

English Paper Says That Almost Come, as Training Is Near Complete.

London, Nov. 5.—That the troops need not be detained in Salisbury Plain is the opinion of the London Daily Telegraph, commenting on the King's inspection. "Now that their training is complete, the time has almost come to join the fighting line. There can be no better send-off than encouragement and from them and the Minister of War."

This opinion, coming from a responsible journal, amply indicates the Canadian expeditionary force will be ready to go to the front before the troops will be sent to the fighting line.

RUSSIANS KEEP GERMAN ON RUN IN EAST PRUSSIA

Enemy Has Only One Fortified Position in the Werhobliwo Region—Czar's Troops Also Follow Up Retreat of Austrians at San River.

[Canadian Press.]
PETROGRAD, via London, Nov. 5.—10:35 p.m.—The following official communication has been issued from Russian general headquarters: "We continue to progress on the East Prussian front. The Germans are falling back along the whole front, keeping a fortified position only in the region of Werhobliwo. On the left bank of the Vistula the Russian army is continuing its vigorous offensive, pursuing the retreating enemy. The crossing of the San by our troops continues with success. The Austrians are retreating. "In the Black Sea region no change is reported."

PETROGRAD, Nov. 5.—The following communication of the general staff of the Russian army in the Caucasus was made public here tonight: "Concerning the operations during the last 24 hours there is nothing important to report. "Our troops are vigorously clearing the enemy's territory, which is occupied by small bands, the remnants of the Turkish vanguards defeated during the last few days. "One of our columns has defeated the Turks near Bayazet, routing them and capturing the town. The Turks, in their flight, threw away their arms and scattered to the villages in the neighborhood. "Our cavalry, attacked to the east of Dyaden three Kurd regiments supported by infantry, and threw them back."

LONDON, Nov. 5.—16:05 p.m.—The following dispatch has been received from Berlin:

ENEMY USES NEW WARFARE WEAPON

Trench Mortar Fires High Explosives Into Lines of British Forces.

HEADQUARTERS' REPORT

German Reinforcements Made Desperate Attempt to Reach Ypres.

[Canadian Press.]
LONDON, Nov. 5.—9:50 p.m.—The following descriptive account, which has been communicated by eye-witnesses present with the general headquarters continues and supplements the narrative published November 3 of the movements of the British force, and of the French armies in immediate touch with it.

"November 1.—In spite of the great losses, which they have sustained in the last week, the Germans have continued their offensive toward the west almost continuously during the five days from the 28th to the 30th of October. Opposite us it has gradually grown in intensity, and in extent of application, as more men and guns have been brought up and pushed into the fight, and it has developed into the most bitterly contested battle which has been fought in the western theatre of war."

"German Artillery increased. "The German artillery has, to a large extent, been increased by that transferred from around Antwerp. As regards infantry, it is estimated that some of the additional troops now appearing on our front have been rendered available by relaxation of the pressure against our allies in the north of Ypres caused by the desperate and successful resistance made by the latter by the harassing nature of the artillery fire brought to bear by our ships against the strip of country along the coast, and by the flooding of the area along the River Yser."

"Forces have massed also, from the south, while another of the new army corps has definitely made its debut before us, and, though attempts to hack, rather to blast and burn, a way through us have been made in other directions, they have for the last few days been most seriously concentrated in the neighborhood of Ypres."

"Object is Uncertain. "Whether the motive inspiring the present action of the Germans against that place is an ambition to win through to the port of Calais, as is to be gathered from articles in their newspapers, or whether the object is due to a desire to drive the allied forces out of the whole of Belgium in order to complete the conquest of that country, with a view to its annexation and to gain prestige with neutrals, is immaterial. "What concerns us more closely is that they have been making, and are still pressing a desperate attempt to gain the town."

"Flight at Neuvechappelle. "On Monday, the 26th, south of the Lys, on our right, the enemy attacked Neuvechappelle, a village held by us. In the evening, advancing under cover of a wood, they managed to gain possession of a portion of it, north of the Lys."

"In the centre a bombardment alone was kept up, and some ground was made by us. A detachment, which was attacked in force during the night, drove back its assailants, who left 56 dead behind. "Near our left, the Germans developed a very strong attack on the east of Ypres. Though supported by a great mass of artillery, this was checked, but it had two results. One was that our position was readjusted, and the other was that our extreme left, advanced in conjunction with some of our allies."

"On Tuesday, the 27th, the Germans rather focused their principal attention on our right centre and right, and most desperate fighting took place for the possession of Neuvechappelle. In spite of repeated counter attacks by our troops, the enemy during the day managed to hold on to the northern part of the village, which he had gained the day before."

"Entire Village Captured. "Toward evening the gradually regained part of the place by step-by-step fighting, when fresh hostile reinforcements were brought up, and the entire village was in the hands of the enemy. They made several assaults against our whole front, south of the Lys, but with the exception of their success at Neuvechappelle, won no advantage. The combat for that place, however, was of great importance."

Parisian Ivory and Ebony

We have a fine stock to choose from.

Geo. A. McLachlan
DRUGGIST.

390 Richmond Street.

YORCK A VICTIM OF GERMAN MINE

Berlin Announces That Sinking of Ship Was Not Due To Attack—Some Denials.

[Canadian Press.]
Berlin, via Rome, Nov. 5.—Only the scantiest authentic details of the sinking of the German cruiser Yorck are available here. The admiral has refused from Wilhelmshaff little beyond the announcement of the time and place of the accident, and the number of men saved. It is definitely announced, however, that the sinking was due to a German mine and not to hostile attack. The ship, which was under way, presumably swinging outside of the channel through a mine field and touched one of the powerful German mines, which made short work of the big cruiser. The conduct of the crew, in the moment of disaster, is described as exemplary, and there is much regret over the destruction of the cruiser—the heaviest individual loss as yet sustained by the German navy."

Denial Assertions. "The admiral authorizes a denial of the assumption that the mines off the northwest coast of Ireland were laid by commercial steamers under a neutral flag. The mines, it is stated, were laid in a manner fully conformable to the usages of war. The exploits of the German submarines and the appearance of a German squadron at Falmouth, it is pointed out, are the clearest indications that Germany does not need to resort to any illegal methods of conducting activities in these waters."

Kindly Warning! "The British announcement warning neutral ships using the northern entrance to the North Sea is regarded here as merely a step in the campaign to control neutral shipping, which might possibly benefit German industry, and is not based on actual danger. The potentialities of mine laying in those regions, it is said, are practically nil, because of the depth of the water. It is also stated that the route recommended by the British via the Channel, on the contrary, is infested with mines, while the southern half of the North Sea bristles with floating mines torn loose from their anchorage."

266 MISSING. "Berlin, Nov. 5, via London, 5 a.m.—A report reaching here from Wilhelmshaven shows that 266 men are missing from the crew of the German cruiser Yorck, which was sunk recently off the North Sea coast of Germany as a result of accidental contact with a German mine. Three hundred and eighty-four members of the crew, including the commander and the first officer, were taken off by another vessel."

Kievite Undisturbed. "The Frankfurter Zeitung publishes a dispatch from its Constantinople correspondent, who transmits an interview with the Khedive of Egypt. The Khedive expressed himself as being undisturbed by the reported British annexation of Egypt. The people of Egypt soon will recognize, the Khedive declared, that the situation created by the British cannot continue, and the British soon will see that the annexation of the historic and holy territory of Egypt can only be of a temporary character."

HAS WATCHED GROWTH OF NEW RAILWAY FROM ITS INCEPTION. "In connection with the inauguration of the through passenger service on the Trans-Pacfic Railway, it is interesting to record the unique experience Superintendent McCall has had in connection with the building and operation of this new national highway. He was associated with the first mixed and first passenger services on the line from Portage La Prairie westward in their various stages to Edmonton, thence westward to Edmonton. From Edmonton and Jasper he has handled all traffic east and west for the past three years, and last month had the honor of supervising on his division the first through express trains between Edmonton and Prince Rupert, and accompanying the same through his bailiwick. In addition to supervising the operation of the line west of Edmonton to Prince Rupert, Mr. McCall has also had charge of track-laying over four hundred and fifty miles of the mountain section. Tribute to the excellence of the work is borne by the solid, smooth and trim roadbed finished under his supervision. Mr. McCall has put in over nine years of strenuous work on the Grand Trunk Pacific, living most of the time in his car, and always leading and directing with the spirit of one who takes a pride and pleasure in his task."

MUNRON—STEVENS. [Special to The Advertiser.] LAMBETH, Nov. 5.—A pretty wedding took place at the paragon yesterday when Miss Mary C. Munron became the bride of Howard S. Stevens, of White Oak. The ceremony was performed by Rev. R. Wilson. The bride was becomingly attired in white satin and carried white roses and was attended by the groom's sister, Miss Jessie Stevens, while Mr. Fred Smale assisted the groom. After the ceremony the wedding party returned to the bride's uncle's, where a dainty wedding supper was served. Mr. and Mrs. Stevens left later for London. Upon their return they will reside on the groom's farm, concession 5, Westminster.

DEATH OF MRS. R. SMITH. [Special to The Advertiser.] AILSA CRAIG, Nov. 5.—The funeral of Mrs. Rachael Smith, relict of the late Jacob Smith, held from the home of her son-in-law, John Robinson, of West McGillivray, to West's Cemetery, was conducted by Rev. A. H. Brown. She died after an illness of only two weeks. Until about seven years ago when her husband died she resided on Concession Seven of McGillivray. Three sons and six daughters survive. Amos and Wellington in Saskatchewan, and William, of Lucan, also Mrs. Ailsey, Mrs. Graham and Smith, in Lobo Township, and Mrs. Sanford Baldwin, formerly residing in the streets of Ailsa Craig, and Mrs. Jno. Robinson, of West McGillivray.

CHILDREN STAY IN NOW. [Special to The Advertiser.] AILSA CRAIG, Nov. 5.—Curfew now rings every evening in Ailsa Craig, and as a result many youngsters who formerly roamed the streets at night are now conspicuous by their absence. Citizens declare that the results are most satisfactory, and the council has received many words of commendation on its action.

SOLDIERS FIRED ON, GUARDING RAILWAY. One Slightly Wounded in Quebec—Attempts to Interfere With Switches. MONTREAL, Nov. 5.—Soldiers guarding the railway at Coteau Landing near the Soulanges Canal were fired on by men in the woods

nearby and one was slightly wounded. Interference with switches. Machine gun sections are to be added to the strength of the Montreal police near the railway, real Home Guard Regiment which is now being organized. It was stated

today at the headquarters offices in establishment of sections for this of members of the committee, already nearly 150 volunteers have come to the headquarters offices and paid in number of volunteers for the home, subscriptions for arms. While the work of recruiting has their \$35 apiece, to provide for their the purchase of maxim guns and the so far been left largely in the hands of rifles, ammunition and equipment.

42-CENTIMETRE GUN AN OLD INVENTION. [Canadian Press.] The Hague, via London, Nov. 6.—3:29 a.m.—The famous German 42-centimeter gun, which has been reported as a modern invention, appears to have been described in the German magazine Prometeus, in the year 1893. The article at the time gave the weight of the gun and the velocity of and effects of the shots, and this information was extensively quoted in scientific magazines issued during the same year.

ROAST DUCK DINNER. Saturday, 11:30 to 2:00..... 35c. Restaurant—Fourth Floor.

SMALLMAN'S KIRK. CORTESE ORCHESTRA. Saturday Afternoon. Balcony, 3:30. Restaurant, 4:30.

A Great List for Saturday Shoppers

Many of the week-end sales listed in yesterday's paper for today's and Saturday's selling and the additional lines mentioned here today are the result of pre-Christmas stock adjustments which bring great buying opportunities. This is necessitated by the rearrangement of departments for the Christmas season which is about to begin. The millin-

ery, coats, suits, gowns and men's clothing departments are especially price-affected with these rearrangements, which are necessary during the Christmas rush in order to maintain the store service at its well-known standard of efficiency, to provide ample display facilities, and to relieve congestion as much as possible.

On Sale Today and Saturday

As announced in yesterday's paper, Ladies' Suits up to \$17.50 for \$8.95

Millinery Sale

All Children's Shapes 69c
Ladies' Felt Shapes, black and colors, \$2.50 and \$3.75, for \$1.29
Table of Trimmed Hats, \$2.95
LADIES' UNDERSKIRTS.
Satin and Silk, \$1.49, \$1.98
White Mull Bouse \$1.19
Infants' Barracots 29c
Ladies' Work Aprons 19c
Flannelette Gowns 85c
15c Roller Towelling, 12 1/2c
15c Tea Towelling 12 1/2c
Kitchen Rollers 25c each
Colored Scarfs and Table Covers 29c
\$4.50 Table Napkins \$3.19 dozen

HEMSTITCHED DAMASK

TABLE CLOTHS, \$2.25

Napkins to match, \$3.50 dozen

Specials for Saturday selling in Cottons, Sheetings and Flannels.

All above lines fully described in Thursday's paper, and quantities reserved for Saturday selling.

Protect Your Face and Hands from Chapping

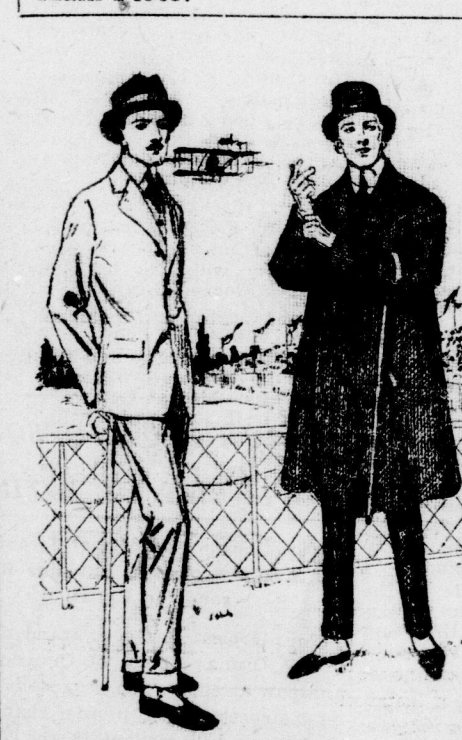
Dagget and Kamsdell's "Perfect Cold Cream" will do it. The best of all preparations for chapped face or hands, rough or irritated skin. Jars or tubes on sale Saturday at Toilet Counter.

Tubes, two sizes, 15c and 35c
Jars, two sizes, 50c and 75c

Order Your Separate Skirt Saturday

Made, Trimmed and Fitted for \$1.75.

Four styles to choose from. See models in Dress Goods Section, Main Floor.



300 Men's Fine Silk Knitted Mufflers

Up to \$2.50, Sale 98c

Here is an early Christmas gift opportunity. We secured a clearing stock lot from an English manufacturer's agent at one price to clear, and now offer our customers the choice of these, as many as you need, at one price.

Firstcomers tomorrow will get the \$2.50 Scarfs. Many colors in the lot, plain and fancy grey, red, white, cream and fancy mixtures. See these in Richmond street window. On sale Saturday at 98c each

AFTERNOON TEA. Fruit Salad, with whipped cream, assorted cake and cup of tea or coffee, 3:00 to 5:30, 15c.

SMALLMAN'S KIRK. CORTESE ORCHESTRA. Saturday Afternoon. Balcony, 3:30. Restaurant, 4:30.

Greater Variety and Lower Prices in Furs

"Everything in Furdom"—from manufacturers of reputation, skill and reliability, checked up in every feature by experts, sold under their proper names, and priced on the same low profit schedule, as all the other great stocks of merchandise in this store. The prices listed below, if compared with last season's, will show a great reduction in favor of present stock. Mink Marmot Muff, large pillow envelope style, trimmed with 3 heads. Pocket under envelope. Price \$10.95
Mink Marmot Muff, large pillow, trimmed with 3 heads. Price \$10.50
Mink Marmot Stole, one side effect crossing in back and over front, trimmed with heads and tails. Price \$13.50
White Thibet Muffs, pillow style. Price, \$5, \$5.50 and \$6
White Thibet Stoles. Prices \$4.50, \$5.00 and \$6.50
Western Sable Muffs. Prices \$7.50, \$10.50, \$13.75 and \$16.50.
Western Sable Neck Pieces. Price, \$9.50, \$13.50, \$15.00 to \$21.00.
Near Seal Muffs. Price, \$8.75, \$10.00 and \$12.00
Near Seal Neck Pieces. Price, \$5.75, \$10.00 to \$15.00
Alaska Sable Muffs. Special price, \$16.95 and \$22.50
—Second Floor—

Winter Stocks ---- Hosiery and Underwear

Ladies' Plain Black Cashmere Hose, knit to form without a seam, fashioned spliced heel and toe. Sizes 8 1/2 to 10. Price, 35c pair, or 3 pairs for \$1.00
Fine Wool Hose, 2 x 1 rib, seamless, spliced heel and toe. Sizes 8 1/2 to 10. Price, 35c pair, or 3 pairs for \$1.00
Children's Hosiery
Black Cashmere Hose, fine rib, seamless, spliced heel and toe. 50c pair, or 3 pairs guaranteed for three months

Latest Novelty, Ladies' Pure Silk Hose, black with white or pink tops; navy with old gold tops. Sizes 8 1/2 to 10. Double feet and deeper garter tops. Price \$1.75 per pair
Children's Pure Silk Hose in white, pink or sky. Regular \$1.75 and \$2.00 pair, for 98c. Also regular 90c hose, for 59c pair

Ladies' Union Vests, natural or cream, high neck, long sleeves. Sizes 32 to 38. Drawers ankle length to match. Price 50c

Ladies' White Cotton Vests (fleece), high neck, long sleeves. Sizes 32 to 38. Price 50c
Drawers, ankle length to match.

Girls' Fine Ribbed All Wool Vests (natural only), high neck, long sleeves. Drawers to match. 4 to 14 years. Price according to size 75c to 95c

Girls' Black Union Tights, sateen band, ankle length. Sizes 4 to 14 years. Price 35c to 50c

Girls' Black Wool Tights, sateen band or elastic top, ankle length. Sizes 4 to 14 years. Price 75c to \$1.00

A Saturday With High-Grade Overcoats

Made in Canada For Canadians
\$15.00, \$18.00, \$20.00 and \$25.00

Saturday sale will include the highest grade coats in the trade. Overcoats that are excelled by custom-made goods in price only. Both the Ulster and the Chesterfield styles are shown at above prices in fine imported Chinchillas and Tweeds, made up by the best wholesale tailors in Canada. No matter which of the above prices you fix as your limit we would ask you to compare with any you have seen at \$5.00 higher in price. Choose from Saturday's group. A deposit will hold it if you do not need it just now. Broadway styles for men and young men. Sizes 34 to 44. Prices, \$15.00, \$18.00, \$20.00 and \$25.00

Special Black or Grey Melton Overcoats, \$15.00

Standard Chesterfield Styles for conservative dressers, with self or silk velvet collars. Single-breasted, fly front, raw or turned edges. These coats are shown in three shades of grey, and an excellent range in black. Well lined and finished equal to custom-made. Sizes 35 to 44. Exceptionally good coats at only \$15.00

Boys' Winter Overcoats, \$5 to \$7.50

The requirements of the boys from 3 to 10 years are given the same careful attention here as the grownups, and a magnificent range of Fancy Overcoats is ready for Saturday selling at above prices, in Tweeds and Chinchillas. Sizes complete in every range now, which may be hard to keep up later in the season. Sizes 21 to 27. Prices \$5.00 to \$7.50
Bring the boys Saturday. Stock at best now.

Warm Underwear For Boys

Boys' Combination, winter weight, in natural shade, "Turnbull's," extra wearing quality, perfect fitting, unshrinkable and very comfortable. Sizes for boys 6 to 15 years. Price \$1.50 suit

Boys' Fleece Lined Shirts and Drawers, natural shade. Sizes 24 to 32. Price 39c per garment

Boys' medium weight wool and cotton mixture, elastic ribbed, Shirts and Drawers, warm and non-irritating, will not shrink. Sizes 24 to 28. Price, 65c per garment. Sizes 30 and 32. Price 75c per garment

Boys' Cashmere Jerseys, in navy and red; grey and garnet; button on shoulder. Sizes 24 to 28. Price, \$1.00 each. Sizes 30 and 32. Price \$1.25 each

Men's Flannelette Nightshirts at \$1.00 each. Assorted stripe patterns. "Made in Canada." Full fitting and very durable. Sizes 15 to 18. Price \$1.00 each

Cold Roast Turkey, with Cranberry Sauce, bread and butter, and cup of tea or coffee, 25c, Restaurant, 3:00 to 5:30, Saturday.

MEXICAN SITUATION BECOMING HOPEFUL

According To Minister of War
—Carranza Told of
Election.

[Canadian Press.]
Mexico City, Nov. 5.—General Obregon, a member of the commission appointed by the Aguas Calientes Peace Convention to inform General Carranza officially of the election as president (provisional) of General Eulalio Gutierrez, was in conference with General Carranza all day yesterday at Puebla. The other members of the commission, Generals Villareal, Benavides and Hay, are now in this city.

In a statement today, the Minister of War declared that the situation was more hopeful than at any time in the past few days.

A dispatch from Aguas Calientes says that no official action will be taken by the conference until the commission reports the result of its interview with General Carranza.

Fighting on the outskirts of the capital continues, but the military commander of the district today said that the Constitutionalists will act on the defensive, only checking any advance attempted by followers of Zapata.

GERMAN LOSS 50,000

Correspondent's Estimate of Result in
Ypres and Lille Assaults.

[Canadian Press.]
London, Nov. 5.—The correspondent of the Times in Paris de Gaulle sends the following under Thursday's date: "I am credibly informed that the German losses in the supreme attack on the British between Ypres and Lille are well over 50,000."

"The fighting is still proceeding, but its fury has been spent. The Germans were repulsed, but it is rather early yet to emphasize suggestions of German demoralization."

GOES TO BOSTON.

[Canadian Press.]
Bar Harbor, Nov. 5.—The three month stay here of the interned North German Lloyd Line steamer Kron Prinzessin Cecilie ended today, when, conveyed by the U. S. destroyers Lamson and Terror, she started for Boston.

[Canadian Press.]
London, Nov. 5.—9:32 a.m.—A Reuter's Telegram Company dispatch from Amsterdam says: "A telegram from Berlin announces that the Emperor in a cabinet order, has promised a reward of 750 marks (about \$188) for each machine gun captured."

WATSON'S MEAT MARKETS

246 Dundas Street and Stalls 1 and 2 Market House

Here's Where Your Dollar Makes a Dollar

Other markets may make claims, but we deliver the goods. That is why our trade is constantly increasing. There is complete satisfaction in the quality of our Meat as well as in our service to customers.

READ OUR SATURDAY SPECIALS

Spring Lamb, Short Leg.....22c	Fresh Cut Pork Chops, Shoulders.....18c
Spring Lamb, Loin or Ribs.....20c	Fresh Ham, Shoulders.....12c
Spring Lamb, Shoulders.....16c	English Breakfast Bacon.....20c
Spring Lamb, Breast.....12c	Ham, mild cured.....20c
Prime Rib Roast.....18c	Home Made Sausages.....12c
Fancy Roast Beef, no waste.....18c	Try our Celebrated Shortening, two pounds for 25c.
Choice Pot Roast, best cuts.....16c	Fresh Tripe, Kidneys, Hearts, Livers and fresh-dressed Chickens, at lowest market prices.
Boiling or Steaming Beef.....12c	
Fresh Pork, Shoulders.....15c	
Fresh Ham, for roasting.....18c	

Dundas St. Phone 4796.

Market House Phone, 4520

R. J. YOUNG & CO.

CORSETS

Two specials in Ladies' Corsets for Friday and Saturday.

The Famous Crompton C-C Corset, very latest model, with six suspenders. Only.....\$1.00

D. & A. Canada's own make, and most popular Corset. Latest model.

Only \$1.00

Ready-to-Wears

Special sale of Women's and Misses' Winter Coats, 28 only in the lot. Odd sizes, 16, 18, 36, 38, 40. Regular \$12.50, \$15.00. Only.....\$9.75

New Black Kersey Coats, full-lined, with raglan sleeves, velvet collar and cuffs. Very fine quality French Kersey Cloth and a very stylish garment, in sizes 34 to 44, at only.....\$15.00

Special sale of Women's and Misses' Serge Dresses, in navy blue and black, with Roman stripe, velvet collar, cuffs and vests. \$7.50 value. Only.....\$5.50

Dress Goods Special

Three pieces only Serge, in black and the new green; full 50 inches wide. All pure wool, warranted. Regular 69c. Special sale price, per yard.....35c

Special shipment of Fancy Silk Crepe, 39 inches wide, in pink, white, sky, copenhagen, black and rose. Only.. 85c

Black Silk Special

One piece only good heavy quality Black Paillette Silk, 36 inches wide; Swiss make. While it lasts, only.....89c

Friday and Saturday MILLINERY SPECIALS

Ladies' Fully Trimmed Hats. An extra special lot, at only.....\$2.98

Another lot of very exclusive models at \$4.93

R. J. YOUNG & CO.

Glass Towels

printed edge, hemmed ends, fast colors..... 2 for 25c

Plain and Twill Grey Flannel, regular 25c, for..... 20c

Heavy Cream Flannelette

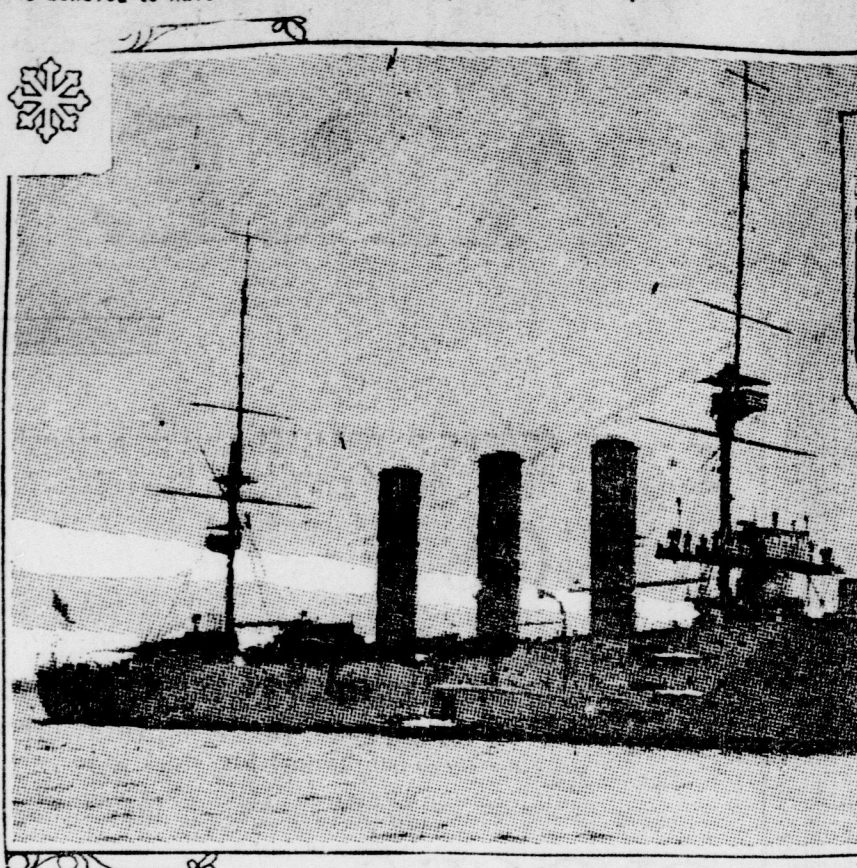
British make, extra special..... 12 for \$1.00

Grey Cotton

36 inches wide, good round, even thread. Friday and Saturday..... 8 1/2c

One of the British Cruisers Lost in the South.

H. M. S. Monmouth which was sunk with all on board in the naval battle between British and German ships off the coast of Chile. Inset is Admiral Sir Christopher Cradock, commander of the British squadron which met defeat. He is believed to have been on the Good Hope.



TWELVE OF THE GERMAN AND TURKISH TRANSPORTS SUNK

Boats Belonging To the Enemy, and Carrying Coal, Go To Bottom on Coast of Anatolia—German Base Discovered.

LONDON, Nov. 5.—1:50 a.m.—A dispatch to the Daily Telegraph from Odessa by way of Moscow, says that twelve Turkish and German transports carrying coal have been sunk near Uzunluk, on the coast of Anatolia.

GERMAN BASE OFF BRAZIL.
LONDON, Nov. 5.—12:40 a.m.—An officer of the Cardiff steamer Cornish City, which was sunk by the German cruiser Karlsruhe in the Atlantic, says the Germans had a depot on an island off the north coast of Brazil and that with this base and with powerful wireless apparatus on their scout ships they were well informed concerning the movements of British steamers and cruisers.

PERSIA WILL REMAIN NEUTRAL

LONDON, Nov. 5.—6:58 p.m.—An official statement issued here tonight says that Persia has presented to all the powers a note announcing her strict neutrality.

The statement says that Persia, "now that the configuration has extended to eastern territory, has renewed her assurances of strict neutrality and has asked for the good offices of Great Britain to prevent 'the neutral soil of Persia from becoming a theatre of war.'"

3,000 BELGIANS HAVE ESCAPED THEIR GUARD

Arrive at Havre, at Risk of Being Shot to Join Colors.

HAVRE (Via Paris), Nov. 5.—1:15 a.m.—More than 3,000 Belgian conscripts belonging to the class of 1914, have escaped from the territory occupied by the Germans, at the risk of being shot, and joined the colors here. King Albert sent an express to compliment the youths.

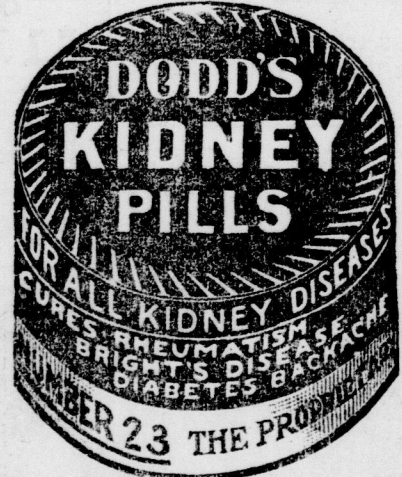
The large order for flannel shirts, a million in all, may be closed tomorrow. It is understood that the average price to be paid will not be much short of \$1.50 per shirt. This will, therefore, mean a distribution of nearly \$1,500,000 among Canadian houses.

FRENCH PRETENDER TO FIGHT FOR BRITAIN

[Canadian Press.]
MONTREAL, Nov. 5.—His Royal Highness Prince Ferdinand of Orleans, Duke De Montpensier, second son of the late Count De Paris, and brother of the Duke of Orleans, pretender to the throne of France, arrived in Montreal this evening and is stopping at the Windsor Hotel. He is just completing a trip around the world, accompanied by his private physician, Dr. Poizat, Dr. Gervais, and Captain H. E. Morton, of the British Royal Navy Reserve, and is going to offer his services to the British navy, authorities here say he reaches England, as he would not be permitted to fight for France.

CZAR NICHOLAS AT FRONT.

PETROGRAD, Nov. 5.—Emperor Nicholas has arrived at army headquarters at the front.



IF YOU ARE A DRINKING MAN

You had better stop at once or you'll lose your job. Every line of business is closing its doors to "Drinking" men. It may be your turn next. By the aid of ORRINE thousands of men have been restored to lives of sobriety and industry. We are sure that ORRINE will benefit you that we say to you that if, after a trial, you fail to get any benefit from its use, your money will be refunded.

When you stop "Drinking," think of the money you'll save; besides, sober men are worth more to their employers and get higher wages. Costs only \$1.50 a box. We have an interesting booklet about ORRINE that we are giving away free on request. Call at our store and talk it over.

W. T. Strong, 134 Dundas street, London, Ont.

KAISER SADLY SAW BRITISH TAKE GUN

Introduced Wonderful New Mortar To Assail Our Men.

FIRE TONS OF MISSILES

And Enemy Was Cut to Pieces With Bayonets, and We Took the Guns.

[Canadian Press.]

LONDON, Nov. 5.—The Chronicle's correspondent writes as follows from northern France:

"From the seacoast the tide of war in Belgium has flowed toward the south for two days. The Germans have been directly attacking the allied line. Heavy reinforcements of the first line troops have been hurried up from Ghent and Bruges, and thrown at once into the fighting.

The German attack is especially severe at two points on Britain's long and thinly held line. An enormous infantry force has been hurled against Arras.

The Germans launched two army corps against the allied defensive position, both at Arras and Armentieres. The enemy is supported by a number of guns of heavy calibre at Arras. They brought to bear against the British a new type of mortar, which throws a projectile weighing several hundred pounds.

Pumped Missiles Into Trenches.
"The ground around Arras is very soft and yielding to sustain without artificial support the weight of this mortar. Under cover of the night the Germans dug a deep pit, filled it with concrete, and mounted their pet gun upon a wooden platform. At dawn they got to work and raked the allies' trenches with high angle shell fire, projectiles from the mortar falling pump into the trenches.

Despite the German elaborateness, the results of the shell fire were disappointing. They were far from cutting our soldiers to pieces as they had hoped. The shells from the new-fangled mortar buried themselves deep in the parapets of the trenches, making huge holes where they struck, and giving the British a mild bath.

Not a Britisher Lost.
"An officer whose regiment was exposed to the full effects of mortar fire says the Germans did not put a single one of his men out of action.

"The German trenches were subjected to severe shelling for three hours. The British had dug themselves snugly into the cover of their trenches and were furnished with bomb-proof shelters, where, during the hottest moments of the bombardment, the men took refuge.

According to all theories, all of the German general staff thought that three hours' bombardment by these heavy mortars should reduce any army to pulp. But the British gave no sign of life and, interpreting the silence significantly, the Germans ordered their masses of infantry to carry the trenches, which they concluded must already be filled with dead. The assaulting column came on in close formation. With hand grenades and the British crept from their bomb-proof shelters.

Dreadful Surprise For Enemy.

"They imagined the trenches empty, and so quietly was the manoeuvre executed that the attacking Germans had no suspicion of the deadly surprise in store for them. The British batteries had as yet not come into action. They were cleverly hidden in the fields behind, covered with brushwood. When the guns spoke, many German soldiers went down, to rise no more. Shells ploughed great rents in the oncoming ranks of the Germans. The advance stopped, and the survivors of the attacking columns went to earth where they proceeded frantically to dig themselves into cover, with their trenching tools. The British infantry had found them by this time and punished them terribly.

Sad Sight For Kaiser.

The attack was under imperial and royal auspices. For the Kaiser and the King of Saxony were present at the local German headquarters, and the Kaiser, in his immediate way, had pointed a commanding hand toward the coast, and exclaimed: 'On to Calais!'

"That dull grey-clad German line, urged forward by its officers, came on leaving behind at each step a trail of dead and dying. The German army had ceased for its infantry was creeping closer and closer to our trenches, but the fire from the trenches was telling and under it the numbers of the assaulting columns were rapidly dwindling.

"No soldier that ever faced enemy could stand against this hail of steel and live. For the second time the German infantry wavered, then it went down as men and sought cover.

Britishers' Awful Onslaught.

"Their officers ordered a fresh advance, but the men who had passed through such a hellish ordeal showed no inclination to rise up and close with the British. It was that the British chance came. The terrible punish-

Raphael's Is "Positively Less Expensive" For the Woman of Limited Means

Very little comparison is needed to convince any woman of the ACTUAL LOWNESS of Raphael Prices, compared to other stores run on more extravagant systems.



But there's another way in which that is true—

Rich people can better afford to buy unwisely. The woman of limited means needs to be sure of the WORTH of EVERY purchase—needs to be sure of its Style and Quality, its Becomingness and Fit.

RAPHAEL SPECIAL VALUE SUITS AT \$14.75
RAPHAEL SPECIAL VALUE COATS AT \$9.75
RAPHAEL SPECIAL VALUE COATS AT \$14.75.

See these and compare them with any values you find anywhere else. They will prove Raphael's leadership in Style and Value.

RAPHAEL & CO.

236-238 Dundas Street

"All Raphael Advertising is Absolutely True."

Quality Style Finish

Together With

Trafford's Reliability

has caused the steady growth of this business until today the premises which we entered only five years ago this November are entirely inadequate for our ever increasing trade and our present immense stock.

New Goods

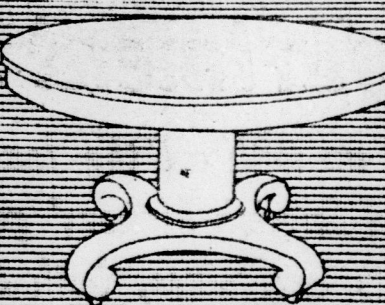
Arrivals this week include

Hall Mirrors, Children's Desks, Hall Seats, Doll Carriages, Jardiniere Stands, Kindergarten Sets, Ladies' Desks, Children's Rockers, Pedestals, Children's Dressers, Parlor Suites, High Chairs, Reed Rockers, Doll Cradles, Reed Chairs, Baby Carriages, Library Tables, Bedroom Boxes, Japanese Screens, Cedar Chests, Leather Rockers, Children's Cribs.

200 Other Gift Suggestions.

The Wm. Trafford Furniture Co.

129 DUNDAS STREET. 11 MARKET SQUARE



The Mason & Risch Piano has been made by the same company in the same place for nearly half a century, and is today more favorably known by a greater number of people than any other Piano.

Among owners of Mason & Risch Pianos, you'll find a deep-seated feeling of satisfaction and loyalty to the instrument of our make that falls to the lot of no other instruments.

MASON & RISCH, LIMITED LONDON.

STRUCK MINE IN FOG
BERLIN (Via London), Nov. 5.—1:20 a.m. Fog was so dense, for which which struck a mine and sank Sea, on Nov. 4. This statement is the loss of the German cruiser in Jade Bay, an inlet of the North made by the Lokal Anzeiger.

The Army of Constipation

Is Growing Smaller Every Day.
CARTER'S LITTLE LIVER PILLS are responsible—they not only give relief—they permanently cure Constipation. Millions use them for Biliousness, Indigestion, Sick Headache, Sallow Skin.

SMALL PILL, SMALL DOSE, SMALL PRICE

GENUINE must bear signature

Wm. Wood

ALL RECORDS A Pleasure to Play Them For You.

Heintzman & Co., 242 Dundas Street

THE VICTROLA AND THE FAMILY—No. 4



Mother

says she likes the Victrola because the children are so fond of it.

"I always play it for them evenings before bedtime, so now I never have any trouble in getting them home."

"Then the Victrola is such a splendid help to the children's education. Through its teaching they have become familiar with the best works of all the great composers, as interpreted by the best singers and musicians. One of their favorites is Dvorak's beautiful 'Humoresque,' played by Mischa Elman."

"Besides, I have a really selfish reason for liking it. Some of the ladies of my acquaintance used to delight in inviting me to teas and receptions where they played their fine Victor Records, but now that we have a Victrola, I can have just as good music as theirs."



Victrola IV \$20
With 15 ten-inch, double-sided Victor Records \$33.50

Other Victrolas from \$32.50 to \$300 (on easy payments, if desired), and ten-inch, double-sided Victor Records at 90c for the two selections at any "His Master's Voice" dealer in any town or city in Canada.

Write for free copy of our 300-page Musical Encyclopedia listing over 5000 Victor Records. Ask to hear "It's a Long Way to Tipperary" the famous British Marching Song, sung by Harry Fay on Victor Record No. 120198.

Berliner Gram-o-phone Co.



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Victor Records—Made in Canada
Patronize Home Products

Visit Mason & Risch, The Exclusive Victor Store

EVERY RECORD—EVERY MACHINE.

PIANOS Mason & Risch, Limited, 248 Dundas St., London VICTROLAS

TREAT TURKS SAME AS GERMANS HERE

All in Canada Must Get Certificates of Residence.

OTTAWA, Nov. 5.—Great Britain having declared war upon Turkey, the Canadian Government has decided that residents of Canada who were born in the Ottoman Empire will be treated as it has been decided to deal with Germans and Austrians. Turks, Armenians and Syrians will be required to register to take out residential certificates, and where registration officers deem it advisable they will be detained in internment camps as prisoners of war. It is expected that this will add very largely to the number of persons who will be placed under guard in Canada.

The number of people with whom registration officers must deal is very large. In the three prairie provinces there are almost 200,000 people of German birth. In the provinces of Ontario and Quebec there are many Germans and a considerable number of Austrians. There are almost 15,000 Syrian-born in Canada about the same number of Armenians and a good many Turks.

The number of registration officers will be considerable, and it is expected that their work will grow to extensive proportions.

FOOD ARRIVING IN NICK OF TIME

The Belgians Hear of Cereals Coming, and Receive Fresh Courage—Were Growing Restless.

[Canadian Press.]

LONDON, Nov. 5.—10:15 p.m.—Millard K. Shaler, the American who visited Brussels on behalf of the American commission for the relief of Belgium, returned to London today. He stated tonight that conditions in Belgium are even worse than have been described. "I left Rotterdam," said Mr. Shaler, "on Oct. 23 for Brussels, by way of Bergen Op Zoom and Antwerp, accompanied by H. A. Johnson, American consul at Ghent, and the Dutch consul at Ghent. As we neared the Belgian frontier we saw the pitiful plight of refugees in Holland. In Belgium we came across a stream of poor people pouring back into Antwerp in every conceivable kind of conveyance, and on foot. They carried their babies and belongings. Suffering is intense."

"Between Antwerp and Malines the destruction of habitations in every town and hamlet was practically universal. Families were living in partially burned buildings or in improvised structures. The suffering is intense and food supplies practically do not exist. The news I brought to the central committee in Brussels that 10,000 tons of cereals, purchased by the American commission for the immediate relief of the situation in Belgium, was en route from England to Rotterdam, spread quickly among the people of Brussels and in the neighboring districts."

Timely Announcement.

"The announcement was timely, for in many sections the inhabitants were growing restless, foreseeing certain famine. As more than 50 per cent of the Brussels population now live entirely on soup and bread which is distributed to them daily, and on potatoes which they receive only once per week, the fear that the bread supply would cease loomed large. On Friday and Saturday last, many of the well-to-do people in Brussels had no bread. I could not buy any myself at any price, but fortunately the poor got their meagre supply through the soup kitchens. The central committee in Brussels for the last three weeks have been receiving appeals imploring immediate assistance from many parts of Belgium. They have pumped new courage into the people with the news that food is being brought to them through the American commission."

Supplies on Way.

"On Saturday T. H. Lucey, the commission's Rotterdam representative, arrived in Brussels, with information that the first food ship had arrived in Rotterdam and that supplies had been loaded into small steamers and lighters and were to leave by canal by way of Antwerp for Brussels on Sunday. Mr. Shaler brought with him a letter written by Field Marshal Baron von der Goltz, military governor of the occupied part of Belgium, to Brand Whitlock, American minister to Belgium, regarding the relief work. Baron von der Goltz, in his letter, welcomes the undertaking of the American commission and gives assurances that the food imported by the commission will be kept exclusively for the use of the Belgian civil population; that it will be exempt from requisition by the military authorities and that it will remain entirely at the disposal of the commission."

BATTLE NOW RAGES NEAR PEACE CENTRE

Villa Has 10,000 Troops and 100 Cannon Opposing Carranza.

[Canadian Press.]

EL PASO, Texas, Nov. 5.—An official report received today by Villa officials in Juarez said that a battle was in progress between Villa and Carranza troops 20 miles south of Aguas Calientes, where the convention of chiefs recently attempted to adjust their factional difficulties. It is said Villa has sent a force of 10,000 men and more than 100 cannon to meet the advance of the Carranza troops, whose strength is not known.

DEL RIO, Texas, Nov. 5.—There was fighting yesterday near the American border between Carranza and Villa troops about fifteen miles up the Rio Grande from here, according to American hunters arriving here today. Attempting to hunt in Mexico, they were ordered back by Mexicans, who informed them there was a battle in progress.

HEIR OF BARON ABERDARE REPORTED AMONG KILLED

LONDON, Nov. 5.—3:45 p.m.—A casualty list, dated October 31, issued here tonight, gives the names of fifteen officers killed and twenty-two wounded.

Among them killed is Captain the Hon. H. B. Bruce, of the Argyll and Sutherland Highlanders. In the list of wounded appear the names of Lieut.-Colonel E. P. Lambert, of the Royal Field Artillery, and Major the Hon. A. C. Weld-Forester, of the Grenadier Guards, third son of Baron Forester.

While the army list of Great Britain gives no Captain H. B. Bruce, it does contain the Hon. H. L. Bruce, captain of the Third Royal Scots, heir of Baron Aberdare. This Captain Bruce in 1900 married Camille Clifford, an American actress, whom he met while she was playing in an American musical production in London.

BARON AND BISHOP LOSE SONS IN WAR

[Canadian Press.]

LONDON, Nov. 6.—2:15 a.m.—Private letters received here announce the death in action of Lieut. Simon Fraser, son of Baron Saitou; and of Major Percival, son of Right Rev. J. Percival, bishop of Hereford. The dowager duchess of Dufferin has received news that both her sons, Lord Basil Blackwood and Lord Frederick Blackwood have been wounded.

TRACTION COMPANY WINTER TIME CARD.

Week-day service—6:45, 7:45, 9:00, 10:20, 12:00 a.m., 1:30, 2:30, 4:15, 5:15, 6:15, 7:15, 8:15, 9:15, 11:15 a.m. Cars marked * run through to Port Stanley.
Sunday service through to Port Stanley, 9:30 a.m., 11:00 a.m., 1:00 p.m., 3:00 p.m., 5:00 p.m., 7:00 p.m. St. Thomas, 9:00 p.m.

CANADA TO HAVE MOUNTED RIFLES

Four Regiments Are To Be Enlisted Without Delay For Emergency Here or Abroad.

[Special to The Advertiser.]

OTTAWA, Nov. 5.—Owing to the fact that in Europe cavalrymen have been to a great extent dismounted and set fighting in trenches with rifle and bayonet, and as the work of cavalry has been done away with by recent military developments, the war office did not ask for the inclusion of any mounted men in the second Canadian expeditionary force; however, to be prepared for emergencies both at home and abroad, the Canadian Government has decided to enlist and mobilize without delay four regiments of Canadian mounted rifles.

One will be raised in Ontario, one in Manitoba and Saskatchewan, one in Alberta and one in British Columbia.

If asked for later, they will be sent across the Atlantic but in the meantime they will be ready in Canada to deal with any situation which may develop, whether it be the disturbance of aliens in this country or the raid of Germans from across the line.

The four regiments of mounted rifles will each comprise 600 men, in a total of 2,400. The first Canadian expeditionary force contained three cavalry units. There are 600 Royal Canadian Dragoons, 600 Strathcona Horse and 600 of the Nineteenth Alberta Dragoons. There were also two battalions of riders from the West who wanted to go on horseback, but not being allowed to do so, went as infantry. In all about 2,500 horsemen went on foot.

LONDONER FINDS ANCIENT POTTERY

G. E. Brown Discovered Indian Utensils, Arrowheads and Tools.

[Special to The Advertiser.]

ATLANTA, Nov. 5.—G. E. Brown, of London, interested in geological work made an interesting discovery yesterday along a spring creek in White's woods when at a depth of about one foot he unearthed an ancient Indian pottery. A large number of tools used by the Indians in shaping various utensils, pieces of pottery, arrow and spear heads, hunting knives, deer bones and other things were found.

BERLINERS LAUGH AT STORIES OF INVASION

Declare Germans Are Absolutely Opposed to Kaiser's Schemes.

[Special to The Advertiser.]

BERLIN, Nov. 5.—German-Canadians of this city give no credence to the sensational stories of a possible invasion of Canada by German troops. There are hundreds of German descendants, former residents in this vicinity, who have crossed the border, whose letters to friends here indicate

John S. Barnard

194 Dundas Street

Unparalleled Bargains IN WATCHES

Boys' Watches, silver gilt finish..... \$7c
New Thin Model Lever Watch, in nickel or gunmetal case, silvered dial..... \$3.75
10-k Gold-Filled Watch, man's size, made by one of the best-known American factories. Was \$9.00, now..... \$6.00
Physicians' Watch, 14-k, gold-filled, long centre second hand. Very reliable watch. Regular \$25.00, now..... \$20.00
Nurses' watch, similar to above, in sterling case..... \$12.00

RINGS

One dozen assorted 10-k Gold Rings, set with garnets and pearls. Usual \$1.50, each..... \$1.00
Baby Rings—Cute styles, set with stone; 10-k gold..... 75c
Whole Pearl Rings, single, fine pearl, in heavy claw setting..... \$3.00
Single Stone Diamond Ring, 14-k gold setting..... \$10.00
Single Stone Diamond Ring, good value for \$30.00, now.... \$20.00

CLOCKS

Your choice of three patterns Eight-Day Kitchen Clocks, solid carved oak front, 23 inches high..... \$1.75
Your choice of six patterns Mahogany Finish Bedroom Clocks, good value at \$4.00, now..... \$2.60
Mantel Clocks, cherry case, eight-day, striking, made in Canada, \$4
Chime Clock in beautiful carved walnut case, heavy well-made movement; very sweet-toned bells. Regular \$40.00, now.... \$25.00

Magnificent shop, filled with elegant stock of useful gifts. Everything sold under our positive guarantee.

John S. Barnard

OPPOSITE ADVERTISER BUILDING, DUNDAS STREET, LONDON.

SPOT CASH SCORES AGAIN \$14.75

Men's Finest Hand-Made Overcoats, Tailored to Sell at \$22.50 to \$30.00

Ordered by one of Winnipeg's leading stores from Canada's best maker of high-grade clothes (we agreed not to use his name in the press), these garments, because of business conditions in West, were cancelled. Our spot-cash offer, although it hardly covered cost of cloth alone, was accepted, and here are the coats at a positively absurd price. They are, for the most part, made from Crombie's famous English coatings, the highest grade imported into this

country, and consist of beautiful soft-finished Chinchillas, Witneys and Brush Cloths, in exclusive shades of tan, brown, olive and blues. Strictly hand-tailored, in perfect-fitting, double-breasted, shawl-collar and regular-collar styles, in 46 to 50 inch lengths. Linings and trimmings, including Skinner satin sleeve linings in many coats, strictly of highest class. Sizes in the lot from 34 to 44. On sale Saturday morning.

Note--- We desire to emphasize the fact that these garments are of a quality fit for any man in Canada to wear, and are not the dregs of Montreal Jew sweat shops, such as are being offered elsewhere at similar figures.

Here's Your New Balmacaan..... \$12.40

Medium heavy fall and regular winter weight coatings, made up in the smartest and best-fitting Balmacaan you've seen this year. Swagger rough greys and browns, with two-way collar. All sizes on Saturday, 33 to 40. Real values, \$15 and \$16.50.

\$13 Shawl and Regular Collar Overcoats..... \$9.75

In round figures, 100 coats, every one smart and new this season, in tans, browns, medium and dark greys, etc., as well as black; double-breasted, shawl-collar styles, mostly with the blacks in regular velvet-collar models; perfect-fitting garments, splendidly lined and made. All sizes 33 to 44.

\$24.75 FUR-LINED COAT

The greatest fur-lined coat offering in Canada. We're filling orders for wholesale houses at this price. Pure wool English beaver shell, full-sized shawl collar of Russian marmot, body linings of rich brown fur. Genuine value at \$35.

Society Brand Clothes

Great Trousers Sale This Week

1,000 pairs strictly high-class trousers, bought at spot-cash prices, and offered at, in many cases, bare price of cloth alone.

Men's and Young Men's Cuff Pants, in brown and grey worsteds, with patented "hip grip" waist; \$5 for..... \$3.98

Cuff and Regular Bottom, Fine Grey and Brown Worsteds Trousers, smart new patterns; \$4.50 for..... \$3.48

Smartly-cut Worsteds, in semi-peg and regular shapes, in fine imported worsted; worth \$4..... \$2.98

Men's Heavy English Whipcord Pants, in grey and tan shades, herring-bone pattern; \$3 for..... \$2.48

Men's Well-Made Five-Pocket Pants, belt loops and side straps, fine English worsteds; regular \$3.50..... \$2.48

Men's Splendid Tweed and Worsteds Trousers, in suitable dark browns and greys; regular \$2.50..... \$1.98

Men's Heavy Tweed Trousers, in neat grey hairline effect, well made every way; \$1.50 for..... \$1.18

Bargain Bombardment in Furnishings

\$1.48 Men's Heavy Weight Sweater Coats, in fancy weave, with collar; regular \$2.25.

\$2.98 Men's Pure Saxony Wool Coat Sweaters, in greys, browns, slates, etc.; regular \$4 and \$4.50.

50c Men's Fine Natural-Wool Finish Underwear, unshrinkable; regular 75c.

55c Boys' Fine American Shirts and Shirts, light and dark colors; regular 75c and \$1.

Extra! Turnbull's Ceetee Pure Wool Underwear. Regular up to \$2.25..... \$1.45

Turnbull's Famous Ceetee Brand, guaranteed purest of wool and unshrinkable; soft, fine finish that will not irritate any skin; all sizes 34 to 44. Regular selling price up to \$2.25. This line on sale Saturday only.

25c Men's English Cashmere Ribbed Socks, spliced toes and heels. Very special values.

69c Men's Heavy Black Fleece-Backed Drill Work Shirts, sizes up to 16; regular \$5.

13c Men's Pure Linen White Cuffs, in three shapes, some slightly soiled; regular 25c.

79c Tiger Brand Heavy Ribbed Underwear, in grey shade; standard value at \$1.

Men's \$15 English Worsteds Suits For \$11.75

Smart Three-Button Sack Suits, in fine British blue serges and natty colored worsteds, in browns, olives and greys, medium-cut trousers, with cuff or plain bottom; a most extraordinary offering; in all sizes; for Saturday.

Boys' English Worsteds Bloomers. Special . . 89c

80 pairs Boys' Bloomers, in fine and heavy weight English worsteds, in greys and stripes; sizes 24 to 32; worth a quarter more.

Boys' Smart Overcoats \$3.89 to \$6.95

Reproductions of our smartest men's garments in cut and fabric style. Chinchillas and fancy tweed coatings, shawl-collar models, single and double breasted. A saving over others' prices of \$1 to \$2 a coat.

R. J. YOUNG & CO.

TWO STORES

"SOCIETY BRAND" CLOTHING

LONDON London East

London Advertiser

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SUBSCRIPTION RATES.
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TORONTO REPRESENTATIVE:
 P. W. Thompson, 64 Mail Building.
 The London Advertiser Company, Limited.

LONDON, FRIDAY, NOV. 6.

THE SOLDIER'S ORRIST-MAS.

N years to come it would stand out as an historical fact, one that would be repeated from the files of this newspaper into the newspapers of twenty years hence, if London gave the soldiers who will be in barracks in this city, a great Christmas party. A great old British Yuletide fete would be one of the happiest spots in the whole military chapter that is being woven into the annals of this city.

And those London and Western Ontario boys who are at the front or in England should be made glad with gifts from people who are not their relatives, nor known friends, but by those who believe in them and who admire them and pray for them.

CLOSING THE NORTH SEA.

IN CLOSING the North Sea to shipping the British Admiralty has taken a radical step, but one that as a matter of self-preservation had to be taken. There is no doubt but that the North Sea would have been declared a military zone long ago had not the British Government maintained the strictest regard for international peace and understanding.

It is quite likely the Governments of Scandinavia, Denmark and Holland, the nations most directly affected, were consulted before the sea was ordered closed.

AN UNCONSCIOUS AID.

THE Dominion Government has prohibited the Fatherland, a weekly published in New York in the interests of Austria and Germany, from being carried through the mails after a perusal of two or three copies that have come in under the fence, it would seem to be a mistake, for there is no doubt that while this child imported journalistic dischordance to see it is making night hideous to the Americans, it is also giving the neutral land in which it is permitted to exist, an accurate keynote of the whole discordant song that the German war dog sings.

For this reason it is the best source of enlightenment that the allies could be provided in their own best interests. Any neutral American who reads the Declaration of Independence will become a howling partisan for the British, and it proceeds to berate Bethmann-Holweg for having admitted that Germany was committing a wrong in violating the neutrality of the country which stood in the way of a clear road to Paris. The Fatherland accuses the German Chancellor of being "more of a moralist than a diplomat." It says that to him, "two wrongs do not make a right," and pillories him for having "realized that from a certain ethical point of view it would have been noble to turn the right (check)." That part of this article is so remarkable a publication to be published in a country that is so foreign to food and iron policies, that it is visible to print it in full. It carries its own answer to any child that is come to a realization of right from wrong. It is as follows:

"Retracted, forsaken, bleeding, Belgium begins to realize her mistake. She will see that Germany holds her promise sacred, even if she calls them 'scrap of paper.' England calls them by all sorts of holy names, but has no compunction whatever to violate her most sacred obligations, if it suits her convenience.

He suspected that Belgium was no longer neutral. In the old days the suspicion itself would have justified the German child. England would not have hesitated a minute in such a case. But, Bethmann-Holweg, over-scrupulous, made no accusation against Belgium. Even if his evidence had been incontrovertible, he would still have maintained his peculiar point of view.

The Chancellor of the German Empire is certainly not a Nietzschean. Bernhardi leaves him cold. He does not lean on Treitschke. In fact, Bethmann-Holweg is more of a moralist than a diplomat. To his mind two wrongs do not make a right. Belgium wronged Germany. Germany's supreme duty of self-preservation made such a reparation imperative. Nevertheless, the Chancellor has not been the point of view of the new statesmanship which applies even to statecraft the tenets of Christianity. Belgium was wrong from the point of view of the new statesmanship which applies even to statecraft the tenets of Christianity.

"An English statesman in Bethmann-Holweg's place would have explained that it was Germany's moral duty to invade Belgium, but the German temperament despises hypocrisy. As a matter of fact, the Chancellor would have explained that he had made such a statement. It was the moral duty of Germany to save the Belgian people from the intrigues of her enemies who played into the hands of the allies. When the Germans reached Belgium, and, more recently in Antwerp, they found incontrovertible evidence, cited by Dr. Derburg and others, that Belgium had violated her neutrality, that she was conspiring with the enemy, that she was merely England's cat's paw in the great war game.

CAUGHT NAPPING.

PERHAPS when the military experts get busy on a detailed history of the war it will be found that the frustrating of the region around Nieport was a bigger feat than the bravery of the Belgian battalions or the accuracy of the British naval gunners, in blocking the German attempt to reach Calais and turn the allies' flank. The strange thing is that the German general staff, which is supposed to have foreseen and prepared for every possible emergency, should have overlooked the probability of that part of Belgium being flooded by the opening of the sluices. They appear to have walked into the trap with their eyes closed, and were lucky to get off as easily as they did. Heavy as were the Prussian losses, had the Belgian delayed the closing of the trap, little longer many more thousands would have perished or been made prisoners. It is said the Kaiser himself was in charge, which may explain the attempt to "back through" an impassable barrier. It would be so like him.

MR. BACON'S VIEW.

MR. ROBERT BACON, a prominent American banker, associate of the late Pierpont Morgan, and formerly assistant secretary of state and American Ambassador to France, made a strong pronouncement yesterday in favor of the allies. Just before sailing for England he gave out a statement that Germany had broken not only her treaties with European powers in regard to Belgium, but the most solemn engagements to the United States. Germany had joined her signature and seal with those of America in the conventions of the last Hague Conference, but in attacking Belgium she had "scraped" the first and second articles. The United States ought at least to protest against such bad faith.

Whatever may be said about expediency, there can be little doubt that the United States has indeed good cause to protest, and perhaps even to side actively with the powers defending themselves against Prussia and Kaiser. Not only has Germany violated her Hague engagements, both as regards neutral nations and as regards the rules of procedure in war, not only has this conduct precipitated by Germany caused annoyance and loss to American commerce, shut up Wall Street and raised prices in the United States, but the whole system of German war and peace is a menace to free institutions in America as well as in Europe.

Sir George Foster, speaking at Toronto University the other night, said that the battle now being fought in Flanders is not so much for ruined Belgium as for the British Empire, a family of free nations. If British and Canadian freedom be involved, the United States is only less concerned as a free country. Professor Munsterberg, the arch exponent of German ideas and "culture" in the United States, quite openly lauds the Kaiserism and police tyranny and conscription of his fatherland. He does not hesitate to sneer at republicanism, making an absurd prophecy recently that out of this war would come not

the end of any monarchy, but very probably the overthrow of the one considerable republic in Europe. He writes to the Cologne Gazette that the people of the American Republic are a lot of fools. It is as plain as daylight that liberty and democracy are threatened by the outlaw oligarchy of Germany. In America to less than in Europe. What the Civil War could not make of the United States, a land of conscription and military dominance over the civilian, a German victory in Europe would force her to become.

The longer the war lasts, the greater will be the loss of the whole world, including the United States. Though there are certainly good reasons against American participation in the war, the great republic which respects its own treaties would be amply justified in joining the posse that is engaged in running the road hog of Europe to earth. Especially now that the treacherous Turk, whom for several years the German Government has been considering as a substitute for Italy in the Triple Alliance, has definitely lined up as Germany's bosom friend and only admirer, the case of civilization is doubly clear against these birds of a feather. High-spirited Americans may be understood when they long to see their country have a part in destroying both Essen and the treaty-repudiating dealer of fair Constantinople.

EDITORIAL NOTES.

Having been driven across the Year, no doubt the Kaiser is wiser.

One who knows informs us that Trepas is pronounced "Espr." How simple.

In his futile efforts to turn the allies' flank, the Kaiser seems to have found that long lane that has no turning.

Six hundred English newspapermen have enlisted. Evidently they believe the sword is mightier than the pen.

A Louvain professor has been asked to join the staff at Harvard. He should be given the chair of Teutonic "culture."

Wherever he has been reported in command, the Kaiser has met with reverses. Perhaps the Russians figured on this when they "nearly" captured him.

Owing to the war, the world's supply of snuff has been greatly reduced. And just when a sneeze is so handy for disposing of those Russian and Turkish names.

Turkey's Black Sea raid was a direct violation of international agreements in regard to making war. But with the Berlin treaty-smasher whispering in the Sultan's ear, it was just what would be expected.

Last week German soldiers sang "The Watch on the Rhine" as they charged. "The Rhine, the Rhine, the German Rhine" it is surprising they did not sing of "the Channel, the Channel, the German Channel," having Calais and Havre in view. The time may soon come when they will clear out of Strasbourg and let the French take a turn at the Rhine.

A British soldier wrote home from the front, wishing he could see "a good newspaper contents list now and again." Why this request for a bulletin or placard, rather than a newspaper itself? Man wants but little here below, nor wants that little long. It may have been modesty, or a touch of homesickness for the dear old street bulletin, or the soldiers had no time for more.

The Fatherland, the only German light cruiser that has shown its colors in the journalistic sea of the United States, has on the top of its editorial page the following:

"When you have finished reading this number, don't lay it aside, but pass it on to your friends, who may be anxious to know the other side of the great European conflict."

We are apt to draw from this that among the thousands of American newspapers there is not one that sees "the other side," which is the Kaiser's side of the conflict.

A MATTER OF DOCTORING.

[London Express.]
 Watching a queue of would-be recruits outside a recruiting station a little knot of doctors were discussing the military situation. Said one: "I hear the Kaiser has promised the Poles 'complete anatomy.'"

"That's so," replied another seriously, "that'll have something to do with ambulance work, I suppose."

And not one of them saw the unconscious joke.

THE KING'S HIGHWAY.

[Henry Newbolt, London Times, August 1914.]
 When moonlight flicks the cruiser's decks,
 And shines fumble slow,
 When Drake's own star is bright above,
 And Time has gone below,
 They may hear who list the far-off sound,
 Of a long-dead, never-dead mirth,
 In the mid-watch they may hear who will,
 The song of the larboard berth.

In a dandy frigate or a well-found brig,
 In a sloop or a seventy-four,
 In a great first-rate with an admiral's flag,
 And a hundred guns or more,
 In a fair light air, in a dead foul wind,
 At midnight or midday,
 Till the good ship sink her mids shall
 To the King and the King's Highway.

The mids they hear—no fear, no fear!
 They know their own ship's ghost;
 Their young blood beats to the same old song,
 And roars to the same old toast.
 So long as the sea-wind blows unbound,
 And the sea-wave breaks in spray,
 For the island's sons the world still runs,
 "The King, and the King's Highway."

SIR JOHN FRENCH.

[London Mirror.]
 I have just received a very interesting letter from a friend at the front. He emphasized the extraordinary popularity of Sir John French, with his troops. He came through our lines the other evening," says the writer, "smoking a cigar and chatting so cheerfully with his staff that we could all tell he was pleased with the day's work. A lot of us think that a great deal

--and the Worst Is Yet to Come



When Canadians Arrived At Salisbury Plain

[From London Leader.]

Amesbury, Oct. 17. Already the Canadians are making themselves at home on Salisbury Plain. An advance party and most of the horses arrived early this morning, and thousands of the main body are going through tonight.

They will be scattered about the plain in various camps, and for the present will be under canvas. Several of the camps are eight miles from the nearest town or village.

The physique of the men is magnificent. Few seem to be under six feet, and several are considerably taller. Obviously they are all hardened men, who will not be taken unawares by the rigors of a winter campaign.

This morning they had by no means an easy time. After spending the night in the train they turned out at half-past six and marched eight miles or so before breakfast. Only the forefoot of the horses were shod, so that they could not very well be ridden, and the men walked along the road, some of them carrying packs on their backs. They made a fine picture of youth and vigor against the old stones of the Druids.

In the afternoon I came across one of them. He was leading a horse, and he asked me somewhat desperately how far it was to Buxford. I told him it was about three miles, and he murmured something of remarkable brevity, and then talked about Canada. He said that at least half a million men in Canada would fight for the old country—they all seem to speak of the "old country"—if they were wanted.

More to Follow.
 "When we left we went on," the second contingent were just going into camp, and there'd be no trouble about getting a third contingent and a fourth and a fifth, or as many as are wanted."

"There were hundreds of Germans in Canadian regiments," he added, "but when we were ordered to go, they all asked to be arrested. They didn't want to go back to Germany to fight—even if they'd been able to get there."

This evening, when thousands of troops went through the village to the plain, one could not have wished to see a braver show, four after four they marched through to their camps on the sides of the rolling hills.

TO CORDON, DELINQUENT.
 [John Kendrick Bangs, in Judge.]
 Your roses, Cordon, were more than sweet.
 And brought me hints of far-off Arab.
 Including dreams of some leaf-hill retreat.

When troubles could not come to worry me,
 The soft tea roses and the Jacque minots,
 The stately Beauty, cold, but oh, so fair!
 Which one is loveliest in the garden close,
 I'd not say if I could, nor should I dare.

And there were lilies, too, so purely white,
 No angel's snowy wings are white as they;
 They cheered my darkened room as with the light
 Of many suns on some celestial day;
 And with them violets so deeply blue,
 It seemed, indeed, as though a little part
 Of heaven itself had come to me from you.

To fill with bliss my void and aching heart,
 And then the last—oh, Cordon, I would!
 That last were blotted out forevermore;
 For though 'tis life to mingle in with good,
 A lot should not fail to pay his price,
 Six months have passed since those dear flower-came,
 And in my mind this morn—oh, think of it!
 The florist's bill arrived, and on the same:
 "This bill is long-past due, so please remit!"

TAKEN BY SURPRISE.
 [New York Globe.]
 Clatter, clatter, bang! Down the street came the fire engines. Driving along ahead, oblivious of any danger, was a farmer in a ramshackle old buggy. A policeman yelled at him: "Hi, there, look out! the fire department's coming!"

Turning in by the curb the farmer watched the hose cart, salvage wagon and engine whiz past. Then, he turned out into the street again and drove on. Barely he was in a ramshackle old buggy and ladder came tearing along. The rear wheel of the big truck slewed into the farmer's buggy, smashing it to smithereens and sending the farmer sprawling into the gutter. The policeman ran to his assistance.

"Didn't I tell ye to keep out of the way?" he demanded crossly. "Didn't I tell ye the fire department was coming?"

"Wall, consarn ye," said the peevish farmer, "I did get outter the way for the fire department. But what in tarnation was them drunken painters in there?"

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November Marks the Coming of Cold Weather and Urges Winter Needs

We are prepared to supply cold-weather needs and supply them at lowest consistent prices, too.

HOUSE DRESSES.

Five dozen Women's Cambric House Dresses, light and dark colors, three-quarter sleeves, sizes 34 to 40. Worth \$1, on sale today and Saturday . . . **69c**

WHITE WAISTS.

Five dozen Women's White Embroidered Waists, low necks, three-quarter sleeves, back fasteners. Worth 98c. On sale today and Saturday . . . **69c**

PETTICOATS.

Colored Satin Petticoats, made of good quality satin, in tan, cerise, green, tango and white, plaited flounce. Were \$2, special at **\$1.49**

JERSEY KNIT TOP PETTICOATS.

Slug, warm tops with satin flounce; also Black Satene Petticoats, with red fleece lining. Choice at . . . **98c**

RAINCOATS.

Rubberized Poplinette Raincoats, full length, with set-in sleeves, high collar with storm guard; bust sizes 32 to 42 inches. Choice of black or fawn. Price **\$6.50**

UMBRELLAS.

Men's and Women's Umbrellas, with fine waterproof tops; men's have congo or boxwood handles, women's have ornamented ebony handles; a new lot just received. Each . . . **\$1.00**

SPORT COATS.

Young Ladies' Sport Coats, made of heavy polo cloth, with felt all round, patch pockets and notch collar and revers, checks in different mixtures. Were \$6.50. Only a few left at . . . **\$4.95**

The balance of a special bargain in Women's Winter Coats at **\$5.95**, every one this season's style and worth double the price.

Black Coats for large women at . . . **\$6.95**

HANDSOME PLUSH COATS.

The warmest kind of a coat and very handsome in appearance; made in the newest style, with long roll collar which fastens up close to the neck when occasion requires; lined throughout with Belding's satin; guaranteed for two seasons' wear; sizes 36 to 42. See them today or Saturday. Price . . . **\$25**

TODAY AND SATURDAY

Sale of Men's, Women's and Children's Sweater Coats continued today and Saturday. There is little likelihood of getting another bargain opportunity like this until after the mills have filled the large army contracts for Sweater Coats.

Comforters

Silkoline Comforters filled with pure white batting, pretty colorings; sizes 72x72 inches. Special at . . . **\$2.50**

Blankets

A full range of White Scotch Wool Blankets, warranted pure wool, finished ends. Prices, per pair . . . **\$4.50, \$5, \$5.50**

Flannelette

Striped English Flannelette, soft finish, choice of seven different stripes, 34 inches wide. Special value, per yard . . . **10c**

Trimmings

Wide Embroidered Silk Bandings, in rich colorings, suitable for making girdles and Christmas bags, five inches wide. Were \$2, on sale today and Saturday, per yard . . . **50c**

Also Roman Stripe Silk Banding.

For girdles or hat trimming, eight inches wide. Were \$1.50, also on sale at, per yard . . . **50c**

HEAVY VAL. LACES.

Wide, very artistic patterns for trimming boudoir caps and other Christmas fancy-work. Were 8c and 10c, on sale at, per yard . . . **5c**

BALL FRINGES.

For dress trimming, in black, white, pastel and dark shades. On sale at, per yard . . . **5c**

CAMBRIC CORSET COVER EMBROIDERY.

five different patterns, with beading top, 18 inches wide. At, per yard . . . **15c**

Women's and Children's Pyjamas

For Women—Flannelette Pyjamas. Price . . . **\$1.75 and \$1.89**
 For Children—"Good Night" Pyjamas with Dutch border. Price . . . **\$1.35**

Bed Spreads

English Marseilles Bed spreads, firmly woven, large designs, size 72x96 inches. Special at . . . **\$1.69**

Toweling

Pure Unbleached Linen Crash Toweling, for hand towels and rollers. Special today and Saturday, 11 yards for . . . **\$1.00**

TOWELS—Warranted pure linen huck, stamped "Old Bleach," nice for embroidery, ends are hemstitched, size 23x40 inches. Each 40c, or per pair **75c**

Children's Underwear

Warmly Knit Vests and Drawers for children's wear, high-neck vests and long sleeves, ankle-length drawers, of a heavy wool mixture, grey only.

3-year size, each . . . **30c**
 5-year size, each . . . **35c**
 7-year size, each . . . **40c**
 10-year size, each . . . **45c**
 14-year size, each . . . **50c**

Women's Underwear

Now is the time to put on warm underwear. It is a good defence against November's chilling winds. Our stocks are full to overflowing, and old prices still prevail.

Zenith, Ceetee, Turnbull's, Peerless, Watson's, Penman's and other well-known makes.

Long Kimonos

Women's Long Kimonos, made of figured flannelette bound with satin. Special at . . . **\$1.00**

Hosiery

Women's Penman's Cashmere Hose, seamless throughout, good wearing quality. At 35c per pair, or 3 pairs for . . . **95c**

CHAPMAN'S 239, 241, 243 Dundas Street

NOTICE

Some manufacturers being overstocked, we have purchased immense quantities at 1/4 to 1/2 off the regular prices. Articles that you considered before as good value are now cut away down in price. We wish to have every housewife take advantage of these reductions.



Sectional Bookcases

In Golden or Fumed Oak. Formerly \$3.50 per section, now

\$2.85



Collapsible Go-Carts

Reg. \$8.50, for

\$6.95

Sulkies

\$1.50 up to

\$6.00

All other Carriages at 25% Off.



This Chiffonier

Formerly \$12.50, now

\$9.75

12 other designs to choose from.

Dressers

with British plate bevelled mirrors. Formerly \$9.50, now

\$6.75

\$75 Early English Dining-Room Suite reduced to **\$49.50**—nine pieces.

\$35 Five-Piece Parlor Suites, while they last, for **\$24.75**

4-yard Linoleum, formerly 60c, now **49c**
 2-yard Linoleum, formerly 50c, now **39c**

Three Ranges on sale Saturday, **\$12 each**. Let us save you \$10 on a Range.

KEENE BROS.

123-5-7 KING STREET.

Agents for Ostermoor Mattresses. Best in the World.

Agents for Ostermoor Mattresses. Best in the World.

News of Interest to Women

PLEASANT TEA
FOR MRS. BELTON

Members of Seventh Regiment Chapter,
I. O. O. E., Entertained by
Regent.

Members of the Seventh Regiment Chapter were entertained at a very pleasant afternoon tea on Wednesday afternoon at the home of the regent, Mrs. C. T. Campbell, 227 Queen's avenue, when Mrs. Belton, of Kingston, a former member of the chapter, was the guest of honor. The drawing rooms were attractively decorated with silk flags of England, Scotland, Ireland, Belgium and France.

Mrs. Brickenden poured tea in the dining room, where the tea table was prettily centered with chrysanthemums. Miss Jeeves and Miss Amy Bartram assisted. During the afternoon many members called to enjoy a social hour and greet Mrs. Belton. The singing of Mrs. Arthur Little and Mrs. J. Ferguson was a pleasant feature. Mrs. Elliott accompanied.

OTHER WOMAN'S PAGE
FEATURES ON PAGE 10.

Advertiser Patterns



1021—Ladies' One Piece Apron. Here is an apron that is not only simple and practical, but becoming as well. It is fitted to the figure under the arm by darts, and the skirt portion is ample enough to protect the dress worn underneath. The back portion is extended to form straps that cross at the centre and fasten over the shoulders in front. Gingham, linen, percale or alpaca, are all suitable for this garment. The pattern is cut in three sizes, small, medium and large. It requires 3 3/8 yards of 36-inch material for medium size.

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

ADVERTISER PATTERN DEPT.

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

Name

Town

Province

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

Measurement—Bust.....Waist.....

CAUTION—Be careful to include the above illustration, and send size of pattern wanted. When the pattern is mailed you need only mark 22, 24, or whatever it may be. When in waist measure, 22, 24, 26, or whatever it may be. If a skirt, give waist and length measure. When misses' or child's pattern, write only the figure representing age. It is not necessary to write "inches" or "years." Patterns cannot be cashed you in less than one week from date of order. The price of each pattern is ten cents, in cash or in postage.

CASTORIA

For Infants and Children
In Use For Over 30 Years

Always bears
the
Signature of *Chas. H. Hitchcock*

VEGETABLES
To Consumer Direct

SPECIAL

TOMATOES, extra fancy, hot-house, lb. 25c
SPINACH, choice, packed, lb. 20c
CAULIFLOWERS, snow-white, 10c
SPANISH ONIONS, lb. 15c
SWEET POTATOES, 7c, 4 for 25c
Lettuce, head 8c
Lettuce, leaf 5c
Celery, extra large 10c
Celery, fine 10c
Celery, hearts, 6 in. bunch 10c
Parsley, Wexford, Green Onions, Radishes, Mint 5c
Hubbard and Essex Squash 10c, 15c
Vegetable Marrows 7c
Cabbage, White, Red, large 10c
Savoy Cabbage 5c
Horseshoe, lb. 15c
Potatoes, Beets, Carrots, Turnips, Parsnips, peck 15c
Onions, peck 25c

MAIN & COLLYER

Telephone 2831, P. O. Box 275.
Orders received 7 a.m. to noon delivered same afternoon. Night 6 a.m. following morning. Minimum 25c.

THE ULTIMO IN CHOCOLATE DELIGHT.

NELSON'S CHOCOLATES

"The Chocolates that are Different."

Mrs. Winslow's Soothing Syrup has been used for over SIXTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHILE TEETHING, with PERFECT SUCCESS. SOOTHES THE CHILD, SOFTENS THE GUMS, ALLAYS ALL PAIN, CURES WIND COLIC, and is the best remedy for diarrhoea.

SAVE THE PENNIES

BY MARGARET J. BLAIR,
Lecturer on Home Economics, University of Minnesota.



There are few things more objectionable than the "fashionable" little girl, unless it is the "fashionable" little boy. Leave the faddlers and the followers for the grown-ups — childhood should be simple and unaffected. The war-time mother will appreciate the economy of all this and make a virtue of simplicity.

As pretty as it is practical is the little one-piece dress for school and for the full gym-size bloomers, but a garment about the fullness of knickerbockers.

The little garment serves as substitute for both petticoat and drawers. It may be gathered at the knee with a buttoned band or with an elastic run-in.

For the dress, there is nothing so pretty and smart as the Norfolk style, with its two plaits front and back from shoulder to hem, or the kilted skirt in plaid materials. Material with a hard twisted thread wears best and retains the pleatings, which, in soft materials calls for frequent pressing.

There is a revival of the old-time long-sleeved gingham apron with ties at the back, and it may look well for school wear, pretty and economical.

Margaret J. Blair

OLD SONGS

Smoke
Damage Only

FIRE SALE!

IN OUR OLD STORE, 150 DUNDAS ST.

On Account of Slight Damage by Smoke We Are Giving 20 Per Cent to 50 Per Cent Reductions On All Lines of Ready-To-Wear and Millinery

Smoke
Damage Only

SKIRTS

Our stock of Dress Skirts are all marked at great reductions on the regular prices. This is a big opportunity to save money.

35 Skirts. Regular \$2.00 to \$3.00 Mostly tweed effects, for... \$1.25

53 Skirts. Regular \$3.00 to \$4.00. Clearing for... \$2.50

84 Skirts, of all styles. Ranging in regular price from \$4.50 to \$7.00. Now selling at... \$3.75 each

Underskirts

We are clearing several lines of Underskirts at 85¢, \$1.00 and \$1.50 each.

Reduced Prices
on All Dresses

17 only, Serge Dresses, in odd sizes and colors. Regular \$5.00 up, for... \$2.95 each

18 only, Dresses of Serges, in black, navy and black and white. All regular \$9.00. All sizes, for... \$5.00 each

9 only, Regular \$12.00 and \$18.00 Silk Dresses, for... \$10.00 each

10 only, Regular \$10.00 Silk Dresses, for... \$7.00 each

5 only, Regular \$15.00 Silk Dresses, for... \$12.50 each

4 only, Regular \$20.00 Silk Dresses, for... \$13.50 each

We are also clearing out a number of House Dresses at 65¢, 98¢ and \$1.25 each.

SUITS

There are clearance prices marked on all our lines of suits. Come in and see the values.

2 only, \$40 Suits... \$25.00

3 only, \$30 Suits... \$22.50

17 only, \$25 Suits... \$20.00

13 only, \$20 Suits... \$15.00

26 only, \$15 to \$18 Suits... \$12.50

4 only, \$15 Suits... \$10.50

16 only, \$12.50 to \$15 Suits, \$9

23 only, \$10 and \$12 Suits... \$7.50

19 only, \$10 to \$20 Suits, \$5.00

Out Sizes

Sizes 39 to 45 Bust.

15 only, \$15 Suits for \$12.50

4 only \$18 Suits for \$15.00

Cut Prices on
Every Style
of Waist

One table of serviceable winter waists, made of good designs in imitation flannel and wrap-perette, mostly greys. All sizes at... 50¢ each

One table of odd lines of White Waists. All regular \$1.00 values, for... 65¢ each

One table of dainty designs in Embroidery and Voile Waists. Regular \$1.25 to \$2.00. To clear at... 89¢ each

Many other lines of Cotton Waists selling at 20 to 50 per cent off.

One table of Assorted Silk Waists. Regular to \$6.00, for... \$2.95

COATS

We have some remarkable values in Low-Priced Coats, and in the best qualities at reduced prices.

20 only, Ladies' Coats. Clearing at... \$3.50

10 only, Ladies' Coats at \$5.00

9 only, Ladies' Black Coats, mostly large sizes. Regular \$15.00 and \$18.00, for \$10

7 only Coats. Regular \$8 and \$10 for... \$7.50

6 only Coats. Regular \$10, for... \$8.00

17 only Coats. Regular \$10 to \$15, for... \$9.00

10 only Coats. Regular \$12.50 to \$15, for... \$10.00

2 only Coats. Regular \$13.50, for... \$11.50

25 only Coats. Regular \$15 and \$18, for... \$12.50

Other values at corresponding low prices.

Children's Coats

Winter Coats for the Children at Fire Sale Prices. Sizes 2, 4, 5 and 6. Regular \$3.50 Coats, for... \$2.00 and \$2.25 each

Sizes 8, 10, 12 and 14. Regular \$4.00 Coats, for... \$3.25 each

Sizes 8, 10, 12 and 14. Regular \$5 to \$8.50 Coats, for... \$4.25 each

Sizes 8, 10, 12 and 14. Regular \$8.00 Coats, for... \$6.50 each

Infants' Knitted Jackets, Bonnets, Booties, etc., are all marked at about 25 per cent off the regular prices.

Children's Felt Hats, 35c

Forty dozen, Children's Felt Hats, about 100 different styles and shapes. All colorings and white. On sale Friday and Saturday... 35¢ each

All Millinery at Clearance Prices

All Trimmed Hats, all shapes and mounts, all ribbons and trimmings of all kinds, are marked at Fire Sale Prices.

Take Advantage of This Opportunity

MILL-END
SALEBUSINESS AS USUAL
At Our New Store, 140 Dundas StreetMILL-END
SALE

Art Goods Department

Linens for Embroidery

Damask Huck Towels, stamped with the prettiest designs to be had, plain or scalloped ends. The very best values at... 25¢, 39¢, 50¢ and 65¢ each

Hemstitched or Scalloped White Bath Towels, double thread nap, very soft and absorbent; stamped with lovely patterns for solid and cross-stitch embroidery, at... 30¢, 39¢, 50¢ and 65¢ each

We have a splendid range of designs and styles in stamped "Nighties." Designed on fine nainsook and muslin crepes, at... 85¢, \$1.00 and \$1.50 each

We have also a very fine assortment of qualities and designs, at the lowest market prices, of Stamped Corset Covers, Combing Towels, Dresser Scarfs, Tea Cosies, Children's Dresses (in white and linen shades), Baby Pillows, Kimonos, Tea Aprons and Pillow Slips, etc.

A special in White Linen Centres, in sizes 18-inch, 22-inch and 27-inch, stamped with lovely designs for eye-let and solid embroidery. Only a limited quantity. While they last... 15¢, 20¢ and 30¢ each

Velours

For an elegant gown there is nothing to compare with a French Velour. They come 40 inches wide, in shades of taupe, old rose, dark open and tan, at \$3.75 yard, and in black at... \$5.00 yard

Corduroys

A fine silk finish Corduroy Velvet. Regular \$1.00 value. Selling at... 85¢ yard

27-Inch Corduroys, a good range of shades, at... 50¢ yard

Crepe de Chines at \$1.25, \$1.50 and \$2 per yard

Sale of Mill-Ends

Flannelettes, Wrapperettes, Towelings and Table Linens now on in Staple Department at the rear of the Main Floor.

Bath Robe Blankets

Bath Robe Blankets, with cord and frogs to match. All complete for a lady's or gentleman's bath robe, in shades of light and dark grey, brown and red, and green and grey, at... \$3.00 each

Grey Union Blankets, \$2 Pair

A few only Grey Union Wool and Cotton Blankets. Special at... \$2.00 pair

White Wool Blankets, \$2.98 Pair

Full size and good weight. Special at \$2.98 pair, or \$1.50 for a single blanket.

Fancy Linens

Dresser and Sideboard Scarfs, Tea Cloths and Shams. Regular 50c. Sale price... 29¢ each

\$1 and \$1.25 Dress Goods, 79c Yard

30 pieces of Suitings and Dress Materials, in serges, diagonals, chevots, venetians, broadcloths and broadcades, in shades of brown, grey, red, navy, green and black. Regular \$1.00 and \$1.25 values, 79¢ yard

ALWAYS THE BEST OF EVERYTHING FOR THE LEAST MONEY

GRAY'S

LIMITED.

150 DUNDAS STREET.

Ladies' Ready-to-Wear Garments and Millinery.

140 DUNDAS STREET.

All Other Departments.

GRAY'S

LIMITED.

Buy an
'Empire Oak,

For Keeping Your House Heated This Winter.

The Empire Oak is fitted with a duplex grate and cast-iron feeder, mica door, and handsomely nickel-plated, in three sizes.

\$11, \$15.75, \$18

H. WOLF & SONS

263-265 Dundas, Near Wellington. (South Side.)

MUMS!

The largest and finest ever shown in London. Watch our windows Saturday.

Ed. West Floral Co.

Quality and Service Unequalled. 249 Dundas St. Phone 2187.

257

Ladies' Kid Gloves

In black, white and tan; soft pliable skins; two dome fasteners. A regular \$1.00 line, selling now at 77¢ pair.

ARTHURS

London East Phone 3213

WOMEN FAVOR STORK STRIKE TO STOP WAR.

AKRON, Nov. 5.—A "stork strike" was ordered by over 900 delegates to the W. C. T. U. convention here as a means of forcing the nations of the world to stop warfare. The suggestion was offered by Mrs. Viola Roman, of Columbus, state secretary of the W. C. T. U. Among those who spoke in favor of it was Mrs. Ricketts Snell, prominent Cincinnati clubwoman.

"Women suffer agony to bring children into the world, and the European war has proved that these children may be fed to cannon and shrapnel any time," said Mrs. Snell. "Men do not understand the value of human life in the terms that women do."

"Men of France have even offered the vote to French women if they will permit their sixteen-year-old sons to go to battle."

"If all women would only band together and refuse to supply the armies of the world with sons, I think that we could end militarism."

CUTTING EXPENSES. To cut down expenses without cutting down the comforts of home, to encompass the need, to save without losing, is worthy of intense study. Certain simple rules underlie all successful attempts at domestic economy:

1. Have an allowance and keep within it.
2. Eliminate the unnecessary.
3. Substitute the inexpensive.
4. Utilize the by-product.
5. Buy carefully.
A true economist is not only a good saver, but a good buyer. Here again certain simple rules blaze the way:
1. By careful investigation determine the best place for general trading.
2. Do your own marketing.
3. Watch the scales.
4. Consider quality—the cheapest in price is not always the cheapest in value.

5. Buy staples, as flour, potatoes, etc., by the barrel.

6. Do not buy in quantity when a forced using must follow the purchase.

7. Buy the smallest possible amount of perishable goods.

8. Take advantage of food sales when quality is guaranteed.

9. Buy country produce directly from the farmer. Company buying has its advantages.

10. Pay cash. This is the keystone of the arch. Without this the structure has no stability, the individual no economic independence.

DR. A. W. CHASE'S CATARRH POWDER 25c.

Is sent direct to the diseased parts by the Improved Blower. It cleans the ureters, clears the air passages, stops droppings in the throat and vomit, cures Catarrh and Hay Fever, etc. a box, 25c. Free. Accept no substitutes. All dealers or Edman's, Bates & Co., Limited, Toronto.

Fig. 2.

Fig. 1.

Fig. 3.

Fig. 4.

Fig. 5.

MAGNATES NO NEARER END OF BASEBALL WAR

American League Owners
Favor Peace, But Make
No Overtures.

MUST ELIMINATE FEDS
No Room for Third League
in Cities Already Support-
ing Major Leagues.

MACK MAKES NO CHARGES

Says He and Jennings Have
Buried the Hatchet Since
They Had an Interview.

CHICAGO, Nov. 5.—Club owners of the American League in their annual meeting here today put themselves on record in favor of peace, but except for expressing their sentiments individually and informally, they brought no nearer the end of the baseball war. Rumors that overtures had been made to the Federal League were denied. The discussion of the Federal League situation lasted but half an hour.

All of the eight club owners, individually and as a whole, agreed that the only way to eliminate the Federal League trouble was by absorption, as there was no room for a third major league.

There is no room for a third league, they agreed, and the elimination of the competing clubs in Chicago, St. Louis and Brooklyn must be included in any terms of peace.

Yankees Not for Sale.
As for the New York club, Frank Farrell, its president, declared emphatically to the newspapermen that the Yankees are not for sale. It was said, too, that no discussion of the proposed transfer had taken place in the meeting. Delay in the arrival of Farrell gave rise to rumors that a discussion of the Chicago matter was taking place in his absence. As a matter of fact, Farrell's friends in the league were stronger than rumor credited. Among them was James Lammie, of the Boston club, who praised the New York president's efforts to make the Yankees a winning team, and said he for one would oppose a change.

Except that some of the clubs had as much as an inch on their payrolls, and could not support a third league because of the fear of the Federal League, there was no real ground for warrant recognition of the Federal League. The club owners said, plans for distribution of extra players among the minor leagues, in a way to assure their not being signed by the Federals, will be left to President Johnson and the minor leagues, at the Omaha meeting.

Mack Makes No Charges.
Manager Mack, of the Philadelphia club, refused to make a formal charge against Manager Jennings, of Detroit, who was accused of giving out the news of warblers being asked on. Mack, however, after communicating with Jennings, the charge that Manager Griffith, of the Boston club, had informed the Boston Braves of the Athletics' weakness, thus contributing to the defeat of his own club, was not taken seriously.

The league approved the financial report made by the board of directors and awarded without argument the 14 percent to Philadelphia. A short session tomorrow is expected to wind up the meeting.

Chicago, Nov. 5.—Harry Ackersland, vice-president of the Chicago National League club, declared here to-

For full particulars of our gigantic clothing scoop—the greatest carried out in Ontario in ten years—see our advertisement in last Wednesday's issue of this paper. BETTER STILL, see samples of our extraordinary values, shown in our east window, then come in.



BUILDING A BUSINESS

The great success of this big business is that our advertisements are built on solid facts. Every article, every garment advertised is and has been as represented. We have never learned the juggling game, and we don't permit it to enter our door.

1,800 Pairs Trousers---Sale

1,800 Trousers	90c
London's Best \$1.50 Trousers at	\$1.18
Ontario's Best \$1.50 Trousers at	\$1.38
Ontario's Best \$2.50 Trousers at	\$1.98
\$2.00 and \$3.25 Trousers at	\$2.48
\$4.25 and \$4.50 Trousers at	\$3.48
\$6.50 and \$7.00 Trousers at	\$4.48
\$8.00 Trousers for	\$5.00

R. H. & J. DOWLER, LIMITED

Our Gigantic Clothing "Scoop"

Practically a Whole Stock of Clothing at One Purchase. Every Garment Is New, of This Season's Make. **THE GREATEST CLOTHING SALE** Ever Held In Ontario.

Already it has crowded our big store with shrewd, eager customers, scores making their selections. Travelers in our store on Thursday, many representing the biggest houses in Canada, said it was a shame to give away such garments. But "cash" and "quantity" counts for more today than ever in the history of Canadian business. That's what, with a thorough knowledge of values, turned the trick, said by the larger wholesale makers to be the biggest clothing scoop made in the clothing trade of Canada in ten years.

2,200 OVERCOATS Mobilized In Six Divisions

DIVISION No. 1.

100 Men's and Young Men's Overcoats — browns, greys, mixtures. Soft, warm, comfortable cloths, with the full vigor of youth in year. \$8.00 and \$9.00 Coats for

\$5.50

DIVISION No. 2.

250 Solid Wear, Up-to-the-Minute Coats that were tailored to sell at \$10.00 and \$12.50. Come early.

\$7.85

DIVISION No. 3.

350 Overcoats, greys, blues, browns, oxfords and in Chin-chillas, Friezes, Whiteheads, Young Men's and Men's. The best \$12.50 to \$14.50 values in Canada for

\$9.95

DIVISION No. 4.

500 Swagger Young Men's and Men's Overcoats, in Whiteheads, Friezes, Chinchillas and Brushes. Handsome \$16.00 to \$18.50 Coats. Connaughts, "Tipperary," Raglans, Ulsters, etc.

\$12.85

DIVISION No. 5.

580 Men's and Young Men's \$20.00 and \$22.50 Coats, all high-class tailoring. Nifty short-fitted Coats and Balmacans for the particular young men; Heavy Driving and Auto Ulsters, Raglans, Chesterfields. A magnificent array of quality and styles.

\$14.55

DIVISION No. 6.

470 Overcoats, Men's and Young Men's. The top notchers of all overcoat cloths. Semi and full-lined; Bouciers, Whiteheads, Chinchillas, Montecacos, Brushes, Friezes, Meltons, etc. Coats made to retail at \$24 to \$30.

\$18.85

1,500 SUITS PLACED IN THE BATTLE FRONT

In selected English, Irish, Scotch and Domestic Cloths, in all the winter colors and plain, blue, grey and black.

100 Suits, men's and young men's; well tailored coats; linen and canvas stayed. \$7.50 to \$9.00 qualities.

\$5.80

250 choice \$12.50 and \$14.00 Suits — browns, greys, blues, tweeds and worsteds. Suits with the full vigor of youth in the wear.

\$9.60

475 Men's and Young Men's Suits, in pure wool British Serges and Worsteds, Scotch and Irish Tweeds, in very choice colorings. Over a dozen models to select from. Blues, greys, browns, handsome checks and overchecks, fancies and plains.

\$14.65

\$24.00 and \$25.00 Suits; bench-tailored and hand-tailored, with a year's shape-retaining guarantee; suits that take you away from the old prejudice of the big tailor prices.

\$18.85

2,000 Boys' and Children's Overcoats and Suits

MOTHERS, this is the greatest opportunity to buy boys' clothing that happened in ten years.

100 Children's \$3 Buster and Russian Overcoats, \$1.98
68 Children's \$4.00 Overcoats at **\$2.98**
100 Children's \$5.00 Overcoats at **\$3.98**
50 Children's \$6.50 Overcoats at **\$4.48**

150 Boys', ages 12 to 16 years. \$7.50 and \$8.00 Overcoats, Coats made from the mill ends of men's overcoatings. Very special **\$4.98**
100 Boys' and Youth's Overcoats, the best \$10.00 Coats in London **\$6.80**

100 Boys' Suits, ages 6 to 15 years.
\$3.50 Norfolk, big bloomers, at **\$2.48**
150 Boys' \$5.00 Triple Flat Suits **\$3.48**
100 Boys' \$6.50 Norfolk Suits at **\$4.98**

Big "Student" Suits

Large bloomers for the high school chaps, in Ban-nockburn Tweeds and Serges. \$10 quality, **\$7.20**

FOR PARTICULARS

of special Underwear, Autumn Furnishings, Gloves, Sweaters and Sweater Coats, Hats and Caps, Overalls, Work Mitts, lined and unlined. Fine Cashmere and Heavy Wool Sox values, see our Ad. in last Wednesday's papers.

WEEGHMAN IS ABOUT TO BUY CHICAGO CUBS

Vice-President Harry Ackersland Says That Sale Is Pending.

Pittsburgh, Pa., Nov. 5.—Harry Ackersland, vice-president of the Chicago National League club, declared here to-

night that negotiations are pending for the sale of that club to Charles Weeghman, president of the Chicago Federal League club.

"It is true that negotiations are now on for the sale of the Chicago club to Mr. Weeghman," said Ackersland, "but I am not in a position to discuss details."

Ackersland said he would not sell his interest in the Cubs, which he purchased from Frank Chance several years ago.

Freddie Welsh Is Making Lightweight Class Popular

Present Champion Gives Game New Interest by Fighting Often and Taking On All the Tough Customers — Meets Baldwin, Wolgast and White.

Willie Ritchie's defeat by Freddie Welsh is proving a good thing for the lightweight division of pugilism.

It has given the game a champion who will fight often enough to keep his class in the front.

A slump in the lightweight class puts the whole ring game on the bum, and next occurred during Ritchie's reign, because the champion didn't fight often enough to make things exciting. Welsh promises to revive his class by fighting good men often.

He boxed Matty Baldwin a twelve-round bout at Boston Tuesday night.

of last week. Baldwin is a tough customer at all times. He gave Welsh a corking good argument.

Monday night Welsh met Ad Wolgast at New York.

Next Monday night Welsh meets Charley White in another ten-round bout at Milwaukee. White is considered America's best lightweight. Welsh prepared for the White fight by taking on two tough customers within two weeks before the big fight. In making these matches he has shown a willingness to fight often, and if he keeps it up the lightweight class will come round bout into popularity.

WILLIE HOPPE SHOWED FINE FORM YESTERDAY

Makes Most Brilliant Showing of Tournament at Winnipeg—Inman Still Has a Chance.

WINNIPEG, Nov. 5.—Willie Hoppe touched his most brilliant form of the whole international tournament series today when he outpointed Melbourne Inman, English bantam champion, 10-9 to 10, in the two sessions of the bantam game, played today. Hoppe produced his real championship form, his display culminating in a magnificent run of 21, his highest against Inman, his previous best being 17-2. Inman only aggregated 38 in the evening play, Hoppe averaging 35.5 during the two sessions at the English game. He had an average of 41.7 per inning, his average on the day's play being as high as 50, gives Hoppe the lead of 2,527 to 1,711, and he requires to make 428 at the two sessions at the English game tomorrow to win the match. Inman has an excellent chance of winning the match.

STRATHROY BEAT WATFORD.

(Special to The Advertiser.)

STRATHROY, Nov. 5.—The S. C. I. football team played the Watford High school team in a fast game of football here this afternoon. The Watford boys were outclassed from start to finish and were defeated by a score of 3 to 0. The Colgate boys here showed good form and did some fine combination work. It is likely a return game will be played.

SARNIA MAN'S FATAL FALL FROM SCAFFOLD

George Lamont's Skull Crushed While at Work Today.

(Special to The Advertiser.)

Sarnia, Nov. 5.—While working on a scaffold this morning at the Imperial Oil Works, where he was an employee, George Lamont lost his balance and fell, crushing his skull so seriously that he died.

GERMAN STEAMER WILL NOT TRY DASH

(Canadian Press.)

New York, Nov. 6.—After lying at anchor for several weeks off Stapleton, Staten Island, the German steamship Barbarossa was today returned to the company docks. Continued presence of British cruisers off the entrance to the harbor while the Barbarossa was at anchor led to the belief that a dash to sea by the liner was anticipated. Officials of the line say she is being returned because the docks are again clear of other ships.

ELECTION CASE IS SHELVED DURING WAR

Judge Thanks Hon. Sydney Fisher and James Morris For Consent.

(Canadian Press.)

Valleyfield, Que., Nov. 6.—By the consent of all parties concerned, the petition proceedings in connection with the Chateaugay by-election have been indefinitely postponed. The proceedings arose out of the election of James Morris, Conservative, over Hon. Sydney Fisher, Liberal. The supporters of Mr. Fisher contested the election on the grounds of alleged bribery, and Mr. Morris entered a cross-petition.

The postponement was brought about by the intervention of Sir Charles Davidson, chief justice of the province, who advised the trial judge, Mr. Justice Charbonneau, that it was in the public interest to shelve the case during the war.

"When the case came up before Judge Charbonneau last night, he explained the situation, W. K. McKeown, K.C., counsel for Mr. Fisher's supporters, and J. Blaisson, K.C., counsel for Mr. Morris, both agreed to an adjournment.

Judge Charbonneau, in closing the brief session, said: "Gentlemen, I thank you, both on behalf of the chief justice and on my own behalf, for what you have done. Indeed, I think I may thank you on behalf of the Canadian people."

BIG DONATION TO HELP AMBULANCE WORK

(Canadian Press.)

Ottawa, Nov. 6.—His Royal Highness the Governor-General, in his capacity as grand prior of the Order of the Hospital of St. John of Jerusalem, has received a donation of \$5,000 from the Canadian Copper Company, of Copper Cliff, Ont., to be used by the St. John Ambulance Association in the furtherance of its work in relieving the British and Canadian soldiers and wounded in France and Belgium.

SAYS TURKS HAVE BOMBARDED BATUM

(Canadian Press.)

Amsterdam, Nov. 6.—Via London, 12:22 p.m.—The Vossische Zeitung has published a dispatch from Sofia, Bulgaria, stating that Turkish cruisers have successfully bombarded the Russian fortified seaport of Batum, on the east shore of the Black Sea.

MOVING DAY THE Foe OF MODERN SOCIETY

Iowa Man Deplores Constant Shifting of Families—Taxation Remedies.

(Canadian Press.)

Kansas City, Nov. 6.—Moving day was depicted as one of the greatest foes of modern society and one of the cardinal reasons for divorce and vice by John B. Hammond, of Des Moines, Iowa, in an address before the International Purty Congress here today.

"The re-establishment of the American home is the only remedy for the social evil, and the only hope of democracy," he said. "The constant shifting of families from one section to another prohibits the long acquaintance among young people through which proper life-partners can be selected. Young people are thrown into contact with strangers, become bold and practice deceptions. As the result, marriage frequently is contracted on a guess. The deceptions are discovered and told to the divorce courts, adding, too often, to immorality."

"As a remedy, Mr. Hammond said he would exempt the homestead from taxation; put the burden of taxes on incomes and constructive ownership of property and re-establish a maximum of rent in tenements based on assessed valuations and graded on sanitation and conveniences.

"Rev. G. A. Woodside, of Brantford, Ont., said that the formation and preservation of the home was the greatest task because it embraced all others. "Your legislators may stack your halls with new legislation, but they are impotent against the power of an impure home," he declared.

ITALY EXPECTED TO MAINTAIN NEUTRALITY

(Canadian Press.)

Washington, Nov. 6.—Formation of the new Italian cabinet, news of which officially reached the embassy here today, probably will mean the continuation of Italy's policy of strict neutrality, according to opinions expressed at the embassy.

Thin People Can Increase Weight

(Canadian Press.)

"Thin men and women who would like to increase their weight with ten or fifteen pounds of healthy 'stay there' fat should try eating a little Sargol with their meals for a while and note results. Here is a good test worth trying. First weigh yourself and measure yourself. Then take Sargol—only the lightest with every meal—for two weeks. Then weigh and measure again. It isn't a question of how you look, it's a question of how you feel. The scales and the tape measure will tell their own story, and most any man or woman can easily add from five to eight pounds in the first fourteen days of eating Sargol—only the lightest. And best of all, the new flesh stays put. Sargol does not offsetly make fat, but mixing with your food, it turns the fats, sugars and starches of what you have eaten into rich, ripe, fat-producing nourishment for the tissues and blood—prepares it in an easily assimilated form which the blood can readily accept. All this nourishment now passes from your body as waste. But Sargol stops the waste and does it quickly and makes the fat-producing contents of the very same meals you are eating now develop pounds and pounds of healthy flesh between your skin and bones. Sargol is safe, pleasant, efficient and inexpensive. Leading druggists in London and virtually all in large boxes—forty weight increase or money back."

MONTREAL HOME GUARD TO HAVE MAXIM GUNS

Volunteers Desire To Contribute Towards Purchase of These Weapons.

(Canadian Press.)

Montreal, Nov. 6.—Machine gun sections are to be added to the strength of the Montreal Home Guard Regiment, which is now being organized. It was stated today at the headquarters office that a number of volunteers offer to the purchase of maxim guns and the establishment of sections for this work, in addition to their ordinary subscriptions for arms.

Many of the most prominent businessmen in the city are joining the guard, which will be 2,000 strong.

(Canadian Press.)

New York, Nov. 6.—John Gabriel Britt, president of the board of elections, died today in a sanatorium here after an operation for appendicitis.

Metropolitan Suit and Skirt Mfg. Co.

232 DUNDAS STREET.

\$15 and \$18 Suits for \$9.95

Only 25 Suits, selling from \$15 to \$18, right now, everywhere. If you really want to get a high-class garment for little money, be sure to come early Saturday a.m.

HIGH-CLASS SUITS.

made of fine imported and domestic fabrics, in the latest styles and different lengths, in all the new shades. \$20 to \$30 values for **\$14.50.**

Our Annual Sale of Women's and Misses' Winter Coats

All are up-to-the-minute styles. Warmth and style are in every one of these coats. Materials are Zebeline, Broadtail, Cheviot and Novelty Cloakings. The new Cossack Belted and Cape Models are particularly featured in this sale. Priced for Saturday from **\$5.95, \$8.95, \$12.50** and upwards.

Women's and Misses' Dresses, in Serges, Poplins, Messalines, Silk Crepe, Silk Velveteens, in the newest shades and styles. Specially priced for Saturday, **\$4.50, \$5.95** and upwards.

DON'T FORGET YOU SAVE FROM 30 TO 40 PER CENT BY BUYING FROM US.

THE BARGAIN STORE
OPPOSITE MAJESTIC THEATRE.

SLOAN MAKES \$150,000 A YEAR; THEN BARRED FROM THE BRITISH TURF.

BY HUGH S. FULLERTON.

Chapter III.

Tod Sloan, idol of the American racing public in the fourth year of his phenomenal career as a jockey, commenced to feel the itch of money. He needed it. Swarms of admirers and admirers for revenue only trailed him wherever he went. He could command his own price for accepting mounts and could pick the horses he would ride. He was in practically every great stake race in the country.

Women of beauty and fashion, actresses, all kinds of women, petted him and flattered him. It is small wonder that the handsome little fellow was seized with "sweated head."

For some reason the Jockey Club stewards commenced to watch him with suspicion. He was too intimate with



KING EDWARD WAS HIS FRIEND.

it went almost as rapidly as it came.

But among the racing governors of England, Sloan never was popular. There was bitter feeling toward him, and even at the height of his popularity his success was resented. It was always alleged that jealousy prompted what followed.

He was at the height of his career when the governors of the Jockey Club handed down a decree barring Sloan from riding in English tracks.

The blow was a stunning one. It meant that, if he could not ride in England, he was barred from the turf. The English jockeys, forced to admit that his style was better, began to imitate his seat.

The boy, a few years before hustling around country fairs, became a lion. King Edward was his friend and often chartered with the little fellow at the tracks and appeared amused at his brightness and fearlessness. He rode the King's horses; he rode for famous princes and dukes.

Sloan, however, with one of the finest brains and beauties of the world making him her pet. Sloan suddenly became the Beau Brummel of the turf. His dressing was the wonder of the day and known him in the Jockey-club.

His income in those days must have been over \$150,000 a year, and

With his money powers then operating on the turf, before any action was taken or any open scandal resulted Sloan was engaged to ride in England.

The advent of Sloan on the British turf created a sensation unequalled in the racing world. His seat on a horse, which was the exact opposite of the English riding position, caused a long and vigorous discussion. The little American, sitting precociously on the neck of his horse, went to victory over the famous British courses. At Ascot he rode at fabulous fees as often as he was offered them.

The British critics and press divided and seceded, but he rode home on favours, on outsiders, on long shots, with a regularity that amazed the British.

It is his success as an American jockey that has been a sensation. His career on English tracks was doubly so. The

critics scoffed and the cartoonists who lampooned him were silenced. Sloan became the king of the British turf. The English jockeys, forced to admit that his style was better, began to imitate his seat.

His income in those days must have been over \$150,000 a year, and



When Stores are Dear

In hard times you stop the wastage of food in the larder—stop the wastage of food in the body also. Bovril enables you to extract much more nourishment from your food—nourishment that would otherwise be wasted or clog the system because it is not assimilated.

And remember—in a bottle of Bovril is the nourishment and stimulating qualities of many pounds of beef. It is because of its unique feeding properties that Shackleton, when planning his great Antarctic Expedition, said

It—must—be BOVRIL

Of all stores, etc., etc. Bovril is the most nourishing and stimulating of all. It is because of its unique feeding properties that Shackleton, when planning his great Antarctic Expedition, said

Of Interest To Womankind

How Can I Keep John at Home Evenings?

Just make home a pleasant, cheerful, comfortable place for him. If John comes home tired, he wants to rest. Give him a restful couch on which he can lie down. Give him a restful couch on which he can lie down. Give him a restful couch on which he can lie down.

SPECIAL SALE OF LIBRARY TABLES
For the den or sitting room, at \$6.75, \$7.50, \$9.00, \$9.50, \$10.00, \$11.00, \$13.00, \$15.00 and \$18.00.

CUT PRICES ON SECTIONAL BOOKCASES.
5 sections, in Oak, golden or fumed, at \$12.00, \$13.00, \$14.00, \$15.00, \$16.00, \$17.00, \$18.00, \$19.00, \$20.00, \$21.00, \$22.00, \$23.00, \$24.00, \$25.00, \$26.00, \$27.00, \$28.00, \$29.00, \$30.00, \$31.00, \$32.00, \$33.00, \$34.00, \$35.00, \$36.00, \$37.00, \$38.00, \$39.00, \$40.00, \$41.00, \$42.00, \$43.00, \$44.00, \$45.00, \$46.00, \$47.00, \$48.00, \$49.00, \$50.00, \$51.00, \$52.00, \$53.00, \$54.00, \$55.00, \$56.00, \$57.00, \$58.00, \$59.00, \$60.00, \$61.00, \$62.00, \$63.00, \$64.00, \$65.00, \$66.00, \$67.00, \$68.00, \$69.00, \$70.00, \$71.00, \$72.00, \$73.00, \$74.00, \$75.00, \$76.00, \$77.00, \$78.00, \$79.00, \$80.00, \$81.00, \$82.00, \$83.00, \$84.00, \$85.00, \$86.00, \$87.00, \$88.00, \$89.00, \$90.00, \$91.00, \$92.00, \$93.00, \$94.00, \$95.00, \$96.00, \$97.00, \$98.00, \$99.00, \$100.00.

OUR OWN MAKE. SEE THEM.

John Ferguson's Sons

KING ST., EAST OF RICHMOND ST.

Don't be bothered with Damp Salt!

REGAL TABLE SALT FREE RUNNING

IS CLEAN SANITARY AND FREE RUNNING

IN THIS AIR-TIGHT, GERM-PROOF PACKAGE

is the finest grain of Windsor Salt, refined to the last degree of purity—and blended with Magnesium Carbonate, which adds to its healthfulness.

shrapnel on the firing line, according to the Wolff Agency. He continues in command of his troops, however.

BRITISH SWEEPER SUNK BY A MINE

LONDON, Nov. 5.—A British mine sweeper was sunk by a mine in the North Sea today. Six of the crew of 14 were rescued.

The survivors, who were landed at Lowestoft, reported heavy gun firing off the Yorkshire coast this afternoon.

AMSTERDAM, via London, Nov. 5.—Prince of Prussia, son of the late Regent of Brunswick, has been wounded while fighting in France, according to the telegraph.

German General Wounded.

GENEVA, via Paris, Nov. 6.—Lieutenant General Berthold von Helmreich, the German commander, has been slightly wounded in the thigh by

FRANCE DECLARES WAR WITH TURKEY SEARCHED SEAS FOR GOOD HOPE

Ottoman Misses Chance To Aton For Hostile Act.

TURKS MASS ON FRONTIER

Turkish Minister Has Left Serbia, Leaving Italy To Guard Interests.

[Canadian Press.]

PARIS, Nov. 5.—11:30 p.m.—The French Government tonight declared that "a state of war exists between France and Turkey."

The hostile acts of the Turkish fleet against a French steamer, causing the death of two Frenchmen and serious damage to the ship, not having been followed by the dismissal of the German naval military missions, the measure whereby Turkey could disclaim responsibility, the Government of this republic is obliged to state that as a result of the action of the Ottoman Government, a state of war exists between France and Turkey.

90,000 Turks on Frontier.

PETROGRAD, Nov. 5.—A Turkish army, 90,000 strong, consisting of the Ninth, Tenth and Eleventh Army Corps, is massed along the Caucasian frontier, according to the Novoye Vremya. "Many villages have been occupied by the outposts of this army."

"This Turkish army would consist of under normal conditions of 80 battalions of infantry, 60 batteries of artillery, containing 220 guns and 40 squadrons of regular cavalry, but it has been added 50 regiments of Kurd cavalry, amounting to 20,000 men."

Russia Has Important Place.

Russia's sudden and energetic advance into Turkey is believed in Petrograd to have been meant to disband and overtake the Kurd tribes, who are little interested in the success of Turkish arms, and are more concerned in the safety of their own villages. Among the towns occupied by the Russians is Akhty, an important junction of the highways, to the upper Euphrates River.

It is rumored in Petrograd that General Sanders Pasha will assume command of the Turkish troops on the Caucasian front.

American Boat at Beirut.

PARIS, Nov. 5.—4:35 p.m.—The Temps has received a report stating that an American machine has been sent to Beirut, Syria, for the protection of American interests.

Cossack Battalion Destroyed.

BERLIN, via The Hague and London, Nov. 5.—7:55 p.m.—The Constantinople correspondent of the Frankfurter Zeitung has sent the following dispatch to his paper:

"The Turks attacked and destroyed a Cossack battalion on the Russian-Turkish frontier, near Ordina, and then crossed the frontier, taking up a strong position in Russian territory."

HURRICANE ON LAKES: SIX VESSELS OVERDUE

[Canadian Press.]

FORT WILLIAM, Nov. 5.—The heaviest gales of the season have been raging upon Lake Superior since last Sunday, and have, to a great extent, paralyzed shipping.

The steamer Inland, of the Great Lakes Transportation Company, which passed the Soo last Saturday evening, bound for Fort William, light, for grain, has not been heard from since.

The Neuwahl, of the Canada Steamship Lines, due to arrive here last Monday night, has not been heard from. She carries a cargo of freight.

Steamer Turner Court, with coal, due last Tuesday, has not been heard from since she passed the Soo last Monday night.

Lake Shippers' Clearance Association tonight reports three additional boats, the Kewatin, Glenlyon, with freight, and the Franz, light, overdue one day.

It is supposed that the missing steamers have been forced to lie in behind islands and other points of vantage, and probably most of them are behind Whitefish Point.

It was on Nov. 3 that the great lakes' disaster occurred last year.

MIDDLESEX BEEKEEPERS CHOOSE NEW OFFICERS

[Special To The Advertiser.]

DENFELD, Nov. 5.—At the annual meeting of the Middlesex Beekeepers' Association, held in the council chamber, the following officers were elected: President, John Campbell, Lambeth; vice-president, William Elliott, Stratford, R. R. No. 5; secretary-treasurer, William Gibbs, Appleton; Mr. Morley Pettit, provincial speaker, was present, and gave an interesting talk. The beekeepers are in nowise discouraged by this year's failure of the honey crop, but would not like a repetition of its next year. The scarcity of sugar in the fall made it difficult to secure the necessary sugar for feeding the bees for winter. However, all finally succeeded in getting it.

RELIEF AT ONCE CURE CERTAIN

Conclusive Evidence That Dr. Chase's Ointment Cures Itching Piles.

Mr. John G. McDonald, Picton, N.S., writes: "I used Dr. Chase's Ointment for itching piles, and found that the first application gave relief. After using a few boxes of the ointment I was completely cured, and can recommend it highly to all sufferers from this disease. You have my permission to use this letter for the benefit of others."

Mr. James M. Douglass, Superior Junction, writes: "For about six years I suffered from piles, and often could not work for two or three days at a time, so great was the suffering from pain and itching. Doctors treated me in vain, and I tried many treatments before I came across Dr. Chase's Ointment. Two boxes of Dr. Chase's Ointment cured me, and for several months I have had no return of this annoying ailment."

There can be no doubt that Dr. Chase's Ointment is the most effective treatment obtainable for every form of piles. 60 cents a box, all dealers, or Edmondson, Bates & Co., Limited, Toronto.

Vessels Still Missing.

SANTO, Nov. 5.—News was still lacking tonight concerning the whereabouts of the five missing British and German vessels, which were among those participating in the naval engagement off the Chilean coast last Sunday night. These ships are the British cruiser Good Hope, the German cruiser Leipzig, and the German cruisers Leipzig and Bremen.

Many Students Enroll.

TORONTO, Nov. 5.—Recruiting for the University Battalion is still progressing. Fully 1,500 have now enrolled.

The officials are well satisfied with the way in which the students are entering into the spirit of the movement, and while each faculty is well represented, the recruiting from the applied science section is exceptionally large.

German Officer Found With Plans To Blow Up Suez

Sentenced By Courtmartial To Imprisonment For Life.

LONDON, Nov. 5.—11:14 p.m.—The Alexandria, Egypt, correspondent of the Exchange Telegraph Company sends the following dispatch:

"A German officer named Mors was arrested by the Egyptian police on his return from plans for dynamiting the Suez Canal. He was sentenced by court-martial to imprisonment for life."

RUSSIAN CAVALRY SHOWS GREAT DASH

British Representative Sends Report on Operations—Many Prisoners Taken.

LONDON, Nov. 5.—7:30 p.m.—Professor Bernard Pares, the British Government's representative with the Russian headquarters in the field, sends the following report:

"Trustworthy eye-witnesses speak with great enthusiasm of the conduct of the Russian troops on the upper Vistula River, where more serious fighting is to be expected. The Russian army is being retrained with speed and skill. The Russian field guns and howitzers are served with remarkable precision and alertness, and meet with great success. The complete confidence of the Russian infantry have in the effectiveness of the Russian artillery is a striking and general feature."

Training With Bayonet.

"The men are always training in bayonet work, which the enemy often avoids. The Russian cavalry has been handled with speed and skill in raids beyond the river on the enemy's communications. The Russian divisions have several times dispersed German forces, taking many prisoners. Large numbers of stragglers have been taken by the Russians."

"Hungarian stragglers put up good resistance for three days, but then collapsed."

"The population in Southern Poland is in a state of profound distress, and the Russians are organizing extensive relief work."

"The Germans compel captured officers to work with the men, and spit at them and drive them about bare to the waist."

German Underground 'Phones.

"The more Russia the German communications are very good. Underground telephones are frequently discovered. Large forces are in close contact here, and the Russians counter-stroke has much impressed the enemy."

"The Polish population shows the greatest alacrity in assisting the Russian troops, both in the country and in the towns. The Russian advance is now much more complete in Southern Poland, and is better lined up with the forces in Galicia."

"All this advance tends to secure the Russian position on the northern frontier, where any German initiative becomes more hazardous."

"The ordinary fresh yearly Russian contingents mean an increase of a half million men."

"The arrangements for the wounded provide, if necessary, for over a million."

GRAIN GROWERS REPEAT PROTEST TO GOVERNMENT

Million-Acre Planting Scheme Falls Flat in Face of Complaints.

WINNIPEG, Man., Nov. 5.—The grain growers and manufacturers had a closing conference today, and in announcing the result of this conference it was stated that nothing was done with regard to the million-acre planting scheme, since the grain growers had demonstrated to the other members of the conference that the proposition was not feasible.

On the other hand, a committee was appointed to wait upon the Dominion Government, and urged the establishment of a committee outside the House to investigate and report on conditions surrounding the transportation, distribution and marketing of all kinds of foodstuffs.

The investigation is to be the widest possible scope, looking into the marketing and distributing of goods to the farmers, as well as the farmers' products. Special emphasis was to be laid upon the burden the present tariff placed on the farmers, and the Government was to be urged to look also into the matter of financing the men on the land, and providing for them a cheaper method of securing money.

An appeal also was to be made for immediate relief to farmers in the west who needed it, to farmers not in a position to put in their usual crop. Such assistance and relief, it was decided, would be much better and secure more results than the placing of new men on the farm.

A Hard Meal To Digest

Is Quickly Digested by the Taking of a Stuart's Dyspepsia Tablet After It Is Over.

Corn on the cob is hard to digest, for some folk, but with a Stuart's Dyspepsia Tablet it is easily digested by the stomach and digestive apparatus. Don't drug your stomach. Give it Stuart's Dyspepsia Tablet at the very moment it needs it. Here is the way a Stuart's Dyspepsia Tablet acts:

One takes a tablet just after the meal is completed. It is taken into the mouth like a sweet, mixed with the saliva, swallowed moist, and partially dissolved. It goes into the stomach, where it is mixed with the stomach juices, which are composed of acids and alkalies.

Stuart's Dyspepsia Tablet reinforces these juices. It quickly digests the elements which such weakened juices cannot digest.

After a while the stomach passes the food, and the food is then digested in the intestines, where it goes through another stage of digestion. Here, as in the stomach, Stuart's Dyspepsia Tablet strengthens the juices of digestion and completes the work of giving the body the benefit of the meal.

There is nothing harmful in these tablets. Only natural ingredients, which the body lacks are supplied. In a short time the blood and digestive juices are given the power they lack. Man can digest any food without injury, and the entire health of the body is increased. Stuart's Dyspepsia Tablets are sold wherever drugs are sold, price 50 cents a box. Anyone wishing a free trial of these tablets please address F. A. Stuart Company, 150 Stuart Building, Marshall, Mich., and a small sample package will be mailed free.

HE—"I can eat corn now and feel O.K. A Stuart's Dyspepsia Tablet will quickly digest it."

One takes a tablet just after the meal is completed. It is taken into the mouth like a sweet, mixed with the saliva, swallowed moist, and partially dissolved. It goes into the stomach, where it is mixed with the stomach juices, which are composed of acids and alkalies.

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THE HOME OF THE OVERCOAT.

Knickerbocker

A conservative coat that men who want a combination of style and service will like.

A three-quarter length, shawl-collar model, with belted back, is shown in different combinations of materials. A very popular style, priced at \$8.50 to \$20.

Chesterfield

A good standard model, that is always in style; three-button fly front, velvet collar, 45 inches long; the "stand pat" of popularity; in meltons, kerseys, chinchillas, beavers and also fancy materials, splendidly tailored. Prices, \$7.95, \$10, \$12 to \$25.

Cambridge

A Comfortable, Belted-Back, Button-Through, Double-Breasted Overcoat, with shawl collar, a dressy young man's form-fitting model, made from select materials of fancy weaves or any of the new plain effects, in blues, greys and browns. Priced at \$16 and \$18.

Parkway

A full, roomy model, lively yet dignified, narrow shoulders and split sleeves; comes in browns, greys and green effects. A new idea, that should become immediately popular. Priced at \$12, \$15 and \$18.

WE DRESS BOYS CORRECTLY AND ECONOMICALLY

"What every mother knows" probably includes a realization of the fact that "boys are hard on their clothes." This store is aware of these facts. Boys' clothes, as we see them, are a mixture of style, wear and value in the proper proportions—no one feature has been over-emphasized to the detriment of any other quality.

Boys' Suits, Double-breasted and Norfolk cut, strongly put together and well tailored, in splendid wearing tweeds \$3.50, \$5 up to \$10.

Boys' Overcoats In all the swagger styles, with military and shawl collars, made from newest materials, in kerseys, chinchillas and fancy materials \$2.95 up to \$10.

Boys' Blue Suits In Double-breasted and Norfolk, in smooth and rough finish materials. All the latest models are shown here \$3.95 up to \$12.

Ask to See Our Boys' Overcoats, Selling Saturday at \$3.49. Worth from \$5.00 to \$7.50.

OAK HALL

A LIVE STORE FOR MEN AND BOYS.

Ready Help

in time of physical trouble caused by indigestion, biliousness resulting from torpid liver, inactive bowels, is always given, certainly, safely by the most famous of family remedies

BEECHAM'S PILLS

Largest Sale of Any Medicine in the World. Sold everywhere, in boxes, 25 cents

GILLET'S LYE

FOR MAKING SOAP, SOFTENING WATER, CLEANING AND DISINFECTING SINKS, CLOSETS, DRAINS, AND FOR MANY OTHER PURPOSES.

THE STANDARD ARTICLE SOLD EVERYWHERE. REFUSE SUBSTITUTES

GILLET'S LYE

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THE STANDARD ARTICLE SOLD EVERYWHERE. REFUSE SUBSTITUTES

GOOD JOBS DON'T GO BEGGING LONG WHEN THEY APPEAR IN ADVERTISER WANT COLUMNS.

AMUSEMENTS, LECTURES

PRINCESS THEATRE

All This Week

MR. STEWART AND COMPANY PRESENT

The Sweetest Girl in Dixie

Also the Best of Photo Plays

Dr. Morris P. Fikes

Detroit's Eminent Pulpit Preacher.

3 SPECIAL ADDRESSES

TO MEN ONLY

9:30 to 10 a.m.—Auditorium.

4 p.m.—Auditorium.

5 p.m.—Knox Presbyterian Church, South London.

SPECIAL GUEST

V. COOPER, Toronto.

Auspices Y. M. C. A. 81c

FREE LECTURE TO MEN AND

boys by Professor Patterson, of

Western University, Topic, "The

Education of the Boy." Free admis-

sion, 7:30 to 9 p.m., DUNDAS CENTRE

Methodist schoolroom, Friday even-

ing, Nov. 6.

SERVICE OF PRAISE-ST. AN-

DREW'S Presbyterian Church, Mon-

day evening next, November 9, at 8

o'clock. Music by organ. Brantley, boy

soprano, of Toronto; Grant, Miss, boy

violinist, with soloists and choir of

the church, under the direction of Mr.

Charles E. Wheeler, F.C.G.O. Collec-

tion of not less than 10 cents from

each person taken at the doors. 82c

KENWICK MALE QUARTET and

Concert Company. Management ac-

cepted. Len Barr, 33 Charles street.

Phone 3621.

HAVANA

Interesting and restful, and a glori-

ous climate, reached by the Ward Line,

via New York. Foldiers and full par-

ticulars apply to agents.

F. B. CLARKE

416 Richmond street, Next Bank of

Commerce, London, Ontario. Pa-

cific and Indian ocean lines. 25c

BUSINESSMEN'S RIFLE CLUB

will hold a lecture on Friday night,

at 8 o'clock, on the subject, "The

Importance of the Rifle." Admission

free. The lecture will be given by

Mr. Frank Harris, who will speak

on the subject, "The Importance of

the Rifle." Admission free. 81c

REGULAR WEEKLY DANCE

Palace Academy, Monday evening,

Nov. 9, 9 o'clock. Good program.

Class or private lessons any time.

Guaranteed satisfaction. Phone, Day-

ton & McCormick.

LONDON MINERAL BATHS—OPEN

every afternoon, Sundays in forenoon.

Phone 2138.

FLOYD McPHAIL, SINGING COME-

DIAN, character impersonator, 9

Gratton street, London. Phone 4467.

MUSIC FURNISHED FOR PARTIES,

balls, banquets, etc. Small family. 82c

Music Italian Harpers, 122 Queen's

avenue.

LONDON LADY HARPERS—EN-

gagements accepted for concert

and social events. Address Miss

Harper, Tannings' Corner, Phone

91, ring 3, Byron. 82c

FEMALE HELP WANTED.

Say you saw it in The Advertiser.

GIRL ABOUT 17 YEARS TO ASSIST

with light housework. Apply 82c

Buchanan street.

WANTED—EXPERIENCED HOUSE-

KEEPER for farm, widower, no chil-

dren, good home. Box 235, Advertiser.

89c

RESPECTABLE PERSON WANTED

as housekeeper. Small family. 82c

ish preferred; age 35 to 55. Good

opportunity for right person. Box

235, Advertiser. 89c

WANTED

Fifty Experienced

Spinners, Twisters

and Drawers

For worsted spinning plant.

THE TORONTO CARPET MFG. CO.,

LIMITED, TORONTO. 89c

A WOMAN OR GIRL WANTED IN

farmhouse. For information write to

J. W. Pearson, St. Marks, Ont., R.

14. 89c

WOMEN TO KNOW HUNT'S DI-

AMOND Flour makes perfect biscuits.

SITUATIONS WANTED.

POSITION WANTED AS HOUSE-

KEEPER for small family. 82c

people; references furnished. Box

244, Advertiser. 82c

SITUATION WANTED IN CLUB IN

any town as kitchen woman or

housemaid. Box 235, Advertiser.

81c

YOUNG MAN, GOOD APPEARANCE

and education, seeks position as

salesman or any position of trust.

Five years' experience as traveller.

Box 237, Advertiser. 81c

A WORKING HOUSEKEEPER WANTS

re-engagement; an economical, good

cook and mender. Salary \$20 per

month. Box 234, Advertiser. 80c

BUSINESS CHANCES.

TO EXCHANGE—GENERAL STORE

and stock for farm near London.

Sydney Smythe, 404 Talbot street.

Reece, London, Ont. 81c

GENERAL STORE STOCK—ONE

thousand; premises to rent, or sell

on easy terms. Good opportunity.

Reece, London, Ont. 81c

FLOUR, FRED AND SEED BUSINESS

in London—Is safe and profitable, and

easy understood and conducted.

John A. Moody, broker, London. 81c

MISCELLANEOUS.

Say you saw it in The Advertiser.

NURSE WOULD BOARD AND CARE

for elderly man, invalid, or children.

Box 240, Advertiser. 81c

HYPNOTISM—MOST PRACTICAL

course of lessons. All home

printed matter, but personal corre-

spondence only; certified instructor;

success assured; price, £2. Write to

particulars to Thomas Patterson,

Merlin, Ont. 78c

COLLECTIONS MADE ON COMMISS-

SION—Agents everywhere; no collec-

tion, no charge. Call, write, phone.

Canadian Bureau of Credits, Dominion

Bank Chambers. 81c

BOARD AND ROOMS.

FIRST-CLASS BOARD, WITH RE-

PUTED private family. All home

comforts. Modern conveniences.

central. Box 231, Advertiser. 80c

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. Articles For Sale, To Let, Help Wanted, Situations Wanted, Board and Lodgings, Lost and Found, Rooms to Let, and similar condensed adver- tisements—First insertion, one cent per word; each subsequent insertion, one-half cent a word. No advertisement less than fifteen words.

BORN, MARRIED, DIED.

BORN.

FAHNER—On November 3, 1914, to Mr. and Mrs. Ezra Fahner, 25 Tecumseh avenue, a son, Ernest Nelson.

MARRIED.

McADAMS—BANNISTER—On No- vember 4, 1914, by Elder T. L. Sea- son, latter 183 Selous Church, Mary- lue Bannister to James McAdams, both of this city. 82c

DIED.

CHALM—At his late residence, 344 Van street, on Thursday, Nov. 5, 1914, George Chalm, aged 31 years, son of Mrs. Chalm, 344 Van street. 82c

Funeral from above address on Saturday, Nov. 7, at 10 a.m., to the funeral home at Mount Pleasant cemetery, 6 o'clock at Mount Pleasant cemetery. 82c

REAL ESTATE FOR SALE

Say you saw it in The Advertiser.

LARGE LOT WITH GOOD COTTAGE, in best residential district of North End. Box 212, Advertiser. 81c

FOR SALE—TWO-ACRE LOT, planted in fruit; situated on Talbot road east, just out of corporation limits. 100 ft. wide, 100 ft. deep. Walk from business part of town; with 8-roomed brick house, with basement, bath, electric lights, furnace, electric light and gas, hard and soft water; lot 26 ft. 6 inches. Will sell on easy terms. Apply to Bayly & Bayly, barristers, Market Lane. 80c

SMALL NEW RED BRICK HOUSE, best side of Egerton street, first house south of Hamilton road, within 100 yards of street cars; 7 rooms, bathroom and good cellar; furnace, electric light and gas, hard and soft water; lot 26 ft. 6 inches. Will sell on easy terms. Apply to Bayly & Bayly, barristers, Market Lane. 80c

MODERN RED BRICK HOUSE, nearly new. Would take automobile or garage in part pay. Box 230, Advertiser. 80c

25-30 BUYS 13-STOREY BRICK, 100 ft. long, double parlors, dining-room and kitchen; all modern throughout. W. R. Reid, 403 Richmond, Room 2, upstairs. 78c

UP-TO-DATE MOVING VANS—FURNITURE and pianos carefully handled. W. R. Reid, 403 Richmond, Room 2, upstairs. 78c

FOR SALE—50 ACRES, \$4,000; 50 acres, \$3,000; 50 acres, \$3,000. 403 Richmond, Room 2, upstairs. 78c

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FOR SALE—50 ACRES, \$4,0

Wall Paper

—An excellent variety of new fall Wall Paper designs, just what you will like, at moderate prices.

GRAVES



THE GREAT BIG NINETY DAYS' SALE

of Men's and Boys' Overcoats, Suits, Sweater Coats, Trousers, Furnishings, etc., started off with a rush yesterday.

Seeing Is Believing. They Came! They Saw! They Bought! You cannot resist these unprecedented prices.

EXTRA SPECIALS

Today and Tomorrow. SWEATER COATS, TROUSERS AND RAINCOATS

Men's Sweater Coats

\$1.25 value	69c
\$1.50 value	95c
\$2.00 value	\$1.49
\$2.75 value	\$1.95
\$3.75 value	\$2.69
\$4.75 value	\$3.69
\$5.25 value	\$3.95
\$5.50 value	\$4.69
\$7.50 value	\$4.95

Men's Trousers

\$1.25 value	95c
\$1.50 value	\$1.17
\$2.00 value	\$1.39
\$2.25 value	\$1.69
\$2.75 value	\$2.25
\$3.00 value	\$2.50
\$3.50 value	\$2.69
\$4.50 value	\$3.69
\$7.00 value	\$4.69

Raincoats

137 in the lot. Up to \$18 value for \$11.69

Up to \$10 value for \$6.95

Mittens and Gloves

75c value	50c
\$1.00 value	75c
\$1.25 value	\$1.00

WEGNER CLOTHING CO.

Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

London's Largest Workingmen's Outfitters

Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.

371 Talbot Street

OPPOSITE MARKET. Phone 1949.

Open Evenings.

CHIVAS Confectionery and Restaurant

Special attention is given in our dining-room upstairs, where we are serving a full three-course dinner and supper for 25 cents, or six tickets for \$1.15. Also lunch at all hours.

FEATHER BEDS AND MATTRESSES

Renovated by our new process. Send them, or your pillows, to us. We clean them also.

KEYSTONE MATTRESS CO.

Phone 2623. yvw Grey Street.



Your Eyes May Need Help

Consult Our Specialists. THE BROWN OPTICAL CO.

227 Dundas Street. Phone 1877.

We mine our own Coal and sell direct to you.

LARGE PE. COAL \$5.85

PER TON

We guarantee this coal to be the best in the range and quality, saves you \$1.25 per ton.

When ordering direct specify "Doan's."

Doan's Kidney Pills are 50c per box. 3 boxes for \$1.25; for sale at all dealers or mailed direct on receipt of price by The T. M. M. Co., Limited, Toronto, Ont.

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The Quality Store

Try our 30c Ceylon Tea. Best value in London.

Harry Ranahan

515 RICHMOND STREET. Phone 1026 and 3323. xxy

New Models in FURS

BELTZ & CO.

Practical Furriers

SEWER CONSTRUCTION TO HELP UNEMPLOYED

Council Adopts This Plan to Aid Citizens Out of Work During Winter.

In an endeavor to relieve as far as possible the unemployment situation in London during the coming winter, arrangements have been made by the city council to proceed with as much sewer construction work as weather will permit. A number of sewer projects have been passed and work will be continued as long and as often as weather conditions are favorable.

The one big difficulty to be met lies in the fact that the setting of the sewer pipes outside of the city limits is a problem which has to be faced in this as in every other Canadian city, not only this, but every winter.

Remove All Meat

Dining-Car Supplies Taken Off at Canadian Border.

As a precaution against the hoof and mouth disease, so prevalent at present in United States stock yards, the Canadian Government has begun removing all meat and meat from dining cars on the Canadian Pacific and Grand Trunk Railroads which come across the border.

No American meat or milk is allowed to enter Canada. The United States Government ordered the closing of all stock yards in the districts where the disease is known to be several days ago.

Meat prices in the middle western states have advanced slightly as a result of the closing of some of the largest stock yards in the world with practically no warning.

INDUSTRIAL IS INSPECTED

Dr. W. W. Merchant Finds Conditions at School Excellent.

A visit of inspection was made to the Industrial School yesterday by Dr. W. W. Merchant, provincial supervisor of technical education. He reported that he found the conditions excellent in every respect.

The purchase of a site for a new industrial school building is still under consideration by the industrial advisory committee of the board of education, but no decision has been reached yet. Some of the trustees favor handing over Princess Avenue School property for this purpose, while others advocate acquiring the convent property on Dundas street.

PLAINTIFF WINS ACTION

Strathroy Man Granted \$100 in Misrepresentation Case.

After being out for almost three hours Thursday afternoon and evening, the jury at the fall assizes rendered \$100 and costs to Ernest F. Strathroy, who was suing William H. Brock, late of the Township of Metcalfe, but now of Port Arthur, for \$1,500, alleging that through the misrepresentation of a farm which the plaintiff had rented from the defendant, he had lost all the entire crop, due to couch grass which overran the place. Apparently the jury believed that \$100 worth of damage was done to the farm by the couch grass, when it brought in the verdict. Mr. Justice Lennox reserved the amount of costs. Meredith & Meredith for plaintiff, and Elliot Traver, Strathroy, for defendant.

The action for \$2,000 damages instituted by James R. Jackson, Lucan, against his rival for the blacksmith trade of the village, Duncan M. McVicar, was going on when the court adjourned last night at 9 o'clock, until 9 o'clock this morning.

The plaintiff alleges that his rival attempted to put him out of business in the village, and to this end had him arrested on a charge of stealing some horseshoes. He was acquitted in the country court, but alleges that his business suffered considerably through the notorious gain throughout the countryside by his arrest. Jackson & Carling for plaintiff and W. Macdonald for defendant.

PEOPLE OFTEN SAY

"How Are We To Know When the Kidneys Are Out of Order?"

Easiest Thing in the World!

The location of the kidneys, close to the small of the back, renders the detection of kidney trouble a simple matter. The note of warning comes from the back. The kidneys become overtaxed and fail to do their work at nature's call.

Backache is the signal sent out by the kidneys the minute they become overtaxed. Those who heed the warning when it first comes, usually have but little trouble.

The danger lies in delay. Doan's Kidney Pills stimulate the action of the kidneys, and enable them to perform their duty perfectly.

Mrs. Greig Murphy, Lower Ship Harbor East, N. S., writes: "I have been using Doan's Kidney Pills in my family with great success, and don't think there is a better pill for the kidneys. I was very miserable with my back, and it took a long time to get a box, and tried them, and found that they were really good, so I took in all about six boxes, and soon found my back cured, and my kidneys as well as ever."

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WANT MEDICAL INSPECTION, TOO

Women Petition Government To Aid Its Establishment In Rural Schools.

BIG CONVENTION CLOSES

Many Representatives Left for Homes Last Night—Close of Sessions.

At the afternoon session of the Women's Institute convention, a resolution, moved by Mrs. (Dr.) Wilson, of Parkhill, seconded by Mrs. J. H. MacKay, of Alisa Craig, was passed, to the effect that the representatives of the Western Division Ontario Women's Institutes ask for a financial grant from the Provincial Government to aid in the work of medical inspection of rural schools. This work is progressing so slowly, it was stated, because of the lack of funds, and the resolution will be forwarded at once to the Minister of Education, in the hopes that district health inspection and school nurses may be appointed without delay.

Higher Social Status.

A plea for scientific training, standardization, and higher social status for the woman "houseworker" was made by Dr. Helen MacMurchy, of Toronto. The speaker urged that housework be dealt with by educationists. There was too great a gulf between the school and home duties. The domestic help problem would not be such a great one, she stated, if the "houseworker" was given regular hours. In no other profession were women expected to be on duty for twelve or fifteen hours a day. A great hindrance to girls becoming "houseworkers" was the fact that they were given no place to entertain their friends. Dr. MacMurchy advised that such employees be encouraged in love of good music, books and plays. She believed the day coming when housework would be entered in a high place among other professions for women.

Homemakers' Clubs.

Miss Inaba, of Montreal, of this city, who has spent several years in Regina, told in a very interesting way of the Homemakers' Clubs of that province. These clubs, she corresponded to the Women's Institutes in Ontario. There the members found much need of helping the "new Canadian" over the rough times. Many of the Homemakers' members themselves were women of foreign birth, and they were enduring many hardships in the new country. Miss Armstrong told of the social service work, whereby clothing was provided for the needy.

Two helpful addresses on "How to Maintain Interest in the Institute" were given by Mrs. S. Courville, Wallaceburg, and Mrs. (Dr.) Amos, of Exeter. The need of a proper president was emphasized, one who could draw out the talents of each member. Good subjects for study were Canadian authors, poets and statesmen; an institute library formed another centre of attraction.

Thank Women's Council.

Miss Hotson, of Parkhill, read the report of the resolution committee. Resolutions of thanks were passed to the Local Council of Women, the W. C. T. U. and Mayor Graham, for greetings; to the Y. M. C. A. for conducting the institute at the disposal of the institutes; to Lady Beck and other Red Cross members, for permission to visit Hyman Hall and see the work being done.

Professor Graham, of the O. A. C., gave some very practical pointers on poultry raising. Some of the hints were for anxious and careful breeders, fresh air for the fowl, few hens in a large area, rather than many in a small yard or house, and a proper proportion of grain, animal and vegetable matter. Fresh milk was an excellent thing for fowl, but sweet caused indigestion.

Mr. Putnam, the superintendent, expressed himself as being delighted with the success of the convention. At the close of the sessions the delegates adjourned to the Alexandra School, where tea was served by the Local Council of Women and the Women Teachers' Guild, and an opportunity given to visit the school. Many of the visitors returned home last night.

Relief Edition Of Advertiser Nets \$1,005.45

Talbot St. School Collects \$60—Street Sales Amount To \$425.59.

Miss Meta MacBeth, general of the working forces for the sale of the Relief Edition of the Advertiser, issued a tabulated statement of the proceeds collected last night.

The scholars of Talbot Street School carried off the honor for selling the largest number of copies of the edition. When the result was tallied up from that school the sum of \$42 had been realized. St. George's School was second with a collection amounting to \$40.76.

The total amount realized is \$1,005.45. The prize of \$25 given by A. Wolfe to the first girl to enter his shop was won by Miss Gilbert.

The list follows:

Talbot Street School \$60.00

St. George's School 40.76

Collegiate Institute 26.30

Lorne Avenue School 17.25

Princess Avenue School 16.55

Alexandra School 10.55

Rectory Street School 13.25

Victoria School 7.54

Aberdeen School 10.85

Wortley School 6.30

Empress Avenue School 14.70

Chesley Avenue School 5.90

Simcoe Street School 5.00

Grand Avenue School 5.00

George Phillips (newsboy)50

R. C. Struthers 10.00

Advertisements 230.00

Sold on streets 425.59

Total \$1,005.45

META MACBETH (convener).

In addition to the above list there are several collectors to be heard from.

FOY'S RESIGNATION, ETC., POOH-POOHED BY HEARST

TORONTO, Nov. 5.—A rumor that a shift in the Ontario Cabinet was about to take place, that Hon. J. J. Foy had resigned or was about to do so, and that Hon. Mr. Hanna had been named for the attorney-generalship by the Prime Minister, received an emphatic quietus from Hon. Mr. Hearst today. The Prime Minister said that there had been no consideration of cabinet changes or additions.

YOUNG BELGIAN MEN ARE KEPT IN ANTWERP

AMSTERDAM, Nov. 5 (via London, 6:15 p.m.).—A dispatch from Rosendaal to the Telegraaf says:

"The Germans are stopping all Belgian males between 18 and 30 years of age leaving Antwerp. Last night a number of men who attempted to escape to Holland were arrested."

"All the hospitals in Antwerp have been emptied and many trains with German baggage have left that city."

"It is rumored that the burgomaster is being held as a hostage."

"The thunder of guns can be clearly heard at Rosendaal."

SHELL SPLINTER HITS NEPHEW OF LONDONER

Missile Bursts in Air Only Thirty Yards From Motor-Cyclist.

IN RETREAT FROM MONS

Marvellous, Says Writer, Of Way British Slipped Out.

John Wright, retired stock broker, received the following letter from a nephew, William H. Wright, 104 Chesterton road, Cambridge, England, to whom it was written by his son, who is at the front, attached to a motorcycle corps. He was in the famous retreat from Mons, and with the French at Soissons.

Dear Father:—We are still at this town—Abbeville—but expect to move close to the Belgian frontier shortly, perhaps within a day or two, but that I do not know, for the officers do not tell us very much. We are having ten more motorcyclists attached to our corps here; all the fresh fellows think they know more about dispatch-riding than we do, although we have now had more than two months of it. We soon find out what they are made of; if they break down too often while taking dispatches it shows they have "cool feet." In other words, afraid to do the work. Our officers then send them back to the base.

After Proficiency Medal.

A lot of the fellows who are sent to us are no earthly good at all. They take just as much care of their motors as never in running order—our officer has sent two home to England already, termed as "no good." The consequence is that we fellows who have been here since the beginning have to do their work, and it makes it very hard for us. I do not mind in the least doing the work, for I am trying to get the French medal for doing good work. "Tait, the fellow I came out with, has got one or rather, has been recommended for one."

Sends Relics.

I sent home one or two relics, including a cup badge, off a dead German, a piece of shell, a German rifle bullet, and a French one.

Another fellow and I took a prisoner at Enslane, near Soissons, a fortnight ago. He had been shot in the arm; we searched him, gave him food, and then took him to a hospital. He has a very nice gold watch, and if I had had the heart to have stuck to it, I would have done so, but I was sorry for the poor devil.

We motorcyclists have been in some tight corners, but have not lost a single man yet. The saying is here, that if one has a narrow escape, he will get through the war all right.

Had Close Call.

About a month ago, I was with the French artillery at Soissons, and had not been there long when the Germans started shelling us. We took over behind a gun carriage; a shell burst about thirty yards in the air over us, and a splinter went through the rim of my hat, tore the shoulders of my greatcoat six inches, took a small piece off my sleeve, just missing my right eye, and went into the ground. I intend to keep my hat and coat as relics of Soissons.

In Retreat From Mons.

Although we are not actually in the fighting line, we see more than those who are sometimes, as we travel over a large area. In the retreat from Mons, we had a night time for a fortnight, and had no sleep. Dispatch riding in the day, and retreating at night—as for food, we got the best we could. The retreat will live long in history, for it was simply marvellous.

German Loss Heavy.

All along the line, the Germans have been losing foot, on foot, on foot. We think our casualty list is very heavy, but it is nothing, compared to the Germans'. They have been slaughtered and captured. The following numbers had to help bury the German dead. He said that in two or three days they buried 4,000. This fellow managed to escape by himself, but a German greatcoat and stealing through the lines.

Casualty List of 25,000.

I don't quite know, but I believe that our casualty list amounts to about 25,000 killed, wounded and missing. Some of the missing are killed, but 80 per cent of them are prisoners. The Germans dare not publish their casualty lists, and no wonder.

It is 11 o'clock, and it is very cold writing in the open, so no more now. Hope all are well at home.

CYRIL WRIGHT.

BELGIUM RELIEF FUND CONTRIBUTIONS

Mrs. A. T. Edwards, treasurer of the Women's Canadian Club, acknowledged the following contributions towards the Belgium relief fund:

Women's Institute of Wilton Grove and Red Cross Society of Glanworth, \$42.80.

Women Teachers' Guild of London, \$50.

Mr. and Miss A. M. Hamilton, \$15