

FIGHT SOCIAL EVIL IS DOCTOR'S WARNING WOMEN OF DISTRICT

Many Big Problems Discussed at Largely Attended Meeting of Western Ontario Women's Institute Delegates.

The liveliest session that has been held in the history of the Western Ontario Women's Institute annual convention, inaugurated three years ago, took place yesterday afternoon, when a strong suspicion of the party politics element crept into gathering in which, according to the constitution, political and religious discussions are taboo, and in addition, an address on communicable diseases, with special reference to venereal, was given, and a number of questions asked and answered in regard to effective means of coping with this evil.

Speaking on the question of food conservation and the necessity for thrift to the utmost, and releasing in Canada as much as possible of wheat, beef and bacon, Dr. H. W. Hill, head of the domestic science section of the food controller's office, said that the food controller's office is in a position to be decided on the front. We must keep our eyes on the front. We must send forward a steady supply of food. We can't let our boys starve. Perhaps you have a boy there. I have had one. Our boys must be saved at all cost. If the people will not conserve, then the war will be lost. Must produce more.

"We must produce, produce, produce and conserve," said Dr. Hill, "and to render this service of conservation to the thrifty, hardworking, members of the women's institute. What is needed is conservation in the matter of food. We are citizens of the world, and must take upon us the responsibilities of conservation of the world's food supply by food, and in the last analysis, only women can save the world. The war will be lost if the people will not conserve. Must produce more."

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Buy Screened Scranton Coal
Webster Fuel Co.
15c---Two for 25c
ENGLISH COPYRIGHT NOVELS.
TELEPHONE 1666.
388 RICHMOND ST.
MILLS
A CURE for Dyspepsia, Indigestion, Colic, Flatulence, etc. Get a bottle of R4100 DYSPEPSIA CURE, an English Preparation, 50c per bottle.
Anderson & Nelles, Drug Store
YOUR FILMS DEVELOPED AND PRINTED CORRECTLY
—AT—
ROBERTSON & MORLEY,
310 Dundas Street, Opposite Armouries.

THE FAIR
Is the place to buy Paint and Drawing Books, Picture and Story Books, Stationery, Dolls, Doll Heads, Toys, etc. See the display of Toilet and Manicure Sets in our window.
15 Dominion Savings Building—Facing Market Square.

ROWLAND HILL
RELIABLE FOOTWEAR
All kinds of shoes made to order.
LADIES, NOTE THIS
A beautiful khaki brown calf, laced, Neolin soles, on the new sport last, all sizes, at \$7.00
Same in black \$6.50
You should see these

DERMALINE SNOW
The Cold Cream so popular with the critical women of London.
It is made from beneficial oils, perfumed with a Rose, and guarantees free from all harmful or injurious chemicals.
"Money Back If You Don't Like It."
25c .. 40c
Cairncross Chemists
121 Street, Phone 220

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STANDARD DRUG STORES

WESTERN ONTARIO'S ORIGINAL CUT-RATE DRUGGISTS.

INVITE YOU TO THEIR

Fourth Anniversary

Thursday, Friday and Saturday, November 15th, 16th and 17th

Four years have passed since we opened London's First Cut-Rate Drug Store, at 252 Dundas Street, with a promise of a clean-cut policy of modern business methods, highest quality goods and lowest cut prices. Four years ago we were unknown to you—today we can point with pride to each of our five bright, clean and well-stocked stores, each managed by thoroughly qualified men, and all busy centres of sharp buyers, who believe in and appreciate our methods—today Standard Drug is a household word, all because we have kept faith with you, and always save you money. We can best thank our thousands of customers, who have given us our great success, by offering this extraordinary list of Anniversary Bargains at all Standard Drug Stores, THURSDAY, FRIDAY and SATURDAY.

75c BISURATED MAGNESIA, 43c	75c MARY GARDEN TALCUM, 48c	\$1.00 BLOOD IRON SALTS, 57c	\$1.00 NUXATED IRON, 57c	25c FRUIT-A- TIVES, 15c	50c FRUIT-A- TIVES, 28c	25c BEECHAM'S PILLS, 18c	25c BABY'S OWN TABLETS, 15c	25c Miller's Worm Powders, 15c	35c CASTORIA, 24c
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Introducing BROOKS' BABY BARLEY
A direct shipment just received from Boston, Mass. This Baby Barley has an enormous sale in the United States and should also now enjoy a large sale in Canada, in view of the fact that England has prohibited the exportation of Baby Foods.

We have three sizes in stock:
1/2 lb., 25c; 1 lb., 45c;
3 1/2 lb., \$1.25.

Anxious mothers do not now need to worry.

FREE
Thousands of samples to customers.

300 Pounds STANDARD SATURDAY CHOCOLATES
Fresh each week. This assortment of Chocolates would sell regularly at 50c to 60c a lb.
Standard Drug
Price 35c lb.

VOGUE ROYALE
(Trade Mark)
FACE POWDER
Regular 35c 24c
Regular 75c 48c

FREE
During our Anniversary Sale we will give free upon request a 10c Face Chamomile with each sale of this fine face powder.
Be sure and take advantage of this offer.

Special Anniversary Sale OUTFE
Toilet Preparations
Cutex Cuticle Remover, Reg. 35c 28c
Cutex Cuticle Remover, Reg. 75c 57c
Cutex Nail Paste, Reg. 35c 28c
Cutex Nail White, Reg. 35c 28c
Cutex Nail Polish Cake, Reg. 35c 28c
Cutex Cuticle Comfort, Reg. 35c 28c
Thursday, Friday, Saturday.

Special Anniversary Sale PALMOLIVE TOILET ARTICLES
Palmolive Soap, Reg. 15c 3 for 25c
Palmolive Cold Cream, Reg. 50c 38c
Palmolive Vanishing Cream, Reg. 50c 38c
Palmolive Shampoo, Reg. 50c 38c
Palmolive Face Powder, Reg. 50c 38c
Palmolive Talcum, Regular 25c 19c
Palmolive Shave Stick, Reg. 25c 19c

FREE
To customers—upon request while they last—during our Anniversary, 4,000 only Guest Room Size Cakes Palmolive Soap FREE.

3 GONING AND POND'S COLD CREAM
Received in time for our Fourth Anniversary Sale. Regular price now 60c.
Thursday, Friday, Saturday,
less than half price 24c
Limit 2 to a customer.

NATURE'S REMEDY
Reg. 25c 17c
Reg. 50c 33c
Reg. \$1 67c

THOMAS' ELECTRIC OIL
Reg. 25c 14c
Reg. 50c 28c
Reg. \$1 56c

LD CREAM IN POT
Reg. 25c 14c
Reg. 50c 28c
Reg. \$1 56c

MENTHOL-ATUM
Reg. 25c 17c
Reg. 50c 33c
Reg. \$1 67c

PAGE TALCUM
Reg. 25c 17c
Reg. 50c 33c
Reg. \$1 67c

Fourth Anniversary Sale INGRAM'S TOILET ARTICLES
Milkweed Cream, Reg. 50c 28c
Zodenta Tooth Paste, Reg. 25c 17c
Zodenta Tooth Powder, Reg. 25c 17c
Milkweed Cream Soap, Reg. 25c 17c
Velveola Face Powder, Reg. 25c 17c
Velveola Souveraine Powder, Reg. 50c 33c
FRP—A limited supply of samples to customers.

Fourth Anniversary Sale BEAUMARTIN RAND OLIVE OIL
The finest Olive Oil in Canada today. Be sure and take advantage of this big bargain.
Regular 25c 19c
Regular 50c 38c
Regular 75c 57c
Thursday, Friday and Saturday only.
Limit—Two bottles to a customer.

Big Anniversary Bargains 2 1/2 Gross M. S. C. COCOANUT OIL SHAMPOO
Regular 50c
Thursday, Friday, Saturday,
Less than half price 24c

Anniversary Sale CHEWING GUM
Wrigley's and Adams' (All kinds)
Regular 50c 3 for 10c
Special by the box of 24 packages of gum 59c
Thursday, Friday and Saturday only.

Fourth Anniversary Sale 10 Gross BLUSH ROSE SOAP
3 Cakes in a box
Reg. 30c box
Thursday, Friday and Saturday 19c
Not more than 2 boxes to one customer.

2 1/2 Gross ENO'S FRUIT SALT
Just received from England in time for our Fourth Anniversary Sale on Thursday, Friday and Saturday. We sell it cheaper than the Canadian wholesale prices.
Regular \$1.00, Extra special 67c
Not more than 2 to one customer. No phone or mail orders.

Anniversary Sale DR. CHASE'S REMEDIES
Chase's Nerve Food, Reg. 50c 32c
Chase's Ointment, Reg. 60c 38c
Chase's Linseed and Turpentine, Reg. 25c 17c
Chase's Linseed and Turpentine, Reg. 60c 43c
Chase's Kidney and Liver Pills, Reg. 25c 16c
Thursday, Friday, Saturday

25 Cases CASTLE SOAP
The present price is 35c bar. Anniversary Sale 24c
Price 24c
This is a big bargain. Shop early.

FREE
Thousands of samples. Ask for one.

100 Boxes CLARKE'S IRON CAPSULES
The great system builder.
Regular 96c
\$1.25 96c

COME
And join us on our Fourth Birthday.
Bargains for everyone.
Thousands of samples free to purchasers.

Extraordinary Anniversary Special 20 Gross PEROXIDE OF HYDROGEN
Fresh and full strength
Regular 25c 2 for 19c
Regular 40c 19c
Regular 60c 29c
Thursday, Friday and Saturday Only.
Limit 2 to a customer.

1 Gross YORK SHAVING STICKS
Just received. Reg. 20c value.
Thursday, Friday, Saturday
While they last 14c
Not more than 2 to one customer.

Say, Dad! What's a Victory Bond?

A Victory Bond, my son, is just a scrap of paper, not signed by a Nation of Huns, however, but by a British Nation, our own beloved Dominion of Canada.

Look at this dollar bill; you notice it reads, "The Dominion of Canada will pay bearer one dollar." Now a Victory Bond, although much more important looking, and for a larger amount, is just such a promise to pay.

You lend our Government, say \$50.00, \$100.00, \$500.00 or \$1,000.00 to help win this war. They "bond" themselves, that is, bind themselves, for every hundred dollars you loan them, to pay you \$2.75 every 6 months for the use of the money, and then at the end of the time, either five years, ten years or twenty years as you may choose, to pay you back every dollar you loaned them.

In buying a Victory Bond you thus help "Win the War," keep factories and other business moving, get your interest regularly, and all your money back when due—A Victory Bond is a good thing, my son—Nothing Better.

Wonderful Anniversary Bargains 3 Dozen AERO VACUUM BOTTLES
Keep Liquids cold or hot 24 hours. Regular value, \$1.75.
Extra Special Anniversary Bargains
While they last \$1.19
One only to each customer.

25 Cases CASTLE SOAP
The present price is 35c bar. Anniversary Sale 24c
Price 24c
This is a big bargain. Shop early.

FREE
Thousands of samples. Ask for one.

100 Boxes CLARKE'S IRON CAPSULES
The great system builder.
Regular 96c
\$1.25 96c

COME
And join us on our Fourth Birthday.
Bargains for everyone.
Thousands of samples free to purchasers.

Extraordinary Anniversary Special 20 Gross PEROXIDE OF HYDROGEN
Fresh and full strength
Regular 25c 2 for 19c
Regular 40c 19c
Regular 60c 29c
Thursday, Friday and Saturday Only.
Limit 2 to a customer.

Wonderful Anniversary Bargains Rubber Goods Dept. HOT WATER BOTTLE SALE
We will allow you 30c for your old Hot Water Bottle to apply on purchase of any of following guaranteed bottles, even though we are cutting the price deep for our Fourth Anniversary.
No. 252 Hot Water Bottle, 2 quart, chocolate rubber. Regular \$2.25 \$1.49
S. D. L. Hot Water Bottle, red rubber, 2-quart. Reg. \$2.50 \$1.79
Zonox Mottled Hot Water Bottle, 2-quart. Reg. \$2.75 \$1.98
Combination Fittings, Reg. 75c 50c
Standard Drug Guarantee protects you. Each of above Hot Water Bottles guaranteed for 2 years.

50,000 ASPIRIN TABLETS.
This large shipment just received last week. The kind we always sell—the best quality tablet on the market today—some charge 25c a dozen. Regular 15c dozen.
Anniversary Special 2 dozen for 15c
Thursday, Friday, Saturday
Fourth Anniversary Sale Mennen's TALCUM POWDER (all odors) Reg. 25c 2 for 23c
—also— Mennen's RUVIA (deodorant) Reg. 25c 14c
Thursday, Friday, Saturday

Special Anniversary Sale 2 Gross EUTHYMOL TOOTH PASTE
Regular 25c
Thursday, Friday and Saturday 19c
Limit—2 to a customer.

ZONOX
Guaranteed Remedies
Made in Canada
For four years these high class remedies have stood the test—our purchase now far exceeding any heretofore.

We list a few
25c Sweet Castor Oil 19c
25c Corn Cure 19c
25c Rubbing Oil 19c
25c Parrish's Food 19c
25c Carbolic Ointment 19c
25c White Liniment 19c
25c Milk Magnesia 19c
25c Eczema Ointment 39c
25c Kidney Cure 39c
25c Pine, Tar and C. L. Oil 39c
\$1.00 Celery Nerve Tonic 79c
\$1.00 Syrup Hypophosphites 79c
\$1.00 Tasteless Cod Liver Oil 79c
\$1.00 Sarsaparilla 79c

Introducing HUGHES perfected IDEAL HAIR BRUSH
(waterproof)
We have three sizes in stock \$1.75, \$2.00 and \$3.25 each. These brushes are guaranteed.

Anniversary Sale LINEN WRITING PADS
Regular 15c 9c
Regular 25c 19c
Thursday, Friday, Saturday.

Wonderful Anniversary Bargains Rubber Goods Dept. HOT WATER BOTTLE SALE
We will allow you 30c for your old Hot Water Bottle to apply on purchase of any of following guaranteed bottles, even though we are cutting the price deep for our Fourth Anniversary.
No. 252 Hot Water Bottle, 2 quart, chocolate rubber. Regular \$2.25 \$1.49
S. D. L. Hot Water Bottle, red rubber, 2-quart. Reg. \$2.50 \$1.79
Zonox Mottled Hot Water Bottle, 2-quart. Reg. \$2.75 \$1.98
Combination Fittings, Reg. 75c 50c
Standard Drug Guarantee protects you. Each of above Hot Water Bottles guaranteed for 2 years.

50,000 ASPIRIN TABLETS.
This large shipment just received last week. The kind we always sell—the best quality tablet on the market today—some charge 25c a dozen. Regular 15c dozen.
Anniversary Special 2 dozen for 15c
Thursday, Friday, Saturday
Fourth Anniversary Sale Mennen's TALCUM POWDER (all odors) Reg. 25c 2 for 23c
—also— Mennen's RUVIA (deodorant) Reg. 25c 14c
Thursday, Friday, Saturday

Special Anniversary Sale MRS. GRAHAM'S TOILET ARTICLES
Kosmeo Face Powder, Reg. 50c 39c
Kosmeo Cream, Reg. 50c 39c
Bleaching Cream, Reg. 75c 59c
Mrs. Graham's Catio Hair Tonic, Reg. \$1.00 79c
Mrs. Graham's Dandruff Remedy, Reg. \$1.00 79c
Free
Thursday, Friday and Saturday

Fourth Anniversary Sale MENNEN'S SHAVING CREAM
3 Gross Only, Reg. 25c
Thursday, Friday, Saturday, 17c
Not more than 2 to one customer.

1 Gross STANOL LIQUID PARAFFIN OIL
Tasteless and Odorless
Reg. 75c
Anniversary Sale Price 48c

Special Anniversary Offer 15 Dozen ZONOX TOOTH PASTE
Regular 25c, for 19c
On Thursday, Friday and Saturday we will give FREE with each purchase of this article upon request a good Tooth Brush FREE.

ORCHARD WHITE, Reg. 50c
CASCARA TABLETS, 100 in a bottle. Regular 35c 19c

LYSOL
Reg. 25c 19c
Reg. 50c 39c

PINK PILLS
Reg. 50c 29c

DJERKISS TALCUM, Reg. 50c
Reg. 25c 28c

2 for 25c

Big Anniversary Sale FLOWER DEPT.
at 252 Dundas St. Store only
Phone 4040
Thursday, Friday and Saturday we offer a large supply of cut flowers at old-time cut prices. No scarcity of war time prices at Standard Drug.

Roses 5c each, 60c dozen
Mums 5c each, 60c dozen
Mums, extra large 10c each \$1.10 dozen
Baby Mums 39c dozen

PLANTS
Asparagus Ferns 29c each
Boston Ferns 65c each
Flowering Begonias 29c and 19c each
Pans of Mixed Ferns 49c each

Special Anniversary Sale POLSON'S REMEDIES
Nerviline, Reg. 25c 19c
Hamilton's Pills, Reg. 25c 19c
Ferrozone Tablets, Reg. 50c 39c
Catarrhazone, Reg. 25c 19c
Catarrhazone, Reg. 50c 39c
Catarrhazone, Reg. \$1.00 79c
Putnam's Corn Cure, Reg. 25c 19c

Big Anniversary Special BROMO SELTZER
Regular 25c 17c
Regular 50c 33c
Regular \$1.00 67c
Thursday, Friday, Saturday

Big Anniversary Cigar Sale
at all stores
For our Overseas and Christmas trade we purchased over 11,000 Cigars, 10 in a box. We are now offering these well known brands at Standard popular prices. Included in the list of makes are:
Ward's Sir Haig, Dolly Varden, Ola, Democrat, Mona, Santa Clara, Simon Clear Havana, Mansart, Spark and Colon.
Prices range from 55c to \$1.25 a box.
CIGAR SPECIALS
Thursday, Friday, Saturday,
10c Japs 4 for 25c
10c Bachelors 4 for 25c
15c Democrat 3 for 25c
10c Simons' Conchas 4 for 25c
15c Simons' Roosevelt 5 for 50c
10c Gaste 1492 9 for 50c
10c Twins 8 for 50c
10c Five Days from Havana 5 for 25c
10c Mansart 5 for 25c
10c La Preferencia Conchas 4 for 25c
Get our prices by the Box. We save you money.

48c

33c

2 for 25c

2 for 25c

2 for 25c

2 for 25c

2 for 25c

2 for 25c

2 for 25c

Come with the crowds to Standard Drug's Fourth Birthday Sale—Good things for everybody—You will save many dollars

No. 1 Store—252 Dundas St. Phone 4040
No. 2 Store—344 Richmond St. Phone 1261
No. 3 Store—174 Dundas St. Phone 1424
No. 4 Store, London East—664 Dundas St. Phone 2027
No. 5 Store, 471 Talbot Street, St. Thomas. Phone 776.

STANDARD DRUG LIMITED
SAVE YOU MONEY

Warehouse and General Offices: 434 Talbot Street. Phone 4206.



ENO'S FRUIT SALT

Women fly to Eno's
when Headaches threaten

MACKLEM IS FREE, CHARGE DISMISSED, DEPORTED TO WINDSOR

Appeal Against Finding of the
Court To Be Entered.

DETROIT, Nov. 14.—At the end of a far from perfect day Omar L. Macklem, chief figure in one of the most amazing and sensational affairs Detroit has known, set unwilling foot in Windsor today as a consequence of the action of the United States immigration authorities here.

There he will remain, according to the farewell message delivered at the ferry landing, until United States Secretary of the Interior Wilson has had a chance to consider the ex-soldier's appeal against the verdict of the United States immigration authorities and Inspector Frick, who ordered his deportation.

Macklem arrived at Frick's office shortly before 4 o'clock from Judge Jolin's court, where he had been arraigned on a charge of forgery that had sent him to jail several days before. The charge was dismissed.

He was in mufti, not having worn his colonel's uniform since his first trip to Toronto two weeks ago. Accompanying him were two personal friends, his attorney, Anthony Entenza, and a deputy from Inspector Frick's office.

Given a Grilling.
For half an hour Macklem was grilled by the immigration officer's questions, which covered not only the circumstances surrounding the charge that had been made against him, but also his intimate personal affairs, upon which largely, it is understood, the action of the American authorities in exiling him across the Detroit River is based.

At the examination's end Inspector Frick immediately rendered his decision. Technically, he is to be deported, but as Macklem, a Canadian subject, is refused admission to the United States on the ground that he is unable to become a public charge, he is to be deported.

Just what grounds Frick has for his charge that the "colonel" is apt to become a public charge, he refused to divulge. This query was made by one of Macklem's friends, who is well able to support himself, and has had several financial offers that will more than enable him to do so.

Up to the Secretary.
Frick declared that whatever his grounds were, they will be forwarded to Secretary Wilson, who is in possession of them, and the action taken was largely, if not wholly, on the opinion of the Attorney General.

Attorney Entenza immediately filed an appeal from the decision. Pending a reply he will ask that Macklem be permitted to return to the United States under bond, to carry on work in which he is believed to be about to engage.

Macklem, accompanied by his friends, boarded the Pontiac at 4:45 o'clock, almost unnoticed by the other passengers. At the Windsor ferry landing, although he was surrounded by a number of attendants and immigration officials, only a mild interest was taken in him. His bag was examined and he was allowed to pass.

He was in excellent spirits, and with a few cheerful words of parting, he disappeared up the streets that lead into Windsor town.

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FATHER MEA STRONGLY SUPPORTS CHARGE OF SISTER MARY BASIL

Says He Told Archbishop He
Was Wrong.

TESTIFIES TO ASSAULT
Plaintiff's Eyes Blackened
and Teeth Were
Loosened.

KINGSTON, Nov. 14.—Rev. Father Mea, who was chaplain of St. Mary's Orphanage, when Sister Mary Basil, who is suing Archbishop Spratt and others on account of assault and abduction, was called as a witness at the trial this afternoon, and gave strong testimony in favor of the plaintiff. Months ago he told the sister that if she found it necessary to redress the wrong in the civil courts, he would be on hand to help her.

Speaking of the alleged abduction of the plaintiff from the orphanage on the evening of September 14, 1916, witness said he heard someone scream, "Father Mea! Father Mea!" and thinking some sick child was being taken to the hospital and wanted to see him, he rushed to the door in his bathrobe and slippers. Sister Mary Basil was seated in an automobile, and on asking what was meant was told that the sister was being taken to an asylum. He replied that she was not insane, and asked Policeman Naylor what his authority for taking possession of the sister.

Instructed by Archbishop.
The officer replied that he was acting on instructions from the archbishop. Father Mea reminded him that the archbishop had no authority to order the arrest of anybody. Despite the witness' protests, the automobile was started for the railway station en route to Montreal. A stop was made at the House of Providence, but the mother general stated that the plaintiff was a lunatic and must be removed to an asylum.

On the witness' suggestion, the policeman telephoned the archbishop, but his grace replied that he had no further orders to give. Father Mea then remarked to the policeman: "They are all getting under cover, and you had better do the same."

Asked to Explain.
The officer was not anxious to carry out his part of the contract, and finally consented to the sister being returned to the orphanage. Shortly after the abduction the archbishop called to see Father Mea, and asked him what he meant by interfering with his acts of administration.

"Surely," replied the witness, "this abduction was no one of your grace's acts. He told me that he was injuring his future (Father Mea's). The priest replied that his grace need not try to scare or intimidate him. They both might be dead in a year, and then what would their futures matter?"

The archbishop added that Father Mea's friend realized, too, that he was injuring his future.

"The trouble with you, my friend," the witness told his grace, "is that you and they are getting information second-hand, while I am getting it first-hand, being on the ground floor."

Advises His Grace.
The witness said he reminded the archbishop that all who had laid hands on Sister Mary Basil were liable to excommunication. He told his grace that he ought to be thankful for what he (Mea) had done, for, if Sister Mary Basil had been taken to Montreal and the witness had entered habeas corpus proceedings, as he fully purposed doing, it would have been most unpleasant for all those who had been behind the abduction. He told of Sister Mary Basil's removal to the convent at Belleville, and said he had advised her to go there, promising her that if things became unbearable and she found it necessary to enter a civil action, he would be on hand to tell the truth and to help her.

The witness told of having received a letter from the plaintiff in which she informed him of an assault that had been made upon her in the convent. He went up to investigate and found that the sister had not exaggerated the injuries which she had received. Both her eyes were blackened, one being closed. Her jaw was bruised and the teeth attached to a bridge had been loosened.

The trial will continue tomorrow.

MOTHER AND CHILDREN
HAD AWFUL COUGHS
WERE CURED BY
DR. WOOD'S
NORWAY PINE SYRUP

Mrs. Arthur Appleyard, Novar, Ont., writes: "This past winter my children and I had awful colds and coughs which we got by being in drafts. I tried a number of different remedies for us, but got no relief. I thought I would try Dr. Wood's Norway Pine Syrup, and I found it a most excellent and sure cure. It gave relief to the tickling in the throat and stopped the cough, and with a few bottles we were all cured."

Dr. Wood's Norway Pine Syrup is a remedy that has been on the market for over twenty-five years, and was recommended at one time, without doubt, the best cure for coughs and colds that you can possibly procure.

There are a lot of imitations on the market, so when you ask for "Dr. Wood's" see that you get it. Put up in a yellow wrapper; three pine trees the trademark; price, 25c and 50c; manufactured only by The T. Milburn Company, Limited, Toronto, Ont.

FIERY RED FACES
and HANDS
Quickly Soothed
and Healed by
Cuticura
Trial Free

Bathe freely with Cuticura Soap and hot water, dry and gently apply Cuticura Ointment. Use night and morning.

For pimples, redness, roughness, itching and irritation, dandruff, itching scalp and falling hair, red, rough hands and baby rashes, itchy and chafing, these fragrant, super-creamy emollients are wonderfully effective.

Sample Each Free by Mail. Address post-card: "Cuticura, Dept. N, Boston, U. S. A." Sold throughout the world.

MACHINERY IN MOTION
TO PREVENT STRIKE ON
AMERICAN RAILROADS

President Wilson Will Take Over Lines
If Necessary.

WASHINGTON, Nov. 14.—Aroused by the plans of the railwaymen's brotherhoods to demand wage increases, President Wilson has set the machinery of the Federal Government in motion to avert, if possible, the threat of a paralysis of the country's transportation system so vital to the war.

At a conference with the heads of the "Big Four" brotherhoods at the White House on November 22, President Wilson will appeal to the labor leaders to defer any struggle until after the country has passed through the period where its transportation systems are so vital to the conduct of the war.

With the announcement of this conference, it was disclosed that President Wilson, while entertaining every hope for a complete agreement, does not intend to permit the country's transportation systems to be tied up by a strike at this critical time in the nation's history, even if it becomes necessary for the Government to operate the roads.

IT WILL BE SOME DAYS BEFORE ALLIES CAN AID.

LONDON, Nov. 14.—Major Gen. F. B. Maurice, chief director of military operations at the war office, said today it would be several days before the Anglo-French force could operate on the Italian front.

"The Italian situation," said Gen. Maurice, "is extremely critical, and will remain so for the next few days. If the Italians fail to hold the Piave line it is almost certain Venice will fall. Holding the Piave depends on the Italians themselves, as not for some days yet can Franco-British troops be in the fighting line."

THE ISADORES CAUGHT.

MONTREAL, Nov. 14.—Sam and Lionel Isadore, brothers, who escaped from a cell at detective headquarters here two weeks ago, are under arrest in Welland, Ont.

They will be brought to this city to stand trial on charges of assault and robbery.

BRITISH NAVAL AIRCRAFT IN SUCCESSFUL PATROLS

LONDON, Nov. 14.—An official statement on aerial operations issued today says:

"Yesterday our naval aircraft made numerous patrols, and there were several engagements with enemy machines. One enemy machine was destroyed and three others were brought down out of control. Many bombs were dropped effectively. One direct hit is reported on the sheds at Houtave headquarters here."

MEXICAN FORCES DRIVE VILLA FROM OJINAGA

OJINAGA, Mex., Nov. 14.—After two hours of fighting early today, Villa's troops were driven away from this town by the Mexican Government forces, under Gen. Juan Espinosa Cordova. This was officially announced at the military headquarters here.

BERNSTORFF'S COUSIN JAILED IN TACOMA, WASH.

SEATTLE, Nov. 14.—Hans von Deckendorf, said to be a cousin of Count von Bernstorff, former German ambassador to the United States, is in jail in Tacoma today, having been arrested on a presidential warrant while working in a logging camp. He is suspected of spy activities.



Buyers of War Bonds
in Britain — 1 in 23
in United States — 1 in 27
in Canada — 1 in 187

Canada Must Change that Record

FEWER CANADIANS in proportion to the population have lent their money to the nation than have either the British or American people.

This in spite of the fact that the individual wealth of the Canadian people to-day is greater than it has ever been and is one of the largest of any country in the world.

Canada wants you to help change that record now.

You owe it to Canada, to yourself, to your children, to see that it is changed.

If you never bought a war bond before do it now. Be ready when the canvasser calls.

Remember this—That to win this war every man and woman in Canada must do his or her share, and to-day the most important, vitally necessary thing is to buy Victory Bonds.

Help to Change Canada's Record to 1 in 20 Buyers of Victory Bonds

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

London Advertiser

Member Audit Bureau of Circulation.
MORNING EDITION.

City, 10c per week.
Outside City, 15c per week.
By Mail, \$3.00 per year.

NOON EDITION.
\$3.00 per year by mail.

EVENING EDITION.
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Private Branch Exchange,
From 10:00 a.m. to 9:00 a.m., and holidays, call 3670.
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Eddy Company, Fifth Avenue Building, Chicago;
Charles H. Eddy Company, People's Gas Building,
Boston; Charles H. Eddy Company, Old South Building.

THE LONDON ADVERTISER COMPANY,
LIMITED.

London, Ont., Thursday, November 15.

REASONABLE TACTICS.

REASON of the most despicable kind may be disguised as patriotism by those willing to sink so low. Harm, foreseen and plotted, may be worked by the man who waves the Union Jack at the same time. These facts apply to those Conservative speakers and writers who are endeavoring to make it appear that a victory for the Liberal party and its leader, Sir Wilfrid Laurier, in the coming election will mean an end of Canada's participation in the war; that a referendum on conscription will be a vote of the people as to whether they will continue the struggle.

Of course, the statements are made with a view to influencing the Canadian electorate for party purposes, but their effect is much greater in enemy lands than in the Dominion. Here, most people realize the absurdity of the assertions, and treat them with the laughter they deserve, but in Germany they are used to bolster up the courage of the masses and to encourage them to fight on in the hope that British overseas dominions are deserting her.

It cannot be pleaded that those using these arguments, if such they can be called, are ignorant or thoughtless concerning their effect in Germany, for in some of the articles making them it is also pointed out how keenly the enemy is watching the press of Canada for items to quote in order to show weakening.

Presuming that the Conservative press and speakers had treated the referendum motion of Sir Wilfrid Laurier fairly and on its merits, and that the people had voted for him and had also voted to continue the voluntary system, what could Germany have made out of it? Nothing, except that Canadians still wanted to volunteer instead of being conscripted. Quite after the manner of Australia.

If Sir Wilfrid is returned to power and a referendum taken, and if a false construction is placed upon these actions, the onus must be accepted by those who encouraged the enemy to believe untruths.

In any case, Germany's disillusionment would come quickly. She would find Canada waging war more vigorously and efficiently than before. She would find national thrift instituted, profiteers curbed and the resources of the great country used for the nation and the war, not for a few Government favorites and overlords.

The return of Sir Wilfrid Laurier to power will not arouse any hopes in the breast of Germany's Government. His plans are known there, and find no favor in Berlin.

MOTHERING LONDON'S TORIES.

The Conservatives of London, a community in which party spirit runs high, have shown also a proper appreciation of the supreme issue by their broad-minded nomination of Major Hume Cronyn, a Liberal Unionist. In doing so they were under no dictation from the Government. Several prominent Conservatives, with recognized claims on their party, were competitors for the honor, and let their names be voted upon. The sense of duty which impels men like Major Cronyn to enter the political arena at a personal sacrifice, and in opposition to old party associates, must be very real and earnest.—Toronto Globe.

TORONTO is not far from London, but the above must, at the same time, fall into the classification of "long-range" observation. Major Cronyn has made it plain in public addresses since his nomination that if it had not been for the attitude of the Great War Veterans' Association in bringing forward Lieut. Col. Coles as a candidate for the Unionist nomination, he (Major Cronyn), would never have been in the field. Col. Coles announced his intention of contesting the convention. But when he attended a meeting of the subdivision in which he had resided for forty years, he was defeated as a delegate to the convention! In addition to this the soldiers charged, and it was admitted by Conservative workers, that the returned men had been treated in a shabby manner with regard to tickets for admission to the convention. The soldiers went to the convention, and there again made charges of unfairness and trickery on the part of the Conservative machine. Such words as "crooks," etc., marked the session which followed when the soldiers withdrew to the street, and Col. Coles was nominated independently as a soldiers' candidate.

The convention was "all set" as a straight Conservative meeting (of course, it intended to masquerade as a "Unionist" affair). It was so intensely partisan that it would not give a square deal to the men who have fought the battles of the Empire. It packed the convention, and was "rushed" by the soldiers. Only in an effort to grasp at a straw and save its face did it nominate Major Cronyn, who has been frank enough to admit this in his subsequent address to the soldiers.

WHAT OF FORMER EXCESS PROFITS?

IT IS PROMISED that the Government will limit the profits of packing firms; they are to be allowed to make up to 7 per cent on actual capital without any deduction, but over that amount and up to 15 per cent, the Government will take half of the surplus. This means that the real limit is 11 per cent on actual capital.

Anything over 15 per cent goes to the Government entirely.

The application of a limit is chiefly interesting in regard to the William Davies Company, in which Sir Joseph Flavelle (of "to heft with profits" fame) holds 51 per cent of the stock, and a consideration of this company's activities during the last three years, invites the question: What is to be done with regard to the excess profits made in 1915 and 1916?

The William Davies Company was originally capitalized at \$250,000, and it was brought out before the investigating commission that no outside capital has been added to this amount, although the capitalization today is about \$2,000,000; the increase has come from the adding of profits not required for dividend paying, to the original capital. In 1914, the profits were \$162,000; in 1915, \$700,000, and in 1916, \$1,820,000. From this it will be seen that if the real capital of \$250,000 were taken as a basis, the profit in 1916 was 728 per cent. Taking the "actual" capital of \$2,000,000, the profit was over 90 per cent. At the new limit of 11 per cent, the company would have been permitted to retain \$220,000. Therefore, in 1916 it made and kept excess profits of \$1,600,000. Is the company to be allowed to keep this? Or is the new law to be retroactive and appropriate the amount, plus nearly \$500,000 in 1915, for the nation?

If it is proposed to apply the forthcoming order only to 1917 and succeeding years, the company can well afford to laugh. It could close down business today, give away all its plants, and then leave the shareholders handsome returns on the money invested. And it is to be feared it is the Government's intention to deal only with the present and future years.

It is claimed by dyed-in-the-wool Conservatives that the Borden Government was a Government of and by the people. In one sense, and in one sense only, that is true. No reform was made, nothing was done for the benefit of the nation as a whole until the people forced it. Had the public outcry against the profits of packing houses not reached such a pitch that further ignoring of it meant the Government's certain downfall, the facts concerning the William Davies Company and others would never have been learned. Even the publication of W. F. O'Connor's report was "regretted" by the Government. The Borden Government was well content to let its friends in that company pile up wealth at national expense, and at the expense of Britain for all time. Even now, with action thrust upon it, it is, apparently, to take only half-measures and leave the ill-gotten gains of 1916 in the hands of the profiteers.

Let every man and woman who is entitled to a vote at the next election demand that his or her name be placed on the voters' list. There will be no registration. Enumerators appointed by the Government will make up lists by means of a door-to-door canvass. Each enumerator will hang up his list in a public place (outdoors) fifteen days before the election. The citizen who aspires to a vote must see that his name is on this list or immediately enter an appeal within four days after the posting of the lists. The voter must act if he is to be certain of securing his just rights. The entire responsibility is thrown upon enumerators.

BOURASSA BREAKS OUT AGAIN.

HENRI BOURASSA has been counselling resistance to the military service act. But no one has heard that he will be proceeded against. Bourassa is the man who gets police protection in Canada. The Government policy toward Bourassa lies at the root of Quebec's apathy.

All candidates must be nominated in five days if they are to contest any riding in the forthcoming Dominion election. It is the desire of the Liberal party to have candidates in every riding. The sweep toward a re-establishment of democratic control in Canada demands that the people of this country should have representatives in the next Parliament who will pledge themselves to the defeat of Germany and the Big Interests.

WOMEN—THE LEISURE CLASS?

PROFESSOR G. W. WRONG has courage. Speaking before the Women's Canadian Club of Toronto, he said that women had not been educating themselves along political lines, and as they represented the nearest approach to a leisure class in Canada, if problems were solved as they should be, they must do some very grave and earnest thinking.

The nearest approach to a leisure class! What do the women of Canada say to that? The great majority of them are under the impression that women's duties compel them to be the nearest approach to perpetual motion yet discovered. Man works from sun to sun, but woman's work is never done, has found favor for many years as a solemn truth, more or less poetically expressed. Perhaps Professor Wrong has been misreported or added something to his remarks which does not appear in print. The facts that he was given a vote of thanks and that there was no bloodshed lends force to this surposition.

The civic coalyard administration has been handed over to the public utilities commission, but just what is there to administer?

The Bolsheviks are helping Kerensky to regain power by instituting a reign of terror. That never has and never will command support.

If there is anything in a name, the number of babies being christened Lloyd George should guarantee the brilliancy of the next generation.

Another appointment has been made to the Senate. Mr. Bennett is a staunch Conservative, and of course the new system of "no patronage" could not be expected to apply to him.

The most encouraging news from Italy is that which tells of the valor and courage with which the Italian army is fighting. So long as that continues, Italy will not be smashed.

James W. Gerard had little to say for publication when ambassador to Germany, and his tone was always moderate, but he has broken loose in earnest now. Hang all traitors, is his advice.

If the Borden Government really believes Bourassa is helping Laurier's cause in Quebec, it can easily find good grounds for arresting him on account of what he has said and written. But, dare it do so?

The Advertiser's Daily Short Story

Copyright, 1917, by the McClure Newspaper Syndicate.
[By Olive Brown.]

The elder Selridge did not look up as his son entered the office, but he was busy in looking him as such, for the hands on the floor clock in the corner pointed to 3:30.

"Morning," he growled, without moving.

"Good morning, Dad," came the hearty, good-fellow response.

"Out late again?"

"Not so very. Just 2."

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to make things go as far as possible, during the war," observed the Sage. "Yes," agreed the Fool, "but we shouldn't try to stretch the truth."

Advice.

"Get up and hail," said old Burke, "On leaving call a halt; You must put pepper in your work if you'd be worth your salt."

Famous Bait.

Fish. Base. Snow. Cannon. High. Charity. Foot. Butter. Stock. Three—Billy Wood.

And it is in keeping with the eternal fitness of things that J. A. Cattelman should have a dairy at Elmwood, Ohio.

How About Him?

Joseph Spoonmore of Oklahoma City. Omelette wants to know if he can make love to one of the Corn-Feds in the Club.

Firms is Firms.

Wise & Co. are house furnishers at Zanesville, Ohio.

Is That So?

"Can you recommend anything for falling hair?" asked the man. "You might make an umbrella," advised the smart drug clerk.—T. H. M.

Names is Names.

Bill Willcutt lives at Carthage, Ind.

Our Daily Special.

A suspicious man judges others by himself.

Luke McLuke Says:

There are all kinds of people in the world, including the fellow who would rather tell his troubles than be popular.

After you have roamed around for a while you discover that the counter-fitter isn't the only man who makes money dishonestly.

Some fellows don't find work because the only job that would satisfy them is the job they can't get.

The reason why a woman thinks her husband is the greatest man in the world is because if he were married to him for ten years is because if you pour a bucket of water at the foot of the hill the water will start running up the hill.

Sit down and think it over and then make a list of the men you know who would not impose on you if they could.

All men may be born equal. But fortune will smile on one man and try to bite another man in the leg.

Wait a Minute!

By J. H. F.

Russia may be better without booze, but it takes a gent with a lot of imagination to believe it.

The Russians, not being satisfied to be killed off in flocks by the Germans, are slaughtering themselves.

Mayor-Elect Hyatt of New York wants the people to bring their troubles to him. Don't worry, old top; you will get your wish.

Russia has a triumvirate called the Three Cs. We hope they put the kibosh on the pro-Germans there.

Some gents advise that folks cut out breakfast. Might make it clear that the war will be won if we all cut out eating.

Mr. Rowell will probably run in Durium. Bully.

The Russian freedom issue seems hard to cure. It looks as if it has reached the delirium tremens stage.

It would look as if the Weatherman.

BEAUTY DOCTOR TELLS SECRET

Detroit Beauty Doctor Gives Simple Recipe to Darken Grey Hair and Make It Soft and Glossy.

Miss Alice Whitney, a well-known beauty doctor of Detroit, Mich., recently gave out the following statement: "Anyone can prepare a simple mixture at home, at very little cost, that will darken grey hair, and make it soft and glossy. To a half-pint of water add 1 oz. of bay rum, a small box of Orlex Compound and 1/4-oz. of glycerine. These ingredients can be bought at any drug store at very little cost. Apply to the hair twice a week until the desired shade is obtained. This will make a grey-haired person look twenty years younger. It is not sticky or greasy and does not rub off."

Adv.

Traction Company

Winter service in effect Sunday, September 24.

Fares from London as follows:

To St. Thomas, single 25c; return, 40c.

To Port Stanley, single, 35c; return, 50c.

Return tickets good 30 days. Book tickets at lower rates.

LONDON AND PORT STAN.

LEY RAILWAY

Timetable Effective September 20.

To ST. THOMAS—10:20, 11:20, 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 p.m.

To PORT STANLEY—10:20, 11:20, 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 p.m.

12:15 except Sunday.

Limited trains, London to St. Thomas.

CINARD LINE

PASSENGER SERVICE

BETWEEN MONTREAL AND LONDON

Calling Falmouth to Land Passengers AND

MONTREAL AND BRISTOL

For particulars of sailing and rates apply to local agents, or to The Rob Roy Reford Company, Limited, General Agents, 26 King Street East, Toronto.

Nov. 20

Fresh, Fragrant, Delicious "SALADA"

is laden with the invigorating and refreshing qualities that are only to be found in perfect tea, fresh from the mountain gardens of Ceylon.

dumb if they did not have Quebec to talk about.

We are hearing a lot about the silent vote in this election. Most everybody we meet is quite glibly about the thing.

It is touching to hear Newton Wesley Rowell warble, "Oh, Where is My Little Seat Tonight?"

The way some newspapers roar and politicians howl when the suggestion is made that they have sold out to the Big Boys makes one wonder just how sincere these birds are.

Toronto will not have N. W. Rowell. It looks as if he is the Helms Zim of this great series.

VOICE OF THE PEOPLE

A DENIAL FROM MR. WILLIS.

To the Editor of The Advertiser: The writer just happened to notice

today an item in your Saturday edition which states that the undersigned for another will enter the contest in the coming elections as an "Independent" candidate.

Permit me to give this statement a most emphatic denial, as same has never been stated by me, either in public or in private. Yours truly,

W. H. WILLIS.

Wingham, November 15, 1917.

SIR WILFRID LAURIER.

A Page of Interest to Women

SOCIAL AND PERSONAL

Our readers are invited to phone all news of this kind to the Society Editor, Phone 3670.

Mr. D. A. Smith of Chatham has returned home after a short visit in town.

Rev. Mr. Martin has returned from Dresden.

Mr. and Mrs. Low Walker of Toronto are spending a few days in the city with old friends.

Mr. Gurnham has returned from a short visit in Dunbar.

Mr. Jim Walsh is holidaying in Springfield.

JIMMY COON STORIES

By Dr. Warren G. Partridge.

JIMMY COON HAS AN ACCIDENT. And then, taking one more look in the water-mirror at his lovely form, Jimmy Coon started on his trip to make a call on the new Coon family. He had on his new Sunday suit, and that little rogue, Teddy, followed him. Jimmy Coon to see what he would do next.

And as Jimmy Coon was walking over a fallen log, across a deep pool in Singing Brook, Mr. Red Fox made a sudden leap to catch Jimmy Coon! And in his fright, Jimmy fell heels over head into the deep pool!

Mr. what a splash Jimmy Coon did make, as he plunged into that deep pool! But he was all right, appling to the water, and he swam around, and then he came out of the water, and he was as dry as a bone, and he was as good as new. Now Mr. Fox did not like to let his feet get wet. So Mr. Fox sat down on the edge of the pool to catch Jimmy Coon when he got through with his cold bath.

But Jimmy Coon was smart, and he decided he needed tonight a very long bath indeed, and he just stayed in the big pool and swam around and around, just for exercise!

"Jimmy Coon, Jimmy Coon," cried a strange voice which started Jimmy Coon and Mr. Fox.

It was Teddy Possum, who had climbed a tree and he was safe, for you know that Mr. Fox does not climb trees! For that is not his gift.

"Jimmy Coon, you keep swimming around in that pool, and I'll go and get you some help," and Teddy Possum, saying this, started to swing from tree to tree by his rope-like tail, until he got away off from Mr. Fox. And then he climbed down on the ground and ran like a streak of brown fur, for Jimmy Coon's father and mother!

Now you can see that it was a great joke on Jimmy Coon, after all his primping, for his call on the new Coon family, to be soaking his nice pretty suit, and his black kid gloves, and his bushy and fluffy plume of a hat, in the cold water. And besides, when he fell in, he struck the mud on the bottom of the pool! And Jimmy Coon did not look as good as new, so that it will look as good as new, so cheer up, Jimmy. It is not half as bad as it might have been.

And then something wonderful happened. That new Coon family came along. They had all their children with them, and that pretty little Bessie Coon, whom Jimmy was planning to call upon over her new fur suit!

The two Coon families stopped and shook hands in a very friendly way. And then little Bessie Coon said, "Mrs. Coon, who is your son, Jimmy Coon? I have heard so much about handsome Jimmy Coon that I am very anxious to meet him."

And Mother Coon called, "Jimmy Coon, dear son, come here quick and meet dear little Miss Bessie Coon!" But Jimmy Coon could not be found. He was up in a tree hiding with Teddy Possum. But just then Teddy Possum gave Jimmy Coon a push, and he fell out of that tree on the ground at the feet of Miss Bessie Coon! He rolled over and over, in the dead leaves and old pine needles, until he looked like a porcupine. And Mrs. Coon explained, "It is Bessie Coon, that you will excuse my dear son's appearance."

And little Bessie cried out, as she held up her pretty dress from getting soiled. Why, Mrs. Coon, you don't mean to tell me that that dirty, bedraggled, mud-faced ragamuffin of a porcupine is your son Jimmy Coon? Why I never in my life saw such a horrid creature!

And every one heard a snicker! And there he was, over their heads, was that rascal, Teddy Possum, hanging from a limb of a tree, and with both hands stuffed into his mouth to keep from exploding with peals of laughter at the joke on Jimmy Coon, who was kicking his four heels at the feet of Miss Bessie Coon and spattering mud all over her new fur suit!

Tomorrow—Mother Coon has night school!

Cynthia Grey's Mail-Box

Lady Follows Usher. Dear Miss Grey—I see where Janet offers some Holland stamps. Would be very pleased to get them, and could send her some in return. In entering a church where there is an "usher," should the lady follow the usher and the gentleman come behind, or should the gentleman go first? Have you any good comic recitations on hand, Miss Grey? Would be pleased to get them. I am, as before,

HENRIETTA HENDRY. Ans.—Your request for Janet's stamps passed on to her, together with other inquiries for same. No recitations are at hand just now, Henry, but if any one sends you some shall let you know. If there is no usher, the gentleman precedes the lady, then when the gentleman is reached, steps aside to allow her to pass in first.

Have You Had Success? Dear Miss Grey—Another is coming

to trouble you or your readers for some help I have a dresser I wish to

enamel white or ivory, but before I attempt it I would like to know what success others have had in doing the same. It is just a birch, finished in oak color. Some of the things I would like to know I could find out where to buy my enamel, but would like the information from those who have already tried this work. Does it prove

satisfactory or wear well, that is, does it chip off easily? Is it hard to keep clean, and how is it supposed to be cleaned, by washing or furniture polish? Must it be painted first with two or three coats of paint and then enamel applied, or just a couple of coats of enamel, and must the enamel be taken off the dresser first by a paint remover?

I also wish to change the drawer pulls. How can I fill the holes that will be left in the front? I tried substituting a quarter of a cup of cornmeal for the same amount of white flour in the food cake, or the wicker cake. It does very nicely and saves a wee bit of flour. THANK YOU.

Ans.—About all our practical housekeepers, there is not one who can advise "Thank You." Some women seem to have a gift for renovating, such as the above, and less fortunate beings, such as myself, cannot but be a bit envious of their success. Now, is anybody able to help this inquirer?

Might Cure Gossip. Dear Miss Grey—Last week a letter appeared in the paper inquiring why the verses ceased to appear, and I must say I miss them, too, as little sister cuts them out and keeps them among her treasures. Also, was very pleased to note that you are printing Jimmy Coon stories, as the children love to read them. All the members at our house are very fond of reading (then we don't talk about the neighbors).

Do any of our pagettes write to "Pete Fatty"? I had a lovely letter from him a week ago, so I expect to hear from him again before Christmas. He is not in the trenches, but he is with the forestry battalion.

Any day the readers heard from "Bugler C. A."? He is still in England.

Would you print that poem again which was sent in by "Katrina" and

appeared in November 8 issue. Would like to send it overseas.

Ans.—Pleased to see your handwriting again, "T. S." could not but think that I read your test about resting in place of talking, that our old world must be much happier and less worried if people read more and gossiped less. But isn't it human nature for us to gossip about our neighbors' affairs—or what to do about them?

Every spare moment seems to have been filled with supplying "lonelier" names, so I have had no time for the "prayer" maybe you'll write me again later. Here is "Katrina's" verse:

Absolute knowledge have I none; But I heard a policeman on his beat Say to a laborer in the street That he had a letter just last week Written in the finest Greek. From a Chinese coolie in Timbuctoo, Who said a nigger in Cuba knew A colored man in a Texas town, Who got it straight from a circus clown. That a man in the Klondike heard the news From a band of Southern American Jews, Of a social climbing suffragette rake, Whose mother-in-law would underplace To prove that her seventh husband's sister's niece Had staid in a printed piece That she had a son who had a friend Who knew when the war was going to end!

A Runaway Recipe. Miss Cynthia Grey—Would you please print the recipe for making butter with Knox's Sparkling Gelatine? It was in the paper a week ago. The paper was destroyed before I got it out.

SOMEONE'S DARLING. Ans.—Here is the runaway recipe once more: One pound of good butter, two pint bottles of milk, or one quart, one heaping teaspoonful of Knox's gelatine, two teaspoonfuls salt. Take the top cream of two pint bottles of milk and add enough of this milk to make one pint. Soak the gelatine in two tablespoonfuls of the milk for ten minutes, place in a dish of hot water until the gelatine is thoroughly dissolved. Cut the butter in small pieces and place same in a dish over hot water until the butter begins to soften, then gradually whip the milk, cream and dissolved gelatine into the butter, with a Dover egg-beater. After the milk is thoroughly beaten into the butter, add the salt to taste. If the milk foams keep on beating until all is mixed in. Place on ice or in a cool place until hard. If a yellow color is desired use butter coloring.

DAILY BIBLE QUESTION CLUB. SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL QUESTION. By Rev. T. S. Linscott, D.O. Nehemiah's prayer answered. Nehemiah 1:1-11. Golden Text—Ask and it shall be given you. Matt. vii. 7. Which class of good people, as a rule, do the best work in life, the timid and cautious, or the bold and fearless and why? 11. Why is it impossible, or not, for a man of prayer and faith to fall, in any work he may be led to undertake? 12. What is the measure of our obligation to keep up the monuments, or graves, of our ancestors, and what good purpose do we serve when we do so?

ADVERTISER PATTERNS



A PRACTICAL, COMFORTABLE

2223—Cambric, muslin, lawn, dimity, crepe and flannelette could be used for this style. The pattern is in one piece. The waist portion closes at the back and the drawers button over its lower edge.

The pattern is cut in six sizes: 1, 2, 4, 6, 8 and 10 years. Size 6 requires 1 1/2 yard of 36-inch material.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

ADVERTISER PATTERN DEPT. Please send above-mentioned pattern, as per directions given below:

Name

Town

Province

Age (if child's or miss's pattern)

Measurement: Bust..... Waist.....

Caution: Be careful to inclose the above illustration, and send one of pattern wanted. When the pattern is sent measure you need only mark 23, 24 or 25, as indicated on the pattern.

If a skirt, give waist and length measure. When "misses" of child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from date of application.



WAISTS

CREPE

GEORGETTE

and

Combinations

in a variety of styles too wide to mention individually, odd and broken sizes and lines, as well as a few manufacturer's samples, white, flesh, rose, maize and canary; sizes 36 to 44; regular values from \$5.00 to \$7.50. On sale \$2.39, \$3.95 and \$4.95

ARTHUR'S, 662-662 1/2 Dundas St., East. Phone 3213. All Dundas Cars Pass the Door.

Remarkable Price Values Featured For November

Sale of Children's Sample Coats, \$4.95

35 Sample Coats, to fit children from 3 to 7 years. Materials are velours, cord velvet and caracul; colors, black, navy, green. All have quilted lining; warm, comfortable coats; worth in the regular way from \$5.95 to \$8.00. Your choice while they last \$4.95

New York Voile Waists, \$1.45

5 dozen New York Voile Waists just received; styles are plain or embroidered, the newest American novelties; full range of sizes from 36 to 46. Extra value \$1.45 each

Factory Samples in Knitted Tams

10 dozen factory samples in Knitted Toques and Tams, no two alike, a variety of styles and colors; worth regularly from \$1.00 to \$1.50. Your choice while they last 50c each

EXTRA SPECIAL Underskirts, 98c

150 Black and Colored Underskirts, comprising sateen, spun glass and moire; regular values to \$1.50. Now selling for 98c each

Seconds in Ladies' Combinations, \$1.00

Ladies' Cream White Combinations, slightly imperfect; sizes 38 and 40; worth \$1.50. Now selling for \$1.00 suit



COAT 0465

Buster Keaton Pattern.

WHITE FLANNELETTE GOWNS, \$1.15

White Flannelette Gowns, made from firm quality flannelette, in a neat, plain style, liberal sizes. Special \$1.15

Seconds in Bleached Tablecloths, \$1.79

A clearance of broken lines in Bleached Tablecloths, sizes 2x2, 2x2 1/2 yards; regular prices from \$1.95 to \$2.50; bordered cloths in a variety of good designs. Special value \$1.79

Christmas Bath Towels, 59c, 75c, 98c

Christmas Bath Towels now in stock comprising all white, white and blue, white and pink, white and yellow, bordered, all-over and check patterns. Priced at 59c, 75c, 98c each

Grey or White Wool Blankets, \$6.95

Union Wool Blankets in grey or white, a soft-finished, durable blanket, bought one year ago and value that we cannot repeat at anything near the price; size 66x86. Special \$6.95 pair

MANICURE SETS, 25c

3-piece Manicure Sets with black handles. Special value 25c set

24-INCH CENTRE-PIECES, 39c

Hemstitched Centre-pieces, with drawn-work centre. Special value 39c each

SLIP-ON VEILS 25c

Fancy Slip-on Veils, easily adjusted. Special 25c each

Lined Underskirts, \$1.19

Made from good quality black sateen, lined with red flannelette to top of pleated flounce; usual \$1.50 value. Special \$1.19

Knitted Vanity Bags, 79c

10 dozen Knitted Vanity Bags in a variety of colors, both striped and plain, finished with tassel and cord; just about half price. Special 79c each

SAMPLE SERGE SKIRTS, \$3.98

25 only Sample Serge Skirts, made from good quality serge, in black or navy, plain and pleated styles, no two alike; regular values, \$4.85 to \$6.50. While they last, take your choice for \$3.98

SPECIALS IN D. & A. CORSETS

98c

New Model D. and A. Corsets, made from first quality white coutil, medium bust, embroidered top; sizes 19 to 30. Special 98c pair

Gift Handkerchiefs in Dainty Christmas Boxes, 25c to \$1 Box

Christmas Handkerchiefs are now in stock, daintily boxed in fancy boxes, containing one, two, three or four handkerchiefs. Special prices, per box 25c, 35c, 50c, 75c and \$1.00

Extra Special Delineator, for one year, 95c

Special subscription offer for the Delineator, the world's fashion authority and home magazine. Regular \$1.50. Special, per year 95c

JRT Net, 10c

The Sport Net for sun, wind or rain, worn over the hair or hat. Special 10c each

ROSE BEADS

Rose Beads, pink, sky, helio and variegated colors. Special 25c

BATH TOWELS, 2 FOR 25c

White Bath Towels, size 18x32, blue bordered. Special 2 for 25c

TRAY CLOTH, 25c

Hemstitched Tray Cloth, drawn work centre, sizes 18 and 30. Special, 25c each

Special Values From a Well Stocked Men's Section

REAL BIG SHIRT VALUE AT \$1.98

5 dozen W., G. and R. Shirts in a range of new patterns, white grounds with colored stripes in new combinations, finished with French cuff, coat style; sizes 14 to 17. Extra special value \$1.98

Wool Sweater Coats, \$6.50

Pure Wool Sweater Coats, in checked pattern, black and white, grey and white, red and black, brown and castor, also used for ladies' wear. Extra value, \$6.50

Oxford Grey Cashmere Socks, 65c

Men's All-Wool Grey Cashmere Socks, ribbed top, spliced heel and toe. Special 65c pair

Boys' Pullover Sweaters, \$2.98

Boys' Pullover Sweaters, in color combinations, black and red, grey and red; sizes 26 to 32. Special \$2.98 each

President Braces, 50c

Boys' Bracelets, 50c

Boys' Fine Sweaters, \$2.50

Boys' Fine Wool Sweaters, in plain colors of maroon, navy, grey, also combination colors; sizes 26 to 32; shawl and convertible collars. Special \$2.50

Boys' Wool Jerseys \$1.25 to \$1.98

Boys' Wool Jerseys, buttoned on the shoulder; colors cardinal, navy, brown, grey; sizes 20 to 32. Old values \$1.25 to \$1.98

Sample Combinations, One-Third Off

25 Sample Combinations, sizes 38 and 40, in white or natural color, one-third less than regular. Per suit \$2.00 to \$3.50

White Flannelette Gown, \$1.35

Made from good quality white flannelette, extra large size, turndown collar, W., G. & R. make, sizes 14 to 17. Special \$1.35 each

All-Wool Cashmere Socks, 59c

English Cashmere Socks, stamped all-wool; sizes 9 1/2 to 11. Very special value 59c pair

Men's Plush-Lined Combinations, \$1.98

Men's Plush-Lined Combinations in white and cream, non-irritating, soft and warm. These goods were bought late last season, and represent a saving of at least 50c a garment; sizes 36 to 44. Special, per suit \$1.98

Tiger Brand Underwear, \$1.00

Men's Heavy Ribbed Underwear, drawers and vests are sateen trimmed, also a lighter weight ribbed underwear, soft and non-irritating. Special \$1.00 each

Boys' Combinations \$1.25, \$1.50

Tiger Brand Combinations for boys, the "no scratch" kind; sizes 24 to 32. Special \$1.25 and \$1.50

Men's Union-Made/Work Goods

We sell and recommend Brotherhood Railroad Overcoats, Bob Long Overalls and Gloves, Signal Railroad Shirts.

Kan't-Krack Collars, 25c

662-662 1/2 DUNDAS ST. Phone 3213

London East.

Everywoman and the Victory Loan

By this time in the history of the war surely all woman hearts are throbbing with patriotic enthusiasm. Every woman has every casual list, has brought with it a stimulus, and they have been longing with all the energy of which their Canadian hearts are capable to do something practical for the great cause.

Now the opportunity has come, in the guise of the Victory Loan, and women may seek relief from the almost super-patriotism which had held them in its thrall for so long, by subscribing to the Victory Loan. Of course, women have been knitting, rolling up little bundles of gauze, and generally helping in the relief work of the war, but these are rather labors of mercy. No woman could remain idle and see bleeding humanity unattended and unbound. But there is something else being born to the woman-heart today—a something akin to that spirit which compelled Joan of Arc to mount an armed charger and lead the troops of France. There is a patriotism burning in their hearts which only wants to relieve suffering, but which desires to actually participate in the great struggle to subdue the Hun and precipitate freedom in the world.

In the Victory Loan every woman has opportunity to share in the expenditure for actual war activities. Any sums of money, no matter how small, when linked up under the name "Victory Loan," will help to batter down German resistance and push forward to victory the Allied forces. The tiny savings of the housewife are not scorned by the collectors of the Victory Loan. 'Tis true that the corporation, with millions to lend, is a mighty factor in the Victory Loan campaign, but the collectors know that small amounts from many contributors will carry more weight in winning the war than even the most colossal corporation. For it is intense patriotic enthusiasm, as well as money, which is needed.

This war is different from all others in its vastness and in the fact that it can only be won by great Allied enthusiasm on the one side, and a breaking down of courage and hope on the other side. Great guns could apparently boom away until doomsday on either side without any definite, tangible result. It is the intense patriotic fervor, begot of millions of people, all wholeheartedly engaged in the same struggle, that will finally bring about victory.

After twenty years of obscurity that old favorite song, "Little Alabama Coon," has been revived on Victrola Record 64597, sung by Mabel Garrison and male quartet. Hear this delightful song at the Victrola Parlors of Ye Old Firm of Holmstrom & Co., Ltd., 245 Dundas street.

CEETEE UNDERCLOTHING

Guaranteed Not To Shrink.

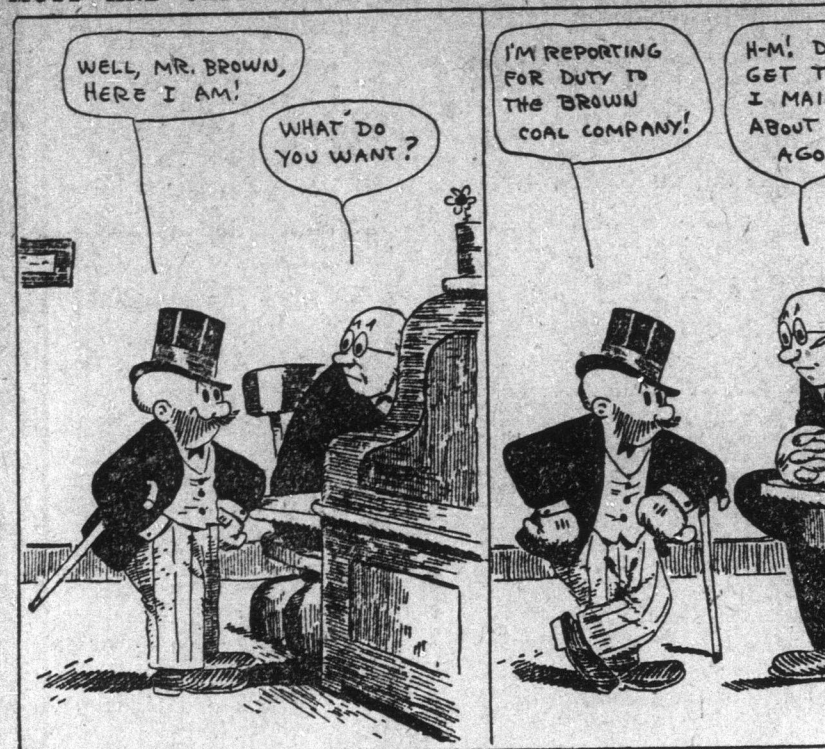
LIFEBUOY HEALTH SOAP

Use Lifebuoy for the hands, the bath, the clothes, and the home.

HORLICK'S

Malted Milk for Invalids. A nourishing and digestible diet. Contains rich milk and malted grain extract. A powder soluble in water.

MUTT AND JEFF—Jeff Knows How to Save Oil for the Company.



THE SPORT-LIGHT

By Grantland Rice.

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THE GREAT WHY IS IT?
I'm a golfer—and a southpaw—though perhaps you will insist that in making such a statement I am giving Truth a twist; But forget that feature of it—tell me why the wreath of Fame still avoids the lonely southpaw in this grand old Scottish game.

Look at tennis and at baseball—note the names that lead the rest—You will find left-handed entries there upon the very crest; But the golfer who's a southpaw never figures in the dope; He's an outcast and a duffer and a dub berst of hope.

Now, don't tell us to "change over"—that is every pro's advice, And not worthy of a stanza from the pen of Dr. Rice; But some day, when you're not busy, search the records for the name Of a good left-handed golfer who can really play the game.

A. H. PECK.

Though the run of most left-handers has a record something fierce, One of those who once stopped Evans was a southpaw known as Pearce.

ABOUT THE GAME.

An army statistician has discovered, after interviewing various military chiefs, that the best soldier age is around twenty-five and twenty-six. This age has been found to average better than a younger or an older age, despite various exceptions of note.

The same statistics cover baseball. If you care to examine the record, you will find that the most effective age is precisely the same. Ty Cobb, around twenty-five and twenty-six, worked his way above .400. So did Joe Jackson.

Christy Mathewson at this age had just come to his top form. He was twenty-five when he won three world series shut-outs, back in 1905. Cobb was just twenty-five when he batted .420. He was twenty-six when he batted .410. He has never been over .400 since.

Speaker found his best year above thirty. But Tris was an exception. Eddie Collins was just twenty-five when he finished above .350, his highest mark. Twenty-five to twenty-six is apparently the most effective athletic age for any game that depends on stamina, speed and skill.

A football team made up of men of twenty-five and twenty-six years old would have a big advantage over an eleven around twenty or twenty-one. Most football teams are made up of younger players.

But the records have shown that the older men have a big advantage. There have been few football players around the twenty-five or twenty-six year age, for the simple reason that at this age most men have finished college. But a few of the older ones, such as Hogan of Yale, Thorpe and of Carlisle, have shown that maturity has its value.

Another 1917 example is Joe Guyon, now of the Georgia Tech. Guyon is well over the average college football age, and this has been his greatest year.

THE BARRICADE.

Fate has a way of butting in
On many a working job;
Fate doesn't care who the target is,
From a duffer up to a Cobb;
Fate has a kick in either hoof,
Whatever the daily skit,
But Fate hasn't time to pick up the guy
Who doesn't know how to quit.

Speaking of the best athlete age, Jerry Travers at twenty-six won his fourth championship, and Chick Evans at twenty-six won the open and amateur championships, for the first time on record, in one year.

DIVISIONAL CHAMPION BALL TEAM IN FRANCE



The ball club of the famous "Fighting 15th" Battalion which won the championship of its division in France. The pastime is popular with the boys in France, and they play whenever they get a chance. Leagues have been organized among the divisions, and the 15th aggregation captured the pennant in their league. This picture was sent to Mrs. E. Waud, 9 Alfred street, by her son, Pte. Ben. P. Waud, who is standing fifth from the right. Pte. Waud left London with the 15th Battalion, and has been at the front since last April.

SETTLEMENT OF A. A. DISPUTE IN SIGHT

LOUISVILLE, Ky., Nov. 14.—Settlement of the factional dispute which threatened to disrupt the American Association and pave the way for the formation of a new league appeared to be assured tonight.

The rival factions were brought together after the National Association of Baseball Leagues voted down by a vote of 11 to 2 a resolution at its convention today to readjust the minor leagues of the country. Club owners of the American Association tentatively agreed to open their season about May 1—three weeks later than the opening date a year ago, and discussed the feasibility of reducing the player limit.

No Rink to Work On.
London is prevented having a team by poor rink accommodations. At the present moment in this city there is only one rink where hockey could be played, and that rink is in the possession of curlers who, quite naturally, do not want the glassy finish of their sheet cut by skates. The Simcoe rink is a roller skating rink. The Princess, where many a fast game was staged in the pre-war days, is given over to the practice at will a club is helpless. No one wants to handle a team without being assured of a rink, never he wants to give his squad some work. So long as such conditions prevail here, London is not likely to have a team.

However, the same state of affairs was found last season. The Simcoe was an ice rink then. The London Curling Club's rink on Lyle street when they could get it, but curling and hockey do not mix well as far as ice is concerned, and the arrangements were not altogether a success.

Things Humming in Places.
In other places the game is progressing fast. Hamilton already has a team.

Poor Accommodations Hinder Hockey Here

London Badly in Need of Rink Where Hockey Team Can Work at Will—Only One Ice Rink in Town Now—May Yet Have Team.

While hockey progresses in almost every other Ontario centre it stands still in London. Fans here have been waiting for some weeks past for the announcement that London would have a collection of puck-chasers on ice this season. So far no such announcement has been made, and as things are at present it would not be surprising if it were not made for some time to come.

The fact that London is not making arrangements to put a team on ice this winter is not altogether surprising. The rink is in the possession of curlers who, quite naturally, do not want the glassy finish of their sheet cut by skates. The Simcoe rink is a roller skating rink. The Princess, where many a fast game was staged in the pre-war days, is given over to the practice at will a club is helpless. No one wants to handle a team without being assured of a rink, never he wants to give his squad some work. So long as such conditions prevail here, London is not likely to have a team.

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NO MERGER NOW; PLAN VOTED DOWN AT LOUISVILLE

Barrow's Motion to Redistrict Minors Turned Down 11 to 2.

LOUISVILLE, Ky., Nov. 14.—There will be no formation of a new league to include the Louisville, Indianapolis and Toledo clubs of the American Association and certain clubs of the International League. This was definitely decided today when the National Association of Baseball Leagues voted down an amended resolution offered by Ed Barrow, president of the International League, to redistrict every minor league in the country. The vote was 11 to 2.

Barrow's motion to redistrict the minor leagues was voted down by a vote of 11 to 2.

Barrow's motion to redistrict the minor leagues was voted down by a vote of 11 to 2.

AWARDING OF PRIZES WAS FEATURE AT BIG NATIONAL HORSE SHOW

Canadian Challenge Trophy Contest on Today—Hot Competition Expected.

NEW YORK, Nov. 14.—Today, the third day of the National Horse Show at Madison Square Garden, is featured by the awarding of a number of special prizes, including the Sir James challenge cup, the donor of which was the late Alfred G. Vanderbilt, and the Canadian challenge cup.

Eleven horses, owned and driven by the country's most prominent breeders, faced the judges in the claim for horses suitable for sibs, to the winner of which will be awarded the Sir James challenge cup. This cup must be won three times by the same owner before it may be permanently retained, and as yet no horseman has more than one leg on the trophy.

Seven United States cavalry mounts will meet in the arena in competition for the Canadian challenge cup. This cup open only to Government horses ridden by officers, and must be won twice before it becomes the property of the winner's regiment. Pete, the famous Second Cavalry horse, won this trophy in 1905, and will attempt to repeat today, though it will be no easy task for him to do so, in view of the calibre of his rivals.

The show began today with judging of young hackney stallions and mares for the Canadian Hackney Horse Society's gold medal.

For hackney stallions, 2 years old, D. R. Hanna's Brier Boy was awarded first prize, and the Williston Farm's Fortitude was second.

For hackney mares, 2 years old, the Williston Farm's Fortitude was the winner in the hackney mares' class. Ruper, owned by Belshire II., out of the Williston Farm, took second, and L. K. Liggett's Fulgora was third.

Walter R. Cox, the season's leading money winner on the grand circuit, will train the promising trotter, Belcham, which was recently purchased by Chris J. Fitzgerald from Henry Horne, a farmer residing near London, for Senator James P. McNichol of Philadelphia.

This horse is a five-year-old stallion, by Belshire II., out of the Williston Farm, and has done the mile in 2:12, with the last half in 1:05 on a two-year-old.

Mr. Fitzgerald, who owned his sire and his grand sire, says that Belcham is one of the best-gaited trotters he has ever seen, and predicts that Cox will drive him to a fast record. Belcham's owner, Senator McNichol, dropped dead the other day.

MAY DISBAND SARNIA TEAM

Fans Fear That Military Service Act May Interfere With Sport.

SARNIA, Nov. 14.—The Sarnia hockey team may be broken up. The local tribunals are not lenient with the young men coming before them for exemption, and if they do not exempt some of the hockey players, a majority of them will be in khaki this winter. Of course, some arrangements may be made with the military authorities whereby the hockey players would have an opportunity to play in Sarnia or come here from camp in order to keep Canada's winter pastime alive in this city during the winter. In the meantime the hockeyists are getting ready for the coming season and in a few weeks they will start training.

HAMILTON ICE SQUAD TO OPEN SEASON AT DETROIT NOVEMBER 29

DETROIT, Nov. 14.—Hamilton R. C. is scheduled to open the local hockey season with the Detroit hockey club on Thanksgiving night, November 29. This is the news brought back today by Manager Brown, who concluded a week's trip through Western Ontario in search of material, as well as dates. If he has any other Canadian clubs signed up, he won't admit it yet.

O'DOWD IS CHAMPION

NEW YORK, Nov. 14.—Mike O'Dowd of St. Paul won the middleweight championship of the world in Brooklyn tonight, when he knocked out Al McCoy of Brooklyn in the sixth round of 15 rounds. O'Dowd weighed 155 pounds, and McCoy 162.

(BY "BUD" FISHER)



The one and only

H.P. sauce

is different—quite different from any other kind of sauce.

Get a bottle to-day.
All Stores sell H.P. here.

Buy Victory Loan Bonds

The Finance Minister emphasizes the importance of widest distribution of Victory Bonds.

Everybody Should Have One

To aid subscribers for smaller amounts

The Ontario Loan and Debenture Co.

will advance all instalments after the first one of 10 per cent.

Will loan 90 per cent of the amount of a bond at 6 1/2 per cent, payable either (1), monthly or (2) quarterly instalments, to suit the convenience of the subscribers.

Our office and facilities are placed freely at the service of the Government. Prospectus and subscription blanks will be furnished upon request and all details attended to for intending investors.

JOHN McCLARY, President. A. M. SMART, Manager.

Great Values in Double Guns



DUXBACH HUNTING CLOTHING, CARTRIDGES, AND EVERY DESCRIPTION OF HUNTERS' SUPPLIES.

BROCK'S

The Sporting Goods Store of London.

FREE TO ALL SUFFERERS

If you feel "out of order," nervous, blue, suffer from kidney, bladder, nervous, or any other ailment, get a bottle of French Remedy. It is a great relief to all suffering from these ailments and is a great help in the treatment of all ailments. It is a great relief to all suffering from these ailments and is a great help in the treatment of all ailments.

THERAPY

your own ailment. Absolutely FREE. No "relief-up" circulars. No obligation. Dr. Leane, 100, St. James Street, London, Ont. We want to prove that therapy will cure you.

SIX BIG SHOE SPECIALS

Of Interest to Men and Women for Friday and Saturday

DON'T MISS THEM

Men, look, for Friday and Saturday only we will offer any of our high grade \$8.00, \$8.50 and \$9.00 shoes for only (see our Dundas street window)\$6.95

Men's Swell Havana and Tobacco Brown Shoes, with Aime soles and rubber heels, recede toes; \$7.00 value. Special price, \$5.95

A Splendid Line of Men's Gunmetal Lace Shoes, recede and full rounding toes; \$5.00 values, for\$3.98

A big special for Women and Growing Girls—Fine Gunmetal Calf and Mahogany Walking Shoes, splendid value at \$6.00. They go Friday and Saturday for\$3.98

Ladies, Don't Miss This Big Bargain—A swell line of fine kid high lace shoes, pointed toes, semi Louis, heels; \$5.00 values. Special for this week end\$2.98

Look! Look! Women's Gunmetal Walking Shoes, with Neolin soles, also mahogany high lace shoes, with sport heels and high heels; \$7.00 value, for, only\$5.95

Hundreds of Other Big Bargains for Men, Women, Boys, Misses and Children. Come in and be convinced.

Prize-Winners in Pumpkin Contest

Which was concluded on Saturday last:

First Prize—P. Earl, Lambeth.
Second Prize—W. Wilson, 222 Wharncliffe road.
Third Prize—A. Attrill, R. R. No. 8, London.

Fourth Prize—Mr. Whiting, Lambeth, Ont.
Fifth Prize—I. M. Hutson, 5 MacDonald avenue, London.

These prizes are now ready and may be secured at this store any time.

The Peoples Shoe Store

131 DUNDAS STREET. A. D. HOLLAND, Manager. 12 MARKET SQUARE.

DODGE

WOOD SPLIT PULLEYS

Cost 50% less—Provide 50% more Horsepower

This is the efficiency record of Dodge Wood Split Pulleys as compared with Metal Pulleys.

This saving should mean a great deal to you.

We carry a large stock of all sizes ready for immediate shipment.

London Engine Supplies Co., Limited
Stockers for London and District, 83-85 Dundas St., London

AMUSEMENTS, LECTURES

PATRICIA
MON. NOV. 19, 20, 21
MATINEE DAILY
THOMAS H. INCHES
\$1,000,000,000 Spectacle
COLONIZATION

"The Birth of a Nation" fine as it was, was almost crudely staged in this side this latest masterpiece—Toronto Telegram.

EVENING - 25c, 35c, 50c
MATINEE - 25c

AUGMENTED ORCHESTRA
PATRICIA
TODAY, FRIDAY AND SATURDAY.
International Stage Favorite,
KITTY GORDON

"Vera the Medium"
REYNOLDS AND EDWARDS.
High-Class Musical and Singing.

MAJESTIC
THE THEATRE
THE SHOW THE ORCHESTRA
TODAY.

WILLIAM DESMOND in "TIME-LOCKS AND DIAMONDS"
DONALD MACGREGOR, the celebrated
baritone.
MATINEE ONLY
CARLYLE BLANCHARD in "The Price of Pride."

Canadian Victory Loan
F. B. Clarke, 416 Richmond street, north, Bank of Commerce, London, Ontario, has been officially appointed to sell Victory Loan Bonds. Lead money to your country and help win the war.

ASSAULT AT ARMS
THIS EVENING, 8 P.M. TO 12 P.M.
ARMORIES.

Soldiers entertaining friends before departure for the front. Be there! A good, entertaining and pleasant time is promised. Boxing, wrestling, bayonet fighting, vocal selections, novelties, etc. Open to public. You are invited and expected to be present. W. O. R. Brass Band and A. M. C. Orchestra. Admission: Gallery, limited number, 50c; main floor, 25c. 25c

"WON BY WAITING," COMEDY in three acts, and "The Girl in the Red Coat," comedy in one act, presented in St. George's Sunday School, West London, Thursday and Friday evenings, November 15 and 16. Admission 25c.

DANCING - PALACE ACADEMY - Every Monday, Wednesday, Friday and Saturday night. Orchestra and program of the best in London. Everything complete. Lessons in ballroom dancing by expert instructors. Phone. Dayton & McCormick.

SIMCOE ROLLER RINK - OPEN every evening and Saturday afternoon. Bank Tuesday, Thursday and Saturday evenings.

GEORGE A. STEER, ELUCUTIONIST and soloist—Concert engagements accepted. Care The Pardon Hardware Company, London. Phone 2670.

FIRST CLASS ORCHESTRA for garden parties, entertainments, dances. Part of whole program provided. Reasonably priced. Ask for terms. Lombard Bros. Phone 5796.

GLADYS COMBER, PIPER AND DANCER, pupil Miss Major, 100 Hamilton. 102 Wellington. Phone 4397.

ORDINARY SWEDISH MOVEMENT and electric music, on Dundas, Mineral Bath. Lady and gentleman attendants. Phone 2188.

SCHOOL MODERN BALLROOM dancing. 214 Dundas. Jack Cortese, instructor. Phone 1670.

MUSIC FURNISHED FOR PARTIES, balls, banquets. Phone 126. Tony Vito's Italian Harpers, 122 Queen's Avenue.

ROBERT HANNAH, ELUCUTIONIST, entertainer, concert engagements, 367 Princess Avenue. Telephone 3738.

LOST AND FOUND.
WILL THE NEWSBOY WHO GOT \$10 gold piece in payment for paper opposite Smallman's return same to 501 Talbot street. Reward.

LOST—PLAIN GOLD BROOCH, with pearl setting, in the centre of city. b

STAYED OR STOLEN ON OR ABOUT October 20, 1917, a pasture, Wellington street south, one dark bay mare, six years old, star, 15 hands 3 1/2 inches high, round, white, noted when last seen. Reward of \$10 for information of her recovery will be given. Please notify John McCreary, 315 Richmond street. Phone 994.

LOST OR STRAYED - FROM LOT 21, con. 11, London Township, light brown heifer, 7 months old, Saturday or Sunday. Notify T. P. Hughes, R. 1, Hilderton.

FOUND—SIX DUCKS. OWNER can have same by paying expenses. Harvey Kilbourne, Kilbourne, Ont.

LOST—TUESDAY, BETWEEN 8 AND 9 P.M., blue purse, containing cents, gold watch and small change, on Dundas street, between English and Bayview. Return to Kellogg's Corn Flakes and receive reward.

LOST - BLACK AND WHITE FOX terrier pup, collar marked, on Dundas street, London. Please return to 518 Queen's Avenue.

AUTOMOBILES AND TAXIS.
OPEN GARAGE FOR STORAGE - Room for two cars; place heated. Apply Park Garage, 530 Richmond street; 15c month.

HOP TAXI, 651 RICHMOND - CLOSED 3011.

CHARLTON TAXI SERVICE - BY hour or trip. Phone 5588.

ATMOSPHERE - SPRINGS made and repaired. Carriage and wagon painting. Cooke's Repair Shop, 141 Ridout. Phone 5183.

MARLEY & HESTER TAXI GARAGE - New cars. Open day and night. Phone 2693.

AUTO AND TRUCK REPAIRING and painting by experts. Price right. John Murray & Son, corner Albert and Richmond streets.

RENNICK'S TAXI SERVICE - OPEN or closed cars, day or night. Phone 698.

PHONE 598 FOR RELIABLE TAXI service. Care Brothers. Reasonable rates. All hours.

CONDENSED ADS.

Amusements—Fifteen cents per line each insertion, or two cents per word if set solid. When no admission is charged, one cent per word each insertion. Births, Marriages and Deaths—One insertion, 50 cents. Each subsequent insertion, 25 cents. Articles for Sale, To Let, Help Wanted, Situations Vacant, Board and Lodging, and all similar condensed advertisements—First insertion, one cent per word; each subsequent insertion, one-half cent per word. No advertisement less than fifteen cents. An extra charge of ten cents is made for all transient advertisements that are charged.

BORN, MARRIED, DIED.

BORN.
WYATT—On November 15, at Victoria Hospital, to Mr. and Mrs. William S. Wyatt, a son.

TAYLOR—At the family residence "Chaworth," Ridout street south, Thursday morning, Jane Topham Taylor, daughter of Mr. and Mrs. Henry Taylor. Funeral private. Kindly omit flowers.

MEETINGS.
PERSONS INTERESTED IN POULTRY are invited to attend the London Poultry Club, 486 Richmond, Friday, November 16, at 8:15 p.m.

REGULAR MEETING PALESTINE Shrine, W. S. O. J. J. Nov. 15, 1917, 8:30 p.m. (Thursday) evening, Nov. 16, 1917, 8:30 p.m. W. H. P. J. R. Staples, scribe.

MASS MEETING FOR WOMEN
Under the auspices of the Women's Liberal Association.

HYMAN HALL
FRIDAY, NOV. 16, 1917,
8 O'CLOCK.

SPEAKER:
GEORGE S. GIBBONS
Labor-Liberal Candidate.

GOD SAVE THE KING!
AUDITORIUM
SUNDAY, NOV. 18, 3:45 P.M.

MR. A. HAINES
of Toronto.

"A BUSINESSMAN'S MESSAGE TO Miss Anna Cochran, soprano soloist.

RYERSON CIVIC LEAGUE will meet Friday evening at 8 o'clock, the Ryerson School, City Clerk Baker will give an address on the League and program. All invited.

ENKILLING ROYAL PROCESSION, 234, at Dundas, Services: Thursday, 3 p.m.; Sunday, 3 p.m.; 8:30; Tuesday, 8 p.m.

SCIENTIFIC RELIGIOUS RESEARCH Church, Dufferin Block, Services: Thursday, 3 p.m.; Sunday, 3 p.m.; 8:30; Tuesday, 8 p.m.

SCIENTIFIC RELIGIOUS RESEARCH Church, Dufferin Block, Services: Thursday, 3 p.m.; Sunday, 3 p.m.; 8:30; Tuesday, 8 p.m.

THE KING NEEDS YOU AND YOU need Him in this great war on sin and death. No physical test required. Recruiting office, 357 Queen street, City Mission, nightly.

BUSINESS CHANCES.
STORE AND DWELLING with grocery stock, fixtures and delivery truck, corner, London, Sydney Street. Phone 2085.

ROLLER FLOUR MILL, 50 BARRELS capacity, up-to-date machinery, water power, cement delivery truck, change for Ontario farm. Imperial Bank Chambers.

GENUINE COUNTRY STORE—Stock about \$3,000. Will lease property, wishing to sell at once. Apply Box 5, Beveridge.

BLACKSMITH SHOP, TOOLS AND stock for sale; good terms for quick sale. Box 161, Advertiser.

BUSINESS CARDS.
LEFF, JUNE DEALER, FATS BEST prices. 316 Grey, Phone 4628.

MCLEOD & GREY, REAR ADVERTISER - Bus parties or speciality. Phone 1217.

ALLS DRY CLEANING, PRESSING, expert work, cleaning, tailors. 412 Dundas. Phone 5444.

FOR GENUINE PLUMBING REPAIRS Phone 5778. S. H. Hammond, 785 King street.

MORRIS FOR DRY CLEANING, 428 Wellington street. Phone 2693. Heavy overcoat for sale.

TRY 20c DINNERS—FISH DINNERS - 25c. 101 King street. Allen Smith's Quick Lunch, 101 King street.

HAVE YOUR PIANO TUNED BY S. Boardman

Formerly six years with Heintzman & Co. Phone 3511.

HARRY BOSS
(Formerly of Palace Laundry, East London.)

Closed, heated carriages; large, comfortable buses. ywt

USED CARS FOR SALE.
STUDEBAKER TOURING CAR - Model 35; electric lights and storage battery; \$150; must be sold at once. Market Garage, King street. 25c

AUTOMOBILE ACCESSORIES.
The owner of a make of automobile gas engine, tractor or air compressor will do well to consult W. A. Warren's Accessories Shop, 350 Dundas street.

1916 AND 1917 FORD RADIATOR COVERS
Just arrived. Note our price—\$4.75.

MARK OUT RATE TIRE CO.
225 CARLING ST. PHONE 6182.

AUTO ACCESSORIES AND TIRES.
Canada Auto Devices Co.

330 Dundas. J. A. McLAUREN, (Opp. Armouries). Manager.

ONE ROADSTER, ONE 1917 CHEVROLET Touring, one 1916 Chevrolet Touring, one 1917 Gray-Ton-Passenger Roadster, two Ford Touring Cars. ONTARIO GARAGE AND MOTOR SUPPLIES. L. L. LEBLANC.

Phone 2431. Cor. Dundas and Colborne streets.

MALE HELP WANTED.

WANTED - EXPERIENCED DRY goods traveler for ground west of London. Apply The King's Company, Limited, Toronto. 25c

CAKE BAKER WANTED - APPLY to Mrs. J. A. McLAUREN, 330 Dundas street. 25c

NIGHT CLERK WANTED - MUST be good at the telephone. Apply G. R. H. Smith, 191 Wharfedale street. 25c

CARPENTERS WANTED - APPLY to R. H. Smith, 191 Wharfedale street. 25c

WANTED - GOOD MAN TO BREAK in two coats at Market Street. John C. Lewis, care McCredie, St. Mary's. 25c

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FEMALE HELP WANTED.

SEWING WOMAN OR TAILORRESS. Apply Joseph Fox, 213 King. Phone 25c

WANTED - WOMEN FROM ONE to two days a week. Apply 650 Colborne street. 25c

ONTARIO GOVERNMENT EMPLOY- ment bureau.

Men's and women's department. Office hours: 8 a.m. to 4 p.m.; 9 a.m. to 12 on Saturdays, or by appointment. Telephone 1236.

108 Dundas Street. No Fees.

EXPERIENCED COOK-GENERAL - Small family, highest wages; references required. Box 24, Advertiser. 25c

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REAL ESTATE FOR SALE.

75 ACRES - \$1,500 - NEAR ST. HUBERT. Good farm, bank barn, with stone basement; first-class stone surrounding, choice clay loam. For sale. Apply to J. A. McLAUREN, 330 Dundas street. 25c

60-ACRE FARM NEAR BASTWOOD - Good, fair buildings, soil sandy loam. For sale. Apply to J. A. McLAUREN, 330 Dundas street. 25c

35 ACRES OF LAND ON CAR line. Five-cent farm to city, good buildings. This is a choice piece of property and a beautiful home. We will sell this property for \$3,700, and will take \$1,000 down. Apply W. B. Reid, 413 Talbot street. 25c

60-ACRE FARM FOR SALE - LOT 8, con. 1, North Dorchester, north of river, 35 acres. Will average over \$15. 25c

FOR SALE - CHOICE PROPERTY in the town of Ingersoll, comprising four acres of good land, with a small house, fine chow for either fruit or garden, large quantity of small fruit and young trees already out. For further particulars apply Benjamin Butler, Bell street, Ingersoll P. O. 25c

FOR SALE - \$2,000 WILL BUY the property known as the Gordon Estate, in the town of Ingersoll. Good reasons for selling. If not sold will be put on the market for \$1,500. Apply to John E. McGee, 101 King street. 25c

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