

HAIG'S ROLLER ONCE MORE IN ACTION

Circulation Last Week
237,770
Daily Average, 39,617

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON, ONTARIO, ADVERTISER, TUESDAY EVENING, OCTOBER 30, 1917.

96 COLUMNS.

PRICE, TWO CENTS.

UDINE TAKEN BY THE TEUTONS

UDINE IS OCCUPIED BY THE TEUTONS; EX-HEADQUARTERS OF THE ITALIANS

Austro-German Advance Carries Them Into Important Fortress of Cadorna—Rome Reports Drive Less Forceful.

Berlin, Oct. 30.—Via London.—Udine, the former Italian headquarters, has been occupied by the Austro-German forces, army headquarters announced today.

RETREAT CONTINUES.

Rome, Oct. 30.—The Italian retreat continued yesterday, the war office announces. The Italian cavalry is in contact with the vanguards of the advancing enemy. The Italians destroyed bridges over the Isonzo and fought rearguard actions, by which means they checked the Austro-German advance.

ON VENETIAN SOIL.

Berlin, Oct. 30.—The retirement of the defeated Italian army is being stemmed at the few crossings of the river, which is greatly swollen.

The Austrians and Germans are pressing forward irresistibly in the northern Italian plain towards the course of the Tagliamento River. The statement says: "Austro-German troops, advancing from the Carnia Alps, have reached Venetian soil on the whole front and are pressing forward against the upper course of the Tagliamento."

"PASSED THROUGH HELL."

London, Oct. 30.—The Milan correspondent of the Times, in a dispatch filed on Sunday, refers to the breaking of the Italian line at certain points where the Germans carried on no heavy preliminary bombardments, and says that on the Carso, on the contrary, not one of the innumerable attacks has given an inch of ground to the enemy. "The troops on the Carso," he writes, "have already passed through hell and beyond." No details have yet arrived of the results of the fighting for Monte Nero, on the northern end of the Isonzo front. He says the fighting there from the first hour of attack has been as glorious an epic as its winning in 1915.

ALLIES LOAN SUGAR TO NEW YORK PEOPLE

Give Them 26,750 Tons To Tide Over Shortage.

Ottawa, Oct. 30.—The food controller announces that in order to help in tiding over the temporary sugar shortage the Allies have loaned 26,750 tons of sugar to United States consumers in New York pending the arrival of ships to carry it overseas. Arrangements are being made to borrow 16,000 tons of sugar from foreign export owners in New York. The United States food administration has bought for the French Government 100,000 tons of the Louisiana crop of sugar. This transaction represents a value of \$13,000,000.

ONLY POOR ARE HANGED THIS SIDE OF OCEAN, SAYS MR. BICKERDIKE

Montreal, Oct. 30.—"On this side of the Atlantic we never hang a rich man," said Robert Bickerdike, M. P., in an address before the Epworth League of Sherbrooke Street Methodist Church last night. "Only the poor are hanged, because the poor man has no friends, no money and no pull." Mr. Bickerdike claimed that as long as the state killed its enemies, individuals would kill theirs, and he considered the "murderous" wars that the state committed in passion. He said Sheriff Levesque of Montreal always carried his resignation in his pocket in case he should be called upon to execute a man if no hangman could be procured. Mr. Bickerdike presents his abolition of executions bill in the House of Commons every year.

PREMIER OF AUSTRIA SATISFIED WITH WAR, BUT WANTS PEACE TALK

Amsterdam, Oct. 30.—Dr. von Seydewitz, the Austrian premier, speaking in the Upper Chamber of the Austrian Diet at Vienna on Saturday, said that the war situation was the best conceivable, but our aims are the same as those for which we entered the war. He concluded: "We are still ready to sit at the conference table with the enemy if he has no intention of imposing one-sided and arbitrary peace terms. If such tendencies are continued, we can only answer them with a more decided prosecution of the war until we convince the Entente that we are also able to compel peace."

VON HERTLING NOW HEAD OF KAISER'S GOVT.

Bavarian Prime Minister Succeeds Michaelis as the German Chancellor.

Amsterdam, Oct. 30.—Count George von Hertling, the Bavarian prime minister, has been appointed imperial German chancellor. Former Chancellor Michaelis has been named prime minister of Prussia.

TEUTON SMASH AGAINST ITALY TO HURRY PEACE

Vorwaerts Asserts Offensive Was Not Made With Object of Conquest.

HELP IS GOING TO ITALY

London Papers Urge Allies To Keep Up Hammering On Western Front.

Amsterdam, Oct. 30.—The Austro-German offensive against Italy, according to the Vorwaerts of Berlin, was not undertaken in an aggressive spirit with the object of conquest, but solely to bring peace nearer.

London, Oct. 30.—Satisfaction with the decision of Great Britain and France to help the Italians is expressed by most of the morning newspapers, which again urge that whatever assistance is possible must be given without delay. There is, of course, no certain indication of the exact form this help will take, but the general assumption seems to be that the concrete reinforcements contributed by Great Britain and France will appear on the Italian front.

"Hammer the West." The Morning Post, however, contends that the best way of helping Italy is to keep hammering the Germans on the western front.

A German victory over the Italians will not help them if we keep striking hard in Flanders. It is a maxim in war never to give the enemy a moment's respite, and every move of our enemy now is to attempt to create a diversion from the western front.

Taking the view that the German success is due partly to treachery, and that the Germans are using the same tools in Italy as those with which the Russian armies were betrayed, the Post declares:

"Let our statements awake and counter these activities. This may be even more service than any military aid we can render." The Post, nevertheless assumes that such military aid as can be given without weakening the pressure on the western front also will be furnished and urge the Italians to hold on until success arrives.

While some commentators today take a somewhat gloomy view of the situation, others believe that the Italians will recover, and that the Germans will not gain any permanent advantage. The Daily Express says:

"Germany has made a gambler's move and won the first coup. That is all. We may wait and see what will happen without misgivings." No Reasons For Despair. The Daily Telegraph while fearing that the German claim to have shaken the whole Italian front is justified, is persuaded that the perilous situation will inspire the defenders to a harder determination. It adds: "Because the enemy has succeeded in effecting a surprise, there is no reason to suppose that he will be as successful in the plains or before strong positions like the Tagliamento. Gen. Cadorna will know how to counter the present violent attacks and to snatch victory out of the jaws of danger. There is no reason for despair."

SIR HIBBERT TUPPER TO RE-ENTER POLITICS FOR VANCOUVER SEAT

Vancouver, Oct. 30.—Sir Charles Hibbert Tupper may re-enter Dominion politics. Yesterday he received several deputations urging him to run in Vancouver Centre at a Conservative Unionist candidate. He assured the deputations that he would consider it only on the understanding that if he is to be supported by all parties a Liberal before the people in Burrard Centre. If H. Stevens, M.P., is now the Conservative candidate in that centre, and in order to carry out the suggestion of Sir Charles it would be necessary for Mr. Stevens to withdraw.

CUT OUT COMMERCIAL TRAVELERS, IS PROPOSAL OF FOOD CONTROLLER, ACCORDING TO UNOFFICIAL REPORT

Calgary, Oct. 30.—An unofficial report has been received from Winnipeg to the effect that the food controller will shortly have an ordinance council passed prohibiting the sale of all goods by means of commercial travelers. The local wholesale men are not unfavorable to such a change, providing it is uniform in all trades.

FRANCE AND BRITISH ARMIES WERE SAVED BY THE CANIUCKS IN HEROIC STAND AT PRES

Magnificent Tribute to Dominion Soldiers by British Premier.

London, Oct. 30.—In his speech to the Commons last night, in which he thanked the forces of the Empire, Premier Lloyd George quoted the opinion of one of the British members of the House of Commons, Sir John French, Sir Douglas Haig and Sir Frederick Maude. Referring to the heroic stand of the Canadian soldiers, he said: "Splendid as are the fighting qualities of our troops, their success has been largely due to Haig's power of organization, persistence, and foresight."

Referring to the German column that England was fighting her battles through others, Lloyd George said that 75 per cent of the men and casualties were English. Scotland had done its share. Ireland had done distinguished contribution, and Wales the best according to voluntary recruiting.

Praise for Canadians. Referring to the past the dominions had played in the war, Lloyd George said: "The British Empire has won 700,000 and 800,000 men. What does that mean? Five times the number of our expeditionary force. How well they fought, those citizen armies—the ready, resourceful courage of the Canadians, how it saved France and the British army at the second battle of Ypres. How on the heights of Vimy they swept the foe from a position where he had the greatest armies of the Allies for two or three years."

Then India, how bravely and how loyally they have supported British arms. The memory of the powerful aid which they rendered in our hour of trouble will not be forgotten after the war is over. The affairs of India come up for action. "Our colonies throughout the world, how they have supported the British Empire show greater effective unity. It was regarded as a dream, but now it is a fact, a powerful fact, fashioning the history of the world and the destiny of mankind."

400 MILLIONS ASKED BY BRITISH GOVT. TO CARRY ON CAMPAIGN

Vast Credit Sufficient Only Until End of the Year.

London, Oct. 30.—The House of Commons had before it at today's session the introduction by Andrew Bonar Law, chancellor of the exchequer, of the vote of credit for four hundred million pounds sterling, and the amount which the House is asked to vote is expected to be sufficient to carry on the campaign until the end of the year.

The debate on the various stages of the vote is expected to extend over four days and a variety of subjects will be discussed. On Thursday Sir Eric Campbell Geddes, first lord of the admiralty, will make his first announcement on the naval policy.

SMUTE'S PUBLIC WORKS HAVE SAME MEANING AS OTHER MINISTERS

London, Oct. 30.—Via Reuters' Ottawa Agency.—In the House of Commons Mr. Kennedy Jones asked whether the public works of the Smute government had the same meaning as the public works of the other governments. He did not think it worth while to pursue the matter, but he thought it worth while to ask the question for the whole war cabinet.

Mr. Bonar Law said he did not think it right to answer any question dealing with possible terms of peace.

TEN MILLIONS MORE ADVANCED TO FRANCE

Washington, Oct. 30.—Ten million dollars more was advanced to France by the United States Government, bringing credit to the Allies to the total of \$2,466,400,000.

BRITISH ARE HAMMERING AGAIN DRIVING NORTH OF RAILWAY, WHILE FRENCH STOP ATTACKS; CANADIANS STORM THE RIDGES

MINIMUM PRICE SYSTEM FOR ALL STOCK SALES ON MONTREAL BOARD

To Protect Brokers Exchange Decides To Revert To Pre-War Figures.

WALL STREET APPROVES

C. P. R. Drops to Lowest in Thirteen Years on New York Exchange.

Montreal, Oct. 30.—In order to prevent the danger of brokers being forced into liquidation on account of the weak markets, the Montreal Stock Exchange decided this morning to revert to the minimum price system in vogue when the stock exchange reopened after the declaration of war. It was officially stated that none of the brokers are actually on the brink of failure.

It was also officially stated on behalf of the stock exchange that the brokers are all anxious to help with the war loan and with minimum prices prevailing they feel that they can leave their businesses without fear to handle this work.

MINIMUM AT TORONTO.

Toronto, Oct. 30.—It was announced that the minimum decided upon by the Toronto brokers was based on last night's close.

ONLY SAFE COURSE. New York, Oct. 30.—Officers of the stock exchange here expressed surprise at the news of the temporary closing of the Montreal Stock Exchange in view of the unsettled condition which have for some time confronted the dominion markets. The closing of the market was regarded as the only safe and conservative course in the face of this situation.

C. P. R. Way Down. Canadian Pacific Railway on Wall Street today was again the weakest of the standard railroad stocks, declining 8 points to 12 1/2, its lowest record for almost thirteen years. This stock, the weakest of standard issues in the recent protracted period of liquidation, was generally believed that much of the liquidation came from foreign sources, particularly from German investors, with which Canadian Pacific has been a favorite. Today's development at Montreal, however, is assumed here to indicate that much of the selling of Canadian Pacific Railway on the New York Exchange during the past fortnight came from Canadian sources, this centre naturally offering broader fields for the liquidation of that stock.

KAISER'S AGENTS HAD SHIPBUILDING PLANS OF AMERICAN NAVY

Federal Officers Make Important Find in Raids At Frisco.

San Francisco, Oct. 30.—Comprehensive plans of war vessels being constructed for the United States Government at a shipbuilding plant here were seized by federal officers yesterday in a raid upon the home of John Kuleff, a mechanic, who is under arrest, charged with taking pictures of the plant.

At the same time it became known that plans for other ships in process of construction and which have been commandeered by the Government were seized last Friday at a raid upon a separate office maintained down town by a naval constructor at the plant. Federal officials said this man had a contract with a German shipbuilding concern, which stipulated that he would sever his connection with the San Francisco plant whenever called upon to do so.

Federal officials said they had no evidence pointing to a direct relationship between the two men, but attached significance to the fact that both had plans of ships being constructed at the same plant.

VETS WOULD PUBLISH NAMES OF ALL THOSE WHO WANT EXEMPTION

St. John, N. B., Oct. 30.—The great war veterans of this city last night voted to support no candidates for Parliament except those who favor the military service act, and a committee was appointed to interview nominees when nominations are made. The association also declared in favor of having the names of those applying for exemption published.

Haig Moving Once More Against German Lines In Flanders—Petain Throws Back Assaults Along the Aisne—Canadians Carry Crest and Turn Enemy's Guns on Defences.

London, Oct. 30.—The British attacked on the Flanders front early this morning. Good progress is reported by the war office. The announcement follows: "At 5:45 o'clock this morning we attacked north of the Ypres-Roulers railroad. Our troops are reported to be making good progress."

CANADIANS CARRY CREST.

British Front in Belgium, Oct. 30.—(By the Associated Press.)—At an early hour today the Canadians had taken a stand in the neighborhood of the famous crest farm only four hundred yards from the heart of the town of Passchendaele.

DRIVEN BACK 1,000 YARDS.

London, Oct. 30.—The Germans have been driven back in places to a depth of nearly 1,000 yards in today's British drive on the Ypres front, Reuter's correspondent at British headquarters reports.

The principal fighting is taking place towards the outskirts of Passchendaele and in the region of Poelcapelle. The British are reported to have fought their way along several important spurs of the great system of ridges. The Canadians quickly gained a great part of their objective. The fighting today was on a more limited front than the battle of last Friday. The weather was fine.

FRENCH REPULSE GERMANS

Paris, Oct. 30.—A German attack on the Aisne front near Cerny was repulsed last night by the French, the war office announces.

NO SEPARATE PEACE PACT

Petrograd, Oct. 29.—Foreign Minister Tereschenko, in addressing the preliminary Paris conference today, said a separate peace was impossible, and that defence of Russian territory was one of the fundamental needs.

ROOSEVELT SCORCHES HILLQUIET, HYLAN AND REPUBLICAN NOMINEE

Calls Socialist Candidate a Friend of Huns—Flays the Tammany Crowd.

New York, Oct. 30.—New York City has swung into the last week of the municipal campaign with programs arranged for the four mayoralty candidates and their chief supporters that are in the balance, the war has been injected into the campaign and the Socialist candidate for mayor, Morris Hillquit, has made "peace-without-victory" a direct issue.

The choice of Mayor Mitchell, candidate for re-election on the fusion ticket, started the week's drive with a speech before the Tammany Club, a speech in Harlem last night. The former president of the Tammany Club, who is now a Socialist, said that the fusion ticket was a "sell-out" to the Germans, and that the only way to win the war was to elect a Socialist mayor.

TINSLEY RESIGNS.

Toronto, Oct. 30.—Edward Tinsley, for a number of years superintendent of game and fisheries in Ontario, has resigned. Donald McDonald, who has been acting deputy minister, has been appointed to Superintendent Tinsley's position.

LOCAL TEMPERATURES.

Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 54; lowest, 37. The official temperatures for the 12 hours previous to 8 a.m. today were: Highest, 55; lowest, 35.

THE WEATHER

TOMORROW—COLD; SNOW FLURRIES.

Toronto, Oct. 30.—8 a.m. Forecast: Monday—Western gales, partly fair, becoming colder, snow flurries.

Wednesday—Fresh westerly winds, cold and partly fair, local snow flurries.

Temperatures. The following were the highest and lowest temperatures for the 24 hours previous to 8 a.m. today:

Station	High	Low	Weather
Victoria	48	40	Cloudy
Calgary	30	14	Clear
Winnipeg	22	8	Cloudy
Port Arthur	20	23	Cloudy
Perry Sound	18	26	Rain
Port Stanley	22	24	Snow
Burlington	48	38	Cloudy
Kingston	54	46	Rain
Ottawa	42	40	Cloudy
Quebec	42	38	Cloudy
Father Point	48	38	Rain

Weather Notes. The disturbance which was in Indiana yesterday has increased in intensity and is now centered in the upper Ottawa Valley. Rain has been general in Ontario and Quebec, and a heavy westerly gale has been blowing on the Great Lakes all night. The weather continues very cold in the western provinces. Storm signals are displayed at the Great Lakes and along the seaboard.

INTERESTING INFORMATION FOR Earners, Savers and Investors

AN OPEN LETTER TO INVESTORS

For some weeks we have been carrying considerable space in the columns of the Tuesday issue, Financial Section, of The London Advertiser for the purpose of acquainting the residents of London and district with the existence of a new and wanted industry, already in operation, in their very midst.

While you may not have paid particular attention to what has been said in the advertising, we believe you have been impressed with some of the following facts.

1. That there is such an industry as the Middlesex Mills Limited.
2. That this corporate company is doing business under Dominion charter.
3. That it has a large plant on Dundas street east in the city of London.
4. That its operations comprise, among other things, the preparing of fabrics of different kinds for the wholesale and garment making trade.
5. That it is turning out over 20,000 yards per week and making a profit thereon of more than double that required for dividend requirements on its \$150,000 8 per cent preferred stock.
6. That it has already doubled its capacity and is seeking further capital for the development of other additions to plant, capacity, and added lines on which increased profits are assured.
7. That the company is doing work for several of the largest and best wholesale houses in Canada.

8. That an assurance of continued profit-earning business is evidenced by repeat and re-repeat orders from the same firms, some of which order their unfinished supplies direct from the weaving mills in England, to the Middlesex Mills Limited, London, Canada, to be dyed and finished for sales distribution.

You may have thought that we are stating these things in reference to the operations of the company, from a selfish standpoint, and because we want to interest you to make an investment with us in the stock of the company, and to this we at once plead guilty in part. A truthful statement is best made with frankness. We do want to interest you, and in your own behalf we are warranted in doing so.

It is your duty to make your money earn as much as possible, especially now when your money buys less of necessities per dollar than ever before.

You are enjoying every day, whether on the farm or living in the city, something which has taken combined capital to produce. You are plowing, seeding, reaping, threshing, with machines, you are eating food and wearing clothes, the products of large industries which have been organized, built up and are being operated by money from many persons, invested in the stock or bonds of an incorporated company. Our laws are purposely made to cover the combination of capital for the development of industries and other kindred aims.

Your time-saving, horse-saving, pleasure-giving automobile is the product of industries into which millions and millions of dollars have been invested by thousands and thousands of persons, who, having money more than enough to carry on their farming, business or home-keeping, have put their surplus money together in some needed enterprise, under organization and good management, and these have produced and distributed among their shareholders a much larger return than it is possible for any bank or loan company to do. The bank must loan your deposits to the manufacturer, merchant, miner or farmer. Agriculture, industry and commerce are the bank's opportunity for loaning of funds collected from thousands of depositors—at a higher rate of interest than the bank or loan company will obligate themselves to pay. You know it is the combination of capital in this way which has given us our railways, steamship, telegraph and telephone lines.

Mr. Albert Mitchell, the president of this company, of English birth and training to the textile industry, came to this country several years ago. He spent some years in the textile plants in the United States, and seeing in Canada, owing to peculiar conditions with which he had made himself intimately familiar, a great and unique opportunity for individual effort, came to seek out a place for the creation of a textile plant. He recognized in Western Ontario cheap hydro power, climatic and labor conditions, geographical position and transportation facilities, together with the assured and growing market, due to the Dominion's resources, compelling an ever-increasing immigration, bringing more people to clothe, more labor to employ, thereby securing the promise of reasonable wages for operatives—such an opportunity as he had not seen before and one far exceeding in reassuring features anything he had expected to find. Making this city his base, he began interesting people in his project. They soon found Mr. Mitchell to be a practical textile man and not a promoter; that his views of the opportunity here for such a business as he proposed were well sustained by the conditions obtaining, confidence was established, and he personally, with the co-operation of Mr. A. N. Lyster, late manager of the Bank of Nova Scotia in London, and now secretary-treasurer of this company, sold eighty thousand of the preferred stock. With this capital the construction and developing of the plant began. Since "the wheels began to turn" the capital has been increased by further sales of stock; the capacity has been doubled, and the output is increasing every week, the earnings are assured and just warrant established for further development of department appointments which necessitates the selling of a further limited amount of stock.

The preferred stock carries an eight per cent cumulative dividend, to be paid from earnings. It also carries a bonus of 20 per cent of the common stock which is applicable on all amounts of \$500 or more of the preferred stock. The preferred and common stock, of which there is \$250,000 of the former and \$100,000 of the latter, share equally in earnings set apart for dividends, after eight per cent has been paid on the preferred stock. This insures that if earnings should reach thirty thousand dollars net per annum and they are running over \$25,000 now, there would be available for equal division between the two classes of stock, after paying 8 per cent on preferred (viz.) \$12,000, the sum of \$18,000, from which a reasonable proportion might be taken for depreciation of plant, and leave \$10,000 to increase dividend on the preferred and make the initial dividend disbursement on the common which costs the purchaser of the preferred nothing. All sales of stock have been made at par.

The plant occupies a site of 2½ acres on Dundas street east, nearly opposite the McCormick Manufacturing Company. It is surrounded by many other large industries. The Dundas and Ridout street cars pass the door. The main building (two stories) is 65x194 feet, with a new dye house 40x70 and a new boiler plant costing \$18,000 adjoining. The whole plant and installations have a value of over \$150,000, against which there is a mortgage of \$15,000. There are no bonds. Both classes of stock have equal voting power.

This business presents an unusual opportunity for the investment of money at 8 per cent with further benefits to be enjoyed on capital invested. You are interested, in these times of high cost of living, in increasing your income. You owe it to yourself and those dependent upon you to investigate this opportunity. We invite you to do so. For further particulars call or write

THE FISCAL AGENT,
MIDDLESEX MILLS LIMITED,

Room 218, Dominion Savings Buildings,
London, Ontario.

ALBERT MITCHELL, President. A. N. LYSTER, Secretary-Treasurer.

Industry, Thrift, Banking, Insurance, Investments

"SURPLUS" DOES NOT ALWAYS MEAN "CASH"

BY B. N. FREEMAN, WHO EXPLAINS WHY THIS ITEM IS A LIABILITY IN CORPORATION ACCOUNTS.

The layman usually holds the opinion that "surplus" should appear on the books of a corporation as an asset, whereas this item is classed as a liability. This situation has often led to arguments. The why and wherefore of this anomalous condition is explained by B. N. Freeman, manager of the bond department of Henry L. Doherty & Co. Surplus as recorded in balance sheets of corporations does not always mean that the entire amount consists of cash.

Mr. Freeman's analysis of this interesting problem follows:

"The stockholder is paid a reasonable dividend upon his investment in the stock of a given company. He receives the statement of the corporation, and under the heading surplus finds entered a very large sum. Intuitively, he conceives this to be something which in reality belongs to him, and wonders why the need of so large an amount, and why it is not paid out to him and his fellow stockholders in addition to the dividends received. He conceives this fund called surplus as something represented by cash.

"The item surplus appears, as does the item in a corporate statement capital stock, on the liability side; the cash which the stockholder conceives to be represented by this item surplus would necessarily appear upon the asset side. Surplus is not cash, but is the amount left over from the earnings of a corporation after the payment of expenses and other charges and the distribution of dividends, and such remaining balance then carried into an account so designated on the liability side of the ledger. On the asset side it is represented, just as the capital stock itself is represented, by investment in all those items which appear on the asset side of the ledger.

"Many a good corporation has fallen into trouble through the distribution of too large a proportion of the earnings in way of cash dividends, and left remaining too small a proportion in the surplus.

"It is true that a portion of the surplus is represented by cash in the assets, but it is just as equally represented by all other items appearing on the asset side of the ledger.

"In the case of public utility corporations, part of the surplus may be invested in materials and supplies, in new construction, in sums of money advanced to subsidiary or allied corporations, in bills receivable or other investments, and in many other asset items, some of which may be convertible while others may be of a permanent nature and nonconvertible into cash, and this is true of nearly all corporations engaged in constructive work.

"Again items may appear on the asset side which have not been properly reduced in value on the books, and if so reduced would correspondingly reduce the amount in surplus. Finally, items may appear on the asset side which in reality may have a much greater intrinsic value than the figures stated, and if so increased on the books to such legitimate value would correspondingly increase the surplus appearing on the liability side.

"A corporation might have a surplus of many millions of dollars and nevertheless for the proper conduct of its affairs be in need of actual cash.

"For example, should a corporation have a profit of \$25,000,000 in the current year, out of which it may have paid \$10,000,000 in dividends and credited another \$5,000,000 to various reserve funds, it would still have a net surplus of \$10,000,000 for the year, but this does not in the least mean that such corporation would have \$10,000,000 in cash or probably anywhere near that amount to represent this net remaining surplus.

"Many corporations pay dividends in cash, and as well pay further dividends in stock. Most corporations may properly and do declare this character of dividend, stock dividends, which would be quite improper for them to declare and pay in cash in justice to the demands of the business, its proper progress and conservative course. The regular cash dividends paid by a corporation are ordinarily declared from and charged against income for the period, while stock dividends would be properly charged against surplus, and the amount credited to the permanent capital account, thus reducing the surplus and increasing the capital stock of the company, because such dividends have been declared for the purpose of capitalizing expenditures able to be made and made, at some time, for capital account, out of or by reason of the existence of the surplus.

"The growth of surplus in a corporation to a large amount, accumulated under careful and prudent control of the business and methods of accounting, always presents the possibility of the possibility of distribution of what is oftentimes termed, in the language of Wall Street, a "melon," by the declaration of a stock dividend and paying the same to stockholders in stock, out of the surplus account, because a large part of such surplus must naturally have been used in and be represented by investments made for capital account, and therefore subject to capitalization.

"To the stockholder in a well and conservatively managed corporation it should be a matter of great satisfaction to find his company showing a large and growing surplus, but the stockholder should never confuse in his mind this surplus with cash.

"Finally let me state again that surplus is in reality a very simple thing, and merely means the undistributed balance remaining and entered on the liability side represented by and throughout all the items appearing on the asset side of the ledger, of which the cash shown is only a part."

HOW PRESIDENT WILSON DEFINES "A JUST PRICE."

"By a just price I mean a price which will sustain the industries concerned in a high state of efficiency, provide a living for those who conduct them, enable them to pay good wages, and make possible the expansion of their enterprises which will from time to time become necessary as the stupendous undertakings of this great war develop. We could not wisely or reasonably do less than pay such prices. They are necessary for the maintenance and development of industry, and the maintenance and development of industry are necessary for the great task we have on hand."—President Wilson.

UNLISTED INDUSTRIAL PREFERRED STOCKS AS INVESTMENTS

The high cost of living has made a great change in the purchasing power of every man's pocketbook, and the investor has felt it just as has the earner, in proportion. The fact that it now takes one dollar to do the work formerly done by 60 cents, has created the necessity for changing many investments, and savings deposits must also decrease unless not less than 5 to 5½ per cent interest is paid thereon.

With the necessity for a larger net return on the investor's money has come the popularity of industrial preferred stocks, paying from 6 to 8 per cent. The demand for this class of security, preferred as to lien upon assets and also upon dividends has greatly increased during the past few years, and the preferred stock issues of many corporations have been taken up with little hesitation by people of large and moderate means invested in bank and insurance stocks paying a much lower rate on the cost of the shares.

The demand for new and varied industries in Canada preparatory to the close of the war and the opportunities that will come through expansion of trade, increase of population and export development, will stimulate the forming of new corporations and the assembling of capital for larger and more useful work. In some cases the preferred stock of a company shares equally with the common stock in net earnings over and above the amount required to cover the specified dividend on the preferred, and when to this is added the cumulative feature, stock dividends on the preferred stock, and the interest on the preferred before the common stock may participate in the net earnings available for distribution, the preferred stock, a very attractive investment, provided always, of course, they have good reason for being, earning power, financial soundness, character of management and character of business done.

WALL STREET CONDITIONS.

In view of continued lower prices for first-class securities it would seem profitable to take a retrospective survey of the market since the opening of the war in August, 1914, during the latter months of which year the Stock Exchange was closed for some weeks following the commencement of the present struggle. The market had during that year been almost continuously on the decline. After the resumption of business on the Exchange it showed a strength not expected by the oldest trader, and reached the high point of the year, 1915, during the month of December. Nineteen hundred and sixteen saw a drop of about 10 points on the average for 40 stocks, from which base another rising market in the same year continued with but minor recessions, until an advance was made culminating during the last week in December of about 20 points from the low of the year, and 30 odd points advance from the low of 1915. Profit-taking with undue alacrity immediately after New Year's of 1917 started a decline which carried prices down over twenty points, with hardly a rally of \$2 per share. From that time to the present the market, with but few spasmodic rallies of minor importance, has been on the downward trend, with a total decline from January of over twenty-five dollars per share for some of the old reliables, and much more for stocks and investors.

With the announcement of the second Liberty Loan, it was expected the market would in some way be supported, with the view of increasing confidence in general conditions throughout the country and stimulate the buying of the government securities and twenty-hundred billion dollar Treasury bill. The market was not so far as was so successfully carried out by the managers of the McKinley campaign for the presidency, when the market was steady on a gradually rising plane during the whole election year. A large fund of \$20,000,000 was raised, and the market was steady, and this had the desired effect so far as reducing rates for call loans from 5 and 6 per cent to 3½ per cent, but the market continued to sag, and the buying of Liberty Loan lagged, notwithstanding the enormous resources of the United States are estimated at two hundred and twenty billion dollars. The seemingly indifference on the part of investors would appear to have undergone a marked change since ex-President William Howard Taft addressed the members from the floor of the stock exchange on Monday afternoon, 22nd inst., coupled with the activities of Liberty Loan Day. Greater efforts were put forth, many of the large financial institutions increased their original subscriptions, more aggressiveness characterized the campaign, and the time limit saw an over-subscription by several millions of dollars. This means more money, more men, more ships, more fighting power, and financial help for the Allies, meted out with a graciousness and expressed sympathy as well as appreciation of our danger that has already won the admiration of the world. J. Pierpont Morgan once said: "The man who goes short on United States will go broke," and we believe it.

INVESTMENT BONDS

Yielding Six Per Cent
Per Annum and Over.

We issue periodically Booklets and Circulars descriptive of sound, high-grade Investment Securities. We shall be pleased to mail these to you as issued if you will send us your name and address.

Royal Securities Corporation

LIMITED

164 ST. JAMES STREET, MONTREAL.

Chartered 1892.

W. F. ROOME, M.D., ex-M.P.
President.

WILLIAM SPITALL,
Secretary-Treasurer.

A. A. CAMPBELL,
Managing Director.

The Peoples Loan and Savings Corporation

Head office: 428 Richmond St., London, Ont.
Branch office: 6 Sandwich St. W., Windsor, Ont.

Issue

SHORT DATE BABY BONDS
of \$100 and up, bearing interest at the rate of 1

5%

per annum, payable half-yearly. Consult us on investments.

Our quarter century's experience is at your service.
Command us.

What Does the Future Hold For You?

What income will you have 20 years from now? Your earning power will begin to decrease after you reach 45 or 50. What will you fall back on when that time comes? If you could look ahead 20 years and see yourself well and happy you could feel that life was smooth sailing, couldn't you?

Here is the way you can do it. Invest a small portion of your earnings each year in our 20-Year Endowment Policy. Suppose you are 25 years old, and can invest \$96.80 yearly. When you are 45 you will receive \$2,000, plus the dividends earned on your investment.

You will save money you might spend needlessly, and receive a good return on it. Should you die, your family will receive the full face of your policy at once.

Suppose later you find yourself in need of money. Your policy has a "cash or loan value," which increases every year. That's the future you can map out for yourself with our aid. We have a booklet that will tell you more about it in detail. Send us your name, address and age and we will mail you a copy.

THE NORTHERN LIFE ASSURANCE COMPANY

London Ont.

Tear off this coupon and mail it today.
NORTHERN LIFE ASSURANCE CO.
Gentlemen—Please send me your booklet, "What the Northern Offers"

My age is

Name

Address

The Consolidated Trusts Corporation

GEO. G. McCORMICK, President
R. G. FISHER, 2nd Vice-President

THOS. BAKER, 1st Vice-President
W. E. Robinson and Thos. W. Scandrett.

Acts as Executors and Trustees for Estates. Money advanced on Government Bonds at 6 per cent. Will forms free of charge.

Office - London Loan Block, 220 Dundas Street
M. J. KENT, Manager.

You'll Enjoy Christmas More If You Remember Some Boy at the Front.

"SQUARE-DEAL" TAYLOR'S SENSIBLE GIFTS FOR SOLDIERS and NURSES

Cigars (all makes) in boxes of 10, 25 and 50, at Taylor's usual cut-rate prices.
Chocolate Bars, Overseas Chocolates, and boxed Chocolates at all prices.
Safety Razors and Blades.
Stationery—Pads, Envelopes and Boxed Stationery at all prices.

5c Chewin' Gums, 3 for 10c
Oxo Cubes 10c and 25c
Shaving Brushes, Tooth Brushes, and Pocket Combs at all prices.
Shaving Soaps—Sticks, Powder or Cream, at cut-rate prices. We will pay you to inspect our stock.

TAYLOR DRUG CO.

6—RED STORES—6
Richmond St. and Central Ave. 652 Dundas St.
Hamilton Road and Anderson Ave. Horton and Wellington Sts.
389 Talbot St. Wortley Road and Craig St.

SEND THE SOLDIERS USEFUL ARTICLES

WE CAN SUPPLY THE FOLLOWING

Auto-Strop Razors, Pocket style \$5.00
Gillette's Safety Razors, pocket style \$5.00
Wiss Razors from \$2.00 to \$3.00
Razor Straps from 50c to \$2.00
Razor Hones from 50c to \$2.00
Shaving Brushes from 25c to \$1.50
Scissors, pocket and other styles.
Pocket Knives from 50c to \$5.00
Flashlights from 85c up
Vacuum Bottles \$1.50 up

Chown Hardware Co.

111 DUNDAS STREET, NEAR TALBOT.

Try to Help Make Christmas Cheerful for the Soldiers and Nurses at the Front. Send Them a Useful and Pleasing Gift.

SOLDIERS

Wrist Watches \$3.00 up
Fountain Pens \$1.00 up
Cigarette Cases \$1.00 up
Pocket Knives \$1.50 up
Drinking Cups \$2.00
Auto Strop Safety Razor \$5.00
Match Safe \$1.00 up
Cigar Cutter \$1.00 up

Compasses \$1.50 up
Money Belts \$1.25 and \$1.50
Unbreakable Mirrors 75c
Cigarette Holders \$1.75
Key Rings 50c
Signet Rings, heavy weight \$4.00 and up
Knife, Fork and Spoon in case \$3.00

C. H. Ward & Co.

Diamond Merchants and Jewelers.
386 RICHMOND STREET.

For the Boys in Khaki Overseas and in Training

Remember the boys who are fighting our battles. Help them to have a merry Christmas by including something useful and comfortable in your parcel to them.

We specialize in Standfield's Unshrinkable Underwear and the Hanson All-Wool Socks.

Underwear, all sizes, two-piece, per garment, \$1.25, \$1.50, \$2.00, \$2.25
Combination, \$2.00, \$2.50, \$3.00, \$3.50
Heavy Wool Socks, 6 pairs, 50c, 60c, 75c, 85c
Cashmere Socks, extra special, 75c value, for 50c

Black Worsted All-Wool Socks, worth today 85c, for 50c
Gloves and Mittens, largest stock in London 50c to \$6.00
Khaki Silk Handkerchiefs 35c, 50c, 75c, \$1.00

GIANT CLOTHING HOUSE

The Men's Big West End Store.
120 Dundas Street, Phone 1844. Open Evenings Until 9 o'clock.

FOOT COMFORTS

FOR SOLDIERS, NURSES AND CONVALESCENTS OVERSEAS.

When you're sending your Christmas box overseas, include a pair of our Nice, Comfortable Felt or Leather Slippers. They will be much appreciated. We have one of the largest assortments in the city.

MEN'S SLIPPERS from 75c to \$1.98
WOMEN'S SLIPPERS from 49c to \$1.98
Ask to see them.

We also carry a large stock of Fine and Heavy Military Shoes at money-saving prices.

The Peoples Shoe Store

The Shoe Store That Saves You Money.
131 DUNDAS ST. Phone 5123. 12 MARKET SQUARE.

LONDON GIRL LET GO ON SUSPENDED SENTENCE

WINDSOR, Oct. 29.—Arrested last night when her home was raided by the police, Mrs. Eva Fraick, 45 Mercer street, was fined \$50 and costs in police court today for keeping disorderly house. Edmund Laframboise, alleged to be Mrs. Fraick's assistant, was taxed \$50 and costs, while three men and Irene McKay, 21 years old, of London, Ont., who were found in the place, were released on suspended sentence.

IN INGERSOLL, 29.—Lydia Robinson, wife of John Robinson, is dead at her home on Charles street east. She had been a resident of Ingersoll for about 35 years. Besides her husband she is survived by six children.

CLAIM DISCRIMINATION IN L. AND P. S. R. TARIFF

Refusal of Conductors to Sell Return Tickets Brings Complaint.
Complaints have been received from the residents along the London and Port Stanley, claiming that they have been unfairly treated in the matter of fares. The return fare from Glanworth to London is 35 cents. Passengers at that next station must pay 25 cents each way, the conductors refusing to sell return tickets, and thus compelling them to pay much additional money for the privilege of riding on the road. It is expected that some protest will be made to the London Railway Commission. Vice-Chairman Philip Pocock stated that the conductors are not allowed on any road to sell return tickets. The difficulty could be overcome by the purchasing of books of tickets, he claimed.

CHRISTMAS GIFTS FOR OUR SOLDIERS AND NURSES AT THE FRONT

HOW TO ADDRESS MAIL TO SOLDIERS

The following correct method of addressing troops has been issued by Dr. R. M. Coulter, deputy postmaster-general. In order to facilitate handling of mail at the front, and to insure prompt delivery, it is requested that all mail be addressed as follows:

(a) Regimental number.
(b) Rank.
(c) Name.
(d) Squadron, battery or company.
(e) Battalion, regiment (or other unit), staff appointment or department.
(f) Canadian Continent.
(g) British Expeditionary Force.
(h) Army Postoffice, London, England.

Unnecessary mention of higher formations, such as brigades, divisions, is strictly forbidden and causes delay.

Post Your Christmas Parcels Before November 15

SENDING PRESENTS BY PARCEL POST

(Clip This Out for Reference.)

For the information of those sending parcels to soldiers in England or at the front, The Advertiser publishes the rates of postage. To England, the rate is 12 cents a pound or any fraction thereof; limit weight on parcels to England is 11 pounds. To France or Belgium, the rate is 24 cents for parcels any weight up to three pounds; from three pounds to seven pounds (the limit), the rate is 32 cents—not 32 cents per pound, but 32 cents for any weight from three to seven pounds. Any letter or parcel for any soldier in the hospital (even if this hospital is not known to the sender), having the word "hospital" marked across it will be delivered. A customs declaration must be attached to each parcel, for which application should be made at the stamp window of the postoffice.

Useful Presents For Christmas For the Boys at the Front

Khaki Wool Gloves
Khaki Wool Socks
Khaki Silk Ties
Khaki Suspenders
Khaki Kid Gloves
Khaki Wool Shirts
Khaki Collars
Khaki Garters
Khaki Silk and Linen Handkerchiefs, all weights and sizes in combination underwear

John Graham & Co.

LEST YOU FORGET!

Here are some articles that are very useful, and should not be overlooked:

Gillette Safety Razors, the soldier's best friend, \$5 up
Extra Blades, 50c and \$1 pkg
Ever-Ready Safety Razors \$1.00
Extra Blades 75c pkg.
Razors of the best English manufacture \$1.50 to \$2.50
Pocket Knives, 25c to \$3.00
Shaving Brushes, Razor Straps, Soap, etc.
Flashlights 75c to \$2.50
Trench Mirrors 75c
Boxes for overseas 20c each
Alcowa for above, two tins 25c

Aluminum Alcowa Cookers, complete \$1.60
COWAN'S COLOSSAL HARDWARE
THE STORE WITH A STOCK.
125-127 DUNDAS STREET. TWO PHONES: 3461-3462.

CAREFUL PACKING REQUIRED FOR BOXES GOING TO BOYS IN KHAKI

Everything Must Be Wrapped Separately in Old Paper, With Corners Packed Tight.

A London lady who has made a study of soldiers' boxes for a list of articles, sends in to The Advertiser a list of articles which are suitable for sending overseas, hoping that it may be of help to some of the readers.

The list consists of: Socks, cigarettes, tobacco, candies, maple leaves (pressed, dried and rubbed over with paraffin and a hot iron, good soap (strongly appreciated), tooth brushes, tooth paste or powder, health salts, insect powder, shaving soap powder, nontaper, envelopes, indelible or black pencils (soft lead rubs too easily), handkerchiefs (always khaki), small towels and a crash towel (both laundered), playing cards, sweetened chocolate or fancy milk sugar (hard, leaf sugar (though cannot be sent), French cordons, cocoa, coffee (ground extra fine and packed in empty tins or tins of oyster shells), chocolate, horehound candy, cream cheese, Oxo, evaporated milk or cream, gum, honey (take a section cut it into four, and put it into a paper container and fill with straw, dried honey, jam, preserves, pickles. If jam, thick preserves,

CANDLES THAT LAST

Candles that last, we'll say, have been made in this manner: Get a tallow candle, or by putting a strand out of a lamp wick. Then cut a strip of newspaper, a column wide, and roll it around the wick. This is rolled in paraffin for two hours after which it is set on end to cool.

honey or pickles without vinegar are to be sent, they may be packed in paraffin-lined cartons or containers. Put old paper over the top, then put on cover and paste a strip of tough paper around the lid, so as to give it to the body of the carton. She adds the following advice:

"Always wrap everything separately in old paper, and pack every corner tightly. Address the box inside or a slip of paper, as well as twice on the outside, the box being sealed with indelible ink. I usually send a registered letter at the same time as I send a box. This letter should be addressed 'Care the Army Postoffice, London, England' for these goods subject to duty are passed free."

"GOODY" BOX FOR BOYS OVERSEAS REAL CHRISTMAS SUGGESTION NOW

Will Bring Wonderful Cheer When It Reaches Lad in Khaki Serving King and Country.

With so many decidedly useful articles to choose from there should be little difficulty this year in selecting an acceptable gift for the boy overseas. Tobacco and cigarettes are always welcome gifts, not to mention the dozens of other articles, such as candy, cigarette cases, jack knives, mirrors, fountain pens, pocket watches, etc. The return fare from Glanworth to London is 35 cents. Passengers at that next station must pay 25 cents each way, the conductors refusing to sell return tickets, and thus compelling them to pay much additional money for the privilege of riding on the road. It is expected that some protest will be made to the London Railway Commission. Vice-Chairman Philip Pocock stated that the conductors are not allowed on any road to sell return tickets. The difficulty could be overcome by the purchasing of books of tickets, he claimed.

FAMOUS "TAY PAY" COMING TO LONDON TO ADDRESS CLUB

Great Irish Publicist Anxious To Speak Here.

It is expected that T. P. O'Connor, the great Irish home ruler and publicist, will address the Canadian Club in the near future. He has notified President J. H. Fowler that he cannot set a definite date as yet, but he will do so at an early date. "Tay Pay" is an old friend of Bishop Fallon's, and will probably address a gathering in St. Peter's Hall on his visit to London also.

GOING OVERSEAS FOR IMPERIAL COMMISSIONERS

Two officers of the 3rd Depot Battalion, Lieuts. F. W. Kelly and A. S. Macfarlane, have been chosen to go overseas to take commissions in the Imperial army, according to a Toronto report which reached here today. The two officers have been members of the battery staff for some time, but, hoping to get overseas more quickly, have asked to be allowed to accept commissions with the Imperial forces. Their names were among those chosen by Gen. Gwatkin, chief of the general staff, to go overseas for that purpose.

GIFT SUGGESTIONS FOR BOYS OVERSEAS

What will you send him for Christmas, that soldier overseas? You remember what a youngster he was when he went away, and the fact that every year till he went away he grew a big, long stocking to hang up beside the row of other children's stockings. Oh, he did it simply because he wasn't going to be the only one not to have a very good family. But you know better, knew that nobody, not even the little brother and sister, was more curious over the queer-shaped parcels tucked in here and there. Whatever else you send him, don't want to pack out a real "goody" box, the kind in which he will nose around for ever so long before he comes to the end of its wonderful resources. He will unwrap this parcel and unwrap that, nibble here and nibble there, and, oh, the comfort and cheer he is going to get!

There is no tin box or an old tin nail from him that has evolved a wonderful story, or perhaps in the picture class, he owns a box of canned heat. On goes the water to boil, and soon the cookies of his heart and of the heart of those who share his luck are warmed by a steaming canteen of "boffee or cocoa, which tastes just like home, powdered milk and sugar to give it the final touch of luxury.

Perhaps he won't find all the things that are going to be mentioned below in that Christmas goodie box from home, but he is sure to like your selection. Here is the list. You can take your choice, and almost any grocer can supply you with the majority of the good things named.

Overseas Assortment.
Biscuits in packages.
Biscuits in tin boxes.
Gum (overseas packages).
Fruit in tins.
Maple Sugar.
Maple Butter.
Canned Coffee.
Prepared Cocoa.
G. Washington Coffee.
Sliced Pineapple.
Marjorie Murphy, sister of the groom.
Soup.
Malted Milk Tablets.
Ginger Chips.
Brown Bread in tins.
Shelled Nuts.
Sugar.
Chocolate.
Canned Tongue.
Tofee.
A. D. Mints.
Marshmallows in tins.
Sardines.
Dates.
Canned Cheese.
Raspberries, Strawberry, in tins (1-pound tins).
Marmalade in 1-pound tins.
Chocolate Medallions.

MURPHY-EGAN.

INGERSOLL, Oct. 29.—The Church of the Sacred Heart was the scene of a pretty wedding ceremony, and a large crowd of guests gathered for the occasion. The bride, Miss Egan, daughter of Mr. and Mrs. T. J. Egan, of this town, was united in marriage to Lawrence Murphy, of Mount Forest. Rev. Father Gnam officiated. The bridesmaid was Miss Marjorie Murphy, sister of the groom. The bride wore a gown of navy blue, and wore a hat with a large bow. Many beautiful gifts testified to the esteem in which the bride is held. After a trip east, Mr. and Mrs. Murphy will reside in Mount Forest.

NO CLUES YET.
WINDSOR, Oct. 29.—There is no clue yet as to who placed the body of the child found in the river here in the water. The jury, empaneled by Coroner Kennedy after viewing the body adjourned until November 12. The jury is composed of Dr. A. J. Irwin, James Stewart, R. Allen, A. Tilpin, J. A. Currie, Crandall, E. Harrison and E. Lewis.

MISSIONARY DRIVE IN HURON DIOCESE OPENS WEDNESDAY

Campaign Starts This Week Throughout Parishes.

A grand missionary campaign, under the auspices of the M. S. C. C. such as has been in progress throughout Eastern Canada during the past month, will open in the Diocese of Huron on Wednesday of this week, October 31.

Three Anglican bishops are taking part, the Bishops of Keewatin, Athabasca, Kootenay and Edmonton, and Rev. A. J. Williams of China. The first gun in the campaign, so far as the Diocese of Huron is concerned, will be fired on Saturday afternoon, when a union meeting of the Women's Auxiliary branches of the city in Cronin Hall at 3 o'clock will be addressed by the Right Rev. Bishop Gray of Edmonton. The Bishop of Huron will be in the city on Sunday, November 4, in St. Paul's Cathedral in the morning, and in the Church of St. John the Evangelist in the evening, and on Monday evening at 8 o'clock addresses the Middlesex Diocesan Sunday School Association in Christ Church.

Bishop Robins of Athabasca preaches in the Robins Memorial Church in the evening. The Bishop of Huron will have an important part in the campaign in his own diocese, taking the morning service at St. George's next Sunday, and the evening at All Saints'. The following Sunday Rev. A. J. Vail will preach in St. James', South London, in the morning, and in Christ Church in the evening. Rev. E. W. Robinson of London preached, and delightful solos were given by Mrs. McCrimmon of Astoria. Collections for the day amounted to \$163.

DORCHESTER COUNCIL GIVES \$1,000 GRANT TO RED CROSS FUND

DORCHESTER, Oct. 29.—A deputation of women, representing the Sun Cross circles of the township of North Dorchester, attended the council meeting this evening, and a large crowd attended the anniversary service in the Methodist Church. Rev. E. W. Robinson of London preached, and delightful solos were given by Mrs. McCrimmon of Astoria. Collections for the day amounted to \$163.

Wm. J. Dale has a telegram from Ottawa that his son, E. P. Lloyd Dale, is in the 3rd Western General Hospital at Cardiff, Etc. Dale enlisted in Rapid City, Man., and was wounded in the hip while in the trenches on October 19.

GOV. FISH FOR THIS DISTRICT. TORONTO, Oct. 29.—Approximately one ton of Government fish arrived tonight. It was the largest shipment yet to reach Toronto. The greatest portion was reshipped in separate lots to Ottawa, Ingersoll, Guelph, Stratford and Hamilton. The fish were all taken from Lake Nipigon.

Soldiers' Gift Boxes

Let us assist and save you money in packing your boxes for the boys at the front.

Chamois Vests to keep out the cold.
Cigars in boxes of 10 and 25.
Cigarettes in special overseas packages.

Sterno and Elco Stoves
Oxo Cubes
Bovril, all sizes
Chocolate Bars
Milk Chocolate
Gum
Fountain Pens
Writing Pads

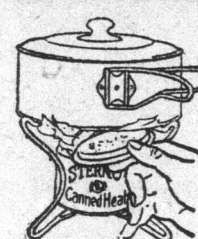
Safety Razors
Shaving Cream
Shaving Brushes
Tooth Powder
Foot Powder
Insect Powder
Playing Cards
Tooth Brushes

Standard Drug, Ltd.

Four Stores in London, One in St. Thomas.

PURDOM'S HARDWARE

THE HOME OF OVERSEAS SUGGESTIONS.
in many different styles. Price \$5.00
Blades 15c
50c and \$1.00 a package



STERNO
Canned Heat Outfit
The complete outfit, all folds up, only 75c
Refills 15c each
Regulation size Tin Boxes for overseas. Price 20c each

The Purdom Hardware Co.

124 DUNDAS STREET. PHONES 2800, 2801.

CHRISTMAS SUGGESTIONS FOR BOYS OVERSEAS

Sterno Stoves 75c, \$1.00
Sterno Canned Heat, 15c, 2 for 25c
Cameras and Kodak Supplies 15c up
Chocolate Bars 5c, 10c and 15c
Razors \$1.00 to \$6.00
Razor Blades and Straps from 75c
Military Mirrors 50c up
Parker, Davis & Co., Germlinal Soap 25c
Tooth Powders and Pastes 15c up
Toothbrushes 17c to 50c
Sabadilla Vermin Powder 25c

FREE, FREE—We make no charge for boxes and packing if your overseas order purchased here amounts to \$1.50 or more.

COMFORT BOXES, approved by postal authorities 12c, 15c, 10c

Cairncross' the Chemists

London's Dependable Drug Store.
216 Dundas Street, Cor. Park Avenue, Phone 680.

BOYS AT THE FRONT

Perrin's Overseas Biscuit Package

Containing a Good Assortment of Our MOST NOURISHING LINES

This assortment is packed in air-tight tins, and can be sent separate or inclosed in other packages.

ORDER FROM YOUR DEALER TODAY.

D. S. PERRIN & COMPANY, LIMITED

BUY NOW FOR THE BOYS OVERSEAS

Heavy Rib Underwear \$1.25 to \$2.25
Fine Rib Shirts and Drawers \$1.00 to \$2.50
Fine Rib Combinations \$1.50 to \$3.50
Sweater Shirts, \$2.50 to \$6.50
Flannel Shirts, \$1.50 to \$3.50
Heavy-Lined One-Finger Mitts \$2.75

Wool Gloves 75c to \$1.50
Khaki Wool Socks 50c
Heavy Grey Wool Socks 50c
Extra Heavy Grey Wool Socks 60c
Khaki Collars 25c
Khaki Silk Ties 50c
Khaki Handkerchiefs, top for 25c
Braces 25c to 50c
Kid Gloves \$1.25 to \$2.50

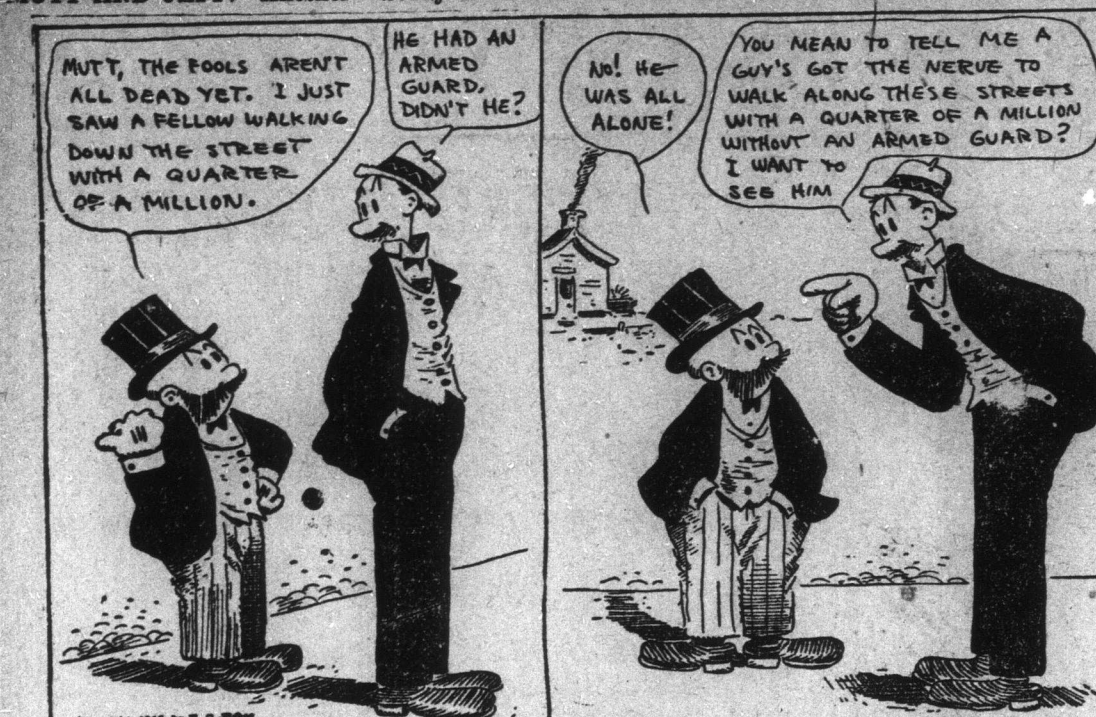
OAK HALL

WRIST WATCH FOR SAPPER WM. WILKIE

ILDERTON, Oct. 27.—A very enjoyable evening was spent at the home of Mr. and Mrs. G. E. Sinker, when the members of the Ivan Guild met and presented Sapper Wm. S. Wilkie of the Mounted Signalling Corps, with a handsome wrist watch. A short program was given by the members, at the close of which T. W. Ward read an address and Gordon Carmichael presented the watch. Luncheon was afterwards served, and the remainder of the evening was much enjoyed by the young people.

Sapper Wilkie leaves for Ottawa shortly, where he will complete his training. The school children of S. S. No. 7, St. Johns, Nfld., Oct. 29.—Sir Walter Davidson, governor of Newfoundland, has left for New York for a short visit, prior to proceeding to New South Wales, which colony he has just been appointed governor. It was announced here tonight. Sir Walter was accompanied by his wife and family.

MUTT AND JEFF—Another "Study in Scarlet."



THE SPORT-LIGHT

By Grantland Rice.

(Copyright). Special District Rights Secured by The Advertiser From the New York Tribune.

AT THE SEASON'S END, The duck comes soon and the play is slow; The game drifts by in a sluggish flow; Only a week or so until The scores are in and the stands are still; Only the winning dash to a welcome roar; The player files through the outbound gate— The season ends—but the Records wait.

The duck comes soon whatever the game; The day is brief on the trail of Fame; But we loaf along and we look ahead; Till the race is run and the dream is dead; Until, far back of the winning score, We find that we come to bat no more; We curse the luck and we call it Fate— The season ends—but the Records wait.

A PAINFUL ADMISSION.

As deeply grieved as we are to make the confession or the admission, we see no possible way out. But the facts at hand seem to be as follows: Within the next few days the courageous firm of D. Appleton & Co. is going to get out a volume of our verse known as "Songs of the Stalwarts." The foregoing volume is to consist of five subdivisions—"Songs of Somewhere Jack," "Songs of Courage," "Songs of the Off-Trail," "Songs of the Game," and "Songs Above the Drum Fire."

Having broken the news as gently as possible, we gladly transfer the remainder of the responsibility into your general direction.

THE LONG, LONG TRAIL.

One of the more popular songs of the day is known as "The Long, Long Trail." It is a song Miller Huggins can sing as he assumes the scepter of the Yankees. "The Long, Long Trail" is no name for it. Griffith, Eberfeld, Stallings, Chase, Wolverton, Chance and Donovan, and possibly several others had a shot at the job, which has been about 50-50 with the Cincinnati affair.

What has been the trouble with the Yankees? Any one of ten or fifteen things. For the last year or two the main trouble has been a rather listless lack of aggressiveness, combined with unnumbered accidents. The Yankees have never been blessed with any surplus pep. They have been made up of nice, quiet young men who had very little to say, and who seemed to wear their collars out low as if expecting the worst at any moment. They have had many good ball players on the club, but few aggressive hustlers out to grapple with Fate from the first to the last call. The Yankees have been a terrific disappointment for the last fifteen years. The 1917 array was one of the saddest jolts of the entire lot. It may be that Huggins, who is a smart, aggressive manager, can lift his new club promptly out of the morass. But it may also be that he will be forced to get practically a new club before the lifting process is even a fair success.

THESE COMPARISONS.

Comparing Benny Leonard with Joe Gans is precisely the same as comparing Walter Johnson with Roubenow or comparing Elmer Oliphant with Willie Weston. Such comparisons are good enough for oratory and debate, but they get nowhere. Entries who meet entirely different types of opponents in different ages under different conditions are not so easily compared. For a man to rule in his own era is about enough.

RECREATION AND RECORDS.

Football this season for recreation and development is above par. But football for records is in for an unseemly jolt. The only record worth while any football team can show is the number of men from its 1916 array entered in the service. And winning teams are not likely to be entered in this latter class.

Some Giant fan, name forgotten, owes us a vote of thanks. He wrote in before the series asking us to place a bet for him that George Burns would outlast Eddie Collins. We didn't do it. Hence the indebtedness.

NEW LEAGUE LIKELY

N. H. A. Will Suspend Operations at Next Meeting. New Hockey League Will Probably Be Formed.

MONTREAL, Oct. 29.—A meeting of the directors of the National Hockey Association will be held within a week, when the N. H. A. will suspend operations for the season, and in all probability a new league will be formed with teams in Montreal, Ottawa and Quebec. This was the opinion expressed this morning by Sam Lichenheim, president of the Wanderers, on his return from Toronto, where he was in consultation with the local representatives of the Toronto Hockey Club. He was invited to suspend operations this season.

NOT SECOND TEAM

Coach Houser of the collegiate institute squad states that he was not the second team of the L. C. I. that played Stratford on Saturday. The agreement was that the second team of the two colleges were to meet, but because they couldn't get enough men to form a second string, the locals took along several of the first-line men. "In justice to Stratford, it should be made known that that was not our second team," said Mr. Houser. "About half of them were first-line men. I did not see the line-up before the boys left, and so didn't know who was going out." The L. C. I. won the game 21 to 0.

Great Values in Double Guns



BROCK'S

The Sporting Goods Store of London, Ont.

National League Magnates Oppose Schedule Change

Owners Object Strenuously to Curtailment of the Playing Season—Say It Means Big Reduction of Profits.

New York, Oct. 29.—The announcement made a few days ago by President Ban Johnson, that the American League intended to cut its playing schedule to 140 games next season as a war measure is not meeting with an entirely favorable response. On the contrary, there has developed a strong opposition to the plan, which will be presented when the two leagues hold their annual meetings in December.

This opposition will come from the National League. Although Charles H. Ebbets, president of the Brooklyn club, has indicated the plan, other National League club owners, particularly those of the western cities, are opposed to it, and are planning to make a fight against it in case the measure comes up for serious consideration, as it probably will. The American League club owners will probably back up the suggestion of their president, but a measure affecting the playing schedule could not be adopted without agreement of both organizations.

National League club owners who oppose the plan argue that such a change would only reduce their chances of making a profit or breaking even on the season. Particularly, it would reduce the chance of making up dates lost through bad weather, and so they are not willing to undertake such changes in a season that promises to be fraught with difficulties enough at best.

Change Not Justified. "No doubt Ban Johnson was sincere when he made the suggestion," said one prominent baseball man yesterday, "but I cannot see where there is any necessity for it. Baseball is a business which is limited to a certain number of months a year. A commercial business would not think of cutting down the season for the sake of making a few extra dollars. There are just too many months in which we can provide money for the owners and thus cut down the number of months in which they have to make money. Moreover, I am not sure that the conditions justify any such measure."

Was Tried Before. The 144 games schedule is not new to the big leagues. It was in effect prior to 1904, when the two major leagues got together on the 154-game schedule.

Markle's Monarchs drove the Desperados off the water and took the lead in the Harrier Basketball League when they defeated them by the score of 14 to 13 in a snappy game at the Y. M. C. A. gym, last evening.

Markle, Ginsberg and Taylor played fine ball, with Ginsberg and Taylor around, while Simmons and Lightfoot also did remarkable work. Gordon Henderson and Weir played their usual strong game for the losers. The first half of the game ended in a three-point lead for the Monarchs, but with four more baskets added on to this in the second half the Pirates were unable to overcome this score, although they made a very good try, only losing out by one point.

The line-up: Monarchs: Weir, 1 f. 5; Ginsberg, 1 f. 4; Thomas, 1 f. 2; Simmons, 1 f. 2; Henderson, 1 c. 4; Taylor, 1 f. 4; Parkinson, 1 d. 0; Markle, 1 f. 4; Mills, 1 d. 0; Lightfoot, 1 f. 0. Pirates: Gordon, 1 f. 0; Henderson, 1 f. 0; Weir, 1 f. 0; Simmons, 1 f. 0; Thomas, 1 f. 0; Parkinson, 1 d. 0; Markle, 1 f. 0; Mills, 1 d. 0; Lightfoot, 1 f. 0. Summary: Final score, Monarchs 14, Pirates 13. Field baskets, Monarchs 7, Pirates 3. Fouls shot, Monarchs 3, Pirates 3. Fouls scored, Monarchs 0, Pirates 1. Time of halves, 15 minutes. Referee, Gough; timekeeper, Gillies.

PLENTY OF MATERIAL FOR PRESTON TEAM

Club Will Elect Officers for the Coming Season on November 7.—Most of Last Year's Crew Out.

PRESTON, Oct. 29.—A meeting to elect the officers of the local hockey club will be held on Wednesday night, November 7. The prospects for Preston having another good team this coming season are very bright. Most of last year's players are still in town, and along with the new blood that has arrived during the summer months a first-class team should represent Preston in the O.H.A. this season.

SARNIA GRIDDERS GET READY FOR WOODSTOCK

Imperial City Squad Getting into Shape for Game Next Saturday at Woodstock.

SARNIA, Oct. 29.—Under the watchful eye of B. C. Running, physical instructor, who is acting as coach, and Manager Patterson and Capt. Smith, the collegiate rugby squad are preparing for the game with the Woodstock Regeneration, which has been announced for Saturday next in Woodstock, with the return game in this city one week later. The locals have championship aspirations, and although they have been unable to book any practice games the grueling practices which they have indulged will serve them in good stead when they clash with the college team fourteen on Saturday next.

EMPIRE FIVE GET TWO GAMES FROM WHITES

McClarys Leading As Loss of One Game Lowered Average of the Brass-Workers.

STANDING.	Wen.	Lost.	P.C.
McClarys	3	0	1.000
Empire Brass	3	1	.833
Blue Labels	2	1	.667
Whites	1	2	.333
Hyman's	1	2	.333
Electrical Workers	1	2	.333
Manhattan Club	0	3	.000
Shoemakers	0	3	.000

The Empire Brass bowlers took two out of three games from the George White quintet on Monday evening at the National Alley in the Canadian League series. The brass workers won the first game easily, captured the second one by a small majority, and lost the third round by 35 points. Lane was the high man for the night, totaling 533, making 181 in the last game. Nightingale, Cushman and Brown also did some nice work, getting well over the 450 mark.

Team's and scores:	Empire Brass	George White & Sons
Gilson	168 154 143—465	178 145 139—462
Foyes	178 145 139—462	169 146 170—485
Nightingale	169 146 170—485	142 121 143—418
Crawford	142 121 143—418	172 139 181—533
Lang	172 139 181—533	167 145 175—531
Totals	627 749 775—2351	619 724 800—2153
Crummer	117 136 173—426	158 137 171—466
Cushman	158 137 171—466	115 132 131—381
Gallagher	115 132 131—381	85 128 145—358
Rockwood	85 128 145—358	142 135 167—445
Grown	142 135 167—445	
Totals	619 724 800—2153	

HICKEY WANTS TO KNOW WHAT'S ON

Calls Special Meeting of the American Association to Have Merger Rumors Settled.

CHICAGO, Oct. 29.—Reports that three or four clubs of the American Association plan to withdraw and merge with certain clubs in the International League caused President Hickey of the American Association to issue a call for a conference of the club-owners, to be held in Milwaukee next Sunday.

"If the Indianapolis, Louisville and Toledo club-owners have decided to secede, it is only proper that we should know about it," Hickey said. "I know nothing officially of these reports, but we shall expect at our Milwaukee conference to have them either denied or admitted."

President Hickey wants an explanation of the reported movement in advance of the annual meeting of the American Association, which is to be held in Louisville, November 12.

Be Independent! How?

By opening a savings account with us. Deposit ONE DOLLAR, and get your pass-book. It's your "Road-Guide" to Independence. Make a deposit this week—then weekly. We allow 3½% compound interest.

The Ontario Loan & Debenture Co.

A. M. Smart, Manager

Corner Dundas Street and Market Lane, LONDON, CANADA



The National Interest

In their enthusiasm to serve Canada, a number of men in Class One—bachelors and widowers without children (not otherwise excepted) who were 20 years old on the 13th October, 1917, and whose 34th birthday did not occur before January 1st, 1917—will desire to report for service, when in fact it is in the national interest that such men should continue in their habitual occupations.

The purpose of the Military Service Act is to select the authorized 100,000 reinforcements in such a way that the industries essential in the national interest will not be handicapped unnecessarily. With this in view, the privilege is extended to employers to claim exemption for men referred to in the first paragraph.

This course obviates the possibility of requiring that men be returned to civilian employment after months of military training—a waste of time and money for all concerned.

The grounds upon which exemption may be claimed, of special interest to employers, are:

- That it is expedient in the national interest that the man should, instead of being employed in Military Service, be engaged in other work in which he is habitually engaged.
- That it is expedient in the national interest that the man should, instead of being employed in Military Service, be engaged in other work in which he wishes to be engaged and for which he has special qualifications.
- That it is expedient in the national interest that, instead of being employed in Military Service, he should continue to be educated or trained for any work for which he is then being educated and trained.

The Employer's Statement

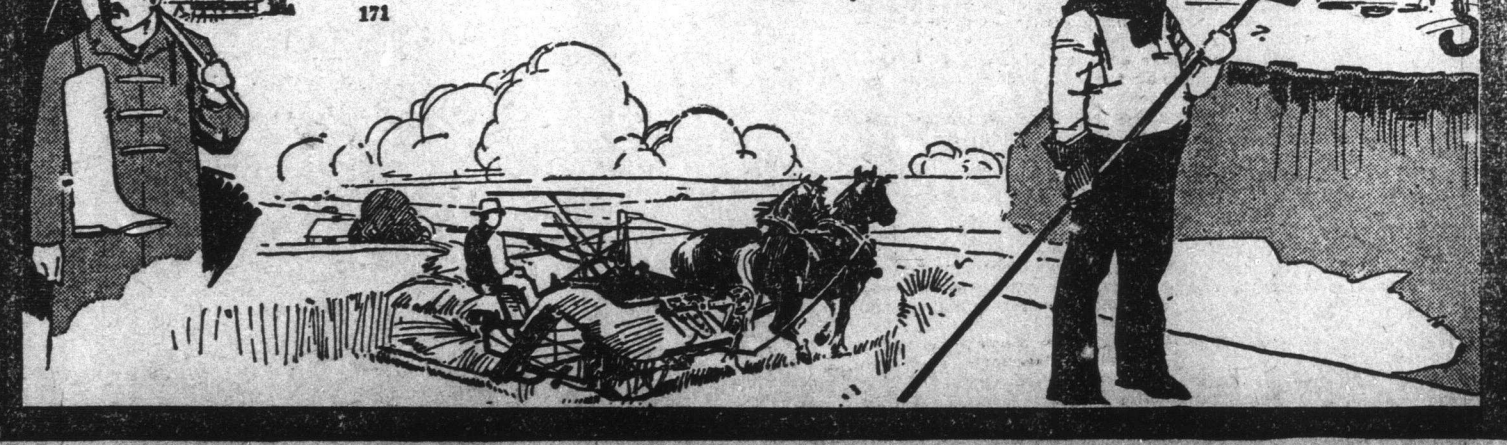
Where an employer claims exemption for an employee on the ground that it is expedient in the national interest that the man should continue in the work in which he is habitually engaged, he should prepare for the tribunal a statement and a schedule as follows:

Total number of employees, grouping them according to their respective occupations and qualifications, and stating the number in each group. Indicate the possibility or otherwise of replacing the labour of Class One men with the labour of those not in the statutory class called up; also the extent to which the withdrawal of men in the statutory class would affect the business, the reasons for considering that the carrying on of the business is in the national interest; and such other facts and circumstances as may appear to be relevant.

The Employer's Schedule

This should state the names, ages and occupations of all Class One men employed, and the medical category in which those who have been medically examined have been placed. There should also be noted against each name whether or not claim for exemption is being made and whether in the employer's opinion exemption, if granted, should be conditional on the man's continuing his present occupation, or whether it would suffice if exemption were granted for one, two, or more months, as the case may be.

Issued by The Military Service Council



WEDNESDAY SPECIAL.
Sirloin Steak, 30c Lb.
TENDERLOINS AND SPARERIBS.
WILSON'S
560-5091

**PANTS
SWEATER COATS
OVERALL SALE**
NOW ON AT THE
GIANT
Open Every Evening Until
9 o'clock.

PANTS.
\$3.25 Men's Pants\$1.95
\$4.50 Men's Pants\$2.95
\$5.50 Men's Pants\$3.95
\$6.50 Men's Pants\$4.95

SWEATER COATS.
\$10.00 Sweater Coats\$5.95
\$12.50 Sweater Coats\$7.95
\$15.00 Sweater Coats\$9.95
\$17.50 Sweater Coats\$11.95

OVERALLS.
"Big" Brand, "Tremont"
Brand and "Railroad Signal," blue
and white stripe, with bib; regular
price worth up to \$2.00. Special
price\$1.50 a pair
We have in stock over 600 dozen
Come in and make your selection.

**GIANT
CLOTHING HOUSE**
The Real Live Store.
Famous For Their Little Prices.
120 DUNDAS ST. PHONE 1844.
1st

DIAMONDS
Diamond Rings from \$5.00 to
\$350.00, including single Diamond
Rings, three and five
diamonds and many fancy set-
tings in the new designs.
Exclusive designs in Neck-
lets, Pendants, Bar Pins, Scarf
Pins, Cuff Links, Tie Clips
and Brooches.

**C. H. WARD
& CO.**
Diamond Merchants and Jewelers.
386 RICHMOND STREET.
Phone 1064.

**JOHNSTON BROS.
XXX BREAD**
PHONE 944.

**Lady of the Snows
Weeps Teary Flakes
On London Today**
Second Fall of Season Causes
Rush for Cars.

Reading by artificial light is
necessary these short days.
Unless great care is taken
eye troubles will result.
Consult us at once if you
experience any difficulty in
reading at night. Glasses
now will save eyestrain and
headaches later.

**Carlyle
TREBILCOCK
OPTICIAN**
233 Dundas St. Phone 2351

PETERMAN'S
High-Class, "Hand-Tailored," Made-To-
Measure Suits.
\$22.50, \$25.00 and upwards
London Loan Bldg., Suite 4, No. 220
Dundas Street. ywt

TORIC
There's a lot of
difference be-
tween Toric
Lenses and
Flat Lenses
besides their
slight extra cost. They give
you extra vision and extra
comfort. They are better-
looking, too. Come and see
us about Toric Lenses.

LENSES
Brown Optical Co.
EYE SPECIALISTS AND OPTICIANS.
233 Dundas Street. Phone 1877.
London, Ontario. ywt

**The London Loan and Savings
Company of Canada**
INTEREST RATES ALLOWED
In Savings Bank 4 Per Cent
Debentures 5 to 5½ Per Cent
M. J. KENT, Manager.

**You'll Be Pleased
With---
PARNELL'S**

You'll like the distinctly in-
dividual taste of purity and
quality in every loaf of
bread we manufacture.
You'll have to try a loaf to
prove this statement. Why
not today?

**Parnell The
Breadman**
PHONES 928, 1380

Diamonds
The most important feature in
the buying of a diamond is the
dealer you buy from. You must
have absolute confidence in the
people you deal with.

**NEW FALL
SPECIALS**
Ladies' Solitaires, \$15.00, \$25.00,
\$30.00, \$40.00, \$50.00, \$55.00 and
\$125.00.

Ladies' Fancy Platinum Dinner
Rings and Clusters, for \$20.00,
\$25.00, \$35.00, \$45.00 and \$150.00.

YOUNG'S
TWO STORES.
LONDON. EAST LONDON.
October Birth Stone—Opal.

**LOG CABIN
HOME-MADE
BREAD**
Surprise the family
with this delicious
flavored loaf.

**JOHNSTON BROS.
XXX BREAD**
PHONE 944.

**Lady of the Snows
Weeps Teary Flakes
On London Today**
Second Fall of Season Causes
Rush for Cars.

"Our Lady of the Snows" put in an-
other weepy appearance in the wee sma-
hours today. Although not the first col-
lection of flakes to settle down over the
city, it made the early workers turn up
their coat collars and look seven ways
for one of the personal street cars.
Finally the weather settled down to a
drizzle a la Monday's weather pro-
gram.

The main topic of conversation on the
avenue street cars was the sev-
erest cold and the ability of Mayor Stev-
enson and company to gather together a
sufficient collection of black diamonds to
keep the shin bones of citizens warm
this winter.

The employees of the United Metals
Munitions Company masquerade dance
at the factory was most successful. The
program included recitations by Mrs.
Howard, Miss Florence Billington and
Mr. Trainer and a solo by the guest of
honor, Mr. Allan. Costume prizes were
won by Mrs. Singleton, Miss Johnston
and Mr. Trainer and Mr. Martin. Mr.
Rowan, superintendent of the company,
gave a short address.

MASQUERADE DANCE.
The employees of the United Metals
Munitions Company masquerade dance
at the factory was most successful. The
program included recitations by Mrs.
Howard, Miss Florence Billington and
Mr. Trainer and a solo by the guest of
honor, Mr. Allan. Costume prizes were
won by Mrs. Singleton, Miss Johnston
and Mr. Trainer and Mr. Martin. Mr.
Rowan, superintendent of the company,
gave a short address.

**DODD'S
KIDNEY
PILLS**
CURES RHEUMATISM, GRAVEL,
BRIGHT'S DISEASE,
DIABETES, ETC.
23 THE PI

FURS
Of Superior Quality.
Exclusive in Design.
BELTZ & CO.

**"DOUG" FAIRBANKS
IS AT HIS BEST IN
"WILD AND WOOLLY"**

Famous Aircraft Star at the
Patricia Today and
Wednesday.

ALL KINDS OF ACTION
In Entertaining Photoplay of
Western Life in the
Early 60's.

Douglas Fairbanks has been seen in
many good photoplays, he has starred
in numerous productions, but none
have given him greater opportunities
to display his ability as an actor and
his skill as an athlete than "Wild and
Woody." The Aircraft photoplay, in
which he is appearing at the Patricia
Theatre the first half of this week.

"Smiling Doug" is seen at his best
in this picture. He performs athletic
feats in the play that cause one to
marvel at the ease with which he per-
forms the most difficult stunts.

The play itself is one of simplicity
and one that immediately appeals to
the lover of a human interest story
woven into as pretty and entertaining
romance as was ever screened.

To see "Doug in 'Wild and Woody'"
is to see him at his best. It is a play
too good to miss, and one that Aircraft
Picture Corporation expended money
upon with a lavish hand, in order to
produce a background in keeping with
the reputation of the popular star.

Starting in New York and ending in
California, the picture discloses variety
of metropolitan and western scenes
presenting the proper backgrounds to
the story. As the youth of metropolitan

**THE ONE AND ONLY
DOUG FAIRBANKS
in the Wealthiest comedy
"WILD AND WOOLLY"
by ANITA LOOS
Directed by JOHN EMERSON**
At the Patricia Today and Wednesday.

birth who finally realizes his ambition to
ride the plains of the west astride a
bucking broncho, Douglas Fairbanks
offers a wonderfully effective picturiza-
tion of the life in the west as based
entirely upon the gaudy covers of 19-
cent weeklies which he has been read-
ing since early boyhood. He pictures
the west today exactly as photographs
show it to have been in the early
eighties. Friends in Arizona, plan to
live up to his expectations and to their
own surprise things turn out more seri-
ously than they anticipated. The story
ends, after many amusing and action
thrilling situations, with Jeff as the man
of the hour. An able cast appears in
support of the star, including Eileen
Percy, Walter Byrtell, Joseph Singleton,
Calvin Carter, Forest Seabury, W.
Jones, Charles Stevens, Sam de Grasse
and Tom Wilson.

"Wild and Woody" will be shown
again today and Wednesday. Fairbanks
introduces a new method of photoplay
production in his organization. Con-
trary to the general rule of making
words that have no immediate bearing
on the action of the picture, Douglas re-
cently instituted the idea of rehearsing
the scenario just as though it was being
prepared for the speaking stage, thus
producing this picture the various mem-
bers of the cast spoke the lines of the
action with the same dramatic endeavor
in the way of articulation as they would
for a stage production of the Belasco
calibre.

It is the contention of Mr. Fairbanks
that in this play an actor fully real-
izing the relationship of his part to the
development of the story, can do his
work with a great deal more interest
and appreciation than if he were merely told
what was expected of him from scene
to scene.

The story of "Wild and Woody" took
him to Arizona, and in the language of
the smiling Douglas, he "lived every
minute of the scenes taken there." He
was in Arizona that he became friendly
with a cattle owner on the Bar X ranch.
Both being actors, the two men, Doug
and Jim Kidd, one of the most famous of
cowboys' many tales of great interest
were related.

Evie Bemand & Company in a vaude-
ville sketch, and a Fox comedy were
presented. The large dining-room and
reception room, looked pretty with the
lights turned low, giving a weird and
ghostly effect, with pumpkin faces
nestling from the top of the stage as
though they were enjoying the fun as much
as the guests.

An exceptionally fine program was
given under the supervision of Miss
Georgia Newbury. Patriotic music was
rendered throughout the evening, and
tributes were paid to the flags of the
Allies. After a most enjoyable time re-
freshments were served.

LOST RIGHT HAND.
After serving with three units of the
British forces and being so severely
wounded that it became necessary to
amputate his right hand, Lieut. Fred
Macfie has returned to his home here.
He is a son of Mr. and Mrs. R. C.
Macfie, of Ridout street, South London,
and enlisted at Edmonton with the
Canadian Mounted Rifles shortly after
the outbreak of war. In England he
secured a commission with the Gordon
Highlanders, but was later transferred
to the 4th Battalion, a Canadian unit.
It was while serving with this that he
was wounded, necessitating his return
to Canada.

**Rowat's 50c per pound
COFFEE**
T.A. ROWAT & CO.
250 DUNDAS ST.
Phone 3551-3552.

**MAJESTIC GROUWS
WITNESS GREATEST
OF WAR PICTURES**
Retreat of the Germans at the
Battle of Arras.

AT POPULAR PLAYHOUSE
Showing British Troops, Air-
planes, Guns and Tanks
in Action.

Scenes of devastation, British troops,
tanks, big guns in action, and other at-
tendant features connected with the
great war, are shown in a vivid and
striking manner in the first episode of
"The Retreat of the Germans at the
Battle of Arras," which is being pre-
sented at the Majestic Theatre again
today.

The second episode of this
great war serial will be shown on Wed-
nesday and Thursday, and the remain-
ing episodes the first four days of the
next two weeks.

The picture was taken under the
direction and for the British Govern-
ment amidst scenes of death and de-
struction, where every minute the
cameraman himself might be blown to
pieces with a shell.

The opening scenes show the British
transport leaving an English port for
France and the west front system, in
which the troops and equipment are
handled. The battalions are
marching to the front in trenches,
each British Tommy wearing a smile
and the motorcyclists transporting the
troops. The tanks—those great cater-
pillar-like engines of destruction—are
shown travelling with ease over ground
where traction engines have been tem-
porarily put out of commission as they
plunged into shell holes. The giant
field pieces, the anti-aircraft guns, the
airplanes and the motorcycle transport
are all seen in action.

This picture has been endorsed by
the military, militia, A. E. Kemp,
as the greatest and most realistic film
in connection with the world-war that
has ever been shown to the public.
His endorsement goes so far as to state
that every man, woman and child in
the British Empire should witness these
scenes in order to realize the magnitude
in all its vividness the war as it really
is.

The second episode will be shown on
Wednesday and Thursday, the first
chapter to be shown for the last time
today at all performances. Don't miss
an episode of these greatest of all war
pictures.

These pictures were taken with the
official sanction of the British Govern-
ment and on the understanding that a
percentage of the receipts from all Can-
adian theatres should be donated to the
above-named charities.

The second episode, shown on Wed-
nesday and Thursday, will be shown to
be more thrilling than those shown the
first time. It shows the British tanks
in action, plowing over the Hun lines
and trenches; the gigantic field
pieces, causing death and destruction,
and the great drain placed upon the
over the top at Vimy Ridge are clearly
shown.

In one of the scenes there is shown
a little churchyard, where the brave
Canadians who fell were buried, while
adding a note to the glorious victory.
Jack Pickford and Louise Huff in
"The Girl in the Window," a new
screen feature outside the war pictures,
and shows these two popular stars in
entertaining roles in their latest Pan-
mount picture.

H. H. McQuinn, the noted
Canadian baritone, will sing at all per-
formances this week. He makes two
entire changes of songs during the
week.

**25TH ANNIVERSARY
SUPPER A SUCCESS**
Centennial Methodist Congregational
Supper Held Last Night.

A supper, followed by an enjoyable
musical program at the Centennial
Methodist Church last night marked the
25th anniversary of the new Centennial
Church. The evening was a pronounced
success. A large number of the con-
gregation was present and enjoyed every
minute of the extensive program.

Addressed the congregation were
given by Rev. L. W. Wickert, a superan-
nated minister, who was at one time a
pastor of the church; Rev. J. E. Holmes,
chairman of the London district; Rev.
W. R. King, pastor of the Centennial
Church; and Rev. W. E. Peacock of the
Dun-7 Centre Church.

The musical numbers included an or-
gan solo by the organist, Bert Weir;
solos by Miss Gertrude Wood, Stanley
Field and Robert Patterson, and
selections by the male quartet, Messrs. Hall,
Kinison, Patterson and Tudor. Rev.
H. T. Ferguson, the pastor, presided.

**POTATO PRODUCTION
WILL BE DISCUSSED
AT MEETING TODAY**

Roscoe Finn in Toronto To
Give Facts and Figures.

A conference of those interested in
the growth and production of potatoes
throughout the Dominion will take
place at the Parliament Buildings, To-
ronto, today, the local representative at
the discussion being R. A. Finn,
the district representative of agricul-
ture. Mr. Finn will be called upon to
lay facts and figures before the assembly
in connection with the difficulties and
complications faced by Middlesex farm-
ers in the production of potatoes.

The assembly will endeavor to de-
termine the best variety of potato to bring
into general growth throughout the
country, so that the future tuber crops
of Canada will be composed of the very
finest quality, and not a mixture of all
grades, as has been the case heretofore.
In order to augment the production of
spuds to a material extent, those at the
conference will present a resolution to
the Government recommending that
potatoes for seed in future be produced
in Northern Ontario.

Mr. Finn said that this would mean
the Government recommending that
potatoes should escape blight and potato
disease and thereby provide perfect
food.

"The trouble with seed of the past
has been that it is invariably fully ripe
when put into the ground," said Mr.
Finn. "The very best potatoes are
produced from seed only carefully mat-
ured. Owing to this known fact we
intend growing seed for the whole of
the province, up in Northern Ontario.
It is expected that in this manner the
yearly crop will be increased by ap-
proximately 30 per cent. The seed pro-
duction farms will distribute the seed
at Government-set rates to the largest
agriculturalists of the country, who will
in turn distribute to the lesser farmers."

Mr. Finn was confident that the ef-
forts of the most expert potato produc-
ers in the province would meet with
success.

The diseases of tubers will be dis-
cussed, and the best way to cope with
some and eliminate others will be de-
cided upon. Methods of cultivation, fer-
tilization, grading and distribution will
be some of the phases connected with
potato production discussed.

After the various species of pota-
to production of each provincial district are
heard, the assembly will decide upon
five standard types of spuds to be grown
generally in Canada. As there are some
thousand different species of pota-
toes, this will be no slight task.

The tentative program of the day in-
cludes all phases of potato production, and
the meeting will be attended by seed
specialists, officials of the department
of agriculture, and three district rep-
resentatives of the most prolific pota-
to-growing centres of Ontario.

PRIVATE SLAVIN BACK.
Halifax, Oct. 30.—Pte. Frank Slavin,
one-time professional boxer, who has
suffered from a severe attack of rheu-
matism, returned to this port. He enlisted
in the Yukon.

SHELL GLASSES
Are both stylish and comfort-
able. We have them in a variety
of new shapes at very moderate
prices.

John S. Barnard
Optician.
194 DUNDAS STREET, 7T

**Ford
SERVICE STATION**
OPEN DAY AND NIGHT.
EQUIPMENT AND WORKMANSHIP
UNEQUALLED
Reliance Garage
Phone: Day 6318, Night 5168.
299 DUNDAS STREET, 70T

**We Know How and
Will Re-build Your Tires.**
LONDON'S RUBBER MAN

**Johnston
& Murray**
LONDON. ST. THOMAS.

**Doctor Says Crying Need
Of The Woman of Today
Is More Iron In Her Blood**
TO PUT STRENGTH IN HER NERVES AND COLOR IN
HER CHEEKS.

Any Woman Who Tires Easily, Is Nervous or Irritable, or Looks Pale, Haggard and Worn, Should
Have Her Blood Examined for Iron Deficiency.

**Administration of Nuxated Iron in Clinical Tests Gives Most Aston-
ishing Youthful Strength and Makes Women Look Years Younger.**

"There can be no healthy, beautiful, enable your blood to change food into
rosy-cheeked woman without iron," living tissue. Without it, no matter
says Dr. Ferdinand King, a New York how much or what you eat, your food
Physician and Medical Author. "In my merely passes through you without do-
recent talks to physicians on the grave ing you any good. You don't get the
and serious consequences of iron de- strength out of it, and as a consequence
ficiency in the blood of American wo- you become weak, pale and sickly-look-
men, I have strongly emphasized the ing, just like a plant trying to grow in
fact that doctors should prescribe more a soil deficient in iron. If you are not
organic iron—Nuxated Iron—for their strong or well you owe it to yourself
patients. Pallor, nervousness, run-down to make the following test: See how long
nervous, run-down, weak, haggard-look- you can work or how far you can walk
ing women patients, pallor means anaemia without becoming tired. Next take two
The skin of the anemic woman is five-grain tablets of Nuxated Iron three
pale, the flesh flabby." The muscles times per day after meals for two weeks,
lack tone, the brain fags and the mem- then test your strength again and see
ory fails, and often they become weak, how much you have gained. I have seen
nervous, irritable, despondent and mel- dozens of nervous, run-down people who
ancholy. When the iron goes from the were ailing all the while double their
blood of women, the roses go from their strength and endurance, and entirely rid
cheeks.

"In the most common foods of Amer- the starches, sugars, table syrups,
ica, the cereals, rice, white bread, soda crackers, biscuits, macaroni, spaghetti,
candies, polished rice, white bread, soda tapoca, sago, farina, degenerated
crackers, no longer is iron to be found. Refining processes have
removed the iron from the cereals of Mother Earth from these impor-
tant foods, and the iron deficiency in your food by using some form of or-
ganic iron, just as you would use salt when your food has not
enough salt."

"Therefore, if you wish to pre- serve your youthful vim and vigor
to a ripe old age, you must sup- ply the iron deficiency in your
food by using some form of or- ganic iron, just as you would use
salt when your food has not enough salt."

"As I have said a hundred times over, organic iron is the
greatest of all strength-builders. If people would only take Nuxated
Iron when they feel weak or run-down, instead of dosing
themselves with habit-forming drugs, stimulants and alcoholic beverages, I am convinced that in
this way they could ward off dis- ease, preventing it becoming or-
ganic in thousands of cases, and thereby the liver, the stomach
and the great drain placed upon her system at certain periods, she requires
iron much more than man to help make
up for the loss."

**Dr. Ferdinand King, New York Physician
and Medical Author, tells physicians that
they should prescribe more organic iron—
Nuxated Iron—for their patients—Says anaemia—iron deficiency—is the greatest curse to
the health, strength, vitality and beauty of
the modern American Woman—Sounds warn-
ing against use of metallic
iron which may injure the
teeth, corrode the stomach
and do far more harm than
good; advises use of only
nuxated iron.**

**Our Work, Best By
Test, Has Been
Proven**
London Tire Repair Depot
354 Wellington Street, Phone 2334.
A. WILKES, Opp. McCarty's. ywt

Western Ontario Electric Co.
237 Dundas Street. Phone 4071.
Inspect our new line of Fixtures and
Lamps before purchasing. Estimates
given on wiring free. A full stock of
Flashlights.

**Champion Bedbug
KILLER**
Sure, Safe, Economical.
35 cents per large syringe-topped can.
Taylor's 6 Out-Rate Drug Stores.

LET US DO IT
Let us put that old pair of shoes you
were going to throw away in perfect
condition. Satisfaction guaranteed.
Modern Shoe Repair
Phone 2310.

**Tomorrow is the Last Day to
See the Scholl Foot Expert**
We urge every reader of this paper who has not seen
the Scholl foot expert at this store to come in to-
morrow morning and learn how to be freed from the
pains and discomforts of foot troubles, and obtain-
ing quick relief and lasting comfort.

Quick Relief and Lasting Comfort
Whether you have corns—calluses—bunions—sudden
cramps in the toes or just back of them—weak
or fallen arches—pains in the heels, ankles or limbs
—lired, aching feet—hot, tender, perching, odorous
feet—or any other foot troubles—do not fail to visit
the Scholl foot expert and obtain his free help.

No Charge For Services
There is absolutely no charge for
the services of this expert. You
do not need to be a customer of
this store; neither will you be
asked to purchase anything. You
are at liberty to ask any questions
relative to your feet or to style
of shoe you should wear, and you
can walk out without making a
purchase if you so desire—and re-
member that tomorrow is the ex-
pert's last day here. Do not fail
to see him.

J.P. COOK & CO. LIMITED
"The Store that Serves You Best"
TWO STORES - DUNDAS & RICHMOND STS.

**DENT'S
GLOVES**
"That's the
Right Idea!"
More than ever before the
boys will welcome your gift
of gloves.
A boy from over there writes: "Send me
some gloves. I cannot get them any-
where."
Buy for your boy overseas some good, warm,
gloves and send them right away. But one cau-
tion—see the name Dent's on the gloves as your
guarantee of quality and durability.
Pure Wool Gloves, Wool-Lined Gloves,
Fur-Lined Gloves and Gauntlets.
INSIST ON DENT'S.