needed.**  
"Until the plan of organization and  
operation of a board of trade had been  
placed upon a scientific basis, just as  
the average life of a commercial or-  
ganization was about ten years, it may  
be argued from this fact that such  
bodies are not necessary. But let us  
look at the matter from another angle.  
"It is also true that 90 per cent of  
the commercial organizations which  
have died have been revived, some of  
them not once, but half a dozen times.  
Does not this prove that men need  
such organizations so much that they  
repeatedly discourage and failures  
again and again."

**Fate in Our Hands.**  
"London has been working out, stand-  
ardized, proved in the hardest of all  
tests, that of experience, and it is now  
a question of whether the city will  
there is no need of resurrecting and  
revitalizing the memory of the Becher  
brothers. Boards of trade that have been  
placed on the scientific basis, now  
live and thrive, and will be the case  
here in London, are uniformly grow-  
ing bigger and stronger year by year."

"In every live city there is need of a  
central organization of the citizens,  
through which they may express their  
ambitions for the good of the whole  
community; an organization which will  
bring them together so that their  
thought may be concentrated on par-  
ticular objects, and equipped to trans-  
late that thought into action."

**THESE COOL DAYS ENJOY**  
**A HOT DRINK OR**  
**LUNCH AT THE**  
**ANNIS**  
**CANDY SHOP**  
388 RICHMOND STREET  
Canada Food Board License No. 10-5253.  
xxy

**Just Arrived**  
New York's latest in Ladies'  
Spats, shaped and made to fit  
any Oxford or Pump, every  
shade. Priced from \$2.50 to \$3.75.  
See them in our window.  
**KAUFMAN'S**  
226 DUNDAS  
"GOOD SHOES CHEAP." xxy

**Seasonable Shoes!**  
**Shoes for All Weathers**  
It is now the time of year to be particular about your footwear.  
There is assurance of health in seasonable shoes. There is satisfac-  
tion in buying shoes where you know the stock has been gathered  
together from tried makers, by experienced buyers. There is satis-  
faction in being fitted with a pair of shoes by experienced and  
skilled salesmen, who know what will be satisfactory and wear-  
able to every foot. Shoes bought for comfort and wear should be  
bought with reasonable discrimination. Let us fit you out with  
SHOES FOR SATISFACTION, and we guarantee you that satisfac-  
tion. Our prices are always in keeping with quality.

**COOK'S SHOE STORE**  
THE STORE WITH THE STOCK.

**Seasonable Shoes!**  
**Shoes for All Weathers**  
It is now the time of year to be particular about your footwear.  
There is assurance of health in seasonable shoes. There is satisfac-  
tion in buying shoes where you know the stock has been gathered  
together from tried makers, by experienced buyers. There is satis-  
faction in being fitted with a pair of shoes by experienced and  
skilled salesmen, who know what will be satisfactory and wear-  
able to every foot. Shoes bought for comfort and wear should be  
bought with reasonable discrimination. Let us fit you out with  
SHOES FOR SATISFACTION, and we guarantee you that satisfac-  
tion. Our prices are always in keeping with quality.

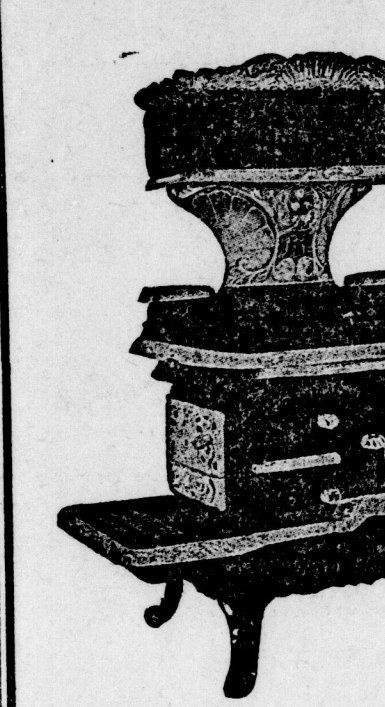
**COOK'S SHOE STORE**  
THE STORE WITH THE STOCK.

**COOK'S SHOE STORE**  
THE STORE WITH THE STOCK.

**FUELLESS CITIZENS**  
**ARE STILL NUMEROUS**  
The explosion of Saturday and the ex-  
citing war news of yesterday did not  
drive the thoughts of coal from the  
minds of London's citizens. This is evi-  
denced by the fact that over forty col-  
coupons reached The Advertiser this  
morning. Of the senders of these only  
seven had any coal whatever, and but  
two had an amount worth considering.  
One had two tons and another one and  
a half tons. The others numbered their  
amount in pounds.  
Coal continues to come in fairly well,  
but the consensus of opinion is that  
the statistics gathered by The Adver-  
tiser show that an equitable distribu-  
tion of coal is necessary if those with-  
out fuel are to escape the first cold of  
winter.

**ROWAT'S COFFEE**  
The best procurable. Please particu-  
larly people.  
**55c PER POUND**  
280 Dundas St. Phone 351-3532.  
Canada Food Board License  
No. 2-1421.

**Join Our Stove Club**  
**PAY \$5.00 MONTHLY**  
**Have Your Stove Delivered At Once**



**Our Display of Stoves**  
is the finest in Western Ontario. Everything is here  
from the smallest Oak Heater to the big Happy  
Thought Ranges.  
**Our Prices Are Right**  
Our Stoves were bought last year be-  
fore the big jump in prices. We buy  
by the carload, and you will notice  
the difference in price as soon as you  
get our quotation.

**Happy Thought Repairs**  
**Carried in Stock**  
We try to carry all parts in stock at all  
times.

**The Ontario Furniture Co., Limited**  
228-230 Dundas St. London's Largest Housefurnishers.  
92th-93rd

**Millinery**  
**Department**  
—Second Floor—  
**A Superb Showing of New**  
**Up-to-Date Models**

Skilled trimmers ready to fill orders at shortest  
notice. Also a complete stock of ready-to-wear in  
children's, misses' and women's. Adjoining this well-  
lighted showroom is our Ready-to-Wear Department.  
Ladies' Suits, Dresses, Coats and Furs, House Dresses  
and White-wear.

Just to hand, handsome new Silk Dresden Ribbons, in floral and striped design;  
shades of maize, pink, sky, rose mauve, green; 5 inches wide ..... 50c  
Plain and Moire Silk Ribbons, 6-inch, in brown, helio, navy, mahogany, green. Very  
special, per yard ..... 40c

**Hosiery Specials**  
Women's Plain Black Cashmere Hose, fine  
quality, good dye; 8 1/2, 9, 9 1/2, 10. Very  
special ..... 50c  
Women's Black Cashmere Hose; special  
quality of odd lines in sizes 8 1/2 and 9 1/2  
only. To clear, per pair ..... 75c  
Women's Cream Cashmere Hose, extra qual-  
ity of fine twisted yarn; sizes 8 1/2, 9, 9 1/2  
and 10 ..... 75c

**Underwear Specials**  
Women's Vest and Drawers, plain rib and  
in white and natural. Each ..... 39c  
Women's Vests and Drawers, fine quality,  
plain rib, a splendid garment well finished.  
Per suit ..... \$1.25  
Women's Vests and Drawers, in natural;  
extra quality of fine yarn, long sleeves and  
trimmed necks. Each ..... \$1.00  
Women's Combinations ..... \$1.50, \$1.75, \$2.00 and \$2.50

**\$20, \$22, \$25 Overcoats**  
**That Are Indisputable Leaders**

The verdict of those who have shopped around, and hundreds of men who have done that  
thoroughly, have come here to finally purchase, is that our showing at these figures is  
easily the best in London. To those who are in a position to know the situation as re-  
gards woolen fabrics, the prices for the qualities we are showing are really ridiculously  
low. We haven't compromised with quality, for we are still offering real woolen clothes  
at less than some shops are charging for practically all-cotton qualities.

**THE STYLES**  
The "Trencher" is a belted coat, double-breasted, mostly  
with a two-way collar that can be buttoned up snugly  
around the neck. We have it with plain back, with in-  
verted pleat back and with new yoke effect; both regular and raglan shoulders. Practic-  
ally all these coats are designed to look well with or without belt.  
The "Ulster" is a solid comfort proposition for the man who drives, motors or walks;  
double-breasted, two-way collar and cut larger than the Trench Coat by from three to  
four inches.  
The "Standard" is a smartly designed conservative coat, with neat, full hanging back,  
either fly front or button through style. It's cut medium length and is a coat that ap-  
peals to hundreds of men.

**THE FABRICS**  
In this showing will be found splendid British and Cana-  
dian cuttings, splendid weights and qualities — tweeds,  
wintneys, chevots and friezes—browns in many shades,  
tans, greys, greens, etc., in plain colors and scores of handsome new designs in overplaid,  
checks, etc.

**R. J. YOUNG & CO.**