

# VICTORY BONDS WILL HASTEN THAT "UNCONDITIONAL SURRENDER"

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## The London Advertiser

LONDON, CANADA THE HOME OF UNBROKEN PROSPERITY.

THE LONDON ADVERTISER, LONDON, CANADA. FRIDAY EVENING, OCTOBER 25, 1918. 112 COLUMNS

HOME EDITION

THE WEATHER—FINE, COOLER.

PRICE TWO CENTS.

# ITALIANS LAUNCH OFFENSIVE BETWEEN THE PIAVE AND BRENTA

## HAIG'S ARMIES TAKE 8,400 PRISONERS SINCE WEDNESDAY

### BERLIN MOB CALLS FOR ABDICATION OF KAISER; DEMANDS A REPUBLIC

Dispatch From Zurich to Paris Newspaper Tells of a Demonstration in Front of the German Reichstag Building  
—Karl Liebknecht Cheered by Crowd.

Paris, Oct. 25.—An enormous crowd assembled before the Reichstag building in Berlin yesterday, calling for the abdication of Emperor William and the formation of a republic, according to a special dispatch from Zurich to L'Information.

Dr. Karl Liebknecht, the Socialist leader, who has just been released from prison, was applauded frantically. He was compelled to enter a carriage filled with flowers, from which he made a speech, declaring that the time of the people had arrived.

### BOLSHEVIK REIGN OF SLAUGHTER AND TERROR IS UNPARALLELED IN THE HISTORY OF THE WORLD

Political Prisoners Are Put to Death in Moscow and Petrograd Without the Semblance of a Trial—Thousands Have Been Executed in Ruthless Manner.

Stockholm, Wednesday, Oct. 23.—Excesses are the most mercurial part of the red terror practiced in Moscow and Petrograd, according to several neutral observers who have just arrived in Sweden. These men have watched Bolshevik activities in the two great Russian cities for many weeks. They had no personal interests involved and no personal friends affected by the reign of slaughter and terror which is probably unparalleled in the world's history.

While thousands, perhaps, have been executed, the list of victims is far less appalling than the ruthless manner in which political prisoners have been sent to death without a semblance of legal trial, the heartlessness with which they were treated and the utter indifference of the Bolshevik officials to appeals of heartbroken relatives who have been kept in suspense and not allowed to learn what has become of loved ones.

### KITCHENER'S DEATH PLANNED BY INFORMATION FURNISHED THE GERMANS BY RUSSIAN CZARINA

Private Wire Maintained at Petrograd Palace, Where All News Furnished to Russia by the Allies Was Transmitted to Berlin.

New York, Oct. 24.—Information she transmitted to the German Government which made it possible for German submarines to sink the vessel on which Lord Kitchener was lost, was furnished the German Government by the former Russian Czarina, according to an assertion made here tonight by Henry W. Mapp, Salvation Army commissioner, who has just returned from Russia. Mr. Mapp declared he learned in Russia that the czarina maintained a private wire in her apartments at the winter palace in Petrograd, over which

### BRUCEFIELD FIRE IS CAUSED BY EXPLOSION OF A GASOLINE TANK

Damage Estimated at \$6,000 Done to Property of J. Epps.

Brucefield, Oct. 25.—The explosion of a gasoline tank resulted in a fire yesterday afternoon here that destroyed the blacksmith shop, tax mill and garage of J. Epps.

Villagers assisted in confining the flames to the above-mentioned premises. The loss is estimated at \$6,000.

### THE WEATHER

TOMORROW—FAIR AND COOLER.

Toronto, Oct. 25—3 a.m.

Forecasts.

Today—Fresh southwest to northwest winds; a few scattered showers; mostly fair.

Saturday—Northwest winds; fair and cooler.

Temperatures.

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

Stations. High. Low. Weather.

Victoria..... 54 44 Fair

Calgary..... 46 38 Clear

Winnipeg..... 38 18 Clear

Port Arthur..... 48 32 Fair

Parry Sound..... 50 48 Fair

Port Stanley..... 58 38 Rain

Buffalo..... 44 42 Cloudy

Toronto..... 52 42 Cloudy

Kingston..... 52 42 Cloudy

Ottawa..... 58 46 Fair

Montreal..... 58 50 Cloudy

Quebec..... 58 48 Cloudy

Falmer Point..... 52 42 Cloudy

Weather Notes.

A shallow disturbance is moving eastward across the Great Lakes, and showers have occurred throughout Ontario, Quebec and the Maritime Provinces. The weather has been fine and mild, while in the West it has been quite cool.

BE WORTHY OF JACK CANUCK!



Advertiser Illustrations

A striking cartoon, drawn especially for the Dominion Victory Loan Committee by C. H. Wellington, the creator of the widely-known comic "That Son-in-law of Pa's," depicts the boys at the front complete the overthrow of Kaiserism.

### HUN KULTUR IN ALL ITS BEAUTY

Paris, Oct. 25.—In the town of St. Amand, north of Valenciennes, which has been captured by the British, the Germans left 11,000 inhabitants and 1,000 sick persons from that region who were in a hospital in the centre of the town. On the following day, October 22, the Germans bombarded St. Amand, directing particular attention to the hospital. A large number of patients were killed.

### COL. E. M. HOUSE REACHES FRANCE ON U. S. MISSION

President Wilson's Confidential Adviser To Act At Allied Conference.

Washington, Oct. 25.—Col. E. M. House, personal representative of President Wilson and spokesman of the state department, and Admiral Wm. S. Benson, chief of naval operations, have arrived in France to represent the United States in the consideration of Germany's plea for an armistice and peace negotiations.

Washington, Oct. 25.—Col. E. M. House, President Wilson's closest friend and confidential adviser, has arrived in France.

Col. House was sent to Europe as the personal representative of the president in an official mission. This announcement is authorized officially, but further information is withheld.

It is understood, however, that the visit of Col. House to Europe at this time is connected with Germany's plea for an armistice and peace, which now is before the allied governments for decision.

Col. House very probably is authorized to represent the president in discussions with the representatives of the allied governments. The fact that Col. House left for Europe several days before President Wilson's final reply to Germany was dispatched is further proof that every step of the president's negotiations with Germany has been taken in full accord with the Entente governments. It also is taken to indicate that decision to transmit the German plea to the Allies under certain conditions was reached even before the last note from Berlin was received.

Col. House has long been recognized as the logical selection by the president to represent him in such conferences as now are to be held. Not only is he peculiarly fitted for the task at hand, but he has made frequent trips to Europe since the war began in 1914, conferring with leaders in the belligerent nations, and more than a year ago he was charged by the president with gathering data for use at the peace conference.

### DUTCH SHIPPERS ARE PREPARING TO RESUME TRIPS TO ENGLAND

London, Oct. 25.—Dutch newspapers say that shipping concerns in Holland are taking steps preparatory to resuming regular trips to England and America in consequence of the withdrawal of the U-boat menace, according to an Amsterdam dispatch to the Exchange Telegraph Company.

### WILSON'S REPLY TO BERLIN REGARDED BY ALLIED PRESS AS DIPLOMATIC MASTERPIECE

Newspapers of England and France Describe U. S. President's Latest Note As Straightforward, Unequivocal and Candid.

APPROVED BY ALLIES.

London, Oct. 25.—It is understood that President Wilson's latest note to Germany is approved by the Allies and represents, in a general sense, their views of the situation. It has been erroneously assumed that the Allies have been leaving the brunt of the negotiations to fall on Mr. Wilson, but as a matter of fact, when the central powers elected to approach one of the belligerents singly, the others stood aside in the preliminary stages of the negotiations.

Now that the president has consented to submit the request for an armistice to the other belligerents, there is no question that individual action will give place to definitely concerted conduct of the situation, and that the recommendation of the Allies' naval and military commanders will constitute the joint terms of the associated powers.

London, Oct. 25.—Commenting upon President Wilson's note to Germany, the Daily News says:

"The imperial chancellor's note left matters in suspense, but the president's takes them where they should be. The sincerity of the German people's desire for peace is today brought to the final test. If the Germans accept the president's terms, they will make peace. If they do not, they will make war."

"President Wilson must win the hearty approval of plain men everywhere. This sort of language becomes necessary when one has to deal with a people who insist on being evasive and tricky in treating with a plain issue and suffer the unpleasant political malady of being too clever by half."

The newspaper commends President Wilson's correct attitude toward the Allies and especially welcomes his reference of the matter of declaring an armistice to the military leaders.

The Times says: "If the Germans will not accept a peace of justice without violence, then violence will make peace. Without 'sting' which President Wilson proposes, if necessary, to employ, is that German warfare is violence in the service of rapacity, while the warfare of the Allies is violence in the service of righteousness and Diplomacy."

Under the caption, "The Return of the Peace," the Post says: "President Wilson's note is a masterpiece of diplomacy. It reveals the German Government's acceptance of the peace terms. In what may be called the president's ultimatum he again offers the German people an opportunity to set themselves as nearly free as may be and provides at the same time some guarantee of good faith."

The Express describes Mr. Wilson's note as the greatest of the series of his masterly state papers.

"It is supremely great," the newspaper says, "because it is simple, straightforward, unequivocal and candid. No man can quite tell what Dr. Self and Prince Maximilian really means. No one can fail to understand what President Wilson means."

Eulogizes the Note.

After eulogizing the note of President Wilson as an admirable statement, the Times expresses satisfaction that it reveals the closest possible agreement between American and British views. The newspaper thinks that, at the moment, there is no more than a chance that the Germans will ask an armistice. It insists that the naval and military arms of the service must be ready for such an emergency and must be adamant in imposing adequate terms to make and secure the policy of which they are gratified. The Times says that the manifest signs of close co-operation between the military commanders on the western front while "the presence of Col. House, who has arrived in France, will make for political continuity."

Continued on Page Thirteen.

### AMERICANS TAKE MONSTER ENEMY ARMORED PLANE

Machine Was Equipped With Bomb-Dropping Device.

With the American Army Northwest of Verdun, Thursday, Oct. 24.—Americans captured an immense German armored battletank Wednesday north of Brioules. The machine was virtually intact, but the pilot and gunner had escaped. Just when the machine landed is unknown. Infantry forces found the monster.

From east of the Meuse German artillery endeavored to protect the plane, but the American guns laid down a counter-fire upon the enemy gun positions. When a hull came, American troops hurriedly moved forward. Valuable instruments and two machine guns were captured with the battletank, which was equipped with a bomb-dropping device and had a gun and a sighting arrangement so fixed that the gunner can see to shoot directly beneath him. This gun was for firing on roads so far as known this is the first plane of this type captured by Americans. Half the fuselage was covered with quarter-inch armour.

HEARING ADJOURNED.

Edmonton, Alta., Oct. 25.—The preliminary hearing of J. A. Campbell, charged with the murder of Constable Bowers and Sam Zappier, was adjourned yesterday while Magistrate Primrose decided whether or not to admit a certain statement made unsolicited to Detective Matheson in the provincial police guard-room on the night of the arrest.

LOCAL TEMPERATURES.

Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 59; lowest, 48.

The official temperatures for the 12 hours previous to 8 a.m. today were: Highest, 59; lowest, 55.

### MAING AND VENDEGIES-SUR-ECAILLON TAKEN BY BRITISH FORCES

### TURKEY WILL ACCEPT TERMS LAID DOWN BY U.S. PRESIDENT

Tewfik Pasha Tells Parliament That New Government Will Submit to Demands.

Basel, Oct. 25.—Turkey will accept peace based on the principles of right and justice laid down by President Wilson, which the new Turkish Government approves, Tewfik Pasha, the grand vizier, is quoted in a Constantinople dispatch as having stated in Parliament.

The grand vizier's speech was made on the occasion of the presentation of the new ministry to the chamber. He said the Government would grant, without delay, to all elements not only political rights without distinction as to nationality or religion, but the right to participate in the administration of the country.

### WILSON APPEALS FOR RETURN OF THE DEMOCRATS

Election of a Republican Congress Would Mean Repudiation of Leadership, Says President.

### UNITY IS ESSENTIAL

Urges That Present Party Be Returned For Sake of U. S. Nation.

Washington, Oct. 25.—President Wilson today issued an appeal to the people to return a Democratic Congress in the November elections if they approve of his course in this critical period. Return of a Republican majority to either House of the Congress, the president said, "would be certainly interpreted on the other side of the water as a repudiation of my leadership."

The president said he would accept the country's verdict without cavil, but that if it was adverse, the power to administer the great trust assigned to him would be seriously impaired.

After referring to the critical period the country is now facing, the president says in his appeal: "I have no thought of suggesting that any political party is in any way responsible for the difficulties which have been made in this war by all our citizens, irrespective of ideas. I mean only that the difficulties and delicate of our present task are of a sort that makes it imperatively necessary that the nation should give its undivided support to the Government under a unified leadership, and that a Republican Congress would divide the leadership."

Unity is Necessary.

"The leadership of the minority in the present Congress have unquestionably been pro-war, but they have been unadministrative. At almost every turn administration has been lacking."

Continued on Page Three.

### SNOW AND COLDER WEATHER IN THE WEST

Regina, Sask., Oct. 25.—Snow fell at several points in Saskatchewan and incoming trains showed evidence that winter has come. On Wednesday four inches fell between Chamberlain and Craik, while Coan, Strassburg and other towns in Central Saskatchewan received a share.

### French Troops Capture Villages Of Ambly and Fleury on the Aisne Front --- Serbians Inflict Heavy Losses on Enemy---Germans Continue To Yield Territory---Italians Begin Offensive.

London, Oct. 25.—Italian troops have begun an offensive between the Piave and the Brenta. In the Monte Grappa sector they advanced across the Ornic River and captured Monte Solarolo, part of Monte Prassolan and Monte Pertica.

In the Piave River the Italians have captured the islands of Grave Pattadapoli and Maggiore. The weather on the front is unfavorable.

### ITALIANS OPEN OFFENSIVE.

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### BRITISH GAIN GROUND.

With the Allied Armies in France and Belgium, Oct. 25.—Heavy fighting was taking place today on the battlefield in the region of Valenciennes, especially south of the town. The British have gained ground at almost every point along the front.

London, Oct. 25.—The British have captured Maing, southwest of Valenciennes, Field Marshal Haig announced. The British have also captured Vendegies-sur-Ecaillon, on the front below Valenciennes. A German counter-attack was repulsed and fighting was resumed early this morning.

"Wednesday afternoon our troops attacked and captured Vendegies-sur-Ecaillon and made progress on the high ground to the east of the village. A counter-attack in their neighborhood was successfully repulsed. The fighting was recommenced in this sector at an early hour this morning."

"At the close of the fighting yesterday the enemy's resistance in Maing was overcome and the village remained in our hands."

### ITALIANS CAPTURE 3,000 PRISONERS IN THE MONTE GRAPPA REGION

Rome, Oct. 25.—In bitter fighting yesterday in the region of Monte Grappa the Italians established themselves on the northern bank of the Ornic River. They captured nearly 3,000 prisoners. The statement follows:

"Bitter fighting occurred yesterday in the Monte Grappa region. Parties of our troops resolutely attacked some portions of the formidable enemy positions and succeeded in wresting from him and maintaining possession of important supporting points in the western and southern area of the massif. They established themselves on the northern bank of the Ornic torrent in the Alano Basin."

### VIOLENT FIGHTING IN PROGRESS.

Paris, Oct. 25.—On the Aisne front, east of Rethel, French troops have captured the villages of Ambly and Fleury, taking 100 prisoners, the war office announces today.

### FRENCH ADVANCE AND TAKE PRISONERS

London, Oct. 25.—French forces advancing northeastward between the Oise and the Peron, a tributary of the Serre, have penetrated the village of Villers-le-Sec and surrounded the village of Laferte, northeast of Villers. The French also have made an advance further east along the Serre and the Souche.

### BRITISH ARMIES CAPTURE 8,400 PRISONERS SINCE WEDNESDAY

With the Allied Armies in France and Belgium, Oct. 25.—Since Wednesday morning the British third army has taken 6,000 prisoners and the first and fourth armies each has taken 1,200, making a total of 8,400. More than 100 cannon were captured Wednesday and Thursday.

### ENEMY IN FLIGHT FOLLOWING DEFEAT BY SERBIAN TROOPS

London, Oct. 25.—The Serbians have defeated the armies of the enemy in the valley of the Great Morava River, says an official Serbian announcement. The enemy is retreating in disorder. The statement, which bears yesterday's date, follows:

"Serbian troops have defeated the enemy's armies in the valley of the Great Morava River. The enemy is retreating in disorder towards the north. We liberated Parcin (in the Morava Valley, 40 miles northeast of Nish), Varvazin and Beloushitch, and captured more than 200 prisoners. We are successfully advancing towards the north."

### AMERICANS USE BIG GUNS.

With the American Army in France, Oct. 24.—(By the Associated Press).—American 16-inch guns, manned by American bluejackets co-operating with the French, began firing upon German railroad centres back of the Serre-Oise front on Wednesday. The Americans directed their shots against railroad supply stations and junctions in the region of Vervins and also in the vicinity of Boulogne.



## MAJORITY PLEASED TO WELCOME BACK OLD WINTER'S TIME

Enjoyed Extra Hour in Summer, However.

SOME NEVER LIKED IT

Failed To Accustom Themselves and Get Necessary Sleep.

The people who sing the praises of "blue-sky Sunday," will have another portion added to their cup of joy in the Sabbath this week. They are going to get a whole extra hour of beautiful Sunday, an extra hour to lie in bed on Sunday morning. They are going to get back that hour they lost when daylight saving came into effect that hour they were grousing about ever since. When they go to bed Saturday night, it will be daylight saving time. When they get up Sunday morning it will be the dear old time back again, and they won't be able to believe their eyes when they wake at the usual rising time of a Sunday morning and see the sun so high.

Irony of It All.

The irony of the whole thing is that the people who aren't sick or waiting on the sick could stay in bed anyway. There won't be any church to go to, hence no one can get a bad conscience from staying away from church.

After all, the months of daylight saving, it is a fact that numbers still survive who declare they have never grown accustomed to it. They are at last to get their living.

"How will your employees regard the change back to old time?" was asked of the manager of one of the largest manufacturing plants in town today. "They will accept it as a matter of course," he said, "and adjust themselves accordingly. Perhaps we have an exceptionally agreeable lot of people working for us. I never have heard a murmur one way or another."

Will Catch Up Sleep.

The manager of another factory has more decided opinions on the subject. "I'm looking forward to getting an extra hour of sleep," he said. "In fact, I have never been able to get enough sleep. This daylight saving law came into force. I'm sure our employees, who come on duty at 7 o'clock, will be delighted to get more daylight in the morning. My own opinion is that it is going to be better all round, fewer sleepy heads. You see, when young folks start holding hands, they are likely to forget all about daylight saving time. They time themselves by the old time. But it is another story in the morning."

And he couldn't be convinced of anything to the contrary. It was the day, light saving system that was to blame for hours stolen from sleep.

No Drawbacks.

The people who are looking forward with special approval to the change back to the old time at 7 o'clock, today morning are the people who get out early to work. "It isn't any joke to work by artificial light for an hour or

## Red Cross Asks For Fowls To Give Soldiers Chicken Supper

Who wants to have a hand in serving a chicken supper to soldiers at Wolseley Barracks? Yesterday the visiting committee of the Red Cross Association took just such a supper to the convalescent soldiers at the camp, who have graduated from the "dole" stage of the influenza diet, and yet who need tempting food to bring back their appetites. This supper was indeed greeted with cheers, and the soldiers would not object to another by any means.

## WHERE, OH! WHERE HAVE THE PACKING CASES GONE AND, OH! WHAT WENT INSIDE OF THEM?

Garage Employee Says Montreal Packages Were Stolen Soon After Delivery, and Before Being Opened.

Mystery, mystery, all is mystery, as far as two packing cases delivered to the Central Garage from Montreal, on Wednesday, are concerned. What these two cases contained (they weighed some 475 pounds) pending the explanation, was not known, for when License Inspector J. E. Keenleyside ambled around two hours after they had been delivered to the garage, he was told by the man who had delivered them, that the cases had been stolen.

Apparently Inspector Keenleyside is not quite satisfied with the explanation, and had Wm. J. Milton, the employee of the garage who signed for the packing cases, without knowing what they contained, brought into court. The case was enlarged for a week to give both sides time to prepare for the legal battle that is to follow between Crown Attorney J. McKillop and J. M. McEvoy, counsel for Milton.

It has been a great saving of electric light, says one thrifty housewife, who knows to the last cent the amount that goes into household expenses. "As far as a change now is concerned," she adds, "it will be a little more electric light at night and none at all in the morning, unless it happens to be very dark. In our family we have been literally burning the candle at both ends for weeks now. All this month we have had breakfast by electric light."

Even among the gardening enthusiasts who found the extra hour of daylight at night an immeasurable boon, there are many who are quite satisfied to see the change for the winter. They want the long days next summer again.

Is Delighted When Told Soldiers Collected \$1,800 of Objective.

CHAIRMAN REID PLEASED

INFLUENZA SHYNESS AFFECTS TRADE HERE

London reports to Bradstreet's that there is some depression in trade circles here, due to the epidemic that is sweeping the province. Influenza, which has been affecting business is not too bad, but there is a tendency on the part of the public to hold off from places where many people gather, and for this reason are not shopping to the same extent as in normal times. There is a fair amount of business being done with country points, and collections are reported as very good.

## NATIONAL FISH DAY IS THURSDAY NEXT All Are Requested To Leave Meat Alone.

Thursday, October 31, will be Canada's National Fish Day, as decided by the Dominion Government. On that day the Government wants everyone to eat fish instead of meat to save the latter for the Allies. Signs have been put up in all fish stores in this city and throughout Canada to this effect.

The manager of the City Fish Market stated to The Advertiser that he was going to send in an order for one ton of fish, which he is sure he can dispose of. His fish is supplied to him through the Provincial Government. The majority of the fish comes from Lake Nipigon.

The other stores have heard nothing about the supply. The first they heard about the national fish day was when a man came in and asked for a sign. They are expecting more word later.

## FELL ONE THOUSAND FEET; MAY RECOVER

Flight Lieut. L. Somerville of Oriel Injured.

Word was received here today that Flight-Lieut. Lorne Somerville of Oriel, Ont., Oxford County, Ont., was in Kingston, hospital, after having fallen 1,000 feet with an airplane. His injuries are not serious, and he is expected to recover.

NEVER GIVE UP.

Until You Have Tried Tonal-Iron Capsules.

TONAL-IRON CAPSULES have cured thousands of cases of the following: Anemia (this or watery blood), Impure Blood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Trouble, Pale or Yellow Skin, Kidney Troubles, Rheumatism, Vital Weakness in Men, Diseases Peculiar to Women, Menstrual Disorders, Cold Extremities, Lumbago, Poor Circulation, Lassitude, or any form of Physical Decline. Price \$1.00 a box.

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

There is no remedy on the market like this French discovery. Do not accept a cheap imitation.

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

## PTE. C. B. LITTLE HAS BEEN WOUNDED AGAIN

Second Time in Over Three Years' Service.

Pte. Clarence Bailey Little has been taken to No. 9 General Hospital at Rouen, France, suffering with gunshot wound received while on duty in October, 1917. Word to this effect came to his wife, Mrs. Ethel M. Little, 177 St. George Street.

Pte. Little is a cavalryman, and went overseas in April, 1915. He was previously wounded in the leg in October, 1917, while on duty in the trenches. He is a member of the police force and later of the fire department staff before enlisting.

## IT GROWS NEW SKIN!

When Zam-Buk is applied to a skin disease it soothes pain, ends irritation and draws out the inflammation. At the same time it destroys all germs and thoroughly cleanses the diseased part. Then the body extracts act in such a way upon the tissues that they actually grow new skin, which replaces the worn-out tissue and a complete cure is the result.

Mrs. Minnie Carmichael, of 73 5th Ave., Malton, Ontario, writes: "I had suffered with wet eczema for so long and tried so many treatments that I had begun to think that my case was incurable. I even took treatment in a hospital, but got no benefit from anything until I used Zam-Buk. This wonderful balm ended the discharge, soothed the sores and drew out the inflammation, and in a comparatively short time completely cured the disease, so that there has not been the slightest trace of eczema since."

For skin diseases, abscesses, chronic sores, ringworm, scap sores, salt rheum, boils, pimples, blood-poisoning, running sores, bad legs, piles, chapped hands, sore lips, chilblains, cuts, burns, scalds and all skin troubles Zam-Buk is always reliable.

Jarvis Zam-Buk is always reliable. 50c box, 3 for \$1.25. All dealers for Zam-Buk Co., Toronto. Send 1c stamp (for postage) and free trial box will be sent you.

## Zam-Buk

If You Have  
High Blood Pressure  
You Must Be Careful

When the blood pressure is much above normal there is always the danger of the rupture of a blood vessel, more frequently in the brain, and producing a stroke or in the kidneys, producing Bright's Disease. Don't worry about it; just be careful and guard against over-exertion or excitement. Take

Hacking's  
Heart & Nerve Remedy

to quiet and soothe the nerves, to dissolve the clay-like substance that forms in the veins and arteries, and to increase your strength and vitality, so that you can better fortify your body against disease. It is a safe and reliable remedy. Get a few boxes now, when you think it. 50c a box, 6 for \$2.50, sold by all dealers or by mail, C. B. Hacking, P.M.B., Listowel.

P. S.—Constipation is one of the aggravating causes of High Blood Pressure. You can drive out the evil poisons caused by Constipation by using Hacking's Kidney and Liver Pills (25c for \$1). These two medicines go well together, and bring great harmony in the body. Oct. 25-26

NATIONAL Cash Registers  
quicken your service and protect your money.

JULIUS MADDI, Sales Agent,  
THE N. C. CO. OF CAN., LIMITED,  
350 Dundas Street, London, Ont.

# SMARTEST MODES CONSISTENTLY PRICED

Now is the time to buy your winter coats. Such remarkable qualities in the women's coat section offers a thought for immediate selection. The cold weather will be here and the winter coat will be a necessity in every wardrobe, and such as these will be welcome in any wardrobe.

The quality of these garments is as good as you will find in many at much higher prices. They represent the efforts of manufacturers to keep down costs and our efforts to price closer than is possible at other seasons, and the woman who makes her selection now will have an unlimited opportunity for choice. The highest standard of workmanship and the best materials possible are combined with prices that will really surprise you. Scores and scores of models to select from in size assortments that are unlimited.

Winter Coats, in black cloth or kersey, cheviot, polo cloth, Salts' baby lamb, Salts' and Lister's seal plush ..... \$18.75 to \$100.00  
Belted Cheviot Serge Coats, with cape collar and patch pockets, unlined and trimmed with buttons ..... \$18.75 and \$20.00  
Belted Kersey Coats, cape collars, slashed pockets, half-lined, trimmings of floss stitching and buttons. Price ..... \$30.00  
Polo Cloth Coats, with seal plush cape collar, semi-belt, patch pockets, seal plush, button trimmings on pockets and belt. Price ..... \$29.00  
Curl Cloth Coat, full lined, cape collar and belt, button trimmings. Price.....\$42.50

## Special, 59c and 69c

12 dozen Ladies' White Cotton Vests (light fleeced), Dutch neck, button front, short sleeves; sizes 36 to 38. Saturday ..... 59c each  
9 dozen Ladies' Fleeced Cotton Drawers, ankle length, closed style only. Special, Saturday ..... 69c pair

## Special, \$1.39

5 dozen Quilted Silk Sleeveless Jackets, V-neck and edge of jacket finished with rows of stitching, front fastened with silk cord and buttons; colors open lined with pink, black with helio and rose with self; sizes 36 to 46. Special ..... \$1.39

## Cottons and Sheetings

Bleached Longcloth Superior Night Dress Cotton, full 36 inches ..... 30c yard  
Sheets, made up, full size ..... \$2.50 pair  
Cotton Cashmere, plain colors, popular goods for waists or girls' dresses; 36 inches ..... 32c yard

## Protect Yourself With Warmer Stockings

Ladies' Brown, Black or Natural Cashmere Hose, full fashioned, double feet, extra quality ..... \$1.75 pair  
Cashmere Finish Brown Cotton Hose, seamless, double feet, good weight ..... 60c and 60c pair

Extra Fine Black Fleeced Cotton Hose, ribbed top (seamless), specially for those who cannot wear wool, soft and easy on the feet ..... 55c pair

Children's 1-1 Ribbed Black Wool Hose, with double knee, splendid wearing hose, seamless, spliced feet. Priced according to size ..... 75c to 95c pair

Ladies' Silk Hose, black, white, brown, grey and champagne, seamless, double feet ..... \$1.65 pair

## Tumblers, Special Price

2 gross Glass Tumblers. Very special ..... 20c 1/2 dozen  
5 gross Glass Tumblers. Extra good quality. Special ..... 5c each

ODD CUPS—Good large white cup. Special 9c each. Cup and saucer ..... 15c IN THE BASEMENT.

## REMARKABLE DISPLAY OF WINTER OVERCOATS

New styles, new materials. The season is at its height. Our great stock is now at the peak, with many good materials represented. It is remarkable that such a stock is possible, with the seeming dearth of fabrics, but the makers to whom we have gone have risen to their opportunity and the results are most pleasing. Congratulations! They are great.

## Men's Sweater Coats, \$6-75

Very special value in a line of Good Wool Sweater Coats for Saturday, winter weight, collar button close up and some shawl collar; the shades are navy, cardinal, grey and brown, also V-neck in pure wool, light weight, in shades of tan and loret; sizes 36 to 44. Price ..... \$6.75

## Overcoats, \$18.00

Men's Overcoats, in meltons and tweeds, Chesterfield style, a very smart street coat, with velvet or convertible collar, single and double-breasted, in medium and dark grey and mixed shades. These coats are worth an effort to secure. Ask to see them on Saturday. Sizes 34 to 46. Price ..... \$18.00

## SPECIAL IN CAPS.

Men's and Young Men's Caps, plain or fancy patterns, extra good quality tweed, a few dozen only to clear Saturday at ..... 98c each

Afternoon Tea, 3 to 5:30  
Chicken Broth with Salt Water 25c  
Cold Roast Lamb, Potato Salad,  
Apple Pie, Cup of Tea ..... 40c

Restaurant License No. 10-295.

LID ON AT THORNDALE.  
THORNDALE, Oct. 24.—All the schools and churches of this district have been closed since last Thursday for an indefinite period on account of the influenza, although no serious cases have developed as yet.

The public library is also closed, and is being renovated. A new consignment of books has been purchased, and will be ready for circulation as soon as the library is reopened.

WELL KNOWN AT GODERICH.  
GODERICH, Oct. 24.—Word was received here today that Roy Adams had died of wounds overseas. He was a Sarnia boy, but was very well known here, as he was engaged for some time as organist in the English Church, and was leader of the 3rd Regimental band.

NURSE ARRIVES SAFELY.  
HYDE PARK, Oct. 24.—Robert Morris, general storekeeper, has been doing quite a large shipping business this fall. He has shipped several carloads of wheat, and on Wednesday he shipped

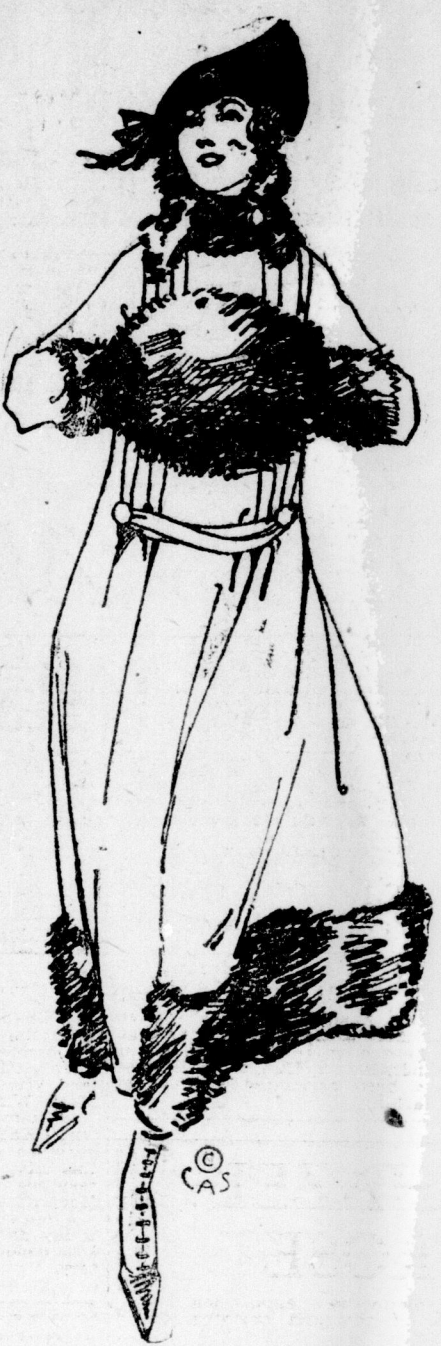
the first load of oats from the G. T. R. station.

The apple-picking is almost over. A very fair crop and excellent quality is the verdict of each farmer, especially the Baldwin variety, which is of exceptional quality this fall.

As yet there are not many cases of influenza in and around Hyde Park, and only one death has occurred. Every precaution has been taken to prevent the spread of the disease.

The country has been visited by a great many of the city boys since the closing of the schools, and they are loading up with apples from the orchards.

The many friends of Nursing Sister E. Smith will be pleased to learn of her safe arrival in England after a very rough voyage.



## AT THE NOTION COUNTER

Wooden Knitting Needles for Socks ..... 10c pair  
Knitting Needles, ends polished, in wood ..... 10c set  
Patton's Wool, mending ..... 30c  
Botany Wool, mending ..... 15c ball  
Wool Skein, mending, black, natural or colonial ..... 5c and 7c skein  
Spring Tape Measures, in metal or celluloid case ..... 20c and 25c  
Etna Hairpin Curlers ..... 6 for 10c  
Ripple Hair Wavers ..... 15c card  
Rubber Curlers ..... 25c card  
Bone Rings for fancy work ..... 12 1/2c, 15c and 20c dozen  
Shoes Trees ..... 10c pair  
Plated Coat Hangers ..... 5c each

## Tungsten Lamps

SPECIAL SALE FOR SATURDAY ONLY.  
25, 40 and 60-watt first quality Tungsten Lamps 3 for \$1.00, one of each size

## Men's Haberdashery

A few lines of special interest to men will be found here on Saturday.

Men's Linen Handkerchiefs, hemstitched. Regular size of good quality. Price ..... 20c each

Men's Lawn Handkerchiefs, hemstitched 15c each

Men's Red Bandanna Handkerchiefs .3 for 25c

Men's Black Cashmere Socks, 9 1/2 to 11. Exceptional value Saturday ..... 50c pair

Men's All-Wool Cashmere Socks, medium weight, splendid quality and price very low at 75c pair

Men's All-Wool Worsted Socks, in black or grey, good winter weight. Price ..... 65c pair

## MEN'S FLANNELLETTES NIGHT SHIRTS.

\$2.00 EACH.

Flannellette Night Shirts of fine soft texture, good and roomy, collar attached, in white or neat stripe pattern, in sizes 15 to 18. Price \$2.00 each

Afternoon Tea, 3 to 5:30.  
Hot Tea Biscuits, Orange Marmalade, Cup of Tea ..... 30c  
Chicken Salad, Thin Bread and Butter, Cup of Tea ..... 40c

Restaurant License No. 10-295.

## RELIANCE Garage

SERVICE Station

great many of the city boys since the closing of the schools, and they are loading up with apples from the orchards.

The many friends of Nursing Sister E. Smith will be pleased to learn of her safe arrival in England after a very rough voyage.

## Honor Your Boy At the Front

Hang a Service Flag in your window or have a Bronze Tablet on your door or parlor table. He deserves some recognition for the service he is rendering humanity.

## JUST ARRIVED—A FULL LINE OF Service Flags and Bronze Tablets

For which we have the exclusive agency in London.

SERVICE FLAGS... 25c to \$1.00  
BRONZE TABLETS, for attaching to doors ..... \$1.50  
On mahogany pedestals ..... \$2.00

Mailed Anywhere on Receipt of Price.

## John S. Barnard

194 Dundas Street Opp. Advertiser









### Music-- Nature's Great Tonic

WHEN evening comes and finds you weary, with jumpy nerves and the whole world out of tune, put on your slippers, pull up your favorite "comfy" chair in front of your own cosy fire, load the good old jimmy pipe and then turn on your Pathephone.

Away flies the haunting care, gone are the morbid fancies, soothed are the ragged nerves and in their place are comfort and sweet contentment.

In these Mighty Times an extra drain is placed on our endurance. We owe it to Ourselves, to our Country and to our Boys at the Front to keep smiling. MUSIC will help take the sting out of our worries and anxieties. An hour of music each day and we tackle our problems with new vigor and freshened outlook.



## Pathephone

The Pathephone is the supreme achievement amongst music makers. Through its beautiful art cases comes the combined record libraries of the world, for the Pathephone plays all other records as well as the famous Pathe record itself which requires no steel needles.

**PATHE FRERES PHONOGRAPH CO. OF CANADA, Limited**  
4-6-8 Clifford St.  
Your nearest Pathe Dealer is

**The Ontario Furniture Co., Limited**

SEE OUR COMPLETE DISPLAY OF THE

## Pathephone

Delivered to your home on club terms, \$5.00 cash, balance in small weekly or monthly payments.

## The Ontario Furniture Co. LIMITED

228, 230 DUNDAS STREET.

PHONE 1175.

### "LIVE WIRES" WILL PUSH VICTORY LOAN IN MIDDLESEX CO.

The county of Middlesex can boast of a splendid organization to put over the coming Victory Loan. County Organizer G. E. Cork, and L. H. Dangler, chairman of the county drive on the dollars of Middlesex farmers, have been quietly at work for some time, and now feel sure that they have a bunch of "live wires" who will attain the objective of three million dollars set by the Dominion organization.

Following is the personnel of the county organization:

**Canvassers and Publicity Committee.**

**Adelaide Township.**

Canvassers—Joseph Keyser, Andrew Pedden, Kerwood; George Ireland, Strathroy; (Capt.) John N. Sullivan, Kerwood.

**Publicity Committee—John Currie, P. D. Alderson, T. P. Calahan, John Campbell, A. R. Ayre.**

**Biddulph Township.**

Canvassers—A. K. Hodgins, B. W. Stanley, Lucan; Irwin Wallis, George Dinmore, Granton.

**Publicity Committee—J. M. Ross, A. J. Clatsworthy.**

**Carleton Place Township.**

Canvassers—A. K. Hodgins, B. W. Stanley, Lucan; Irwin Wallis, George Dinmore, Granton.

**Publicity Committee—J. M. Ross, A. J. Clatsworthy.**

**Delaware Township.**

Canvassers—John Switzer, Lambeth; J. E. Pluncombe, A. E. Monteth, Delaware; W. M. Baker, Lambeth.

**Publicity Committee—Rev. Wm. Hartley, Dr. Bice.**

**Dorchester North.**

Canvassers—David Smith, T. W. Morrison, Mossley; David Calvert, Andrew Dodds, Dorchester; Byron Marsh, Belmont.

**Publicity Committee—J. G. McNeil, David Smith, T. W. Morrison, Andrew Dodds, Byron Marsh.**

**Ekfild Township.**

Canvassers—McTaggart, Appin; James Stevenson, Melbourne; Ross MacEachern, Glencoe; Thomas Irwin, Appin; Malcolm J. McKellar, Glencoe.

**Publicity Committee—Dan A. McCallum, Nathanial Urquhart, Frank Nicholas, Donald Johnston.**

**Lobo Township.**

Canvassers—David H. Selk, Peter A.

### Destroy This Mad Monarch

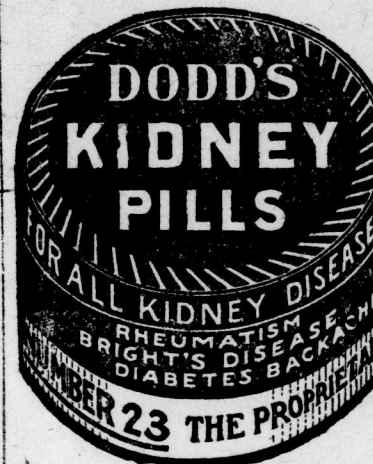
Der Kaiser came down like a wolf on the fold. With a lust that was hot and a heart that was cold. And the Belgian babes were wantonly slain By this modern King Herod, this latter-day Cain!

II.  
Like a Garden of Eden the countryside lay, Till the Tyrant came through on that terrible day! Like the waste of Inferno that country was seen When over it thundered the War Lord's machine!

III.  
God smiled on that land ere that mad monarch's raid, But Pluto would pity the ruins he made! Loud rose the hoarse cries at barbarian feasts, And the shrieking of virgins polluted by beasts.

IV.  
Canadians all! Shall a Brute hold a throne? No! Over-subscribe your new VICTORY LOAN! Destroy this mad monarch that dwells o'er the wave! EACH VICTORY BOND STRIKES A BOND FROM A SLAVE!  
—William F. Kirk.

closed indefinitely on account of the flu, which is still on the rampage here.



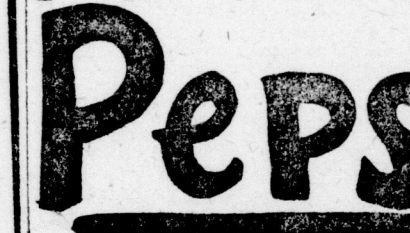
### "FLU"

THE germs of "flu" are breathed in at the nose and throat. You can escape infection by two methods:

- (1) By wearing a respirator, which strains the germs out of the air you breathe. This method is clumsy.
- (2) By putting some disinfectant into the mouth, throat, the breathing tubes, which kills the germs as soon as they enter it.

Peps are the best germ-killer. Handy, convenient, pleasant to take, and do not disorder the stomach. Each Peps releases pleasant, healing, medicinal, and strongly disinfectant fumes which transform pharynx and throat into a germ-killing "gas zone" through which no "flu" germs can pass.

All druggists and stores, 50c box



**G. E. CURRIE** has stated repeatedly that the morale of our troops is without equal. He knows that this is due to two things—discipline and smart appearance.

The officers are responsible for discipline—the AutoStop for smart appearance.

The AutoStop Safety Razor has been used by National Service men in keeping, with the aid of soap and water, the faces of many of our soldiers in a fresh, clean, comfortable condition.

Your soldier will appreciate more than anything else, an AutoStop—the only razor that automatically sharpens its own blades, therefore, the only one that is permanently ready for service.

**Price \$5.00**

At leading stores everywhere

25c postage will deliver an AutoStop Razor Overseas by Red Cross registered mail.

**AutoStop Safety Razor Co., Limited**

4347 Duke St., Toronto, Ont. 61-818

### Would Make Nov. 3 Victory Loan Sunday

**Finance Minister Urges Clergy To Appeal To Their Congregations.**

TORONTO, Oct. 24.—For three Sundays the churches of Canada are being asked by the minister of finance to call special attention in their services to the Victory Loan.

In addition to making a special reference to the congregations on October 27, the minister appeals to the clergy to make Sunday, November 3, a recognized Victory Loan Sunday throughout Canada, with a service especially devoted to the need, and of the following Sunday, November 10, the last of the campaign, to invite laymen prominently identified with the canvass to deliver a short address in every pulpit which can be made available.

### PTE. DAN McCAUGHEY SUFFERS WOUND

Pte. Daniel Joseph McCaughy, son of Francis McCaughy 1096 Francis street, is in No. 22 General Hospital at Campress, France, suffering from a gunshot wound in the left shoulder. A telegram to this effect was received by his father last night.

Dan McCaughy, who is a brother of Pte. Louis McCaughy of the London police department, had just gone out to the front line after coming out of the hospital, where he was taken for treatment as a result of an accident in which he had his nose broken.

He went overseas with a draft of the Army Service Corps in January of this year, and transferred to the infantry branch of the service on crossing to England.

### G. T. R. OFFICIALS GET 2 DAYS TO CLEAN DEPT

The Grand Trunk Railway station is still open to the public, notwithstanding the order of the board of health placed on record on Wednesday to the effect that a big card bearing the significant legend, "Unsanitary," should be tacked on the main portal and the doors closed out of the hospital, where he was taken for treatment as a result of an accident in which he had his nose broken.

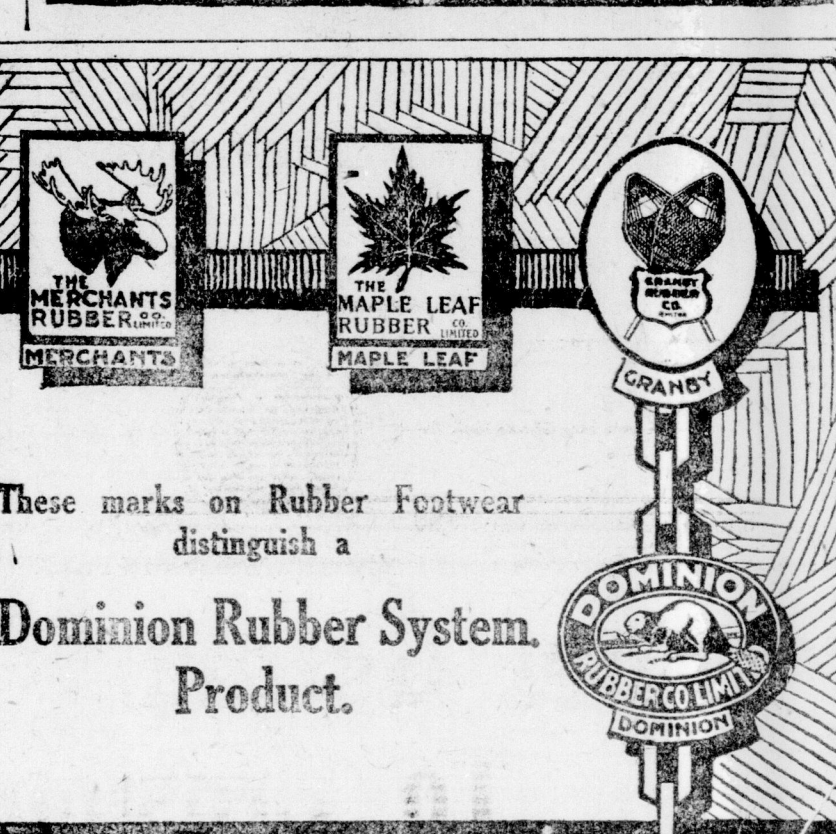
After consultation with the city solicitor, Mayor Somerville and H. M. Douglas, acting chairman of the board of health, decided today to act for the board in giving the G. T. R. two days' extension of time for a thorough dirt chasing. Sanitary Inspector Scott was commissioned to serve this notice yesterday afternoon to the local superintendent.

**GODERICH STILL CLOSED.** GODERICH, Oct. 24.—At a meeting of the board of health here today it was decided to keep all public places



### HERE'S QUICK RELIEF FOR YOUR TIRED, STRAINED MUSCLES

When your muscles become tired and swollen and the joints become stiff, your circulation poor, and your suffering makes you irritable, an application of Sloan's Liniment gives you quick relief—kills pain, starts up a good circulation, relieves congestion. It is easier and cleaner to use than musky plasters or ointments, acts quickly and does not clog the pores. It does not stain the skin. Made in Canada.



### Canada Needs Her Man-Power and Her Woman-Power.

Aye—and her child-power, too: she wants no sick, this winter—no offices made inefficient, nor homes disarranged, nor schools poorly attended—because of colds and grippe and tonsillitis, due to wet feet.

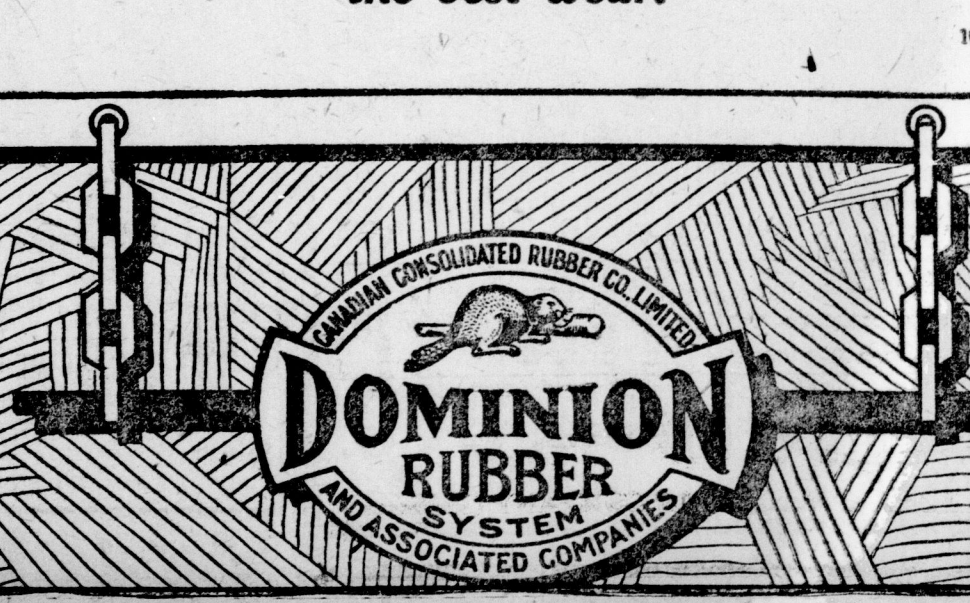
Wear rubbers and keep well. Get rubbers for the children so they can keep well.

To wear your \$10 or \$15 shoes in the rain or snow is poor economy when good rubbers that cost so little save your shoes so much.

There's a style and shape for every shoe—for men, women and children—in these six brands of reliable, well-made rubbers, sold by the leading shoe stores:—

"Jacques Cartier" "Merchants" "Maple Leaf" "Granby" "Dominion" "Daisy"

Ask for these brands—they give the best wear.



### Why Rates Go Up!

ONE-thousand-and-seven public utility enterprises in Canada and the United States, up to July 31, 1918, have been granted by regulatory commissions, authority to increase their rates. Among these have been 331 gas plants, 280 electric light and power plants, 220 city and interurban electric roads, 36 water plants, 79 telephone systems, 61 hot water and steam plants.

Just to give an instance or two from our own experience:—

To run a pair of long-distance wires (one circuit) on our poles from Montreal to Ottawa has just cost us \$20,124. A similar circuit on the same poles in 1913 cost \$12,870.

A circuit just completed from Toronto to Hamilton cost \$7,396. A similar circuit in 1913 cost \$4,730.

A mile of underground cable put down in Toronto has just cost \$8,976. The same work and material in 1913 cost \$6,072.

A mile of 4-duct conduit in Toronto has cost \$12,672. In 1913 the cost was \$8,448.

Such increases in cost affecting all phases of our work, in spite of rigid economies, make present revenues inadequate to enable us to meet our obligations to employees, shareholders and patrons.



## The Bell Telephone Company of Canada

**THE HOBBS HARDWARE CO.**  
WHOLESALE DISTRIBUTORS OF  
AUTO-STOP RAZORS  
FOR WESTERN ONTARIO,  
LONDON, ONT.







## London Advertiser

Member Audit Bureau of Circulation.

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City, 12c per week, Outside, 15c per week.  
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Boston; Charles H. Eddy Company, Old South Building.

THE LONDON ADVERTISER COMPANY,  
LIMITED.

London, Ont., Friday, Oct. 25.

### WILSON MAKES IT PLAIN.

ONCE AGAIN President Wilson in clear-cut fashion has put it up to Germany whether she will sincerely negotiate for peace or continue the struggle. The President has gone himself one better. The admirable candor and explicitness of his last note, in which unconditional surrender was insisted upon, is repeated with added force in his answer to Prince Max. The reply will be entirely acceptable to the Entente world, as it permits of no loophole of escape. A ruler vocabulary than the President's would have put it thus: "Put up or shut up."

Some of the President's critics have feared he would let down a little in his determination to see Prussia stripped of her power to do evil, but with crystal clearness the enemy is told that German impotence to war must be the basis of an armistice. There is no getting over, under or around the following:

"He deems it his duty to say again, however, that the only armistice he would feel justified in submitting for consideration would be one which should leave the United States and the powers associated with her in a position to enforce any arrangements that may be entered into, and to make a renewal of hostilities on the part of Germany impossible."

Furthermore Foch, Haig and Pershing are to have the say as to what the conditions shall be. That means an iron guarantee that Germany's fangs will be drawn, her claws clipped to the point where she is helpless.

Once more the President insists upon a German government honestly, unquestionably of the people. He does not believe that the kaiser's ruling has been superseded by popular government as maintained by the German chancellor. There can be no peace negotiation so long as the warlord and the military authorities retain the slightest vestige of control over Germany's affairs. In direct, definite manner that cannot be misunderstood Germany is told that she must first kick out the Hohenzollerns, put in their place representative government and then submit to terms which will make her incapable of future mischief. That is the Entente feeling, and the President has reflected it perfectly. There is no word or syllable in the whole note from which the gang of criminals at Potsdam can get the slightest hope of pulling out of the war without being punished to the full. If they had hoped to raise differences between the Allied powers they have failed. The President shows Washington in complete accord with London, Paris and Rome. Best of all the reply rings with iron determination to see the matter through.

### TOO KINDLY SOULS.

A CITIZEN who is conspicuous for his kindness and generosity thinks something should be done for Bulgaria because of the latter's dropping out. He represents an element in every community that is too ready to forget and forgive. This is a dangerous sentiment to be abroad at present and is one of the things the kaiser and his gang are building upon to escape the heavy punishment they deserve. Why should Bulgaria, the meanest, most treacherous and savage of all Germany's allies receive anything short of the most severe punishment? The Bulgars entered the war with the cold-blooded selfishness of the Teutons. Serbia was stabbed in the back, overrun, enslaved, butchered, while the alliance with Turkey permitted the wholesale slaughter of Armenians. Bulgaria did not quit through any unbelated desire to help right against wrong. Not until the Germans and Austrians were hopelessly thrashed and her own armies rolled up did she surrender. The completeness of her capitulation shows how guilty she recognized herself to be. The Entente powers should do something "to" Bulgaria, not "for."

### TO THE NEW BOARD OF TRADE.

THE NEW board of trade, with its magnificent organization of citizens from all walks of life in the community, is to move forward without friction and dissatisfaction those pitfalls which are usually in the path of similar movements must be avoided.

There are several of these danger spots in the road ahead that all may see if they do not follow the star of enthusiasm too blindly with their heads in the clouds. First of all, and foremost, should be the realization that thought of sectional control of the organization must be banished from the minds of all. Nothing will sap the vitality of the new-born citizens' league more quickly than an attempt at control by one man or by one clique of men. We believe the leading spirits of the movement are conscious of the necessity for the most careful consideration of this phase of the situation. There are hundreds of men in London capable of taking a part in public affairs and the board of trade presents them with an ideal opportunity to express constructive ideas and to consider the problems of the city strictly on their merits. If a regime which is ready to back up the element that is ready and willing to advance itself by any means manages to secure control, the board of trade will be falling far short of the high aims and hopes of those who see in its possibilities a chance for the creation of a new civic spirit and an end to political domination of all civic affairs. It should be an organization to which the humblest or the highest of citizens may bring his problem, confident that he will be able to receive a measure of civic justice which is not always possible under

the old style "boss" methods that have largely controlled the city in the past.

Another danger to the welfare of the organization at its very inception should be pointed out at once. When the city council proposed a grant of some \$600 for the purpose of making aldermen and officials members of the board of trade at the expense of the city, it adopted a short-sighted policy, to say the least. Here was presented the spectacle of the "city fathers" who should be most concerned in the welfare of the city as a whole agreeing to accept memberships, paid for by taxpayers, in a new organization which sought the private subscriptions of all citizens. The motive may have been entirely different, and the aldermen may have thought it was simply a case of co-operation with the new organization. But the effect on public opinion was far from satisfactory, and the board of trade lost a good many members as a result of the ill-considered action.

The Advertiser understands that a number of aldermen have taken out memberships personally, and believes that other members of the council, as well as the civic officials, will be well advised to follow suit. If the aldermen are not sufficiently interested in the board of trade movement to become members of the paid-up rank and file the interest of the private citizen might be measured in proportion. Here is a twist in the situation that should be straightened out at once.

### A MINISTER'S VACATION.

CANADA'S minister of labor is taking a vacation at a time when the possibility exists of the most serious labor situation in the history of the country.

The minister quotes the press to the effect that "capital and labor have got along in Canada with less friction than in any other belligerent country."

If this be true the good temper of labor has had more to do with it than the capacity of Canada's labor minister, and if it be true, was not Canada ill-advised to make striking a criminal act when we were getting along "with less friction than in any other belligerent country"? It is an awkward time for a minister to leave his desk, the general conclusion being that he has been requested to acquire "that tired feeling."

### TO SPRINGBANK AGAIN?

ONE OF THE first questions that should be discussed by the new board of trade is the problem presented by the city water supply.

A local paper is authority for the statement that one element of the utilities commission is considering a proposal for the construction of a 20,000,000 gallons reservoir at Springbank, and a new pipe line to the city at a cost of some \$500,000. So that the whole question again comes to the forefront of public consideration, as well it may.

Many citizens, of course, were of the opinion that Springbank had become virtually exhausted as a supply from which any large amount of water might be drawn, especially in view of the large expenditures made on the Beck wells, the Horton street pumping station and reservoir, and latterly, the Foster wells beyond the city limits. The development has been of a patchwork character, and if Springbank now is to be developed and a large sum of money expended, citizens will wish to know just what the prospects are for securing an adequate supply for many years to come. They will not look with favor upon any proposal to spend half a million dollars simply to handle the present visible supply of water available at Springbank. When the money is to be spent ratepayers will wish to have a hand, and they will in all probability demand some solution which will involve a centralization of supply, as well as an adequacy of supply.

The board of trade should be ready to discuss such a question and to give the citizens a lead before more money has been thrown away.

### EDITORIAL NOTES.

Do your Victory Bond buying early and often.

Within a few weeks the Allies will be knocking in the Hapsburg's back door.

"The fidelity of barbarians depends on fortune." What a timely quotation for Germany.

The German nation has long been in the saddle. Now it is to ride—Prince Max. But the kaiser continues to crack the whip.

The "overworked" Crothers has given himself a brief holiday. The public would extend that indefinitely if given a chance.

We are certain of one thing when we read the Toronto Telegram, and that is that we are not reading the Christian Science Monitor.

It is worth noting that so long as they were winning the German people heartily approved of the junker government which they are now trying to reform.

Theatres all over the country are suffering exceedingly heavy losses, but let it be said for the most of them that their managements play the part of "good sports."

Lone bandit boards train in Toronto suburb, ties up express messengers, takes \$20,000, leaps from flying train, commandeers automobile and escapes. Beat that, Bill Hart!

Hindenburg tells his staff he is "supporting the Government instituted by his majesty." That indicates clearly enough there has been no essential change in the rulers of Germany.

During the few days intervening between the dispatch of Germany's note and Wilson's reply 65,000 American troops landed in France. That will help to emphasize the President's demands.

### WHERE LIARS GO.

(Montreal Star.)  
"Where do liars go?" was the arresting title of a recently advertised sermon. Some go into parliament and some drift into men's furnishing stores, but the majority come home in the small hours and swear off next morning.

### LET'S PRAY FOR THIS.

(Philadelphia Record.)  
The Allies will have sufficient means to compel Germany to pay the bills and surrender at least a representative portion of the grosser criminals. German armies occupied France till the last of the indemnity was paid. Whether peace is made at the Rhine or at Potsdam, Allied troops will occupy Germany till the restoration is paid for and an example is made upon the gallows of the most brutal of the military commanders.

## BITS OF BYPLAY

BY LUKE M. LUKE

(Copyright, 1918.)

Huh!  
Isn't it wonderful what science can do?" said the Landlady. "I see that they have produced the seedless prune." "I don't see how," replied the Hebrew, "that," replied the Boarder. "It would interest me more if you succeeded in producing the pruneless prune."

Fact.  
"Son, no matter what your station," said the wise old Mr. Blodgett; "You don't have to hunt temptation; You'll be lucky if you dodge it."

Soak 'Em, Boys!  
Each Hun decease  
The tribe decreases;  
Well give 'em peace  
When they're put in pieces.

Ouch!  
"The powers of a justice of the peace are limited, aren't they?" asked Smith. "What is the longest sentence a justice of the peace can impose?" "Marriage," replied Jones.

How to Get Rich Quick.  
The department of agriculture informs us that one seed of cotton planted and replanted will produce 40,000,000,000 seeds in six years. Then all you have to do is to plant and replant 400 seeds of cotton for six years and you will have all the cotton seed in the world.

Our Joe Miller Contest.  
Johnny Fay claims that the oldest joke is the one about the man who was arguing that Edison was the greatest.

The Advertiser's  
Daily Short Story  
(Copyright, 1918, by the McClure Newspaper Syndicate.)  
THE DREAM DENIED.  
By A. W. Peach.

In the quiet of his college room Richard Martin fought out the old battle between ambition, dreams and duty. On the desk before him lay the faithful note, written in the wavering hand of old age.

It was his last day of last evening. That afternoon the final exercises had been held and he had just stepped into the busy, workaday world of men. His lips tightened as he thought of the old man's words, yet he did not bit with pride. It was a splendid home of its type, keeping the stern but beautiful lines of the old architecture. Into it most of his father's money had gone through the hard years. The lights gleamed out of the windows, and always seemed so cheerful and soon the span drew up before the door.

He jumped out, rushed in, and caught his mother in his arms; then he went to his father, and the trembling pressure of the sick man's hand was a blessing and a benediction. He turned from the invalid's chair to go to the hall and stopped, starting.

The next day he took the early train for the city, purchased some gifts for his father and mother, and started homeward. He found one of his father's men waiting for him with the span of horses that he had bought in his arms; then he drove home in silence. As the great farmhouse loomed through the trees, Dick's heart thrilled with pride. It was a splendid home of its type, keeping the stern but beautiful lines of the old architecture. Into it most of his father's money had gone through the hard years. The lights gleamed out of the windows, and always seemed so cheerful and soon the span drew up before the door.

He rubbed his eyes as he staggered and gasped her name. "Dick, I shall be proud to have you for a son—as I would have told you if the college life had asked me, and as regards your future wife, let me tell you that she has been brought up in the good old-fashioned way. She is of the hills, she belongs to the hills, and I'm mighty glad a man of the hills has won her. That's a wonderful long speech for me to make; but I guess you see how I feel."

"It is a beautiful home. You forget that father spent his boyhood and early days at just such a beautiful place as this. A gruff but tender voice broke in. "You bet I did! And now you youngsters put off your love-making for a little. I want to ask Dick about some of the trout brooks around here. I'm going fishing in the morning."

Dick had whirled about to find himself facing Mr. Leighton, whose hand was out.

As their hands met firmly Leighton's voice lost its banter and his eyes were steady, though there was a twinkle in them. "Dick, I shall be proud to have you for a son—as I would have told you if the college life had asked me, and as regards your future wife, let me tell you that she has been brought up in the good old-fashioned way. She is of the hills, she belongs to the hills, and I'm mighty glad a man of the hills has won her. That's a wonderful long speech for me to make; but I guess you see how I feel."

"But this place—"

"I mean that where you go, my dear, I want to go—even to the very end."

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# Chapman's Drygoods and Ready-to-Wear Stores

## The Central Shopping Place of London

### Ladies' Waists

Habutai silk, made with convertible collars, neat pin-tucked fronts, fastened with fancy buttons, sleeve finished with buttoned cuffs; a guarantee with every one; in white or black.

Sizes 36 to 44, only .....\$4.75

Sizes 46 to 54, only .....\$5.50

LADIES' WAISTS, in black poplin, high collars or low fronts, fastened with silk buttons, fancy cuffs on sleeves; satisfaction guaranteed; sizes 36 to 46. Only .....\$2.25

### Knitted Petticoats

Heavy, with extra close-knit yoke, and draw string, in grey. Only .....\$1.50

PETTICOATS, heavy knitted, all wool, a warm, neat, comfortable skirt, in grey and cardinal. Only .....\$2.50

### Ladies' Combinations

In fine wool, cream color, unshrinkable, long and short sleeves, ankle length, Zenith brand. Per suit .....\$3.00

LADIES' FINE KNIT WHITE AND GREY VESTS, high neck, long and short sleeves, drawers to match. Only, each .....79c

INFANTS' FINE ALL-WOOL BUTTONED FRONT VESTS .....\$1.00

The same in wool mixture .....59c

### Hosiery for Ladies and Children

LADIES' BLACK CASHMERE HOSE, double heel and toes and sole, wide seam at top; sizes 8½ to 10½. At, per pair .....60c, 75c, \$1.00 and \$1.35

LADIES' HEAVY BLACK LISLE HOSE for early fall wear, double heel and toe, perfect, seamless; sizes 8½ to 10. Only 50c pair

LADIES' CASHMERE-FINISHED HOSE, in cream and nigger brown, seamless, double heel and toe, five-inch hem; sizes 9, 9½, 10 and 10½. At, pair .....50c and 75c

BOYS' WEARWELL SCOUT STOCKINGS for boys or girls, heavy 1-1 rib; sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½ and 10. Prices 60c, 65c

### Underwear

LADIES' FINE KNIT WOOL-MIXTURE VESTS, in natural and cream, drawers to match. Each .....\$1.00

CHILDREN'S GREY UNION VESTS AND DRAWERS, 2 to 12 years. Priced, according to size .....35c to 75c

CHILDREN'S WARM NATURAL WOOL VESTS AND DRAWERS, 2 to 14 years. .....\$1.00 to \$1.50

### Ladies' Corsets

Self-reducing, made of English coutil, unbreakable steel filling, low bust, high hip, elastic section at back, splendid value. Only .....\$4.00

## Dress Goods, Coatings and Silks

THREE PIECES DRESS GOODS, 36 inches wide, in light grey, dark grey and blue grey, neat heavy, but strong and serviceable, worth 50c a yard. On sale at .....35c yard

TWO PIECES DRESS GOODS, 36 inches wide, in blue and grey and black and grey, a splendid wearing material for dresses; present value 75c yard. On sale at .....50c yard

FIVE PIECES TWEED DRESS GOODS, 37 inches wide, in mixtures of brown and grey, blue and grey, red and grey, green and grey and black and grey. This is a very smart, serviceable material, well adapted for dresses or skirts; present value, \$1.00 yard. On sale at .....59c yard

BLACK SERGE, all pure wool and old permanent dye, 40 inches wide, worth \$2.50 a yard. On sale at .....\$1.75 yard

THREE PIECES HEAVY COATING, all wool, 58 inches wide, in beautiful colors of brown, Oxford grey and dark brown and burgundy; present value not less than \$7.50 a yard. On sale at .....\$4.75 yard

SILK POPLINS, a full yard wide, in a beautiful rich silk finish and a choice range of colors, and also in black; worth \$2.50 a yard. On sale at .....\$1.69 yard

YOU RUN NO RISK TRADING AT OUR NEW STORES. PLENTY OF DAYLIGHT AND PERFECT VENTILATION.

J.H. CHAPMAN & CO.

239, 241, 243 DUNDAS STREET

Week-End Footwear Bargains That Mean Great Savings To You At

## THE GREAT VICTORY SHOE SALE

THE MONEY YOU SAVE HERE WILL HELP YOU TO BUY VICTORY BONDS.

Look over this list of bargains. See our windows. Then come inside and see our wonderful display of wholesome footwear bargains for every member of the family.

Right here, men, is the shoe you have been looking for, an all-leather shoe, full rounding toes, a splendid shoe for seuff work; big snap for today and Saturday. Only .....\$2.48

Men's Dark Brown Calfskin Shoes, with guaranteed fibre soles and rubber heels, recede toes; splendid value, at .....\$4.98

Men's Tan and Black Grain Leather Work Shoes, all solid. See them today and Saturday .....\$3.98

Men's Chrome Cowhide Work Shoes, a snap, at .....\$2.98

Boys' Good Serviceable School Shoes .....\$2.49, \$2.98 and \$3.48

Boys' Genuine Tan Elkola Leather Shoes for school or work, Williams' make. A world-beater, at .....\$4.23

### Special Sale of Rubber Boots

#### Saturday Only

Every man who requires Rubber Boots should not miss this special sale.

Men's White Rubber Hip Boots and White Rubber Trouting Boots, \$9.00 and \$10.50 values, Saturday for .....\$5.95

Men's Black Rubber Hip and Trouting Boots, black, red and grey soles, \$8.00 and \$9.00 values. For .....\$5.95

Men's Short Rubber Boots, \$6.00 and \$7.00 values. For .....\$4.98

Brown Rubber Military Boots, \$7.50 value. For .....\$4.49

All sizes of the above lines in stock.

Children's Shoes .....98c to \$2.48

Ladies, don't miss this big bargain; 85 pairs of fine dress shoes, black with white tops, high laced, with high heels and pointed toes, also brown kid with fawn tops. These shoes are worth \$5 and \$6 a pair. To clear Saturday, at (all sizes in stock) .....\$2.69

120 pairs of Ladies' Beautiful Mahogany Calf Laced Shoes, sport last. Be sure and see them. On sale Saturday at .....\$4.98

Ladies' Dark Brown and Tobacco Brown Laced Shoes, with Acme, Neolin and Tennis soles and rubber heels, Victory sale price .....\$5.95

Big lot of Fine Dress Shoes, in kid, patent and gunmetal leathers. To clear at .....\$2.59

FOR A TIP-TOP JOB OF SHOE REPAIRING, WE CAN'T BE BEAT.

THE PEOPLES SHOE STORE

Where the Victory Shoe Sale is in Full Swing.

131 DUNDAS STREET.

12 MARKET SQUARE.



## Special Values

SATURDAY at  
**Brick & Dundas, Ltd.**

**Wool Pull-Overs**  
Smart new models, most popular shades. Regular \$5.95, for \$4.95

**Wool Serge Skirts**  
Navy blue and black, button-trimmed, gathered back. Saturday only \$3.29

**White Crepe Waists**  
Tucked front; sizes 36 to 44 \$3.95

**White Jap Silk Waists**  
Sizes 36 to 44. Special value \$2.50

**Navy Cheviot Suits**  
All wool, stylish and serviceable, coat (satin lined), full belted, skirt gathered back. Special value \$29.75

## Jimmy Coon and His Friends

The Adventures of the Little People of the Great Forest.

AN INDIAN BOY COMES TO MIRROR POND. Quilly Porcupine on the way: "I'd like to see Mr. Silver Fox touch me! Why, I'd throw a gas bomb at him, so that he would struggle to death in short order." And Quilly laughed and remarked: "If I once get one of my never stop until it pierced his heart. And how those two brave warriors did fight!"



Mr. Silver Fox was admiring his beauty in the looking glass.

But Mr. Silver Fox was admiring his beauty in the looking glass of his beautiful black curls, and he said, "Oh, pool, what fairly cats those silly Beavers are! They're afraid of their own ugly shadows!"

Tomorrow: Sammy Muskrat Plans Trouble for the Beavers.

## The World's most famous Dressmakers

are making changes in styles to which this season's D & A Corsets are perfectly adapted.

The D & A Corsets are fitted on living Canadian models and bring to Canadian women the latest styles adapted specially to their requirements.

The prices of D & A Corsets average one-half those of imported corsets.

D & A Corsets are made by the Dominion Corset Co., makers of the La Diva Corsets and the D & A "Good Shape" Brassieres.

517



DOMINION CORSET CO., QUEBEC

POLLY AND HER PAIS.—Well, You Can't Have Both Light and Heat.



## Page of Interest to Women

MUNICIPALITIES MAY NOW APPOINT FAIR PRICE COMMITTEES

Advertiser Patterns

Housewives Will Have Opportunity To See Whether the Prices Are Reasonable.

Consumers of Canada have now an opportunity of ascertaining whether the prices they pay for foodstuffs are reasonable and fair, or possible extortions by alleged profiteers. All they have to do in each municipality in Canada is appoint a fair price committee to investigate the prices asked by retailers, and to draw conclusions as to whether those prices are fair and reasonable. These fair price committees will then publish their findings in the form of lists.

In this way the consumers will make sure whether they are paying prices which are unreasonable and unfair, or not. It may be that the prices which the committee considers to be fair and reasonable will not be higher than the present prices charged by retailers. In some cases they may be higher. But that need not bother the consumer so long as he is satisfied that the investigation of the impartial fair price committee within his own municipality and reasonable standard to guide both consumer and retailer, having in mind war conditions and the unsettling of price.

If there is a desire on the part of the consumers to find out just where they stand in regard to prices which they have to pay for foodstuffs, they now have a golden opportunity to have the matter dealt with once and for all under the provisions of the recent war-in-council, fathered by the department of munitions and the appointment of municipal fair price committees.

In some quarters it is said that fair price committees will not solve the food problem present in most households. It may be pertinent to suggest that municipal fair price committees first should be given a chance to show that they can find a solution before the principle of municipal fair price committees is condemned out of hand. It is a good rule to support measures that seem to tend in the right direction, and a program has been effected in the United States.

The virtue of this order-in-council, giving authority to municipalities to appoint fair price committees to investigate the prices consumers have to pay, lies in the publicity that will be given to the findings. In this way public opinion will be informed, and enlightened public opinion may be trusted to know the facts. You can always give anything a thorough trial once.

**Lady Jean Hooper Tells How to Fight the 'Flu' Epidemic**  
Methods Used Successfully When the Last Epidemic Raged in England.

To the Editor Woman's Page: Seeing so much of the terrible deaths from many deaths from influenza, I thought perhaps it would be a great pleasure to send, Mr. Editor, a great recipe to help fight the flu. I am a nurse, and I have used, and gave to his students, of course it may be out of date, but I think it is worth a try.

We were told to keep our bodies perfectly clean, and above all, our hands. Then every morning and every time we came into contact with the hands of one in 100th of carbolic acid, which is one drop of carbolic acid to every 100 parts of water, and gargle the throat and sniff up the nostrils. We were also told to keep a quart bottle with alum in it, about 5 cents worth, and on going out rub the throat with the bridge of the nose and hands, not wiping it off. To use onions at all meals and leave onions cut up in the rooms, replacing them by fresh ones every day. But above all, not to think we were going to take it.

Of the 163 students in St. Thomas's hospital not one died, and very few were sick.

As you think, Mr. Editor, publish this or not, but I know what it can do. Yours, the doctor of humanity, REV. LADY JEAN HOOPER.

**RED CROSS AND C. W. C. A. COLUMN**  
A communication received from the prisoners of war department, Canadian Red Cross Society, London, England, is as follows: The Canadian Red Cross is ordering a special 15c parcel to be sent to each Canadian prisoner of war for Christmas. This parcel will be sent in the place of one of the usual 15c parcels. The contents will be as nearly as possible the following: 1-lb. tin roast beef, 1-lb. tin sausage or bacon, 1-lb. tin turkey or fowl, 1-lb. tin Christmas pudding, 1-lb. tea, 1-lb. loaf sugar, 1-lb. tin milk, 1 tin sardines in oil, 1-lb. packet plain chocolate, 2 packets, Wrigley chewing gum, 1-lb. tin drippings, 1-lb. carton biscuits, 1-lb. tin cheese, real turtle soup square, packet, 2 dried eggs, 1 cake brown Windsor soap, tobacco or cigarettes and Christmas card.

**WHEN You Want Flowers, Think of WEST FLORAL COMPANY**  
HOME 2127, 249 Dundas Street, 257



Waist 2608. Skirt 2590. Here is a stylish dress that is developed from Waist Pattern 2608, and Skirt Pattern 2590. In satin, velvet, or silk poplin this will make a very attractive gown. Lace or embroidery may be used for trimming. The pattern is cut in seven sizes, 34, 36, 38, 40, 42, 44, and 46 inches. Bust measure. The skirt is cut in seven sizes, 28, 30, 32, 34, 36, 38, and 40 inches. A medium size will require 5 1/2 yards of 44-inch material. The skirt measures 2 1/2 yards at the foot. This illustration calls for TWO separate patterns, which will be mailed to any address on receipt of 10 cents FOR EACH pattern, in silver or stamps.

Please send above-mentioned pattern as per directions given below:

Name .....  
Town .....  
Province .....  
Age (if child's or misses' pattern) .....  
Measurement: Bust.....Waist.....  
Caution: Be careful to enclose the above illustration, and send size of pattern wanted. When the pattern is sent measure, you need only mark 34, 36, 38, 40, 42, 44, or 46 inches, or whatever waist measure, 28, 30, 32, or whatever bust measure. When misses' or child's pattern is sent, give waist and bust measure. It is not necessary to write "inches" or "yards." Patterns cannot reach you later than one week from the date of application.

## Daily Bible Question Club

UNIFORM LESSON FOR SUNDAY, OCT. 27, 1918. ONE GOLDEN TEXT SUGGESTION. By Rev. T. S. Linscott, D.D.

Isaac and Rebekah.—Gen. xxiv. QUESTIONS FOR TODAY.

14. Verses 29-42.—Who was Laban, and what part does he play in Bible history?

15. Why is it that presents form an important part in courtship and marriage?

16. Verses 43-45.—Of two young men, the one frank, cheerful, communicative and giving, the other reserved and self-contained, which is the more likely to get a good husband? (This is one of the questions which may be answered in writing by members of the club.)

Golden Text: Let not kindness and truth forsake thee: so shalt thou find favor and good understanding in the sight of God and man.—Prov. 3:24. WE MAY PLEASE GOD.

Solomon, in the text, indicates that we can act as to find favor and good understanding in the sight of God and man. A lot of teaching which we hear that no matter how conscientious a man may be, or how careful or even prayerful he may be over his words and actions, he must of necessity still be displeasing to God, unless he is obedient to God's expectations, by his grace, to do those things that please him, and when we do not succeed, God blames us; hence it is not because we cannot do for what we would not blame them, we have the grace and love of God in us, such a way as to receive the favor both of God and man.

## Stick It, Women of Canada

(By Marjory MacMurchy)

Strong to endure, tireless in activity, wise in decision, united in spirit and organization, resolute in sacrifice, proving that love is the most powerful force in the world, the women of freedom have shown that when a nation calls its men woman in Canada is asked by the Government to help in making this year's Victory Loan by far the greatest Canada has had yet.

Bring in the silver and gold, all the wealth our nation must have to win the war, to care for our soldiers, to make certain a Right Peace, to keep away the desolation of widespread unemployment from Canada, to assure safety and plenty for our homes. Subscribe yourself. Secure as many other subscribers as possible. The goodwill and help of one hundred thousand women can break any nation that we have had yet.

Whoever you are, this call is for you. Home woman, business woman, munition worker, woman of the farm, professional woman, national service girl, wage earner, household helper, member of a national organization, university student, girl at school. Mother, daughter, sister, wife, sweetheart, take your part in Canada's greatest proportional total of subscribers for our Victory Loan. Your enthusiasm, your pluck, your influence, your belief, yet, British, Canadian or American. The help of our women will build a gold, without which our soldiers' supreme sacrifice may fall in its final glory of an ultimate, complete, enduring Victory for Righteous Peace.

# GRAY'S BULLETIN

## New Coats

Third Floor.

**ALL-WOOL VELOUR COAT**  
in three different models, plush collar, fancy pockets, button trimmed; colors of taupe, green and dark brown; sizes 18 to 42. Specially priced, \$35.00

**SALT'S PLUSH COATS**  
in brown and green, large convertible collar, and belt, lined and interlined throughout; sizes 36 to 44. Moderately priced at \$38.50 and \$40.00

## EXTRA!

A notable economy event, a prudent money-saving transaction. Note these remarkable prices:

**\$2.00 50-Inch All-Wool Basket Cloth**  
Well finished and good-wearing quality, excellent for coats, suits and separate skirts, in navy, brown, green, rose and panne; regular price, \$3.00 (old value). Special price, per yard \$2.00

**\$1.15 36-Inch Silk (Union) Crepe Cord**  
This is an exceptionally low price for such a beautiful fabric, rich, lustrous finish, in a splendid line of new fall shades, suitable for dresses, waists or skirts; worth today \$2.00 a yard. Special price \$1.15

**89c Broken Lines of Silks at a Bargain Price**  
30-inch MESSALINE SILK, in brown and two shades of navy; regular \$1.25. 36 and 44 inch MOIRE SILK, taupe, paddy, navy and mahogany; regular \$2.00. Also CORDED AND JAPANESE SILKS. To clear at one price .89c yard

## New Blouses

Third Floor.

**BEAUTIFUL NEW MODELS IN VOILE WAISTS**, some with embroidered fronts, others in stripes with lace-trimmed collars or with high collars. Price \$1.50 Oversizes \$1.75

**BLACK STRIPED VESTING WAISTS**. Price \$2.00

**BLACK VOILE WAISTS**, with convertible collar. Price \$1.50

**Dainty Silk Waists**  
in flesh, maize and white, with square neck and lace-trimmed collars. Price \$3.50

## Towels and Towelings

Staple Department, Main Floor.

Ready-Made Tea Towels, red check ..... 25c each  
Ready-Made Tea Towels, red check with border ..... 35c each  
Ready-Made Tea Towels, narrow red border, width 23 inches ..... 39c each  
Ready-Made Roller Towels, 2 1/2 yards long ..... 49c each

Roller Towelings, excellent quality, dark with red border ..... 25c yard  
Unbleached Bath Towels ..... 59c pair  
Two-yards wide BLEACHED SHEETING, good quality, free from dressing. Special value, at ..... 75c yard

## GRAY'S

LIMITED.

Agents for the Ladies' Home Journal Patterns.

140 DUNDAS STREET

Phones 115, 116.

## GRAY'S

LIMITED.

## Patriotic Western Ontario

Address All News for This Column to the Editor of the Women's Page.

**TORONTO POOR.**  
Owing to the abundance of apples throughout the district, the Women's Institute are packing and shipping a considerable quantity to the poor people in Toronto.

**FOREST RED CROSS SHIPPED 27 BOXES TO HYMAN HALL.**  
At the annual meeting of the Red Cross workers, held at the home of the president, Mrs. J. D. Livingston, on Tuesday evening, the 27 boxes of foodstuffs, which were shipped to Hyman Hall during the year, containing soldiers' comforts to the value of \$2,750. Besides the shipments, socks to the value of \$100 were donated to the Red Cross. The total amount of \$2,850, the total receipts for the year amounting to \$2,294.46. A comfortable balance of \$650 is on hand.

The following officers have been elected: Honorary president, Mrs. G. Cole; president, Mrs. J. D. Livingston; secretary and treasurer, which showed among other things that 27 boxes had been sent to Hyman Hall during the year, containing soldiers' comforts to the value of \$2,750. Besides the shipments, socks to the value of \$100 were donated to the Red Cross. The total amount of \$2,850, the total receipts for the year amounting to \$2,294.46. A comfortable balance of \$650 is on hand.

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**PALMERSTON P. L. RAISES \$1,229.**  
The Palmerston Women's Patriotic League shows increasing vim as the war continues. The year's receipts total \$1,229, besides numerous articles and shipped to soldiers overseas \$100 pairs of socks, 250 shirts, and also costing \$275, collected by the ladies of Palmerston. The women are determined to show the Hun that they will back the soldiers right up to the final victory.

**EMERO TO PACK CHRISTMAS BOXES.**  
The Embro and West Zorra Red

Cross Society met at the home of the president, Mrs. E. J. Cody, and each member present took home a shirt to make before next meeting. It was decided to send boxes to the soldier boys in England and France, these boxes to be shipped on Friday, November 1, as the Christmas boxes for England and France are to be sent in by November 6. The members who are on committees, buying and packing comfort boxes, were appointed: each the boxes, and it is the wish of this society to have the addresses of all the Embro boys overseas, which addresses may be had at the postoffice. Anyone who wishes may donate gum, candy, tobacco and smokes, soap, chocolate and cocoa, or any other soldiers' comforts.

## SOCIAL AND PERSONAL

Readers Are Invited to Phone All News of This Kind to the Society Editor, Phone 3670.

Mr. and Mrs. Thomas Jenkins of Turnberry Township, Huron County, this week celebrated the 60th anniversary of their marriage, when a happy gathering of sons and daughters and Mrs. Jenkins are of English birth, living practically all their lives in this country, however. After coming to Canada with her parents, Mrs. Jenkins, then Anna Gray, lived at Crossville, Ont., near Kitchener (Berlin), until she was married to Mr. Jenkins. All of her married life has been spent on the farm in Huron County. Mr. Jenkins goes to them, two died in infancy, and eleven are living, as follows: James H. Kalkaska, Mich.; Mrs. Lydia Colwell, Kalkaska, Mich.; George, Paris, Ont.; Joseph Detroit; Benjamin, Regina, Sask.; John, Kalkaska, Mich.; Mrs. Grace Nicholson; Morphet; William, Winnipeg; David, Calgary; Edward, at home for the family were unable to attend the diamond wedding, those present being Mrs. Nicholson and Mrs. Burgess, Joseph, David and Edward.

Among the guests who joined the diamond wedding circle was a friend and neighbor of Mr. Jenkins, Mr. Anderson, Mr. 69 years' standing, and Mrs. Anderson, 87 years old, both able to enter with enjoyment into the festivities held in their honor. It is a matter of amusement and interest to them that the combined ages of their eleven children who are living totals up to 719 years.

## CYNTHIA GREY'S MAIL-BOX

Watch As a Compass. Dear Miss Grey:—Do you or any of the mail boxers know how to use a watch as a compass? I have seen this described somewhere, but cannot remember the instructions. I have many valuable hints from the Mail-Box, for which I thank you all. ANS.—Some time ago the same query was propounded in our Mail-Box, and through the directions kindly given then by several Pageettes, I am able to tell you now. Place the watch with hour hand directed towards the sun, then

## NOTICE TO USERS OF HYDRO

We revert to the old time on the 27th of this month, when darkness will set in about 5:30 in the evening. This will cause a very much increased demand on the hydro system, due to the fact that FACTORIES, STORES, OFFICES AND RESIDENCES will be using a maximum amount of current simultaneously. In order to maintain an adequate service, it will be necessary for the greatest co-operation on the part of all lighting consumers.

## BETWEEN THE HOURS OF DUSK AND 6.30 P. M.

No Electrical Appliances of any kind should be used—Lighting should be cut down to the minimum—All lamps which are not absolutely necessary should be switched off.

## WATCH FOR THE SIGNALS!

Your lights will be dimmed two or three times to remind you that it is necessary to conserve. On receiving this warning, switch off all unnecessary lamps and appliances. Compliance with the above request will make it unnecessary to inconvenience anyone seriously by shutting off the current altogether.

## THE CITY HYDRO

PHONE 6480.

## NO BOILING—LESS RUBBING

**Every Woman Knows** that hard water "sets the dirt," makes more labor and wastes soap. It takes about three ounces of pure soap to take twelve gallons of ordinary city water before the suds have any cleansing effect upon the clothes. Taylor's BORAX SOAP is pure soap and borax, combined by our own process. Softens the hardest water, loosens the dirt instantly, and WASHES THE CLOTHES WHITER. Sold everywhere.



midway between that hour and the numeral XII, will be south; opposite will be north; three hours or numerals to the right of south, or given point, to the left of given point will be east. An example: Suppose the time to be 3:10, or south; 4 will be north (opposite is 10, or south; 4 will be north (opposite is 10); then 3 hours to right of ten will be 1, or east; 3 hours to left of 10 will be 7, or east. At noon 12 is south, 6 is north, 3 is west and 9 is east. At 4 p.m., 2 is south, being midway

Wants a Pattern. Highland Mary.—Your enclosure for the pattern department has been handed over, along with the request for pattern. There is no charge for the stocking foot pattern beyond the enclosure of a stamped addressed envelope. Your enclosure has been handed to the right department.







# PREMIER HEARST'S BONUS ANNOYS CIVIL SERVANTS

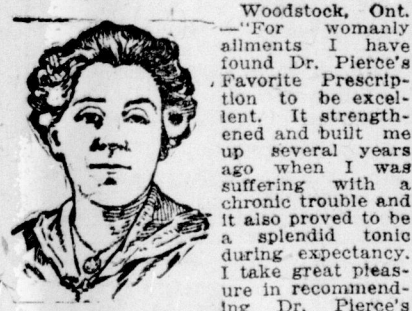
TORONTO, Oct. 24.—The Ontario Government civil servants are uneasy regarding salaries, and they are likely shortly to ask for an increase and a war bonus. They point out that Premier Sir William Hearst has received a bonus of \$3,000. The funds of the Civil Servants' Association will likely be used for propaganda to set their cause before the public.



Canadian women are right behind the Canadian troops in the trenches. Women nurses are now installed in hospitals & in the rear of the actual fighting line.

Many of our Canadian women are unable to take up the duties of nursing at the front, but they should know how to take care of their own at home and for this purpose no better book was ever printed than the Medical Adviser—a book containing 200 pages, and bound in cloth, with chapters on First Aid, Bandaging and care of Fractures, Taking care of the Sick, Physiology, Hygiene, Mother and Babe, which can be had at most drug stores, or sent 50 cents to Dr. Pierce, Courtwright street, Bridgeport, Ont.

The women at home, who are worn-out, should take that reliable treatment, heral tonic, Dr. Pierce's Favorite Prescription.



Woodstock, Ont. For womanly ailments I have found Dr. Pierce's Favorite Prescription to be excellent. It strengthened and built me up several years ago when I was suffering from general debility and it also proved to be a splendid tonic during expectancy. I take great pleasure in recommending Dr. Pierce's Favorite Prescription to all sufferers from woman's weakness.

# SPANISH INFLUENZA STRIKES SUDDENLY

Pneumonia Often Results—Victims Seized Without Warning, Making Precaution Doubly Necessary.

Much of the difficulty experienced by health authorities in checking the spread of the Spanish Influenza lies in the fact that it strikes its victim without warning. Although state and federal authorities are taking every possible precaution in their effort to stop the spread of the epidemic, the disease in many sections of the country has entirely beyond control and is claiming its victims by the thousands.

It is universally agreed by all well-informed persons that the surest preventive is to get the system in the best possible physical condition in order to be able to throw off the infection. As has been previously stated, it is impossible to perfect the powers of resistance of the human system so that it can throw off almost any infection, not excepting Spanish Influenza, which is one of the most contagious diseases known.

Medical authorities agree that people who are weak and rundown are the earliest victims of the Influenza epidemic. If you find yourself weak or losing flesh, or if you are in a generally rundown condition, you are really in great danger if you should come in contact with the Influenza germ.

As a powerful reconstructive tonic and system-builder, Tanlac is without equal. This is a statement of facts and is fully supported by recognized authorities. According to all accepted reference works, including the United States Dispensary, Encyclopedia Britannica, and all leading textbooks used in the school of medicine, the principle ingredients of Tanlac possess the most valuable tonic properties known to science. This statement is further proven by the fact that millions of persons who have actually taken Tanlac have testified to its extraordinary merit as a medicine.

Tanlac restores health and strength to the weak and rundown system by enabling every organ of the body to perform its proper functions in nature's own way. It creates a healthy appetite for good, nourishing food, and is an ideal strengthening tonic for persons who are in a rundown condition, and who are suffering from the after-effects of Influenza, Grippe or Bronchial Troubles.

Tanlac is sold in London by Standard Drug, Limited, and by an established agency in every town.

# BIG EATERS GET KIDNEY TROUBLE

Take Salts at First Sign of Bladder Irritation or Backache.

The Canadian men and women must guard constantly against kidney trouble, because we eat too much and all our food is rich. Our blood is filled with uric acid which the kidneys strive to filter out; they weaken from overwork, become sluggish; the eliminative processes clog and the result is kidney trouble, bladder weakness and a general decline in health. When your kidneys feel like lumps of lead, your back hurts or the urine is cloudy, full of sediment or you are obliged to seek relief two or three times during the night; if you suffer with sick headache or dizzy, nervous spells, acid stomach, or you have neuritis when the weather is bad, get from your pharmacist about four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast for a few days and your kidneys will then act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to flush and stimulate clogged kidneys; to neutralize the acids in the urine so it is no longer a source of irritation, thus ending bladder disorders. Jad Salts is inexpensive, cannot injure, makes a delightful effervescent lithia-water beverage, and belongs in every home, because nobody can make a mistake by having a good kidney flushing any time.

# UNITED FARMER CANDIDATE WINS IN MANITOULIN

Benjamin Bowman Defeats Conservative by 290 Majority.

# GAMEY'S FORMER RIDING

Initial Contest of United Farmers' Association Signal Victory.

GORE BAY, Oct. 24.—Returns received here early this evening indicate that Benjamin Bowman, the United Farmers' candidate, has been elected to the Provincial Legislature, defeating B. H. Turner, the Conservative nominee. His majority is given as 290, with two polls—Killarney and French River—still to hear from.

Little Current, Turner's home town, went strong in his favor, giving him 241 votes, and Bowman only 40. Spring Bay, which is Bowman's home town, gave him 108 votes over Turner. Espanola, on the mainland, gave Turner 50 of a majority.

Bowman was formerly a Liberal, but he was nominated by the United Farmers of Ontario. The local Liberal organization at the beginning of the contest disclaimed having anything to do with his campaign, so that the contest was an out-and-out battle between the Conservative party on the one hand, and the United Farmers of Ontario on the other. Mr. Bowman is a Manitoulin.

By-election in Manitoulin was made necessary to fill the seat made vacant last year by the death of the Conservative member, R. E. Gamey, who was first elected in that constituency in 1902, and represented the riding continuously for fifteen years.

# ROOSEVELT SAYS MISCHIEF LURKS IN "14 POINTS"

Wants American Senate to Demand Unconditional Surrender.

OYSTER BAY, N. Y., Oct. 24.—Theodore Roosevelt sent telegrams tonight to United States Senator Lodge, Pollock and Johnson, in which he characterized the "fourteen points" as "thoroughly mischievous" and "principles enunciated by President Wilson if they are to be made the basis of peace. The telegram follows: "With regard to the unconditional surrender of Germany."

"Let us dictate peace with the hammering guns and not chat about peace to the accompaniment of the clicking of typewriters. The language of the fourteen points and the subsequent statements explaining or qualifying them is neither straightforward nor plain, but it is confused in its probable sense many, and possibly most of these fourteen points are thoroughly mischievous, and make the basis of a peace, such peace would represent the unconditional surrender of Germany, but the conditional surrender of the United States. Naturally they are entirely satisfactory to Germany and equally satisfactory to this country's satisfaction to every pro-German and pacifist and Socialist and anti-American so-called internationalist."

# DUAL MONARCHY SOON WILL MAKE FULL SURRENDER

Vienna Dispatch to Frankfort Predicts Speedy Developments.

AMSTERDAM, Oct. 24.—(By the Associated Press).—The speedy unconditional surrender of the Austro-Hungary monarchy is probable, according to a Vienna dispatch to the Frankfort Gazette.

# PLENTY OF VACCINE IN DAY OR TWO FOR PROVINCE'S NEEDS

Demands for Nurses and Doctors Are on the Increase.

TORONTO, Oct. 24.—"The provincial board of health is working day and night to get the province supplied with vaccine," said Chief Medical Officer Dr. J. W. S. McCullough today. "When it is ready it will be simultaneously sent to all medical officers of health in the province, as well as to the military and naval forces. An ample supply will be ready in a day or two."

"Demand for nurses and doctors from outside the city are increasing. In Toronto the demands are not so great as they were a few days ago. Three 'S. O. S.' nurses were sent to Guelph yesterday."

Toronto, with 31 deaths from Spanish Influenza and pneumonia, recorded an increase over yesterday. Ottawa and Hamilton also report a slight increase in the death rate. In the former city they numbered 24, as against 22 Wednesday. Hamilton had 8 deaths and 15 new cases. The number of cases in Ottawa is practically the same.

HENSALL ESCAPES. HENSALL, Oct. 24.—There were no services in the churches on Sunday on account of the notices sent out by the provincial and local authorities to guard against Influenza. We are pleased to say that Hensall is very free of it, there being hardly a case of it here. Those who had it, it appears, contracted it by being in other places where it had been spreading. The few who had it are now recovering rapidly.

"This must be Overcoat Headquarters for London," remarked one of a number of overcoat purchasers some days ago, as they were making their selection from our magnificent array of materials and styles.



We have been complimented by scores of customers this season on our magnificent Overcoat and Suit stock by customers who know. Our selection was never so great, our choice of fabrics was never so good. You'll be immensely pleased with our showing.

**BIG BARGAINS IN BLOOMERS—\$1.19.**  
283 pairs Boys' Bloomers, full lined; sizes 24 to 33; good strong tweeds. Regular \$1.50 to \$1.75.  
Extra special value, too, at..... \$1.50, \$1.65 and \$1.85

**BOYS' HEAVY RIB STOCKINGS..... 50c**

**BOYS' UNDERWEAR.**

Combinations and 2-piece; natural wools, fine wools and fleece lined; a full range of sizes. It's a good time to buy.

**BOYS' ENGLISH JERSEYS..... \$1.25, \$1.50, \$1.65 and \$1.85**

**BOYS' \$2.00 SWEATER COATS \$1.29.**

Boys' 3-ply, pure wool pullovers in school colors.

# OUR BIG FURNISHING DEPARTMENT

A WHOLE BIG STORE IN ITSELF

Is overflowing with marvellous values, over two tons

# Warm Woolen "Flu" Preventive Underwear

Penman's best natural wools, in heavy, medium and light weights, Mercury and Dowler specials, Stanfield's, Wolsey and Jaeger pure wools, in combinations and 2-piece.

Lamb's wool, fine fleece, in boys' and men's two-piece and combinations. Penman's fine wool fleece, in 2-piece and combination. Tru Knit and Stanfield's office wear specials in fine rib combinations.

# R. H. & J. DOWLER, Limited

176-178 Dundas Street, London

WHERE WAR PRICES DO NOT PREVAIL

London, St. Thomas, Windsor, Sarnia

# Overcoat Headquarters

R. H. & J. DOWLER, LIMITED

# Where Style-Distinction Reigns Pre-Eminent

Showing Canada's choicest productions in Belters, Form-Fitting, Waist-Seam Coats, Chesterfields, Auto Coats, Town Coats and Handsome Swagger Crombie Plaid-Back Storm-Proof Coats, Doctors' Driving Coats, Youths' Coats, Boys' Coats, and a big special purchase of Children's Sample Coats that will be shown only by Dowler Stores in Western Ontario.

# Extraordinary Overcoat Drive Saturday

# Quality-Economy OVERCOATS

\$25.00, \$27.50, \$30.00, \$35.00, \$37.50, \$42.00, \$45.00, \$50.00, \$55.00 TO \$85.00.

Almost a year ago two manufacturers renowned for their exceptionally high grade of fabrics and tailoring, made a special deal with us, long before the prices were set for this season. The result, we are selling overcoats of these best fabrics at \$5.00 to \$15.00 less than any other house in Canada. Come in and get your selection early.

# Boys' Hand-Tailored Overcoats---

These were specially designed for Dowler stores and tailored from cloths selected by us from the young men's smartest cloths..... \$14.00, \$15.00, \$16.00, \$18.00, \$20.00

# Extra Quality Shirts---

Our extra quality Shirts are a source of pleasure as well as surprise to our customers, who realize that quality economy is the surest brand. Chett's first choice quality in extra fine madras, percales, dimities and silks. Every week we show new shipments.  
\$2.00 French Flannel Shirts..... \$1.39

# Here Are Some Hose Snaps---

40c Black Cashmerette Hose..... 3 pairs \$1.00  
55 dozen English Cashmere Hose..... 50c  
Canada's best 85c pure wool Cashmere Socks..... 65c  
\$1.25 pure wool "Craftana" Cashmere Socks..... 85c  
"Dowler Footwarmers," pure wool, heavy rib Socks..... \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00, \$9.50, \$10.00, \$10.50, \$11.00, \$11.50, \$12.00, \$12.50, \$13.00, \$13.50, \$14.00, \$14.50, \$15.00, \$15.50, \$16.00, \$16.50, \$17.00, \$17.50, \$18.00, \$18.50, \$19.00, \$19.50, \$20.00, \$20.50, \$21.00, \$21.50, \$22.00, \$22.50, \$23.00, \$23.50, \$24.00, \$24.50, \$25.00, \$25.50, \$26.00, \$26.50, \$27.00, \$27.50, \$28.00, \$28.50, \$29.00, \$29.50, \$30.00, \$30.50, \$31.00, \$31.50, \$32.00, \$32.50, \$33.00, \$33.50, \$34.00, \$34.50, \$35.00, \$35.50, \$36.00, \$36.50, \$37.00, \$37.50, \$38.00, \$38.50, \$39.00, \$39.50, \$40.00, \$40.50, \$41.00, \$41.50, \$42.00, \$42.50, \$43.00, \$43.50, \$44.00, \$44.50, \$45.00, \$45.50, \$46.00, \$46.50, \$47.00, \$47.50, \$48.00, \$48.50, \$49.00, \$49.50, \$50.00, \$50.50, \$51.00, \$51.50, \$52.00, \$52.50, \$53.00, \$53.50, \$54.00, \$54.50, \$55.00, 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**BURBANKS' MEAT STORE**

## Keep Away the Flu!

You can fortify your system against the invasion of the "flu" by proper exercise and proper food. Good meat has a great deal to do with your health. Germs are very often carried by the use of questionable meats. You should always insist that your meat be Government inspected. Our store has sanitary advantages that are not found everywhere. Everything is snow-white and kept spotlessly clean, and we buy only Government inspected meats of the choicest quality. We also have a delivery service to all parts of the city. Our chicken department has received considerable increased patronage since the "flu" came into our midst. We have chickens of the choicest quality at all times, and kill and dress to order.

Our Hamburger is ground fresh while you look on. We make Peanut Butter; also Ground Bone for chickens. We give a receipt with every purchase, and give you the best of meats that money can buy. We invite your patronage and feel sure our quality meats and service will please you.

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613 DUNDAS STREET.  
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The Home of Quality Meats.

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## NEW WORK FOR THE NEW BOARD OF TRADE

London is a great poultry centre—it can be made a much larger one. You are invited to join our band of satisfied customers, who are getting excellent results from feeding our poultry feeds and stock feeds. Our motto is to give you value for your money and entire satisfaction in service. You reap the benefit of our experience in feeding for many years. Our feeds are all put up with the purpose of giving results. You are welcome to inspect feeds and get prices. On Saturday we are giving away Two Pounds Best Pot Barley with 100 pounds of mixed feed.

## RIGNEY BROTHERS

THE LIVE-WIRE FEED STORE.  
100 KING STREET. PHONE 425.

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The Best Meats at the Most Reasonable Prices

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THE BEST BUYERS OF TABLE SUPPLIES. WHO ARE  
THEY? WOMEN!

## FANCY DRESSED POULTRY KILLED TO ORDER

Your grocer or butcher can always depend on us to fill his order with the right kind of Dressed Poultry at the right price. For your week-end table supplies please phone your order early. It will be better for you and better for us.

CHOICE CREAMERY BUTTER (IN SOLID AND PRINTS); STRICTLY FRESH  
EGGS (GUARANTEED).

**C. A. MANN & CO.,** 78 King St. Phone 1577

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## CLIFF ROBINSON'S QUALITY MEAT AND FISH STORE

We have a big list of specials for Saturday. Be here early.

Beef Cuttings, lb. .... 25c  
Stewing Beef, lb. .... 20c  
Rolled Roasts, lb. .... 25c  
Choice Pot Roasts, lb. .... 25c  
Flank Steaks, lb. .... 30c  
Beef Tenderloin, the undercut of  
beef, special, lb. .... 45c

Beef Shanks, lb. .... 12 1/2c  
Breasts, Spring Lamb, lb. .... 25c  
Shoulders, Spring Lamb, lb. .... 25c  
Stewing Veal, lb. .... 20c  
Shoulders, Veal, lb. .... 25c  
Shoulder Pork Chops, lb. .... 35c  
Pork and Beans, 2 cans for, .... 25c

EXTRA—Shortening, our own make, special, pound .... 30c

Cheese Department—Swiss, Oka, Limburger, Roquefort, Cream, Old  
White and Yellow.

Make this bright sanitary store your store. Our goods are sure to please you.  
Last delivery 6 p.m.

PHONE 6188. 206 DUNDAS STREET.  
Canada Food Board License No. 9-6264.

## "THE CASH AND CARRY STORE"

Maple Leaf Salmon, 1/4-lb. tin .... 24c  
Jam, 4-lb. pall .... 55c  
Domestic Shortening, 3-lb. pall .... 35c  
Domestic Shortening, 1-lb. carton .... 25c  
Seeded Raisins, 2 packages for .... 25c  
Sun-kist Seedless Raisins .... 15c  
Macaroni, two packages .... 25c  
Lipton's Coffee, 1-lb. tin .... 48c  
Seal Brand Coffee, 1-lb. tin .... 48c  
Carnation Milk, per tin .... 15c

CRISCO,  
1-Pound Tins .... 30c  
MAPLE LEAF  
SALMON, per tin .... 24c

Canada Food Board License No. 8-6165.

**FRANK SMITH, MARKET LANE**

## VEGETABLES

Pie Pumpkins .... 10c and 15c  
Hubbard Squash, each, 10c, 15c, 20c  
Vegetable Marrow .... 5c and 10c  
Cauliflower .... 20c and 30c  
Celery, white .... 5c and 10c  
Celery Hearts, per bunch .... 15c  
Beets, per bunch .... 5c and 10c  
Carrots, per bunch .... 5c and 10c  
Cabbage, each .... 5c and 10c  
Onions, Yellow, per lb. .... 5c  
Leaf Lettuce, crisp .... 5c, 10c  
Head Lettuce .... 15c  
Radishes, red .... 5c  
Endive, green, curled .... 15c  
Tomatoes, Red and Green.  
Rhubarb, per bunch, 8c, 3 for 15c  
Cucumbers, hothouse .... 5c and 10c  
Parsley, Watercress and Mint .... 5c  
MAIN & COLLYER  
Telephone 2531. P. O. Box 275.

HOUSEKEEPING IS A BUSINESS.  
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

Good Health, Good Business,  
Good Patriotism

The cities, towns and villages of Western Ontario have been engaged in the biggest battle for life in all of their history in the past two or three weeks. Nurses, doctors and volunteer workers are waging valiant warfare against the foe of highly contagious disease, in the guise of Spanish Influenza.

Yet with all the efforts being put forth, closing of schools, churches, places of amusement, and public gatherings of every description, not to mention precautions taken in the use of using gargles, mouthwashes and keeping the hands strictly clean, the disease has spread and spread, cutting off numbers of lives, particularly among young men and young women.

People will walk more soberly for many a day to come as a result of the big epidemic, which is bringing bereavement into perhaps as many homes in Canada as the war itself. And people are going to think more, very much more, about that supremely important subject, conserving life.

An epidemic has upset all established precedents and seriously interfered with business. It has thus brought thinking people face to face with the fact that sickness and physical disability are tremendous handicaps and liabilities for a community, from a business standpoint alone. Apart from all sentiment and humanitarian motives, the hard-headed business individual is going to take a keener interest henceforth in whatever activities tend to promote public health and welfare. The healthier the community, the better his business—unless he happens to be doctor, a nurse or an undertaker. At that, the undertaker is sure to get a living in a mortal world where, with the best of care and sanitary precautions, people do not live forever. The doctor or nurse who has any claims to being up to date, regards it as a more important thing to prevent people from getting sick, and needing operations, and so on, than to doctor and nurse people back to health.

Houses are quarantined and people suffering from communicable diseases are isolated because scientific people know that such steps are necessary to prevent the spread of disease. Unscientific people are having their eyes opened to the calamity of unchecked disease. It stands to reason that scientific and unscientific people alike, hereafter, are going to be ready and willing to give adequate support to efforts made to check disease and render the city, the county and the country a safer and healthier, therefore, a happier, place to live in.

### THE CHILD VICTIMS.

This suggests a subject which has been given a large share of attention in this page, namely, child welfare, or conservation of children. Such and such a baby, such and such a little girl or boy of three or four, has died of Spanish Influenza. People shake their heads and call it a dreadful thing. What about the life of the one baby that might be saved from preventable death every THREE days in London all the year round in normal times, through properly organized child welfare efforts, which involve education along the lines of child conservation? That was the ideal set before the citizenship of London in the child welfare campaign last winter, the life of one baby every three days!

One of the most appealing arguments offered for engaging child welfare nurses, establishing child clinics, etc., has been the importance of conserving the lives of future citizens, and enabling them to grow up strong and well. IN VIEW OF THE WASTAGE OF WAR. To this has been added another argument of equal weight, IN VIEW OF THE WASTAGE OF LIFE THROUGH SPANISH INFLUENZA AND ITS COMPLICATIONS, wastage not of the lives of men and women far advanced in years, but of the lives of the young men and young women of the country. In London alone a terrible toll has been taken of the young manhood, lads in their latter teens, men in their twenties, the age of which the war has exacted so much. The people who have been associated with health boards in fighting the ruthless epidemic aren't going to lose interest after once having seen the terrible ravages it has wrought. They are more keenly to others, and out of the new depths of their knowledge they will desire the good health of the public as a great public boon.

Even poisons used in certain ways are effective as medicines. Out of the evil of the Spanish influenza epidemic is bound to come a vastly more general recognition that saving people from sickness and physical handicaps, along with saving men, women and children from preventable deaths, is good business and exceedingly fine patriotism.

## Are You Worthy of Victory?

If the war should end in a manner that was satisfactory to the Allies tomorrow, could you fold your hands and say to yourself:

"I AM THANKFUL TO SAY I HAVE FULLY DONE MY PART ACCORDING TO MY ABILITY TO BRING ABOUT THIS GLORIOUS CONCLUSION. I AM WORTHY OF THE LOSS OF LIFE AND LIMB AND FACILITIES OF OTHERS WHO HAVE FOUGHT FOR ME. I AM WORTHY OF THE APPALLING SACRIFICES THAT HAVE BEEN MADE THAT I MIGHT HAVE PEACE AND JUSTICE AND LIBERTY?"

Have you actually done your bit as opportunity has been afforded you or as you have made opportunity for yourself? Doing his bit has cost many a man his good business, his ability to take his place in civil life again; cost him years of harrowing experience in one of the war zones; cost him home, comfort, association with loved ones for long, weary years; cost many a lad his life; cost many a heart and home its dearest and best treasure.

Have you paid the equivalent of that? A second Victory Loan campaign is to be launched on Monday next, October 28. Canadian people are being called upon to lend money to the Government to buy shells, hand grenades, to build ships, to pay the men in khaki, to feed the boys from home who are risking all, even life itself, that you and I may be free. Canadian people are being asked for the loan to provide vaccine to inoculate the Canadian boys against smallpox and typhoid, and to offer all protection and help possible to the defenders of the gallant empire, the gallant lads who have gone forth to put down the dragon of militarism and insure lasting peace for the world.

The Victory Loan is needed to keep the wheels of industry moving in Canada; to furnish employment for Canadian people and enable farmers to sell their produce for real money. The Victory Loan brings benefit in still another direction.

### KILLS TWO BIRDS WITH ONE STONE

It is the best kind of business sense to invest in bonds guaranteed by the whole of the Dominion of Canada. Buying Victory Bonds is a case of serving oneself as well as one's country to the extent of getting five and a-half per cent interest per annum on a sound investment. Isn't it soothing to the conscience to be able to kill two birds with one stone like that?

You say you haven't much to invest and your one \$50 bond wouldn't be worth much in bringing about victory?

Consider these facts given in The Advertiser a few days ago:

ONE FIFTY-DOLLAR VICTORY BOND WILL—  
Pay Canada's war bill for 4-13 seconds, or  
One soldier for forty days, or  
Buy 100 rifle cartridges, or  
100 hand grenades, or  
104 rifle grenades, or  
55 bushels of oats, or  
23 bushels of wheat, or  
Feed a soldier 3 1/2 months, or  
Provide vaccine to inoculate 1,000 men against smallpox, or  
666 men against typhoid fever.

### ONE SHELL SAVES A LIFE.

A minister, preaching in a London church not long ago said, "Three scuttles of coal are required to make a shell, and a shell will save one life over at the front. Next time your house is too hot, check the furnace instead of opening the windows to let the heat out."

The tide of battle has been turned more often than once in this war, because a section of the army ran short of grenades or cartridges, and lives have been unnecessarily lost. Suppose the life of YOUR son or brother that the one shell or the hundred had a grenade could save. Suppose it was even that boy down the road who used to whistle as he was passing your place to school, such a little while ago. Considering the sorrow and anxiety his going brought to his mother and father, would you think it worth while to invest \$50 to save his life and bring yourself 5 1/2 per cent interest in hard cash per annum?

And if the money you could command would actually save two, three, a dozen, a hundred lives, would you consider it worth while to thus invest it? Think of making 5 1/2 men just like that brother of yours immune to typhoid fever while doing your fighting! Would you care to be such a benefactor?

The people who have "personal interests" in the war, otherwise their very own flesh and blood serving overseas, will be only too eager to back up their own menfolk by sending munitions and food. Once they realize the situation, the mother and sister won't run the risk of Billy Boy losing his life because of their failure to invest in money-earning bonds in order to supply him with grenades.

What about the people who aren't losing sleep through anxious nights, the people who do not need to dread the arrival of an official notice? What about the people who have been able to go on with "business as usual," indeed, more profitable than usual, owing to the war, yet without paying the price in heart-break?

Is it a square deal that when some are paying the price of victory with their lives, some with faculties, limbs and health, some by drinking deep of the cup of sorrow, that others should reap the benefits of the fighting done, and neither fight nor invest money at good interest to win the war?

HOW ARE PEOPLE GOING TO FEEL IN THE DAY OF VICTORY WHO HAVEN'T DONE ANYTHING TO MERIT IT?



### WHO SAID SOAP WAS GOING UP?

Look how we sell it tomorrow.  
2,000 cases to be cleared. Any  
kind—Tels Naphtha, Comfort, Sur-  
prise, Lifebuoy, Gold, etc.  
BOX OF 100 ..... \$7.75

3 BARS ..... 25c

### GROCERIES.

Pure Jam, 4-pound pall .... 65c  
Crisco, 1-lb. pall .... 30c  
Wagstaffe's Marmalade, 4-pound  
pall ..... 85c  
Vorester Sauce, bottle .... 10c  
Catsup, bottle ..... 10c  
Lipton's Tea, lb. .... 60c

## EXTRA!

BIG UNEXPECTED SHIPMENT OF  
GROCERIES JUST ARRIVED

We have no place to store them. We must clear them out quickly, so we take the only sure means of doing it—CUT THE PRICES. All quality products. All the big shipment must be cleared out at once regardless of price. STOCK UP! Get here early tomorrow, as we expect a crowd will be waiting when our doors open. PHONE ORDERS WILL BE TAKEN for any of these specials, and to top off a wonderful bargain day we offer many rare meat bargains. Look! Read! Save!

### CARNATION MILK 3 TINS FOR 20c.

Tomatoes, per can ..... 18c  
While it lasts, Magic Baking Pow-  
der ..... 34c  
Lily White Syrup, 5-lb. pall, 55c  
100 pails Corn Syrup, 10-pound  
pall ..... 95c

### SPECIAL RIB ROAST

BEEF 28c.

(Rolled to Order.)

Round Shoulder Roast Beef ..... 25c  
Thick, Juicy Chuck Roast ..... 25c  
Rolled Pot Roasts ..... 25c  
Choice Ribs for Stewing ..... 25c  
Porterhouse Roast Beef ..... 32c  
Fresh Pork Shoulders ..... 32c

### NOTICE.

All meat sold here absolutely the choicest quality and kept in the most modern refrigerator in Ontario. Everything kept shining and sterilized. Every part of this store is in full view of the public's eye. Cleanliness and quality always.

LONDON'S BIG PURE FOOD STORE.

Phones 1643, 1644. Stalls 1, 2, 3, 4, 5 Market House  
Canada Food Board License 9-684.

**ANDERSONS**

## REAL BARGAINS ARE FEW AND FAR BETWEEN

Last Saturday we advertised a few well-selected bargains. So great was the demand for these goods our store was filled to capacity from early morning until late at night. Be on hand early tomorrow and share in these savings.

### TWO...SPECIALS...TWO

HERRING, fresh caught, per lb. .... 10c  
1 lb. Marmalade ..... 15c  
1 lb. Domestic or Easifirst ..... 25c  
Shortening ..... 29c  
1 lb. Oleomargarine ..... 35c

HALIBUT, fresh stock, sliced, per lb., 25c  
3 tins Sardines ..... 25c  
2 tins Salmon ..... 25c  
Whitefish, per lb. .... 18c  
Salmon Trout ..... 18c

**ONN'S**

143 King Street.

UP-TO-DATE FISH AND POUL-  
TRY MARKET.

Licensee 9-1678.

**ONN'S**

Phone 1296.

THIS ISN'T YOUR TOWN, NOR MY TOWN, IT'S OUR TOWN.

## LET'S JOIN THE 800!

Ask MORNINGSTAR, he knows from practical experience

## HOW TO MAKE POULTRY PAY

Morningstar doesn't just pretend to know—HE KNOWS. We have employed MORNINGSTAR because we KNOW he KNOWS.

Ask MORNINGSTAR about Poultry Feeds, Poultry Fountains, Poultry Feed Boxes, Poultry Rings, Poultry Medicines, Poultry Diseases, Buckeye Incubators, Buckeye Brooders, Baby Chicks, Baby Chick Feeds.

Ask MORNINGSTAR anything you want to know about POULTRY.

It will pay you to give us your next order for feed. You ought to try some of our 24 varieties of Feeds. We can supply your wants. WE HAVE IT.

If you are not satisfied where you are buying, TRY US. If you are satisfied TELL YOUR DEALER. However, we invite you to visit our BIG NEW POULTRY SUPPLY DEPARTMENT. Ask for Morningstar.

## DOMINION SEEDS, LIMITED

Canada Food Board License No. 9-9644.

119 DUNDAS STREET.

Phone 550.

9 MARKET SQUARE.

## A Smashing Victory for Meat Buyers at the Cut-Rate Meat Market on Friday and Saturday

Come and get a genuine bargain and be convinced that you can save money and still have the best meals obtainable. Satisfaction guaranteed or money refunded.

### MONEY SAVERS.

Legs of Spring Lamb, 33c  
Prime Rib Roast Beef, 28c  
Choice Rump Roast Beef ..... 28c  
Shoulder Roast Beef, 25c  
Ham Roast Pork ..... 38c  
Fresh Shoulder Pork ..... 32c  
Fresh Tenderloin, Spare  
Ribs, Hearts, Livers,  
Tongues, Etc.

### MONEY SAVERS.

Sirloin and Round Steak 30c  
Loins Roasts Pork ..... 40c  
Loins Spring Lamb ..... 38c  
Pickled Ox Tongue ..... 28c  
Choice Fillet Veal ..... 35c  
Small Pork Sausages ..... 20c  
Oleomargarine ..... 38c  
Medium Cheese ..... 32c

New Laid  
**EGGS**  
58c  
DOZEN.

DELIVERIES TO  
ALL PARTS OF CITY  
DAILY.

**FAULDS & DAWES**

Canada Food Board License No. 9-5914.

PHONE 8785.  
MARKET HOUSE.

## Have Something in the Bank

Fifty dollars, a hundred, five hundred—always keep on hand some ready money. It is granted that your money can be made to earn more than 3 per cent, but this isn't the point. The point is to always have a little money at your immediate command in the custody of a good bank. Money in the bank will give you a most comfortable feeling—and it is ready whenever you want or need it.

It is an honor to any man or woman to have a savings account with

**THE BANK OF TORONTO**

Head Office: Toronto, Canada.

ESTABLISHED 1859

FOUR OFFICES IN LONDON:  
Cor. King and Richmond Streets.  
Cor. Richmond and John Streets.

Cor. Dundas and Adelaide Streets.  
Cor. Dundas and Taibot Streets.





**It's Pure**  
Cleans sinks, closets  
Kills roaches, rats, mice  
Dissolves dirt that nothing  
else will move

## HOTEL New SOUTHERN

Michigan Boulevard at 15th St.  
CHICAGO

One and one-half blocks from Central  
Station, Terminal of Illinois Central,  
Big Four, and Michigan Central Lines.  
Efficient, hospitable service, without  
showy luxury. Within easy reach of  
"The Loop," Chicago's business, shopping  
and theatre district.  
Moderate rates. Room with detached  
bath \$1.50 to \$2.50 a day; for two per  
sons \$2.50 to \$5.00 a day. 300 rooms.  
Excellent cuisine. Moderate prices.  
Meals in Cafe, Grill and Coffee Shop.  
L. C. PRANZ, Pres. and Mgr.  
Old Southern Hospitality in New  
Southern Hotel

## LEMON JUICE WHITENS SKIN

Girls! Make beauty lotion  
at home for few cents

Squeeze the juice of two lemons into a  
bottle containing three ounces of  
Orchard White, shake well, and you  
have a quart of the best bleaching  
and skin whitening lotion and com-  
plexion beautifier, at very, very small  
cost.

Your grocer has the lemons, and any  
drug store or toilet counter will supply  
three ounces of Orchard White for a  
few cents. Massage this sweetly frag-  
rant lotion into the face, neck, arms  
and hands each day, and see how tan,  
redness, sallowness, sunburn and wind-  
burn disappear, and how clear, soft and  
rosy-white the skin becomes. Yes! It  
is harmless.

## EVEN CROSS, SICK CHILDREN LOVE SYRUP OF FIGS

Look at tongue! If feverish,  
bilious, constipated, take  
no chances.

"California Syrup of Figs"  
can't harm tender stomach,  
liver, bowels.

Don't scold your fretful, peevish child.  
See if tongue is coated; this is a sure  
sign its little stomach, liver and bowels  
are clogged with your waste.

When listless, pale, feverish, full of  
colds, coughs, bad throat, sore, drowsy,  
eat, sleep or act naturally, has stomach-  
ache, indigestion, diarrhoea, give a tea-  
spoonful of "California Syrup of Figs,"  
and in a few hours all the foul waste,  
the sour bile and fermenting food passes  
out of the bowels and you have a well  
and plump child again. Children love  
this harmless "fruit laxative," and  
mothers can rest easy after giving it, be-  
cause it never fails to make their little  
"insides" clean and sweet.

Keep it handy. Mother! A little given  
today saves a sick child tomorrow, and  
get the genuine. Ask your druggist for  
a bottle of "California Syrup of Figs,"  
which has directions for babies, children  
of all ages and for grown-ups  
plainly on the bottle. Remember there  
are counterfeits sold here, so surely look  
and see that yours is made by the "Califor-  
nia Fig Syrup Company." Hand  
back with contempt any other fig syrup.

## YOU'LL LAUGH! DOESN'T HURT TO LIFT CORNS OUT

Magic! Costs few cents!  
Just drop a little Freezone on  
that touchy corn, instantly it  
stops aching, then you lift the  
bothersome corn off with the  
fingers. Truly! No humbug!



Try Freezone! Your druggist  
sells a tiny bottle for a few cents,  
sufficient to rid your feet of every  
hard corn, soft corn, or corn be-  
tween the toes, and calluses, with-  
out one particle of pain, soreness  
or irritation. Freezone is the  
mysterious ether discovery of a  
noted Cincinnati genius. Great!

# DAILY PAGE FOR EVERYBODY

## Secrets of Health and Happiness

### The Vapor Or Hot Air Bath Among the Best For Baby

By DR. LEONARD KEENE HIRSHBERG,  
A. B., M. A., M. D., (Johns Hopkins University.)



Dr. Hirschberg

When you give the baby a warm bath do not shock his anatomy by putting him at once into the heat of the water. The metal of his tub is probably hotter than the water itself, because it absorbs the heat from the water. In order that baby's skin may not touch the tub, insert a heavy Turkish towel under the baby and place him into it. After a warm bath, and especially if the bath has been hot, wrap the child in a blanket or a warmed sheet, roll him up in it, and have your hands wait until his skin is completely dry and until his bodily temperature has become normal again. This is necessary in order that the heated skin may not be exposed to the outer air too soon, so that the heat which has been too rapidly, and that the "cold" which so frequently comes after baths may not occur.

If you have decided to give baby a lukewarm or cold bath, and you are afraid of a shock you may accomplish the results you want by making the bath "graduated," that is, by making it cool gradually. Place a pipe beneath the bath sheet and attach it to the cold water faucet. When you have started to bathe the child turn on the cold water slowly. The change in the temperature of the water will thus be gradual and the child will hardly notice it.

Length of Bath. It depends on the temperature of the water as to the length of duration of the baby's bath. If the water is warm do not allow the child to remain in it longer than 15 minutes. The hot bath should be even briefer than the others.

If you want to make baby comfortable, however, you may immerse him in the water once or twice after you take him out, but each time it is well to keep him in only for a few minutes at a time. This rule holds good also in the event of cold baths. Sometimes it is better to give a sponge bath. This is especially advisable if the child does not seem strong enough to stand cold water. Place the child upon a blanket or a bathing sheet and sponge the body part by part.

Ways to Prepare. The vapor bath can be used at times when the ordinary water bath or sponge bath is not found desirable for a special reason. This may be done in several ways. You can easily make steam with a group kettle, if, however, you do not possess one of these you could use the vapor out of a tea-kettle, and obtain good results. In either instance raise the bedclothing into a tentlike position either by the aid of hoops beneath or a cord from above, and let the vapor come in through a pipe at the bottom. If the child is old enough and able to sit up you may place him in a chair—either in an ordinary one or a cane-seated chair. Draw a blanket about the child and the chair so that both are enclosed as in a tent, the head alone being exposed. Put a heated brick or stone in a basin under the chair and allow hot water to drip slowly upon the brick. The heat of the stone vaporizes the water, which has already been made hot before it came in contact with the stone.

The hot air bath is even more efficient than the vapor bath, and can be accomplished in a similar manner. The heat in this form of bath is in that of the vapor bath is acquired from heated stones and a vessel of hot water.

### Answers to Health Questions

MR. M. S. N. Q.—Kindly advise what to do for a hollow in my chin.  
A.—Deep breathing before an open window, swimming, gymnastic, standing and walking erect with shoulders back, will help. Electric battery and massage with olive oil is also good.

A. R. Q.—Kindly advise what to do for blackheads.  
A.—Gentle massage with a sterilized

open to him—active service in the war—has been proved a true one with the coming of this little pin. And I must stand by him. After all, I am his wife, still. And—Madge, you know there was never any romance about our marriage. We were both past our youth, both dis-  
tinctly withered. I knew exactly what Harry was when I married him, and I mustn't back out of the bargain now when he isn't here when he is aching—

"She broke off abruptly at that which she saw in my face—that which a moment later broke forth in indignant, excited utterance:  
"You mustn't back out of the bargain!" I explained. "Will you tell me what kind of broken bargain Harry Underwood gave you when he went to South America, when Grace Draper joined him there, and later when he broke every law of God and man, he could find to break? That he hasn't murdered on his soul is no fault of his. Only Dick's own wonderful presence of mind averted it. You know that. And because he's doing as an atonement what he ought to have done long ago, you're going to break the loyal heart of one of the best men in the world! Oh, Lillian, I have no patience with you!"

But I knew that I might as well have spoken to the chair in which she sat or any yielding her spirit gave. With a little feeling of despair I saw the lines around her mouth grow tense and white. I knew that though her heart broke with the decision, Lillian would tread the path she had laid out for herself.

How Harry Escaped. Lillian looked at me blankly for a second, then amazed realization flitted over her face.  
"Forgive me, Madge," she said contritely. "I had forgotten that you knew nothing of my intercession for Harry after he disappeared. You see, from what Edith Fairfax told me I realized that Harry was no longer a menace. In fact, all that he did was in order to save you and your father from Grace Draper's devilish plans. And, of course, in my position it was easy for me to make known the real state of affairs, and make the pursuit of him simply a perfunctory one. And I guessed that when he came to himself—you know he had been drinking heavily at the time—at the time—"

She hesitated. I finished the sentence for her.  
"At the time he nearly caused Dick's death," I said bitterly.

A shadow crossed her face.  
Lillian sticks to her bargain.  
"I cannot blame you for feeling that way, Madge, of course," she said, "but I mustn't let myself share your resentment. For the guess I made that when Harry came to himself he would want to atone for his deeds in the only way

piece of absorbent cotton or chamois, followed by the application of paste made up with a little of the following is good:  
Fullers earth ..... 4 drams  
Vinegar ..... 2 drams  
Glycerine ..... 2 drams  
AN AFFLICTED ONE. Q.—Kindly advise what to do for hives.  
A.—Apply a little of the following lotion to the affected parts:  
Pink calamine ..... 2½ drams  
Zinc oxide ..... 2 drams  
Glycerine ..... 2 drams  
Phenol ..... 20 drops  
Lime-water ..... 2 ounces  
Rose-water ..... 2 ounces

Dr. Hirschberg will answer questions for readers of this paper on all subjects of hygiene and sanitation subjects that are of general interest. He cannot always undertake to prescribe or offer advice for individual cases. Where the subject is not of general interest letters will be answered personally if a stamped and addressed envelope is enclosed. Address all inquiries to Dr. L. K. Hirschberg, in care of this office.

ground like Mr. Mole does," replied Squeedee.  
"How funny," laughed Doris. "You're such a tiny little fellow, too."  
"I was just on my way home; suppose you join me," Mrs. Cricket will be glad to see you, I know," said Mr. Mole Cricket, and away he crawled over the leaves and grass with Doris and Squeedee at his side until he reached a low ridge of dirt raised above the ground, running over the ridge.

"Mine, you mean," laughed Mr. Mole Cricket, and he led his guests into a long hall. After winding in and out they at last found Mrs. Mole Cricket sitting on guard at the entrance of her nest.  
She was glad to see her husband and friends, and let them tip-toe into the nursery.

Here in a nice soft nest the shape of half an egg cut lengthwise nestled at least a hundred grayish-yellow tiny eggs.  
"Why, Daddy, what have you been doing to make your clothes shine so?" asked Mamma Mole Cricket, discovering for the first time Mr. Mole Cricket's shiny coat.

"Digging among the dead wood," laughed Daddy Mole Cricket. "It always makes my clothes shine. I'll soon wear off," and he led his guests back through the winding halls to the open air.

"They certainly are a funny pair," laughed Doris when Mr. and Mrs. Mole Cricket disappeared. "But they certainly do remind one of a mole all right. I can see why they're called Mole Crickets."

When Doris turned around she found she was alone and talking to herself, and off through the garden darted Mr. Mole Cricket, his body glowing like a ball of fire.

## To-morrow's HOROSCOPE

By Genevieve Kemble

DORIS AND MR. MOLE CRICKET.  
One evening as Doris sat on the porch steps a beautiful shiny bug flew by and settled in the grass near the edge of the garden.

"It's a firefly, I do believe!" exclaimed Doris, running out to where the little shiny creature was sitting. "No, you don't flash like a firefly."

There was a rustle in the grass at her feet and Doris turned to see her little friend, Squeedee, smiling at her. "Well, I'm not you, you wasn't afraid of him," laughed Squeedee merrily.

"I wasn't afraid, but what is it?" asked Doris.



"I was just on my way home," replied Squeedee, and waving his magic feather over Doris' head she began to grow smaller and smaller until she was no larger than Mr. Mole Cricket himself. "Now you can see him better," laughed Squeedee, and he called Mr. Mole Cricket over and introduced him to Doris.

"I suppose you wonder why they call me Mole Cricket, don't you?" asked Mr. Mole Cricket, brushing the dirt from his hard, shell-like body with his horny leg.

"No, indeed," replied Doris. "For I can see you're something like a mole, you've the shape of your body. And, too, your front feet resemble Mr. Mole's."

"Sure, so he can burrow under the

## MY SOLDIER HUSBAND ADELE GARRISON'S CONTINUATION OF REVELATIONS OF A WIFE

Why Lillian Felt That Happiness With Robert Savarin Might Never Come to Her—and Madge Doubted.

"Are you sure you're not tilting at windmills, Lillian?" I asked boldly, when she had voiced her doubt that happiness with Robert Savarin might never be realized.

She looked at me steadily for a minute, then opened her hand and took from it a tiny box which she handed to me.

"Open it," she said quietly, "and tell me if you think disregarding it would be a quixotic proposition."

I obeyed, and there blinked up at me an exquisite little service pin. But I looked at it uncomprehendingly. "I am afraid I don't understand," I said.

"Harry sent it to me," I echoed stupidly. "I don't wonder you're bewildered, child," she said indulgently. "I was so flabbergasted myself when it came that the traditional feather would not only have knocked me down, but pitched me downstairs as well. And yet I ought to have guessed he would do just some such flamboyant stunt as this. And I had myself greased the wheels that enabled him to enter service."

I rose from my chair and walking over to her took her by the shoulders and shook her in laughing exasperation. "Either you're crazy, or I am!" I declared extravagantly. "The last child I heard about from Mr. Underwood was your own words telling me that when the soldiers were talking him to one of the high inquisitors in New York, he had escaped while passing some of the rascals in the East Side, and that no one knew his fate. And here you're talking about greasing the wheels for him to enter service, and have received a service pin from him. Would you mind elucidating a little?"

How Harry Escaped. Lillian looked at me blankly for a second, then amazed realization flitted over her face.  
"Forgive me, Madge," she said contritely. "I had forgotten that you knew nothing of my intercession for Harry after he disappeared. You see, from what Edith Fairfax told me I realized that Harry was no longer a menace. In fact, all that he did was in order to save you and your father from Grace Draper's devilish plans. And, of course, in my position it was easy for me to make known the real state of affairs, and make the pursuit of him simply a perfunctory one. And I guessed that when he came to himself—you know he had been drinking heavily at the time—at the time—"

She hesitated. I finished the sentence for her.  
"At the time he nearly caused Dick's death," I said bitterly.

A shadow crossed her face.  
Lillian sticks to her bargain.  
"I cannot blame you for feeling that way, Madge, of course," she said, "but I mustn't let myself share your resentment. For the guess I made that when Harry came to himself he would want to atone for his deeds in the only way

open to him—active service in the war—has been proved a true one with the coming of this little pin. And I must stand by him. After all, I am his wife, still. And—Madge, you know there was never any romance about our marriage. We were both past our youth, both dis-  
tinctly withered. I knew exactly what Harry was when I married him, and I mustn't back out of the bargain now when he isn't here when he is aching—

"She broke off abruptly at that which she saw in my face—that which a moment later broke forth in indignant, excited utterance:  
"You mustn't back out of the bargain!" I explained. "Will you tell me what kind of broken bargain Harry Underwood gave you when he went to South America, when Grace Draper joined him there, and later when he broke every law of God and man, he could find to break? That he hasn't murdered on his soul is no fault of his. Only Dick's own wonderful presence of mind averted it. You know that. And because he's doing as an atonement what he ought to have done long ago, you're going to break the loyal heart of one of the best men in the world! Oh, Lillian, I have no patience with you!"

But I knew that I might as well have spoken to the chair in which she sat or any yielding her spirit gave. With a little feeling of despair I saw the lines around her mouth grow tense and white. I knew that though her heart broke with the decision, Lillian would tread the path she had laid out for herself.

How Harry Escaped. Lillian looked at me blankly for a second, then amazed realization flitted over her face.  
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# War Efficiency and National Prosperity

More than a billion and a half dollars distributed in Canada for exported agricultural produce and the products of labor in the fiscal year ending March 31, 1918, has kept Canada busy and prosperous in spite of the war.

CANADA'S production in such enormous quantities was made possible only by the money received through Canada's War Loans. Canada thus was enabled to assist the Allies in their purchases here by establishing financial credits for their use in this country.

CANADA'S war loans not only have sustained Canada's war effort, but they have kept the wheels of production turning as they never turned before.

This is the flood of cash which poured in to Canada's farms for their exports in the fiscal year 1918, for:—

Butter.....	\$ 2,000,000
Cheese.....	36,602,000
Eggs.....	2,271,000
Oats.....	37,644,000
Wheat.....	366,341,000
Flour.....	95,896,000
Meats.....	76,729,000
Vegetables.....	19,034,000

Over six hundred and thirty-six million dollars for exported farm products alone!

AND the workers of Canada also shared greatly in Canada's export trade.

For their products there was distributed in Canada, during the year:—

Munitions.....	\$450,000,000
Metals.....	92,083,000
Vehicles.....	22,776,000
Wood Pulp and Paper....	59,599,000

These huge sums were spent in Canada by the Allies.

## Get Ready Now to Buy Victory Bonds

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada

— epidemics  
The man who builds up his constitution with Bovril helps to resist the attacks of disease

**BOVRIL**  
Body building power grows to be 10 to 20 times the amount taken

Canada Food Board License No. 13-442

We always love those who admire us; we do not always love those whom we admire.

All war is horrible and hateful, but there is no war so hateful as war of tended to greater harmony among ourselves.

He who believes in nobody knows that he himself is not to be trusted.

There is no war so hateful as war of tended to greater harmony among ourselves.

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With record compartment, ma-  
case; new, but slightly marked.  
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"Joy" 10-cent cigar. S. Smith, factor, London.

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high back, 50 octaves, in go  
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clothes and shoes. We pay the  
price. 341 Dundas.

**LADIES' SUITS, DRESSES,**  
and skirts on credit; newest  
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your family with the season-  
able suits, coats, furs, dresses,  
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furniture and house furnishings.  
Call for catalogue.  
Mr. Lerner, 502 Hill street.

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buy or sell real estate, etc.,  
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Call for catalogue. A charge.  
Minimum space 15 words.  
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Sundays, 25c. Call for catalogue  
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Mammoth Purchase  
1,000 FLD FELT

**WORTH UP TO \$2.50 VALUE**  
**\$1.23**  
**THOSE HATS ESCAPED THE SURF**  
**SEE WINDOW DISPLAY**  
**WEGNER CLOTHING**  
**THE HEART OF LONDON**  
**371 Talbot Street. Open**

**LADIES' CLOTH-**  
**TONED SHOES, sizes**  
**6, Regular \$4.50 for**  
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MEN'S HEAVY ALL-WOOL  
WEAR, all sizes; also bargs  
and second-hand shoes at  
338 Richmond and 375 Clara

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renovated, Hunt & Sons  
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THE WONDER COAL OIL  
fits any stove; cheaper  
coal. See it at Lewis', 101

NEW WOOD YARD. 241  
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Terms arranged  
COLLETT FURNITURE  
87 King St. Between Talbot  
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AT  
KEENE BROS  
KING STREET,  
London's Best Home Fur

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Food Store Licenses Nos. 8-4-  
Best Flour, 24 lbs. \$1.55; 5-  
lbs., 50c; Charcoal, 16c; Cor-  
gallons \$1.05; Corn Flakes, 2-  
another purchase; Shredded  
25c. with other purchase  
Raisins, 15c per lb.; Rolled  
30c.  
Chestnut, 69 WILSON



## Proclamation

The Board of Health finds that the ladies and others who have rendered splendid service in connection with the care of patients in influenza epidemics have become overworked and relief is necessary. The board desires that ALL PERSONS WILLING TO RENDER ASSISTANCE IN NURSING OR CARE OF HOMES WILL REPORT TO MISS FIDLER, PHONE NO. 4616. There is great need for help and citizens are urged to lend their assistance.

H. M. DOUGLASS, Acting Chairman  
Board of Health.  
S. BAKER, Secretary.

## SEALED TENDERS

Sealed Tenders will be received by the undersigned up to 2 o'clock p.m. on Saturday, October 26, 1918, for the construction of the Glasgow Municipal Drain, in the Township of Delaware, County of Middlesex, Plans and specifications may be seen at the office of the clerk.

The lowest or any tender not necessarily accepted.

Delaware, Oct. 18, 1918.  
J. H. MATTHEWS,  
Clerk of the Township of Delaware,  
Delaware P. O.

## Third Instalment of City Taxes

Payable by  
October 31st, 1918

Taxpayers are hereby notified that the Third Instalment of Taxes for the year 1918, is due and payable on or before October 31, 1918.

Five per cent will be added immediately after October 31 to the amount of the Third Instalment of Taxes unpaid after due date.

OFFICE HOURS:  
October 28, 29, 30, and 31, a.m. to 5 p.m., and 8 p.m. to 9 p.m. Other work days, 9 a.m. to 5 p.m.

R. C. TURNER,  
October 25, 26, 29, 30, 31

SEPARATE SEALED TENDERS, addressed to the undersigned, and indorsed Military Orthopedic Hospitals, etc., as the case may be, will be received until 12 O'CLOCK (NOON), TUESDAY, NOVEMBER 19, 1918, for the construction of Nurses' Dormitories, Residences, Medical Officers' Quarters, Storerooms, Military Orthopedic Hospital, Toronto, Ont.

Plans and Specifications may be seen and forms of tender obtained at the offices of the Chief Architect, Department of Public Works, Ottawa, and the Superintendent of Military Hospitals, Toronto, Ont., and the Clerk of Works, Postal Station "F", Toronto.

Tenders will not be considered unless made on the forms supplied by the Department and in accordance with the conditions set forth therein.

Each tender must be accompanied by an accepted check on a chartered bank, payable to the order of the Minister of Public Works, equal to ten per cent of the amount of the tender. War Loan Bonds of the Dominion will also be accepted as security, or war bonds and checks if required to make up an odd amount.

By order, R. C. DESROCHERS,  
Secretary,  
Department of Public Works,  
Ottawa, October 23, 1918.

SEALED TENDERS, addressed to the undersigned, and indorsed "Tender for Vehicle Shed, London, Ont.", will be received until 12 O'CLOCK (NOON), MONDAY, NOVEMBER 4, 1918, for the construction of vehicle shed, Ordnance Store Compound, London, Ont.

Plans and Specifications can be seen and forms of tender obtained at the offices of the Chief Architect, Department of Public Works, Ottawa, the Clerk of Works, Postal Station "F", Toronto, and the Carcater, Postoffice, London, Ont.

Tenders will not be considered unless made on the forms supplied by the Department and in accordance with the conditions set forth therein.

Each tender must be accompanied by an accepted check on a chartered bank, payable to the order of the Minister of Public Works, equal to ten per cent of the amount of the tender. War Loan Bonds of the Dominion will also be accepted as security, or war bonds and checks if required to make up an odd amount.

By order, R. C. DESROCHERS,  
Secretary,  
Department of Public Works,  
Ottawa, October 23, 1918.

## DERMATOLOGY

MARINELLA SYSTEM FOR FACE, scalp, chloasma. Removal of superfluous hair permanently. Miss Beatrice, corner Talbot and Fullarton, Phone 3027.

## ARCHITECTS

JOHN M. MOORE, Architect and Civil Engineer, 415 RICHMOND STREET.

WILLIAM G. MURRAY, ARCHITECT, 415 RICHMOND STREET, Phone 1587, home 1584.

H. C. MERRIDIE, MEMBER ONTARIO Association of Architects, 101 Molsons Bank Building, Phone 252.

ARTHUR E. NUTTER, ARCHITECT, Rooms 15, 16, Dominion Bank Chambers, Dundas and Richmond, Telephone 656.

WATSON & BLACKWELL, MEMBERS Ontario Association of Architects, Bank of Toronto Building, London; Lister Chambers, Hamilton.

## USED CARS FOR SALE.

1915 FORD TOURING CAR IN FIRST CLASS shape, also a 1915 Ford roadster. These are two cheap cars, will be sold. R. Carver, 552 Hamilton road.

MAXWELL TOURING CAR IN FIRST CLASS condition. Apply 471 Dundas street.

MARK CUT-HATE TIRE COMPANY, 125 Carling St. Phone 6182, London.

1915 FORD TOURING CAR FOR SALE, good tires, demountable wheels in good condition, cheap for quick sale. Apply 1824 Dundas, 3391.

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CROW, 1917, five-passenger.

FORD, 1917, Coupe, electric starter.

PACKARD.

HUCKSON SUPER SIX.

SMITH FORM-A-TRUCK, new.

DELIVERY TRUCK, half-ton.

BEEMER & CO., Limited

Distributors for Cadillac, Chalmers and Gray-Dort Motor Cars, White Truck and International Truck.

131-133 QUEEN'S AVE. PHONE 5670.

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## DENTAL CARDS.

DR. JARVIS, SPECIALIST-EXTRACTOR, pyorrhea; painless method. 213 Dundas. Evening appointments for extraction only.

DR. HOCKIN, DENTIST-SPECIALIST, pyorrhea and bleeding gums, filling gums, 606 Dundas, corner of City Hall, Phone 2163.

DR. M. J. FREZELL, DENTIST, Over McLaughlin's drug store, opposite City Hall, Phone 2085.

DR. S. M. THOMAS-NEW ADDRESS, 212 Dundas street. Phone 2085.

DR. FRED L. WOOD, Artificial Teeth, \$6.00. No charge for extraction. Open evenings, 8 to 9.30.

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## SURVEYORS.

F. W. FARNCOMB, CIVIL ENGINEER, surveyor, Room 307, Dominion Savings, Phone 552.

## MECHANOTHERAPY.

CHARLES SIDNEY IRELAND, Mechanotherapy and chiropractor, 272 Dundas, 272 Dundas, Office of late Dr. Drake, Phone 186.

## MUSICAL INSTRUCTION.

MISS M. RAYMOND RESUMED teaching Sept. 4, at her studio, 556 Richmond street. Phone 2686, 7817.

THOMAS G. SHUTTER, TEACHER of piano, mandolin, guitar, ukulele and steel guitar. Instruments loaned. Studio, Conservatory of Music, 429 Waterloo, 429 Waterloo.

FRANCIS CULLIS, CONTRA-ALTO, Soloist Askin Street Church, teaches singing. Studio, 171 Wortley road, Phone 2686.

CHARLES E. WHEELER, F.C.G.O., Classes in vocal, piano, organ, harmony and counterpoint resumed, 429 Waterloo, 429 Waterloo.

## Learn To Play Piano

We positively teach you to play the latest Popular Songs within 20 lessons. Money back if we fail. Call for free demonstration or phone or write for free booklet.

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OF POPULAR MUSIC, LIMITED, 167 1/2 Dundas Street, Phone 6244. Studio hours: 12 (noon) to 10 p.m.

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CONTRALTO, and exponent of the methods of William Shakespeare, has been secured by the LONDON CONSERVATORY.

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CLARENCE E. GILMOUR, ORGANIST, St. Paul's Cathedral, 510 Adelaide street, Phone 3703.

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MISS G. PENHALE HARRISON, teaches piano, organ, theory and vocal, 100 W. Midway, Paris, France.

DR. BROWN-EYE, EAR, NOSE, throat, 412 Clarence street. Appointments preferable.

DR. J. L. HURDIN, M.D., L.R.C.P. and S. (Edinburgh), Diseases of women (Edinburgh), 461 Waterloo, Phone 258.

DR. F. B. BABE, 205 QUEEN'S street, Eye, ear, nose and throat.

DR. W. J. STEVENSON, 383 DUNDAS street-Specialty, diseases of women and surgery, Phone 510.

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DR. NORMAN R. HENDERSON, CORNER Park avenue-EYE, ear, nose and throat.

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DR. HOLMES, 344 RICHMOND-SPECIALTY, diseases of women, electrotherapy and X-ray.

DR. W. E. WEBER, 408 WATERLOO street, 1 to 3, and 1 to 5.

DR. SEPTIMUS THOMPSON, PARK avenue, corner Queen's, Eye, ear, nose and throat.

DR. A. A. McNEIL, CORNER DUNDAS and Wellington, specialty, diseases of men and women, and non-surgical treatment of women.

DR. G. L. CLARKE-EYE, EAR, NOSE and throat, 344 Richmond street.

DR. W. SHAW, M.D., L.R.C.P. and M.R.C.S. (England), 287 King street, Phone 838.

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1917 FORD TOURING CAR, FULLY equipped and in first-class condition. Apply 580 Central avenue. \*24c

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PRIVATE FUNDS TO LOAN-LOWEST rates. U. A. Buchner, corner Talbot and Carling.

MONEY TO LOAN AT LOWEST rates-Thomas C. Knott, real estate agency, 117 Dominion Savings Building (first floor up).

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MARRIAGE LICENSES ISSUED BY W. G. H. Bartram, 13 Dundas.

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## CHIROPRACTIC.

CLARA KILBOURNE, UNIVERSAL College of Chiropractic graduate, 321 Queen's avenue. Telephone 352.

DR. E. KNIGHT, DRUGLESS PHYSICIAN-Chiropractic, electro-therapy, X-ray, etc., 257 Piccadilly, Phone 4069.

DR. T. H. ENGLISH IS HANDLING Dr. A. W. Macpherson's practice during the month of October. Office, Dominion Savings Building.

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DEBTS OF MERCHANTS and others collected anywhere. No collection, no charges. Rates and references on application Bureau of Credits, Dominion Bank Chambers.

MORRIS-REMOVED FROM 423 Wellington to 331 Queen's avenue, Phone 2686.

WANTED-FORD COUPELET, IN good condition. Box 239, Advertiser's Office, London. 24c

60 OR 60 BUSHELS OF SUGAR beets or mangels, 294 East street, 10.

STAMP COLLECTORS, SELL US your duplicates. Success Stamp Company, 272 Dundas, 272 Dundas.

MELODEONS WANTED-KENNES' Antique Store 342 Talbot street.

VE'ERINARY SURGEONS.

W. McDONALD, VETERINARY SURGEON, 3 Riverview avenue, Phone 688. Phone 1785.

WILLIAM J. WILSON, VETERINARY Surgeon and dog hospital, 84 King street, Phone 735.

OSTEOPATHIC PHYSICIANS.

DRS. MARIE H. HARKINS, REBECCA Harkins, George Apartments, Wellington, Phone 150. Rebecca Harkins, specialty catarrhal deafness.

B. S. DETWILER, D. O. HAS REMOVED to 444 Waterloo, corner Queen's. Phone 3372.

PURDUM & PURDUM-DOMINION SAVINGS BUILDING, First Floor, corner of Richmond and King streets.

MACPHERSON & PERRIN, BARRISTERS, solicitors, money to loan, Robinson Hall Chambers.

TENNENT & TENNENT, BARRISTERS, solicitors, notices public money to loan, Dundas, D. H. Tennent, Gordon H. Tennent.

GRAYDON & GRAYDON, BARRISTERS, Bank British North America, 2 Market Square.

U. A. BUCHNER, BARRISTER, SOLICITOR, corner Talbot and Carling, Phone 99. Money to loan.

W. G. R. BARTHA, BARRISTER, notary, etc., 59 Dundas street.

CRONIN & BETTS & COLERIDGE-Frederick P. Betts, K.C.; Thomas Coleridge.

J. M. McVEOY, BARRISTER, SOLICITOR, Robinson Hall Chambers, Money to loan.

GIBBONS, HARPER & GIBBONS-Barristers, etc., 250 Dundas street, Sir George Gibbons, K.C.; Fred Harper; George S. Gibbons.

T. W. SCANDRETT, BARRISTER, solicitor, notary, money to loan, 38 Dundas street.

McKILLOP, MURPHY & GUNN-OAK HALL BUILDING.

BUSINESS CARDS.

DO YOU KNOW THAT THE FOREST City Laundry has an enviable reputation in the city as the laundry of choice? You have tried it, don't you? You have tried it, don't you? You have tried it, don't you?

PIANO TUNING

Have your piano or player-piano tuned by one of our experts. Pianos \$2.50. Players \$3.00.

MASON & NISCH, LIMITED, 244 Dundas Street, London, Nov. 5.

STOVE PARTS, NICKEL-PLATED, National Brass, Limited

AUCTIONEERS.

AUGER, AUCTIONEER, VALUATOR, 141 King, 141 King, 141 King.

PERSONAL.

WOULD THE GENTLEMAN WHO telephoned 3511 on Monday evening about a foxterrier dog kindly call again? 24c

MRS. LANE, CLAIRVOYANT, 362 York street, London, Ont.

CANCERS CURED BY PLASTER method-Established 40 years. Henry Edwards' Cancer Hospital, 388 1/2 Dundas street, Phone 3665.

SCIENTIFIC PALMISTRY and Phrenology-Accurate, scientific and reliable advice on business, health, love, marriage, travel, investment, changes, choice of occupation, etc. W. H. Shaw, M.D., L.R.C.P. and M.R.C.S. (England), 287 King street, 10 a.m. to 10 p.m., Saturday to 5 p.m.

HORSES, CATTLE, ETC. For Sale or Wanted.

80 HEAD OF STOCKBRED AND FEEDERS for sale-Apply Job Hall, 205 St. James.

DEAD HORSES AND CATTLE taken away promptly. Will pay cash for live animals. Phone 470, London Fertilizer Company.

MONEY TO LOAN.

PRIVATE FUNDS TO LOAN-LOWEST rates. U. A. Buchner, corner Talbot and Carling.

MONEY TO LOAN AT LOWEST rates-Thomas C. Knott, real estate agency, 117 Dominion Savings Building (first floor up).

58-60 LEXINGTON CITY, FARMS-Reynolds, 77 Victoria, Toronto.

PRIVATE AND TRUST MONEY TO loan on farm and city property; low interest rates, terms to suit. T. W. Scanlon, 93 Dundas street.

INSURANCE.

J. P. INSURANCE CONSULTANT, David L. Lethbridge, Only the best companies represented. 17 Dominion Savings Building, Phone 650.

M. GUNN & SON (GEORGE C. Gunn)-Established 1859. Fire, life, accident and automobile insurance.

MARRIAGE LICENSES.

MARRIAGE LICENSES ISSUED BY W. G. H. Bartram, 13 Dundas.

MARRIAGE LICENSES ISSUED BY H. J. Childs, druggist, 623 Dundas.

227

## FINANCIAL AND COMMERCIAL

## THE LOCAL MARKET

The local market was very small today, only a small amount of fruit being offered for sale. Grapes are scarce. Potatoes are plentiful, but buyers are few. All other produce is firm.

Oats, per cwt. \$2.10 to \$2.13  
Wheat, per cwt. 3.58 to 3.62  
Grain, bushels, 1.25 to 1.27  
Oats, per bu. 71.25 to 72.7-10  
Wheat, per bu. 2.15 to 2.17  
Vegetables:  
Cabbage, per doz. 40 to 50  
Wholesale, 40 to 50  
Potatoes, per bu. 1.40 to 1.50  
Potatoes, retail, bag, 2.00 to 2.10  
Potatoes, retail, sack, 2.00 to 2.10  
Celery, per doz. 30 to 40  
Peppers, doz., whole, 10 to 10  
Peppers, doz., retail, 10 to 10  
Tomatoes, per doz. 40 to 40  
Tomatoes, per basket, 25 to 30  
Eggs, per doz. 25 to 30  
Hens, per doz. 40 to 40  
Ducks, per doz. 40 to 40  
Geese, per doz. 40 to 40  
Turkeys, per doz. 40 to 40  
Fruit:  
Apples, per doz. 20 to 25  
Apples, per bag, 75 to 1.25  
Snow apples, bag, 1.00 to 1.10  
Apples, per doz. 20 to 25  
Apples, cooking, 11-25 to 35  
Apples, sweet, 25 to 35  
Basket, retail, 25 to 35  
Grapes, each, 10 to 20  
Pears, each, 40 to 50  
Pears, but, 1.50 to 2.00  
Hay and straw:  
Straw, per ton, 15.00 to 15.50  
Hay, ton, 15.00 to 15.50  
Dairy Products, Retail:  
Butter, creamery, lb. 54 to 55  
Butter, dairy, lb. 52 to 53  
Butter, crecks, lb. 48 to 49  
Butter, salt, lb. 48 to 49  
Dairy Products, Wholesale:  
Butter, creamery, lb. 50 to 51  
Butter, dairy, lb. 48 to 49  
Butter, crecks, lb. 48 to 49  
Eggs, crate lots, doz. 55 to 57  
Eggs, basket, 60 to 60  
Live Stock:  
Hogs, per cwt. 17.25 to 17.50  
Pigs, per cwt. 14.00 to 14.50  
Small pigs, pair, 15.00 to 20.00  
Hogs, dressed, cwt. 25.00 to 25.00  
Hogs, live, 12 to 15, followed by moderate rallies, and then another emphatic rise.  
British estimates of food administration export requirements gave strength to oats. Weakness of corn was virtually ignored. After opening 3/4 off to 3/4 up, with November 63 1/2 to 64 1/2, the market rallied a little, but then made a sharp reaction house buying led to a sharp advance in provisions. Offerings were scarce.

Chicago, Oct. 25.-Opening-Corn, November, \$1.24 1/2; December, \$1.20 1/2; October-November, 69 1/2; December, 68 1/2.

East Duluth, Oct. 25.-Cattle-Receipts, 625; steady.  
Calves-Receipts, 500; 25c lower; heavy, \$16.75 to \$17; mixed, \$16.75 to \$16.75; Yorkers, \$16.40 to \$16.75; light Yorkers, \$15.25 to \$16.75.  
Hogs-Receipts, 1,125; 15c up; \$15.25 to \$15.25 to \$14.50; stags, \$11 to \$15.  
Sheep and Lambs-Receipts, 3,200; steady and unchanged.

Winnipeg, Oct. 24.-Cash trading in grain was slow on today's market. October oats closed 3/4 off, and December 3/4 down. Barley finished 3/4 down for December, with October 3/4 off. Flax was 1/2 higher for October and 1 1/2 higher for November, with December 10 1/2 up.

Winnipeg futures ranged:  
Oats..... Open. Close.  
Oct. .... 75 3/4 75 3/4  
Barley..... 75 3/4 75 3/4  
Flax..... 10



# BEGINNING OCTOBER 25. OUR Winter Service AT THE FOUNTAIN.

Pork and Beans	15c
Spaghetti	15c
Sandwiches (except between 11:30 and 2:30)	10c and 15c
Baked Apple with Cream	15c
Potato Soup	10c
Bovril	10c
Pie	10c
Coffee	5c
Pot of Tea	10c
Milk	5c
Hot Chocolate	10c
Hot Lemonade	10c

PROMPT SERVICE.

Peters : Dundas St.

## LADIES' SHOES \$5.75 and \$5.50

In mahogany, military heel, Neolin sole, all sizes, \$5.75. Good year welt. In black kid, with military heel, high top, all sizes, \$5.50.

SEE OUR WINDOWS.  
SAMUELS SHOE STORE.  
296 Dundas Street.



## Sale of Overcoats

Is on in earnest at The Heart of London. The people are buying them fast.

All kinds in Black Beaver and Meltons, Vicunas, Irish Frieze, selling at \$15.00 to \$22.50.

## Fur Felt Hats

Hundreds of Genuine English quality. Worth up to \$25.00. For \$12.50.

## Raincoats

Best Canadian and English makes. Clearing out the line at half prices. From \$8.95, \$9.95, \$10.69, \$14.95.

25c Saved on Every Pair of Overalls Bought Here—600 Dozen To Sell.

## Wegner Clothing Co.

THE REAL LIVE STORE.  
Famous for Their Little Prices.  
371 Talbot, Opposite Market  
Open Evenings

## Spats and Rubbers

Make most comfortable additions to your footwear for this season of year, when changes are so frequent.

We have a most attractive line of Spats, in fine English cloth, and Rubbers to fit any shoe and heel. Come in and try a set of Spats and Rubbers for comfort and health. Keep the ankles warm and the feet dry.

## COOK'S SHOE STORE



## DIAMONDS

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

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

## The Shoe Question

Is easily solved at this popular Shoe Store. All the sizes for women, men, boys and girls are in stock. All the different stocks and lasts are here, and the prices are lower than elsewhere in the city. You cannot afford to miss this store when you want a pair of shoes.

## KAUFMAN'S

226 DUNDAS  
"GOOD SHOES CHEAP."  
237 Dundas Street. Phone 4071.

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

TYPEWRITER SICK?  
Call us up. We are professional doctors on all makes of machines. Work guaranteed. Typewriter Inspection Company, Room 4, London Loan Building. Phone 4753.

## JOHN A. NASH

My Jeweler  
Sells LADIES' WRIST WATCHES, \$15.00 UP TO \$200.00. Only the Good Ones That Tell the Truth. 296 DUNDAS ST. OP. GAMMAGE'S. "Where You Will Eventually Buy."



As Henry Ford would look in glasses. See our windows.

## Henry Ford

—Manufacturing Marvel of the Century—who turned from an avowed pacifist to a "fighting Yankee" almost overnight.

—Our Glasses are marvels of right judgment. Judgment in fitting, designing and making them to suit you.

## BROWN OPTICAL CO.

VISION SPECIALISTS,  
223 Dundas St. Phone 1877.

THESE COOL DAYS ENJOY  
A HOT DRINK OR  
LUNCH AT THE

## ANNIS CANDY SHOP

238 RICHMOND STREET,  
Canada Food Board License No. 10-253.

## CAKES

The kind that make you want more. At

## RUDDY'S

There's a store near you.  
733 RICHMOND STREET,  
308 & DUNDAS STREET,  
874 DUNDAS STREET.  
Canada Food Board License 5-1820.

THE CANADA AUTO DEVICES CO. SAY  
PARTRIDGE TIRES ARE  
PREFERRED.  
SO DO THOSE WHO HAVE THEM.

## Send Him a Word of Cheer!

It seems a bit early to be thinking of Christmas, but it is none too early for those of us who have friends "Over There."

DO IT WITH

## Hay's Greeting Cards

237

## LT. "JERRY" TAYLOR OF LONDON'S OWN FALLS ON FIELD

Lieut. Gerald (Jerry) Ingram Taylor of this city has fallen in action. Beyond the fact that he died on October 16 in France, no further particulars have been received by his parents, Mr. and Mrs. Ingram Taylor, 34 Horton street, but the bare announcement of his death which came yesterday.

After going overseas with the 142nd Battalion, he served one and a half years in France, and had just returned to France after spending a leave in old London.

He was in his 25th year, having been born in Watford, where he spent his early youth. He came to London several



LIEUT. "JERRY" TAYLOR.

years ago, and was employed as a traveler for John Marshall & Co. before taking out his commission. He was an adherent of St. Paul's Cathedral, and was popular with a large circle of friends. He was an only son, and he sides his parents, he is survived by three sisters, Mrs. Howard W. McConnell, Toronto; Miss Med Taylor and Mrs. S. Allen Stewart of this city, and by his fiancée, Miss Ethel Louise Lewis of St. Thomas.

Lieut. Taylor was a grandson of the late Capt. Ingram Taylor, formerly of Chatham, Ont.

## Has Stood In Ark For 42 Years and Never Got a Germ

Tom Pinch Comes to Defence  
of G. T. R. and Station.

"I've been 42 years at the Grand Trunk and I've yet to get the first Spanish flu or any other germ," said Tom Pinch, veteran news dealer, who has seen several generations of Londoners grow up. "The Grand Trunk station is as clean, in fact cleaner, than it has been for a long, long time, and yet I hear that the board of health is going to shut it up."

"It's going to be hard on a certain bunch that make the station their meeting place every night if they do," continued Mr. Pinch with a smile. "Night after night, year after year I see the same crowd congregate in the station to smoke vile pipes and talk over 'things' I could tell you some stories that would make your hair stand on end. You'd hardly believe some of them."

"It's not the people who are traveling who use the station. They come along and climb on board. They are not here for more than a few minutes. People who come to meet trains aren't here long either."

"Let's go meet Harry at the Grand Trunk," says Susie, and Harry says: "Come on, Bill, we'll be sure to meet someone at the station." These are the people who use the station, throw their round and generally leave it in a disordered condition. Keep them out and you'll soon have a decent place," concluded Mr. Pinch as he turned to wait on a customer.

**MARRIED 60 YEARS.**  
WINGHAM, Oct. 24.—Mr. and Mrs. Thomas Jenkins of the Bluevale road have celebrated the 60th anniversary of their wedding.

Mr. and Mrs. Jenkins were married in Wellesley, Waterloo County. Mr. Jenkins came to Turnberry three years prior to this date and settled on the farm on which he has resided for 63 years. Mr. Jenkins is 87 years of age and Mrs. Jenkins 82, and both are still enjoying very good health.

## Send Your Parcel Overseas At Once

Come in and look over our list of articles for made-up overseas boxes. We can fill a box at most any price.

From \$2.00 up.

**Overseas Biscuits**  
Ready to mail in tin boxes. Many styles and flavors.  
From 20c to \$1.25.

**Overseas Butter**  
Good Canadian Creamery Butter in hermetically sealed tins.  
75c per tin.

**St. Julien Cream Cheese**  
(A delicious cream cheese. Some folks might call this "Philadelphia.")  
Per package, 20c.

**Section Honey**  
Buy it today. It's all honey.  
Per section, 40c.

**Maple Syrup**  
Guaranteed made from the sap of Canadian maples. Buy it now.  
Per bottle 60c. Per gallon \$2.75.

**NO-EG** A SUBSTITUTE FOR EGGS.  
Use it for cooking the same as you would eggs. Customers have been delighted with it. By its use you reduce egg cost to practically 18c per pound. Ask about NO-EG.  
AND YOLKS. 35c BOTH.

**Dried Beef**  
An appetizing, satisfying meat. Ready to serve.  
70c per pound.

**T. A. ROWAT & CO.**  
250 Dundas St. Phone 3051-3052.  
C. F. B. License 8-2422.

## DISTRICT CASUALTIES

**KILLED IN ACTION**

LONDON.  
Russell Cushman HENSALL.  
Thomas Harold Wilkinson. WOODSTOCK.  
Walter Benner. GALT.  
3123257 Pte. Henry A. Mulholland.  
3130039 Pte. Sydney Jackson.  
1096361 Pte. David J. Ashbury.

**DIED OF WOUNDS**

GODERICH.  
Roy Adams. GALT.  
Lieut. M. M. Bert Gray.

**DIED**

INGERSOLL.  
George Munroe Newburn HARROW.  
Pte. James Garman HUSHER.

**GASSED**

CAYUGA.  
Capt. Earl Heaslip. ALDERCLIFFE.  
219793 W. Etherington. ESSEX.

213821 R. O'Hara. PRICEVILLE.  
838867 W. Oliver. ST. MARYS.  
838623 J. McLean. CATAWACT.

663463 W. Jackson. COURTRIGHT.  
3140029 E. Whittitt. PORT BURWELL.  
3135916 H. Fluelling.

**WOUNDED AND GASSED**

NEWBURY.  
R. Willick. PARKHILL.  
802695 D. McCallum. BARNIA.  
Capt. N. Leseur.

**MISSING**

LONDON.  
30822072 L. Taylor. MOUNT FOREST.  
299002 D. A. Brierley. STRATFORD.  
S. W. Wilkinson. GRANTON.  
823753 G. W. Parkinson. WINDSOR.  
246840 T. M. Stewart. MIDLAND.

3016957 H. R. Shaw. AUBURN.  
654252 R. F. Woods.

**WOUNDED**

LONDON.  
Capt. G. Marr. 193053 W. Pettick.  
226380 T. Navin. 2020253 L. Slobasky. BRANTFORD.  
270079 E. E. Kitchen.

# Purdum Hardware Co.

This winter use JOHNSON'S FREEZE-PROOF, and insure your radiator against freezing. It does not evaporate or steam. You can never be sure of alcohol or any other product that evaporates with water.

If your car has not the power it ought to have use

## JOHNSON'S CARBON REMOVER

Simply put one ounce in each cylinder, and you will think you are driving a new car. Try it.

**LANTERNS.**  
Will not blow out.  
Price ..... \$1.25

**CANADIAN  
BEAUTY  
ELECTRIC  
TOASTERS AND  
IRONS.**  
Price ..... \$4.75



**X-CUT SAWS.**  
King Cutter.  
4 1/2-foot, \$4.00 each  
5-foot, \$4.50 each  
6-foot, \$5.00 each  
Premier.  
4 1/2-foot, \$6.50 each  
5-foot, \$7.50 each  
6-foot, \$8.50 each



**HOUSEHOLD  
NECESSITIES.**  
Gillett's Lye.  
Old Dutch Cleaner.  
Sani-Flush.  
Dustbane.  
Wondershine.

**THE NORTHERN  
ELECTRIC  
VACUUM  
CLEANER**

is not an expensive luxury; it is a convenient, household necessity, "made in Canada." Price ...

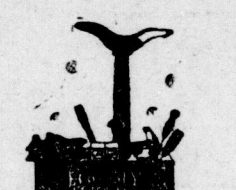
\$45.00

**PERFECTION OIL  
HEATER.**  
Japanned ... \$6.50  
Nickel-Plated, \$7.25  
Coal Oil, gal. ... 25c  
No smell; no smoke.  
Absolutely guaranteed.

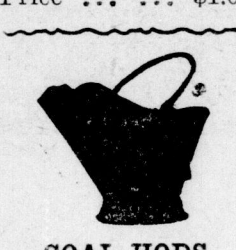
# The Purdom Hardware Co.

124 DUNDAS STREET.

PHONES 2800-2801



**COBBLER SETS.**  
Complete outfit.  
Price ... \$1.00



**COAL HODS.**  
Price ... 65c up

**HOUSEHOLD  
NECESSITIES.**  
Gillett's Lye.  
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No smell; no smoke.  
Absolutely guaranteed.

**ALUMINUM TEA  
KETTLES.**  
Price ... \$3.25 ea.

**JEY'S DISINFEC-  
TANT.**  
Sold in any quantity.

**GALVANIZED  
GARBAGE CANS**  
The Ashsifter that saves the coal. Price ... \$4.50

**Chi-Namel Graining  
Outfit**  
This complete graining outfit contains one quart first coat, one quart varnish, one pint graining compound; three brushes and graining tools. Price ..... \$4.50

**SAFETY RAZORS**  
Gillette Safety Razors ..... \$5.00 each  
Auto-Stop Safety Razors ..... \$5.00 each  
Ever-Ready Safety Razors, Gem Safety Razors, English Straight Razors ..... \$1.75 up  
Durham Duplex Safety Razors .. \$1.50 each

We also have Blades to fit these Razors.

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Complete outfit.  
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**Chi-Namel Graining  
Outfit**  
This complete graining outfit contains one quart first coat, one quart varnish, one pint graining compound; three brushes and graining tools. Price ..... \$4.50

**SAFETY RAZORS**  
Gillette Safety Razors ..... \$5.00 each  
Auto-Stop Safety Razors ..... \$5.00 each  
Ever-Ready Safety Razors, Gem Safety Razors, English Straight Razors ..... \$1.75 up  
Durham Duplex Safety Razors .. \$1.50 each

We also have Blades to fit these Razors.

**COBBLER SETS.**  
Complete outfit.  
Price ... \$1.00

**COAL HODS.**  
Price ... 65c up