

Weather Forecast:
Fair and Warm

The London Advertiser

HOME
EDITION

51st YEAR. No. 22166

MONDAY EVENING, OCTOBER 19, 1914. TEN PAGES.

PRICE TWO CENTS.

Second Contingent To Cost Nine Millions

Undaunted Captures German Mine Layer in the North Sea

LONDON WILL SEND 1,100 MEN TO PARIS WHERE BOMBS WERE DROPPED

Headquarters Here Notified To Recruit Regiment of Infantry.

NO PLANS ANNOUNCED Believed, However, That Concentration Camp Will Be Established Here.

LONG WAITING LISTS

News of Official Call For Volunteers Received With Feverish Expectancy.

London will send 1,100 men with the second Canadian contingent from military division No. 1.

Divisional headquarters was notified today to recruit a full regiment of infantry under the new Government orders, by which a second contingent will be sent to the continent in relays of 10,000 each. The first departure under these orders will be in December.

No details are yet available as to how this first divisional regiment will be raised. Every officer of the staff was busily engaged in working out the details of enlistment, transportation, housing, equipment and drill.

Col. W. E. Hodgins, divisional commanding officer and special recruiting officer for this district, has not yet completed his plans, but it is believed that Carling's Heights and Wolsley Barracks will be selected as the site for the divisional concentration camp. It is further believed that winter quarters for those men who cannot be accommodated at the barracks will be provided in some of the buildings at the fair grounds.

1,015 in Regiment.

The regiment will comprise 1,015 men of all ranks, and with the 10 per cent for reinforcements, drafts and replacements, will bring the total strength to a little better than 1,100 men.

There was a buzz of excitement when the orders for the regiment came in. They have been awaited with feverish expectancy for several weeks, ever since the offer of a second contingent was made to the British war office. At the armories and at headquarters it was declared that there would be more men than could be accommodated in the first regiment. But as there are to be three divisions of 10,000 men in the second contingent, it means that every local man who wants to will have a chance to go to the front.

Long Waiting Lists.

The seventh regiment already has a waiting list of more than 100 for the second contingent; the first Hussars have something like 500 men ready for foreign service, while the A. S. C. detachment. There are about 50 A. M. C. men ready for the call for the second contingent.

At the armories this morning seven men, John Knight, Ernest Meehan, Charles Hemmings, Raymond Moulden, Harry Hatch, Harry Juniper and Chas. Mitchell left their applications for membership in the second contingent.

Scarcity of Officers.

There is a scarcity of officers and material for good officers in the local corps and volunteers for commissions will be greatly appreciated by the headquarters staff, it is said.

To Train Here.

The recruiting will be done in the various regimental centres, and the men sent here for training, according to semi-official information given out today.

The barracks can accommodate 250 men, while the balance will be taken care of at the fair grounds.

THE WEATHER

THE LOCAL TEMPERATURES.

Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 63; lowest, 58.

The official temperature for the 12 hours previous to 8 o'clock last night: Highest, 52; lowest, 42.

TOMORROW - FAIR, WARMER.

Forecast.

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

WAS IN PARIS WHEN BOMBS WERE DROPPED

Londoner Was in French Capital When Explosives Were Thrown On The Track.

CONDITIONS ARE NORMAL Parisians Are Much Brighter Since the Germans Retreated.

WAR HURRIED WEDDING

Reg. Green Took French Bride On Day Kaiser Opened Hostilities.

"Conditions in Paris were normal when I left two weeks ago," declared Reg. Green, European buyer for the military firm of John C. Green, Toronto, to The Advertiser today.

Mr. Green and his wife are visiting his mother, Mrs. John Green, 526 Ridout street.

Mrs. Green, who is of French birth, was hurriedly married to her husband in Paris on August 3, the day war was declared on France by Germany, enabling her brother, who is an officer in a French regiment, to attend the ceremony. Four weeks ago Mr. and Mrs. Green returned to Paris to bid goodbye to Mrs. Green's parents before starting in their visit to Canada.

Mr. Green was in Paris four weeks ago yesterday, when several German bombs were dropped in the city. "The majority of the bombs were dropped on the Bois du Boulogne, a number falling among the estate grazing on the Autouille race track, where the Grand Prix is run off," said Mr. Green. "Only a few cattle and sheep were killed. A man and a woman were killed the same day by bombs. I did not see the bombs dropped."

Mr. Green said the people of Paris were feeling much brighter since the German retreat. Foodstuff prices were normal once more and everything was running smoothly. He declared that fruit was extremely plentiful, many of the poorer classes living almost entirely on it.

The Rue de la Paix, on which all the famous jewelry and dressmaking establishments of Paris are situated, is closed from one end to the other. The Paris Journal and the Matin come out each day with one long narrow sheet. Very few troops were seen in Paris when Mr. and Mrs. Green left.

Mr. and Mrs. Green sailed from Gorkick, Scotland, on the Olympic, arriving in London yesterday morning.

ONE OF AUSTRIA'S SUBMARINES SUNK

French Cruiser Puts Her Out of Business With One Shot in the Adriatic.

Two submarine vessels went out from the Bay of Cattaro to attack a French fleet which was making its way along the Dalmatian coast. They were quickly sighted, however by the French lookouts, and a well-directed shot sent one of them, the leader, to the bottom.

The other submarine escaped. The French fleet subsequently recommenced the bombardment of the forts of Cattaro.

An Austrian aeroplane dropped several bombs in the neighborhood of the fleet, but no damage was done.

Constantinople, Oct. 19.—It is officially announced that the Japanese cruiser Takachiho was sunk by a mine in Kiau Chow Bay on the night of October 17. One officer and nine members of the crew are known to have been saved.

The Japanese cruiser Takachiho was built in 1885, and was 3,700 tons and 300 feet long, and had 46 feet beam. Her main battery consisted of eight 6-inch guns and her speed was about 18 knots.

The Takachiho carried a crew of 357 men, only ten of whom according to the official report, are known to have been saved.

At the time she went down, the Takachiho had on board a complement of 284 men.

The Takachiho was on patrol duty outside Tsing Tau when she fouled the mine. Japanese destroyers heard the explosion and saw the flames that resulted. They hurried to the assistance of the cruiser, which, however, disappeared quickly, and in the darkness it was impossible to rescue her twelve men. Twenty-eight officers, 54 non-commissioned officers and 180 seamen perished.

CANADIANS ON OCEAN CAREFULLY GUARDED

Wonderful Glimpse of Long Line of Warships and Transports Seen From Minnewaska — Cruisers and Destroyers Act as Convoy.

[Canadian Press.]

New York, Oct. 19.—A line of grey transports led by a pilot boat and two British cruisers and flanked by an armada of battleships, cruisers and destroyers, a line so long that it laid the smudge of its smoke against the sky as far as sailors could see to the east and west—such was the fleet that carried Canada's troops to England and its convoys as glimpsed from the decks of the Minnewaska, 370 miles from the mouth of the Thames, on October 18. Officers of the steamer told of the splendid spectacle upon their arrival here today.

There were 22 transports in the line, and they churned the water of one another's wakes at distances of half a mile to a mile. Each transport flew the British flag and each was painted the battle color of the sea, steel grey, even to the funnels. Well to the front of the long line, perhaps a mile or so, advanced, steamed the leader—apparently sent ahead to make sure the way was clear, for she carried no troops—with a cruiser the starboard and another to port forward.

All the transports were converted passenger liners or merchantmen, and some of them were recognized, or at least it is thought they were, by the Minnewaska's officers who viewed the wonderful maritime procession through glasses. The fleet really moved in three lines: the transports sandwiched between a line of warships on each side. Among the warships were many destroyers sent out from British ports to reinforce the larger war craft as the fleet neared its destination.

The day was one of brilliant sunshine, the sky was cloudless, and the distance of the Minnewaska from the line about five miles. Notwithstanding the fact that the British ensign floated over the liner, a cruiser darted out from the line of convoys, circled the Minnewaska, till the last transport was a speck on the horizon. Then the cruiser turned about and steamed away, without having flashed a word to the liner, either by wireless or signal, to join the rear guard.

ALLIES REPULSE ATTACKS AND MAKE ADVANCES

[Canadian Press.]

Paris, Oct. 19.—2:32 p.m.—The French war office gave out an official announcement this afternoon as follows:

"In Belgium the heavy artillery of the enemy has cannonaded, but without result, the front from Nieupoort to Viaduc, to the east of Dixmude. "The forces of the allies and notably the Belgian army, have not only repulsed further attacks on the part of the Germans, but have advanced as far as Roulers.

"On the left wing, between the River Lys and the canal of La Bassée, we have advanced in the direction of Lille. There has been very stubborn fighting on the front from La Bassée to Abtain and to St. Nazaire. We are advancing from house to house in these localities.

"To the north and to the south of Arras our troops have been fighting without respite for more than ten days, and with a perseverance and a spirit which never for a moment have been relaxed.

"In the region of Chaulnes we have repulsed a strong counter-attack delivered by the enemy and have won some ground.

"On the centre there is nothing to report.

"On our right wing in Alsace, to the west of Colmar, our advance posts are on the line between Bon Homme, Pairs and Sultzheim. More to the southwest we still occupy the Hami.

Christmas in England.

They will celebrate Christmas at Salisbury Plain. It is estimated that by the first of the year there will be 80,000 men on the pay-roll of the Canadian army.

Special to The Advertiser.

Ottawa, Oct. 19.—This morning Canada commenced the enlistment of 20,000 men. Directions to open recruiting offices were wired to commanders of each of the nine military divisional areas. The quota for each has not yet been assigned. That will be done at once.

It is expected that the 20,000 men will be gathered within three weeks easily. From the lot, 10,000, who have had the greatest military experience, will be chosen to receive the first rifles and uniforms, and the first tickets for Europe.

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Constantinople, Oct. 19.—Via London, 3:50 p.m.—The Porte has declined to discharge the German crews of the cruisers Goeben and Breslau, which have been in Turkish waters since early in the hostilities, and which are said to have been sold by Germany to the Turkish Government.

This reply was given in answer to the British representations regarding the continued presence of Germans on board these two vessels. The Government has now shelved the matter, declaring it to be a domestic question, although it had previously given repeated assurances that these Germans would be repatriated.

Asked To Leave.

Amsterdam, Oct. 19, via London, 5:00 p.m.—According to a telegram received here from Berlin, the Turkish Government has requested the Ecumenical Patriarch, the head of the Greek Orthodox Church, to leave Constantinople.

RECRUITING OF SECOND CONTINGENT COMMENCES

First Ten Thousand To Spend Christmas in England — Canada's Daily War Bill Will Reach \$100,000 For 80,000 Men Under Arms.

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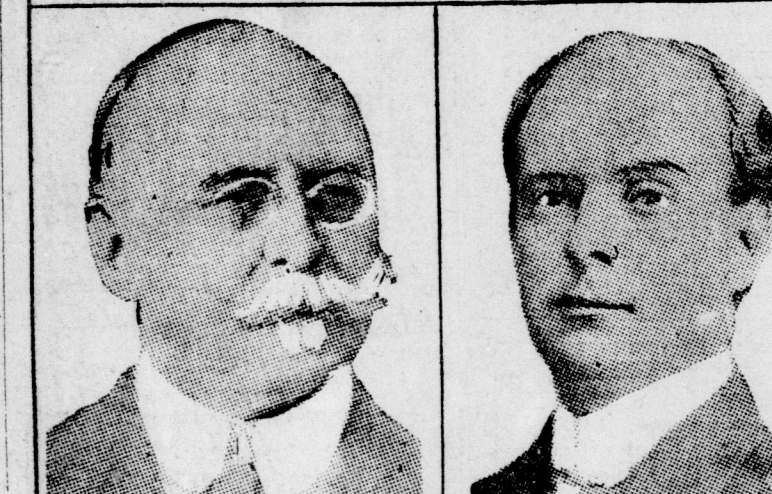
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Rumored Cabinet Changes



Hon. L. P. Pelletier



Hon. W. B. Nantel

The illness of Hon. L. P. Pelletier and the recommendations of his medical adviser that he drop out of politics has precipitated possible changes in the personnel of the Borden Cabinet. Rumor has it that Hon. T. Chase Casgrain, K. C., one of the leaders of the Quebec bar, is also stated that Hon. Pelletier in the portfolio of postmaster-general. It is also stated that Hon. W. B. Nantel, minister of inland revenue, is about to retire from the Government to take the seat on the railway commission vacated by Hon. Mr. Bernier from Dorchester, Que., is mentioned.

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Several of the other ports at Przemysl are reported to have been captured, but these are not considered important, inasmuch as Przemysl already has been isolated and surrounded.

"Everywhere along our left flank we have been successful, and the Germans are falling back under pressure, which they cannot resist. It is not even certain that they will hold Ostend. Regiments tell me that there were no Germans in Ostend on Friday.

"The German army has not been defeated in the western theatre of action, but its position is one of extreme peril. The allies took Bailloult, 17 miles north-west by west of Lille, on Thursday."

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LONDON PAPERS EXPECTING TITANIC CLIMAX VERY SOON

Kaiser's Words May Come True in Sense Not Meant by Him—Allies' Left Cannot Be Turned, Being in Contact With Fleet.

[Canadian Press.]

London, Oct. 19.—1:50 p.m.—By reaching their tentacles out to the sea-board the allied forces have established close contact with the British navy, which now holds the extreme left of the line and seems—from the London view—for the moment to block effectually a further German effort to turn this wing.

That the Germans may have grasped this is perhaps indicated in the otherwise unexplained appearance of four of their torpedo boat destroyers Saturday off the Dutch coast southward bound. It is suggested that the object was to send the destroyers to convey submarines which would dispute the command of the sea on the Belgian littoral.

Should the German navy undertake this venture it would be confronted with the same proposition as has met the British fleet since the commencement of the war, and it would assume the same risks of colliding with mines heretofore faced by the British alone, because the British mine field stretches right along the Belgian coast from Ostend southward.

Enemy's One Alternative.

If, as the allies claim, their left cannot now be turned, the only alternative left the Germans is to hack a way through the trio of armies confronting them, and General Von Kluck and General Von Arnim, or whoever is in command of the German right, seems in no way loath to make the attempt. That they have made a forward movement is evident not only from the newspaper dispatches, but from a confirmation of these dispatches in Saturday's official communication from Paris, which stated that the Belgians had repulsed several attempts of the Germans to cross the River Yser, which is ten miles nearer the coast than is the Thourout, Roulers and Menin line, which they occupied on the previous day.

As an offset to this the British official information bureau, in one of its rare communications, says that the allies in the northern area have driven the Germans back more than 20 miles. The precise locality of this advance and retreat is not indicated, but it can have been only at some point on this western wing, where the Germans are trying to resume their interrupted dash on Paris, by way of the coast towns.

Kaiser's Words Quoted.

These, however, are only two points on the human barriers which are facing one another for hundreds of miles, and continuing to sway forward and backward without as yet being able to effect the titanic climax which will bring to an end the immediate phase of the great campaign. Observers here think that this climax cannot be far off, and the London papers are quoting approvingly, though not in the sense intended, the words attributed to Emperor William who, in addressing his troops somewhere in France on October 3, is reported to have said: "Before the leaves fall from the trees here, we shall all be back in the dear fatherland." That it is quite probable that the Emperor never gave expression to this opinion, does not detract from its value in the British construction.

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BRITISH NAVY HAS A SWEET REVENGE

Four German Torpedo-Boat Destroyers Sent to Bottom.

BRITISH LOSS IS LIGHT
Fourteen of the Enemy's Warships Are Now Destroyed.

[Canadian Press.]
LONDON, Oct. 18.—The British navy has accounted for four more German destroyers which were encountered off the Dutch Coast Saturday by a cruiser and four destroyers.

According to an announcement made today by the admiralty, the vessels in the action were the light cruiser Undaunted and the torpedo boat destroyers Lance, Lennox, Legion and Loyal.

Thus the British sailors have taken a quick revenge for the sinking by a German submarine on Thursday of the British cruiser Hawke.

The admiralty announces that the British losses in the engagement were one officer and four men wounded. The damage to the British destroyers was slight.

The announcement adds: "There are 31 German survivors prisoners of war."

The sinking of the four warships Saturday makes six torpedo boat destroyers that have been sent to the bottom of the sea by British gunfire since the beginning of the war, and seven when the torpedo boat destroyer which was sunk by the submarine E-1 is counted.

Score Favors the Allies.
In this number and without counting the converted merchantmen, such as the Kaiser Wilhelm Der Grosse and the Cap Trafalgar, the score now favors the allies, they having sunk six German and one Austrian cruisers and seven German torpedo boats.

The British cruiser Undaunted, which was commanded by Captain H. Fox, after sinking the German armed cruiser Koening Luise, was itself destroyed by a German mine on Aug. 6.

Cruiser Has Eight Guns.
The British cruiser Undaunted, a vessel of 3,800 tons, carries two 6-inch and six 4-inch guns.

The destroyers that accompanied the cruiser have each an armament of three 4-inch guns and an equipment of four 21-inch torpedo tubes in pairs. The destroyers are 250 feet in length and have a speed of 29 knots an hour. They carry 100 men.

Rejoicing in England.
HARWICH, England, Oct. 18.—11:35 a.m.—The news of the British cruiser Undaunted's victory was received with great rejoicing here. She did not leave this port until Saturday morning, and 6 o'clock the same evening came the news that four German destroyers had been sunk.

It is understood here that the engagement occurred near the mouth of the Scheldt.

Better Work Is Done If Your Feet Have Ease

Ease and comfort are assured to every wearer of Dr. Reid's famous Cushion Sole Shoes.

Priced, \$5.50, \$6, \$6.50

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London Advertiser, London, Canada

GERMAN PRISONERS SAY VON KLUCK IS SUPERCEDED

LONDON, Oct. 18.—According to German officers who are prisoners in a hospital in England, it is said General Sixt Von Arnim has succeeded General Von Kluck in command of the right wing of the German army in France. It is asserted that this change was made two days after the battle of Marne.

One of the German officers who are credited with vouching for this story is Lieutenant Von Arnim, described as a nephew of the general, and who is in a hospital at Netley.

ENEMY DRIVEN BACK MORE THAN 30 MILES, SAYS OFFICIAL REPORT

Two Violent Attacks Attempted by the Germans on Saint Die Repulsed With Serious Losses.

LONDON, Oct. 18.—9:25 p.m.—The official press bureau issued the following announcement tonight: "The British troops have made good progress during the last few days. In the northern area the Allies have driven the enemy back more than thirty miles."

FROM PARIS.
PARIS, Oct. 18.—11:06 p.m.—The official communication issued by the French war office tonight, says: "During the course of last night two violent attacks were attempted by the Germans to the north and east of Saint Die. These were repulsed with serious losses to the enemy."

"No other report of any importance has yet been received on the operations of the day."

The French official statement, issued this afternoon, says: "The French army in Belgium has vigorously repulsed several attacks directed by the Germans against the remains of the River Yser."

"On the left wing of the River Yser, the allied troops have occupied ground in front of Givenchy and Fromelles and taken Armentieres. On the Ypres canal to the sea our soldiers and marines have repulsed a German attack."

"To the north of Arras Saturday was marked by a notable advance on our part."

"Between the region of Arras and the Oise we have made slight progress at certain points."

"At the centre and on our right wing the situation is unchanged."

FROM PETROGRAD.
PETROGRAD, Oct. 18.—The Russian general staff makes the following announcement: "On the front in East Prussia and on the Vistula there is nothing new to report. Austrian attempts to cross the San River have failed. South of Przemyśl the fighting continues. At several points there were bayonet attacks, in which we captured fifteen Austrian officers and more than 1,000 soldiers."

"Austrian reinforcements are reported in the passes of the Carpathians."

FROM BERLIN.
LONDON, Oct. 19.—1:40 a.m.—The following official report from German headquarters, issued in Berlin Sunday morning, is sent by Reuter's Amsterdam correspondent: "In the western theatre of war yesterday was generally quiet and the situation unchanged."

"In the eastern theatre our troops are advancing into the environs of Lych. The battle continues near and south of Warsaw."

ON TO LILLE
There is another curve in the battle line. Instead of extending northwest from Arras to Ostend it now reaches north to Lille, thirty miles, west to Armentieres, ten miles, north to Ypres, fifteen miles, west to Lille, and Armentieres, an important railway junction of 30,000 people, ten miles west of Lille and on the Belgian border. Thus far have the Germans been driven back.

With the capture of the railway town of Lille the Allies will have done much toward severing the German lines of communication.

RUSSIANS OUTWIT GERMAN TROOPS
Thoroughly Beat Them, Says Official Report—Hundreds of Prisoners.

PETROGRAD, Oct. 18, via London, Oct. 19.—2 a.m.—The latest details of the fighting on the Vistula, as announced by the war office, say that the Germans were thoroughly beaten and that hundreds of German prisoners have been taken into Warsaw.

The centre of the fighting consisted chiefly of artillery duels.

Between Josefow and Ivangorod the battle has continued for nearly five days. Near Josefow the Russian commander, it is said, learned that the Germans were preparing to cross the Vistula. He exposed some guns about seven miles from his bank of the river, with the purpose of leading the Germans to believe that the position was the Russian front.

During the night, still according to the official version, Russian infantry with four quick-firers hid in the dense bushes near the river, while some distance back sixteen field guns were concealed. A German aeroplane flew over the spot next morning, but the aviator perceived nothing and the Germans began crossing the river on rafts.

The Russians allowed two battalions of Germans to land, preceded by a detachment of sappers, to prepare a landing, which was within 400 yards of Russian telephone operators concealed in the bushes.

Nearly Every Man Killed.
The Russians then opened a gun and rifle fire which, it is asserted, accounted for nearly every man across the river, the German losses being well over 2,000. The affair ended in a bayonet attack.

The Germans on the opposite side of the river could not fire without the risk of killing their own men. Russian quick-firers mowed down the men packed on the rafts, and many of those who jumped into the river and tried to swim ashore were killed by rifle fire.

At an unmentioned place southward of Warsaw, the official report says the Russians and Germans strove simultaneously to cross the river. The Russians succeeded under a terrible shrapnel fire, suffering heavy casualties, but eventually they silenced the German guns, and repulsed the German division covering the crossing. Apparently, the report concludes, the Russian heavy field guns outgunned those of the Germans.

BRITISH CRUISER FIRING ON ENEMY
LONDON, Oct. 19.—3:14 a.m.—The Daily Mail Flushing correspondent telegraphing Sunday says: "The passage of the German force westward from Ostend ceased at two o'clock yesterday afternoon, and fighting has begun between them and the allies. Three wagonloads of the man wounded have been returning from the front. An eye-witness reports that many Germans have been killed or wounded."

"Guns were heard at sea yesterday evening. They are believed to have been those of a cruiser firing on the Germans on land."

"The Bruges garrison has been reduced."

GERMAN PLOT TO COMMAND FORTH

Great Factory Built Ten Years Ago, With Foundations for Guns.

JUTTING OUT INTO RIVER

Apparatus of Prof. Schuster in London Could Talk With Berlin.

[Canadian Press.]
LONDON, Oct. 18.—"A large factory, owned by Germans, was raided by the military in Edinburgh last night," says a dispatch from the Observer's correspondent in the Scottish capital. "It was built ten years ago. It is of imposing appearance, covers a large area and is three stories high. Although capable of accommodating 500 hands, never more than six workmen, all Germans, were seen about the place."

According to information supplied by the builders, £150,000 was spent on magnificent concrete foundations, the proprietor explaining that exceedingly heavy machinery would be required for the factory. The machinery never arrived, the factory never started, and no workers came but the position dominates Edinburgh, and the prepared position, jutting on the sea, would enable big guns to hit the Forth bridge.

The police yesterday seized a wireless receiving apparatus, and a quantity of wire at the residence of Prof. Arthur Schuster, near Wokingham, in Berkshire.

Prof. Schuster, who is a brother of Sir Felix Schuster, governor of the Union of London and Smith's Bank, admitted to the police that he could receive messages from Berlin or the Eiffel Tower in Paris with this apparatus.

Prof. Schuster is a fellow of the Royal Society and also secretary of the organization. He is a son of Francis Joseph Schuster, and was born at Frankfurt-on-Main.

RESTAURANTS RAIDED.
LONDON, Oct. 18.—The authorities are taking more stringent measures against alien enemies who remain undetained in England. This afternoon the police raided a large restaurant, owned and managed by Germans and Austrians. These were taken to a detention camp.

The agitation against permitting natives of hostile countries to continue their vocations here is growing, as reports come in of alleged operations of German spies in Antwerp before that city fell.

GERMAN SHOP FIRED.
LONDON, Oct. 18.—2:55 a.m.—Serious rioting occurred early today in High street, Deptford borough of London. Shops conducted by Germans were wrecked by crowds and one shop was set on fire. The police were called out to restore order.

SIXTY-FOUR APPREHENDED.
PARIS, Oct. 18.—Sixty-four Germans between the ages of 18 and 25 years, were arrested in Paris today. Though of military service age, they had been allowed to remain here under permits issued for civilian employment. Two more groups of Germans, Austrians and Hungarians were sent to the provinces this afternoon.

DEPARTMENTAL STORE SEIZED.
BORDEAUX (by way of Paris), Oct. 18.—5:55 p.m.—The French Government, pursuing the campaign against German-owned businesses, today seized six concerns. One was a departmental store and the other wine establishments.

JEALOUS HUSBAND BRANDED HIS WIFE
Accused Her of Keeping Company With Other Men.

[Special to The Advertiser.]
WOODSTOCK, Oct. 13.—Accusing his wife of keeping company with other men, John Hayden, an electrician, of this city, in a jealous passion, heated a soldering iron, and branded his wife on the arm in an effort to bring from her the truth about the matter.

When he went down stairs to heat the iron again, Mrs. Hayden, who married John Hayden in Hamilton, about four years ago, and who is not yet twenty, escaped through the front door to a neighbor's at four o'clock this morning, pursued by her husband. He was taken into custody, and will be examined as to his sanity.

FORMER GERMAN BOAT CAPTURED BY BRITISH
HALIFAX, N.S., Oct. 18.—Converted cruiser Caronia arrived in port this afternoon with the oil tanker Brindilla, flying the American flag, as a prize of war. The Brindilla was formerly the German steamer Washington.

GOOD SLEEP GOOD HEALTH
Exhausted Nerves Were Fully Restored by Dr. Chase's Nerve Food.

When the nerve force expended in the day's work and in the act of living is not replenished by restful sleep at night you have cause to be alarmed, as physical bankruptcy stares you in the face. This letter directs you to the most satisfactory cure for sleeplessness.

Mr. Dennis Mackin, Maxton, Sask., writes: "I have just finished using the sixth box of Dr. Chase's Nerve Food, and I say that when I commenced using it my nerves were so bad that I could scarcely get any sleep. I would lie in bed nearly all night without sleep, and anyone who has this trouble knows the misery of sleepless nights. Dr. Chase's Nerve Food helped me from the start, and has built up my nervous system wonderfully. I now sleep peacefully, and instead of feeling tired in the morning I am strong and healthy, and well fitted for my daily work."

Dr. Chase's Nerve Food, 50 cents a box, 6 for \$2.50; all dealers, or Dr. Thompson, Bates & Co., Limited, Toronto.

November Designer Now In. Subscribers Please Call for Your Copy, at Pattern Counter.

SMALLMANS/INGRAM

November Designer Now In. Subscribers Please Call for Your Copy at Pattern Counter.

SPECIAL DISPLAY AND SALE OF LADIES' APRONS

This will be Apron Week. Large purchases placed months ago with the manufacturers have arrived. It is this way of buying that makes our prices the lowest. Distributing in such quantities as to justify collection directly from the original source of supply, securing not only the utmost penny of advantage for quantity, purchased, but economy in packing, shipping, accounting and selling expense. On these lines it is not unusual to find our prices as low as the prices paid to wholesale distributors by some other stores. Buy your aprons this week, when you will find all lines in full assortment.



APRON WEEK
See the New Special Bungalow Apron at 50c
Work Aprons at 15c and 20c
Dusting Caps, 2 for 25c



APRON WEEK
See the Special Nurses' Aprons at 50c and 65c
The Original Sister Dora Apron, 75c As Pictured.

NURSES' APRONS, MAIDS' APRONS, KITCHEN COVER-ALL APRONS, KITCHEN PRINCESS APRONS, SMALL WORK APRONS, DAINTY TEA APRONS, DUST CAPS AND CHILDREN'S BUNGALOW APRONS.

NOTE THE PRICES:

The Original Sister Dora Apron, made of real good quality linen, large plain bib, buttoned on wide band, with linen buttons, neat fitted skirt, has 6-inch hem. SALE PRICE 75c
Nurses' Apron, made of good quality linen, shaped bib and neat fitted skirt, with wide hem. SALE PRICE 50c and 65c
Maids' Aprons, made of good quality linen, has plain shaped bib and gored skirt. SALE PRICE 35c and 45c
String Aprons, made of linen, large gored skirts, with deep hem. SALE PRICE 35c, 40c and 50c
The Princess Kitchen Cover-All Apron, made of good English prints, in both light and dark colors. SALE PRICE 65c and 75c
The New Bungalow Apron, made of extra good quality print, kimono sleeves, belt and neck neatly piped with white. A good assortment of light and dark colors. SALE PRICE 50c

Second Floor.

1914-15 SEASON'S FAVORED DRESS GOODS

Duvelyn, Velours, Gabardines, Bedfords, Ratines, etc.

The Dress Goods display each season is held as a guide, and as the ideal supply source for the foundation of the many suits, coats and gowns to be created during the next few weeks.

As always we have style-confirmed every weave, every pattern and every color of these fabrics. They come from the famous mills of Europe, and represent the character of millmen where products are of the best type. Many weaves are so unique for their cleverness and their beauty of coloring and fabrics that it is a delight to handle.

Dainty Stationery Has a Charm For Many at This Season

Hallow'en Tissue Table Napkins, 3 designs 5c dozen
Hallow'en Postcards 3 for 5c and 5c each

Did You See the Owl? The Hallow'en owl has already made his appearance in some parts of the city.

Decorated Crepe Paper, owl and moon design, on orange crepe, 10 feet long 20c per fold
Plain Orange Crepe Paper 12c fold
Plain Black Crepe Paper 10c fold

Special---The S. & I. Fountain Pen

A fully guaranteed pen, 14-k. point, full size handle; practically the only difference with this and the \$2.50 pens is that the ink well is smaller. 50 only to sell at the price. Get one while they last. 79c each

London View Postcards

Fifty newest views of parks, residences and public buildings. 10c dozen

Special---Cloth-Lined Canvas Trunks, \$5.95---Basement.

SMALLMANS/INGRAM

London, Oct. 18.—A Reuter dispatch from Amsterdam says that German newspapers received there state that the Prussian Diet next Friday will accept an emergency bill asking for a credit of \$375,000,000, of which \$100,000,000 will be allotted to the provisional assistance of East Prussia.

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 F. W. Thompson, 86 Mail Building.
 The London Advertiser Company, Limited.

LONDON, MONDAY, OCTOBER 19.

NAPOLEON'S HAND.

COL. F. N. MAUDE, C. B., one of the British officers, who has written military reviews of the war situation for the press, continues to press his claim that the French army of today is invincible. In answer to a charge that "not one of the whole crew" (of military writing experts) believed Paris could be saved, T. P.'s Weekly points out that Col. Maude had repeatedly made it plain that he did not believe the Germans would enter the French capital.

Col. Maude, in a recent article, tells of a French military reconstruction to which the world has not yet awakened, and he advances the claim that the genius of Napoleon has been caught by the French generals and that the retreat was part of a great scheme of "fixation"—a system whereby your strategist must first of all fix the enemy by resolute fighting, whether by attack or retreat does not matter. The fighting has to be vigorous enough to chain up all his attention. Having "fixed" your enemy, it is then time to decide when and where to strike the decisive blow, which involves the bringing of a tremendous numerical superiority to a point in the enemy's lines which could be chosen to suit the general's purpose. During this process, forces must be disposed so that when the time arrives to strike, the enemy must by no provision be able to evade the blow. In a few lines, this was the genius of Napoleon, and Col. Maude asserts that Joffre is attempting it, and has so far been able to carry it out.

The present long-sustained fighting, the expert regards as a period of "preparation." The enemy must be worn down and misled into wasting his reserves, and the way made secure for the final knockout blow of the great reserves, which, made up of fresh guns, horse and foot, must inflict a quick, crushing blow at a decisive point.

In his summing up, Col. Maude says: "The fighting in the Meuse, Namur and Givet triangle was 'the fixation.' What has happened since is the 'preparation,' and what is about to happen now, perhaps, before these lines are printed—the onset of fresh 'masses'—will be the 'execution.'"

I shall not be in the least surprised if before our combined pursuit is stayed the German army is driven back almost upon the banks of the Rhine.

Whether or not Napoleon's plans are great enough to meet the tremendously larger situation than any for which they were intended, remains to be seen. There is this to be said for Col. Maude's view—that its author has an optimistic throughout and has an unshaken belief in the power of the French to deal with their invader.

TRUE NATIONAL HONOR.

SAY, what is honor? 'Tis the finest sense of justice which the human mind can frame. Intent each lurking frailty to disclaim, And guard the way of life from all offence Suffered or done.

Representative Gardner of Massachusetts has introduced a resolution in the House at Washington having for its object an investigation of the state of preparedness for war of the United States. In introducing his motion, he said he knew "that a public search would open the eyes of Americans to a situation which is being concealed from them." He said also: "The United States is totally unprepared for war, defensive or offensive against a real power. In my opinion, the effect of the vast sums of money spent by Carnegie in his peace propaganda has been to blind Americans to the fact that our national security from a military point of view is undermined."

The United States does not need to prepare for war. It occupies a place in the world not liable to attack. Its men of great wealth, such as Carnegie, have the highest sense of honor and justice in spending vast sums to secure the peace of the world. Carnegie and those associated with him are supported by public opinion and by President Wilson, ex-President Taft, Senator Root, Secretary Bryan and other statesmen. It is not liable to attack, and has no desire to attack. The Government of the United States has shown its willingness to submit all questions to arbitration. In this way its public honor keeps pace with private honor. Its national honor becomes "the finest sense of justice which the human mind can frame." It puts in practice the principles that will lead to the "brotherhood of man."

What a contrast there is between life in a nation that is not prepared for war, that does not want to be or need to be prepared, and that is willing to submit to arbitration all questions between it and any other nation weak or strong, and life in a nation that spends forty years in continuous preparation for war, and opens it by crushing out the national life, as far as it can, of a comparatively small nation against which it had no possible cause of complaint. The representative from Massachusetts

should consider the difference between the necessity to be prepared for war in Europe and in America, and the difference in the war sentiments of the two continents, and be thankful that his lot is cast in America.

Honor and justice have the same meaning when applied to national life that they have when applied to private life.

"A CHANT OF HATE."

UNTIL it became certain beyond doubt that the German army was acting brutally there was a decided tone of fairness in the press of Great Britain, Canada and the United States. The writers in the English language were determined to be just at all costs. For the German domestic life they had the highest praise. They hoped to regard their enemy as powerful, yet certain to observe a code of individual honor. Even now every lover of mankind hopes that the terrible charges may be all laid at the door of cruel Prussianism, and if the German people, as a whole, can be proven guiltless of the filthy acts charged against them, even their enemies will be relieved.

In all the blunt British condemnation of atrocities there has been nothing to equal the outbreaks of hatred in the German press against the English. The following, "A chant of Hate Against England," which appeared in the Jugend, written by Ernst Lissoner, is probably the most terrible expression of malevolence ever issued by one nation against another. Just as it is terrible in its direct sentiment, it is terrible in its injustice to a race which has done no evil to Germany, but has sought only to maintain its rights and regard its treaties as sacred. The poem is:

French and Russian, they matter not, A blow for a blow, and a shot for a shot; We love as one, we hate as one, We hold the Weichsel and Voges-gate, We have but one and only hate.

We love as one, we hate as one, We have one foe, and one alone. He is known to you all, he is known to you all, He crouches behind the dark grey flood, Full of envy, of rage, of craft, of gall, Cut off by waves that are thicker than blood.

Come let us stand at the Judgment place, An oath to swear, to face to face, An oath of bronze to wind and shake, An oath for our sons and their sons to take.

Come hear the word, repeat the word, Throughout the Fatherland make it heard, We will never forego our hate, We have all but a single hate, We love as one, we hate as one, We have one foe, and one alone—ENGLAND!

In the Captain's Mess, in the banquet hall, Sat feasting the officers, one and all, Like a sabre-blow, like the swing of a sail.

One seized his glass held high to hail; Sharp-snapped like the stroke of a rudder's play, Spoke three words only: "To the Day!"

Whose glass this fate? They had all but a single hate, Who was this known? They had one foe, and one alone—ENGLAND!

Take you the folk of the Earth in pay, With bars of gold your ramparts lay, Bedeck the ocean with low on bow, Ye reckon well, but not well enough now.

French and Russian they matter not, A blow for a blow, a shot for a shot, We fight the battle with bronze and steel, And the time that is coming Peace will seal.

YOU will never forego our hate, Hate by water and hate by land, Hate of the head and hate of the hand, Hate of the hammer and hate of the crown.

We love as one, we hate as one, We have one foe, and one alone—ENGLAND!

THE KAISER AND CATHOLICS.

THE German Government is out with a protest against the English press in which it claims that the latter has overlooked the fact that a large proportion of the Prussian army is Roman Catholic, and that the emperor has always been respected. The partial destruction of the Rheims cathedral, and the burning of Louvain University are lurid refutations of this statement, but there is still another episode, which discredits the German contention. Several weeks ago in a message to President Wilson, the Kaiser charged Belgian priests with treacherously murdering German soldiers. This caused the leading Catholic journal of Germany to protest against such charges, and demand evidence. Of course, the evidence could not be produced because it does not exist, and it has been well established that the stories of atrocities on the part of Belgians are fabrications of the German Government. But the Kaiser saw to it that the courageous journal of the church was suppressed. After that, if the German Government continues to prate of its respect for the sanctity of the cassock, it will be "to laugh."

JOHNSON AGAIN.

OUR dispatch last month, regarding the heroic exploits of Jack Johnson with the Swedish contingent, proved unfortunately to be one more mistake of that well-meaning but sometimes erring fond of information, the Whole Cloth News Agency. An official, polite announcement of London, England, raises the lid of mystery for a moment from the real doings of the world's champion pugilist.

A vital part of the announcement is to the effect that the uncrowned king of Senegambia

"appeared at Bow street police court on Wednesday to answer a summons for using bad language in Cranbourne street, Leicester square. Police Constable McVitie said that on the afternoon of August 21 he spoke to Johnson's chauffeur about his motor-car causing an ob-

--and the Worst Is Yet to Come



struction of the traffic, and asked him to move it. Johnson then came to the door of a tailor's shop opposite, and, using bad language, refused to allow the car to be moved. The police had great difficulty in dispersing the crowd, traffic being considerably congested.

Johnson, who said he was now playing in Liverpool, went into the witness box and denied the language attributed to him. The motor, he said, belonged to his wife.

And we thought that Johnson had joined the French army and led the African onset which broke up the Prussian Guards! Evidently the French Government, in relieving him of a few surplus motor cars, had the chivalry to allow one to Mrs. Johnson. But on August 21, when the agony of the allies' retreat was approaching its climax, the modern Othello was getting fitter at the tailor's; and since then he has been "playing at Liverpool."

He might, perhaps, make a better showing in Uncle Tom's Cabin than some British actors who have essayed the task. One reader of The Advertiser remembers seeing a performance over there in which the Cockney accent of old Uncle Tom was rich enough to bring tears to the most hardened spectator's eyes. Johnson would have the right accent, and at any rate his occupation is not gone under the breath of war.

In spite of his reputation and his eloquent defence, Jack was fined by the British magistrate, as ever no respecter of persons, a sovereign, with four shillings costs. That is the medal for valor which the colored play-boy of the western world receives.

THE BRIGHT SIDE.
 SO STUPENDOUS a catastrophe is the war that it seems incredible to look for or expect any immediate good from it, whatever world-wide and lasting benefit it may ultimately bring. Yet good of a very real sort has already come from the present strife through the revival of religious feeling in France, Great Britain and the other countries engaged in the struggle. It has always been a notable fact of any great war that it gives an added value to art, religion, literature, music and any of the other phases of life. But particularly is this the case with religion. Under normal conditions we take our religion calmly, as a matter of course, but when the great crisis arrives, with individual or nation, religion then becomes a real refuge. Where else are people to go for consolation when all the beautiful intimacies of family life have been severed by the call to arms, when homes have been wiped out and the fatherland or motherland is in peril. At such times mankind recognizes how beautiful and sacred are these "commonplaces" of peace, and the tried soul turns instinctively to religion for solace and support.

EDITORIAL NOTES.
 "We wait for light, but behold ob-scurety," Isaiah, lix, 9. The prophet must have foreseen the present war.

President Wilson's efforts to keep war out of the United States have failed. Christabel Pankhurst has arrived at New York.

During the war many thousands have escaped from the madhouses of Belgium. However, they are not as dangerous as the Potsdam maniac.

Several subscribers have been inquiring as to the distance from Ostend to the British coast. As the crow flies, according to Funk & Wagnall's Atlas, the Belgium port is seventy miles from Ramsgate, the nearest British point, and about one hundred and twenty miles from London.

This Villa seems to get what he goes after. He swept the northern parts of Mexico clear of the Federals, got the sympathy of the United States, moral and active, chased Huerta to Europe, and now has control of the presidency. He acts like a real dictator, which seems to be what Mexico requires at the moment.

Over a rude grave on a battlefield of France was found a piece of cardboard on which was written these words: "He was a good pal." There is nowhere a more noble tribute to the worth of the dead, or better expression of the affection of the living, than in those simple words. One feels he would like to have known the fine fellow who was "a good pal."

The Duke of Wellington has said: "Bonaparte was, in one respect, superior to all the generals who had ever existed—it was in his power of concentrating such vast bodies of men—a most important point in the art of war. I have found that raw troops, however inferior to the old ones in manoeuvring, are far superior to them in downright hard fighting with the enemy; at Waterloo the young ensigns and lieutenants who had never before seen a battle, rushed to death as if they had been playing at cricket."

HER IDEA OF IT.
 [Boston Transcript.]
 Doctor—in your present state of health I advise a month in Bermuda. Lady Patient—But, doctor, I could never stand the smell of the onions.

THAT'S RIGHT.
 [Cincinnati Enquirer.]
 Clancy was somewhat amazed when he saw the throng that came to attend poor Casey's wake.

"Begorra," mused Clancy, "a man never knows how many friends he has until they come to his funeral."

THE NOVELIST'S CONSOLATION.
 [Washington Star.]
 "How did your novel come out?" "Well," replied the self-confident man, "proved beyond all doubt that it isn't one of those trashy best sellers."

FIRE!
 [Case and Comment.]
 A well-known judge often relieved his judicial wisdom with a touch of humor. One day, during the trial of a case, Mr. Gunn was a witness in the box, and, as he hesitated a good deal and seemed unwilling, after much persistent questioning, to tell what he knew, the judge said to him: "Come, Mr. Gunn, hang fire."

After the examination had closed, the bar was convulsed by the judge adding: "Mr. Gunn, you can go off; you are discharged."

RATHER HAZY.
 [Exchange.]
 He got carried away by the spirit of the times and remained away for several days. He came to himself in his own room without knowing exactly how he got there. A friend sat beside him.

"Hello," he said, as he opened his eyes, "what day is this?"

"This," said the friend, "is Thursday."

"The invalid thought it over a minute. 'What became of Wednesday?' he asked."

THE MAYONNAISE.
 [Montreal News.]
 He—How—aw—did you enjoy your tour in France?
 She—Oh, immensely! It was so delightful to hear the French peasants singing the Mayonnaise!

THE KAISER AND GOD.
 [Barry Pain, in the London Times.]
 "I rejoice with you in Wilhelm's first victory. How magnificently God supported him!" Telegram from the Kaiser to the Crown Prince.

Led by Wilhelm, as you tell, God has done extra well; You with patronizing nod, Show that you approve of God. Kaiser, face a question new— "This—does God approve of you?"

Broken pledges, treaties torn, Your first rage of war adorn; We on fouler things must look Who read further in that book, Where you did in time of war, And that you in peace forswore, Where you barbarously swore, Bade our soldiers terrorize, Where you made—he deed was fine— Women screen your fring line, Villages burned to dust, Torture, murder, bestial lust, Filth too foul for printer's ink, Crimes from which the apes would shrink, Strange the offerings that you press On the God of Righteousness!

Kaiser, when you'd decorate Sons or friends who serve your Sate, Not that Iron Cross bestow, But a Cross of Wood, and so— So remind the world that you Have made Calvary anew!

Kaiser, when you'd kneel in prayer, Look upon your hands, and there Let that deep and awful stain From the blood of children slain Turn your very soul with shame, Till you dared not breathe that Name That now you gibbly address As one of your allies.

Impious braggart, you forget: God is not your conscript yet; You will learn in dumb amazement That His ways are not your ways, That the mire through which you trod Is not the high white road of God.

To Whom, whichever way the combat rolls, We, fighting to the end, commend our souls.

PRESS COMMENT ON THE WAR

GUARANTEE OF FIDELITY.
 [La Presse.]
 The free and democratic government which the Boers have been given by and have accepted from their conquerors are the best guarantee of their fidelity to England. And the former rebel, who has repeated his treason will not be able to succeed, no matter how he may be financed and armed by Germany.

POOR BELGIUM.
 [Philadelphia Bulletin.]
 The smallest in her area, of the nations in the war, poor Belgium has had to submit to dire calamities than probably all the rest of them together have had to face, and her fate, no matter whether the allies or Germany shall eventually win, is a frightful example of the swift and the transformation which may plunge even an innocent or neutral people into the worst depths of misery and destruction.

THE EMBATTLED EMPIRE.
 [Fall Mail Gazette.]
 The meaning of the British Empire stands clear before the world today—clearer than the most informed minds have ever known. Whatever the burdens of the war may be to ourselves, its reward will outstrip in magnitude and durability the utmost sacrifice that we could lay upon duty's altar. In such an hour may we not rejoice to know that they are the rewards of courage, of honor, and of every impulse that spurred the meander and the weaker way? As the crown of Empires shines brighter in its jewels of strength, justice, and devotion, let us be thankful that the will to do right regardless of the cost or consequences has given us the title to wear it proudly before the world.

LLOYD GEORGE DRAMATIZES SITUATION.
 [Westminster Gazette.]
 One of the most dramatic parts of Mr. Lloyd George's speech was his presentation of the quarrel between Germany and Russia: "You lay hands on that little fellow and I will tear your ramshackle Empire limb from limb. Which is precisely what Russia is doing."

HARRY'S EXCITING WEEK.
 [Lippincott's Magazine.]
 "Well," mused 6-year-old Harry, as he was being buttoned into a clean white suit, "this has been an exciting week, hasn't it, mother? Monday we went to the zoo. Wednesday I lost a tooth. Thursday was Lily's birthday party. Friday I was sick, yesterday I had my hair cut; and now here I am rushing off to Sunday school!"

HOW MUCH PAPA KNOWS.
 [Cleveland Plaindealer.]
 "Papa, why does the pretty lady frown?"
 "Because, my son, the men watch her when she goes down the street."
 "Then, papa, why does the homely lady frown?"
 "Because they don't!"

COMFORT FOR THE STRAPHANGERS.
 [Christian Science Monitor.]
 It may be of some interest to the straphangers of American cities to learn on the authority of an eminent Italian mathematician, that every person in the world could stand comfortably in an area of 500 miles square.

(Prepared by J. J. GIBBONS, Limited, Agents for Advertisers, 119-121 Wellington Street West, Toronto)

"Business As Usual"

IN Canada there are nearly eight millions of people. These people must needs be fed, clothed and sheltered, and in addition, Canada is called upon to provide a substantial portion of the wheat and foodstuffs for the old country.

Raising these foodstuffs is Canada's greatest industry. More than four millions of our people live upon the land. The crops these people have raised this year are not as great in volume as were the crops raised last year. Reliable estimates point to their being at least 30% less. But this smaller crop is selling for about 35% to 40% higher than last year's crop. Wheat, for instance, at this time last year was offered at 78c a bushel. To-day it is being held at \$1.13 bid. Other farm products are selling at about the same proportionate advance.

So that, although Canada will reap a crop that may be 30% smaller than that of last year, she will get as much money for that crop, at the current increased price, as she received for last year's larger crop at the lower price.

The point we want to make is that, despite conditions in Europe, about 55% of our population will be just as prosperous this year as they were last year. The money these 55% will have to spend will keep the remaining 45% employed. In fact, proportionately speaking, the 55% which comprises the agricultural population will be far more prosperous.

For example, Provincial Governments have already passed legislation making the extension of farm mortgages absolutely compulsory.

In the past few years, owing to the fact that they have speculated in land, some farmers were not as prosperous as they would otherwise have been, because they have had to make heavy payments on land (both of principal and interest), money which they otherwise would have spent for developing their original holdings, for machinery, or on personal comforts.

Now, while it is true that to-day individual farmers may be in debt for supplies and machinery, and may have to use some of the money they receive for their crops to take up old notes, these same farmers will still have a surplus to put into the buying of new machinery, clothing, and the things that are necessary to modern farm life.

This year, and for possibly another two or more years, they will be spending this money for the development of cultivating facilities, and by doing so, raise a surplus that will enable them to make land payments two or three years hence without burdening themselves.

Furthermore, not all Canadian farmers have the millstone of debt hanging round their necks, so that the increased prices they receive for their crops will, in many cases, allow them a bigger spending margin than they have ever before enjoyed.

Admitting, then, that we, as an agricultural country, are dependent upon the crops for our prosperity, is there any cause for alarm about the small crop, when, on the face of it, the farmer is getting 35% more for his yield than he did last year?

Moreover, if this is true, it is also true that the farmer never had a greater inducement to increase his acreage than he has at the present time.

For the next two years the crops of Europe will be a negligible quantity, and Canada's agricultural products will be at a greater premium than ever.

Is it not reasonable, therefore, to suppose that Canadian farmers will be buying more equipment and supplies during the next six months than they have bought in the same period for more than a decade past?

If such is the case then, what must be the attitude of the Canadian manufacturer whose business is entirely governed by domestic conditions, as most manufacturing businesses in this country are?

There are only two courses open. One is a policy of curtailment and Micawber-like timidity; the other is to go on doing business as usual.

Admitting that there will not be as much business this year as there was last year, or the year before, it must also be admitted that there will not be as many men sharing in it. Some manufacturers have already quit. They seem to have lost their nerve, while other manufacturers have taken stock of resources, pulled their forces together, and girded themselves up to the point of getting every possible cent's worth of business that is to be had.

To give you an instance: Supposing there is a million dollars' worth of business to be done in a certain industry and that ten firms share it equally between them. We will assume that industry falls off 25%; that leaves \$750,000 to divide up. But you will find that at least three, and possibly four, of the concerns in that line will have lost their nerve, have closed up, or have cut down, or be showing signs of panic in other directions. The other six or seven who stay in the business with a strong resolve can obtain just as much, if not a little more, business each, than they received in previous years.

True, they may not make as much money this year as they did last year, but if they can keep their organization together, their goodwill and standing at the end of the present crisis will be far greater than the mere matter of profit secured would indicate. And eventually their profits will be much greater, because they will be deriving profits from an increased percentage of the extra business secured now. That is to say, whereas in normal times they only received profits on 10% of the total business done, the fact of three concerns dropping out of business will give them profits on about 13% of the total business to be done when conditions are again at normal.

Not only so, but the banks are watching concerns that have courage. The manufacturer who goes to a bank with a look on his face as though he has lost his spinal nerve is going to get the treatment he expects. But the man who meets his banker with a courage born of the certainty that the present conditions are not going to upset his business will get, within reason, the credit and support that he is looking for. Particularly is this the case with the manufacturer of an advertised product.

The man who keeps up his advertising at the present time will be the last man to feel the pressure of reverse conditions. But the public is fickle, and if such a man withdraws his advertising during the present period, the banker will not only become suspicious, but the public will confirm those suspicions by transferring its allegiance to the man who uses the present to get his product before the public in a stronger and more forceful manner than ever before.

And it is a fact that a dollar spent for advertising now will give the publicity value that, by contrast, could not be secured for \$3.00 under normal conditions.

There is one other phase to this matter, and it is this: Canada is not dependent for her prosperity upon exported manufactured goods. In fact, the balance of trade has been against her for many years. Right now, imports from Europe have decreased. Many things that were formerly made in Europe can be made in Canada by the Canadian manufacturer. If he will bring to the task the energy and ability first exercised by his European competitors.

WHAT Canadian business men need right now is to practice sincerity. Many business firms pretend to have adopted the motto, "Business as Usual." They preach the necessity for keeping factories going, and yet in practice they absolutely ignore their own preachments. They seem to overlook the one factor that will enable them to practice what they preach.

One may inquire what it is that will help to keep business as usual and keep factories running with a full corps of men employed. There is only one method: That is, to create the demand, to sell your proposition to the public. The question is, are YOU doing it?

To create a demand it is necessary to advertise. Yet we know of an actual instance where a business firm with the slogan "Business as Usual" printed on their envelope used that envelope to enclose a cancellation of their advertising contract.

Is that being sincere?

But this is not all. To their travelling men many firms preach courage and confidence with the spirit that says, "Go out and get orders." "Stock up the dealer with the goods." Yet in the next breath they deny to their sales organization the greatest asset to selling that an organization can have, to wit, THE ADVERTISING WHICH CREATES THE DEMAND.

Is that being sincere?

The retailers, who sell their goods, have been urged not to get panicky, that business is going to be good, that Canada's future was never brighter. But when the dealer, on the strength of these protestations, has stocked his shelves with the manufacturer's goods, the manufacturer, instead of helping that dealer to sell them, has proceeded to curtail his advertising appropriation.

Is that being sincere?

Many dealers have bought their Fall goods on the strength of the advertising support they would get from the manufacturer. These dealers now find themselves deserted. Their confidence is shaken. The manufacturers have left them in the lurch.

Do you think that these men will forget? They will not. And when the day of reckoning comes, many a Canadian manufacturer will have to pay the price.

Your factory might be burned down: You can replace it in due course. You might lose your salesmen: You can get a new force together. Your factory organization might break down, but you can replenish it in a short time.

But, once let the public forget your product, and the cost of re-establishing it in their favor is double or treble the amount of what it originally cost you to get it there. The cumulative value of advertising is the greatest asset that any business has.

The most welcome news to your competitor is the item which tells him you have stopped advertising. He sees in your retrenchment his opportunity.

We know of one case where an old-established concern, the leader in its line, lost both leadership and prestige in the panic of 1907 by withdrawing its advertising. Its chief competitor, who was then a trailer, trebled his advertising and increased his sales force to take advantage of the opportunity presented to him, and eventually captured the market. This is an extreme case, but it will serve to show what can be accomplished by a far-sighted organization.

We urge upon every manufacturer, jobber and financier to analyze their actions at the present time, to inquire of themselves whether they are acting in accordance with their published policies. If they are, all honor to them. If they are not, then the judgment of men will cry "Shame!"

These are strong words, but this is the time for clear thinking and plain speaking.

"Business As Usual"

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The European Map Is Not the Only One Getting Disfigured These Days, Judging By the Faces of Some Rugby Players

**Petrolea Is Beaten by Score of 13 to 6 on Home Grounds
by Strong Tunnel Town Squad—The Game
Was a Very Strenuous One.**

A black and white illustration of two men in early 20th-century attire. The man on the left is wearing a dark, single-breasted suit with a bow tie and a bowler hat. The man on the right is wearing a light-colored, single-breasted suit with a white shirt and a fedora. Both men have their hands on their hips and are looking towards the right. The background is a simple sketch of trees. The text 'Fashion Club' is written in a stylized font, and 'MODERN CLOTH' is written in a smaller font below it. The years '1914-15' are also visible.

**Taat's Real Dundas St.
Semi-ready Tailoring**

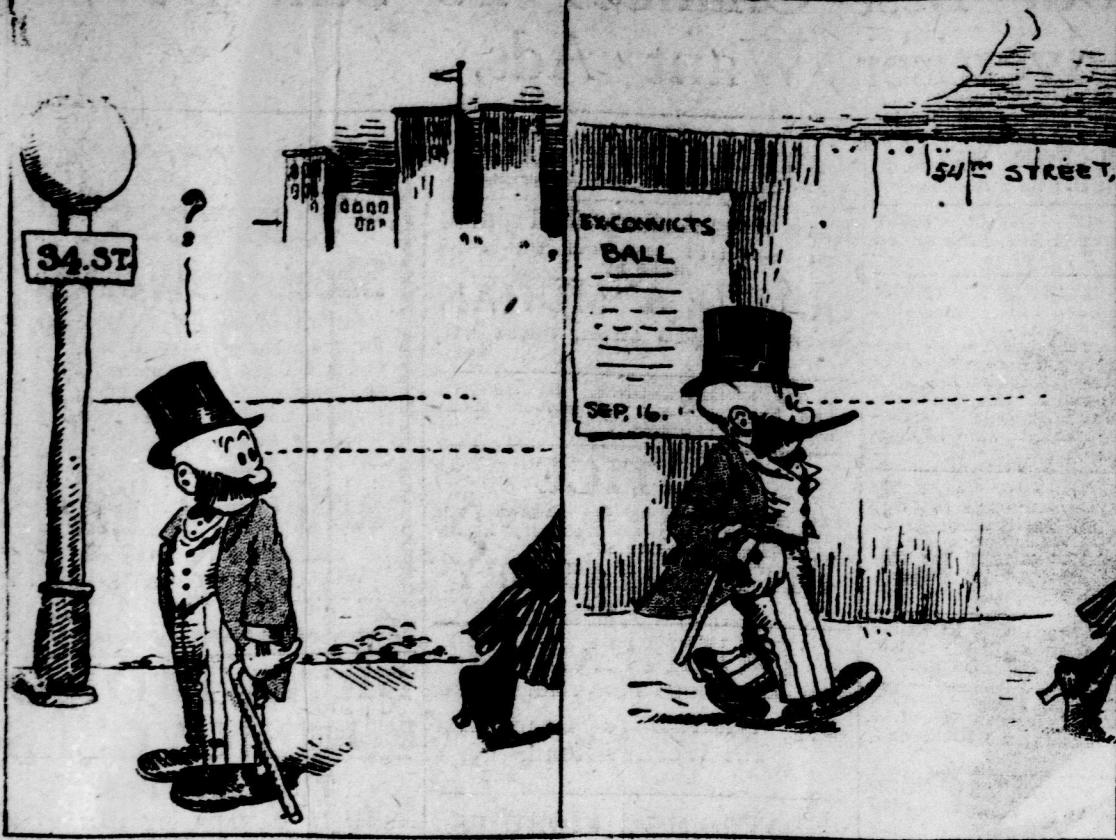
Leigh 48, Runcorn 0
Widnes 7, Salford 0.
Hull 52, Keighley 9.

Bowling alleys of the London Liberal Club will open for the season in Hyman Hall this evening. The annual fivepin tournaments also start. Prizes have been offered for the highest aggregate

umidian," to Glasgow....N
retorian," to Glasgow.....N
For full information apply local agents
E ALLAN LINE, 95 King St. W.,

J. C. BEEMER
131-3 QUEEN'S AVENUE.

Don't Blame Jeff, You'd Have Done the Same Thing Yourself : : By "Bud" Fisher



Here Are Bouts For This Week

Monday.
One Round Davis, vs. Block Morgan, 10 rounds, at New York.
Jack Britton, vs. Harry Ferns, 10 rounds, at New York.
Kid Williams, vs. Eddie O'Keefe, 6 rounds, at Philadelphia.

Tuesday.
Gunboat Smith, vs. Sam Langford, 12 rounds, at Boston, Mass.
Joe Mandot, vs. Leach Cross, 10 rounds, at New York.
Johnny Lore, vs. Eddie Fitzsimmons, 16 rounds, at New York.

Wednesday.
Dick Stosh, vs. Tommy Bresnahan, 12 rounds, at Dayton, O.
Mike Gibbons, vs. George Chip, 10 rounds, at New York City.

Thursday.
Frankie Callahan, vs. Eddie Wallace, 16 rounds, at New York.

MARTY O'TOOLE GOES BACK TO THE PIRATES

PITTSBURGH, Oct. 18.—Marty O'Toole, pitcher, who was purchased by the New York National League club, August 2, has returned to the Pittsburgh Nationals, from whom he was bought. It is declared New York declined to pay the balance of the purchase price. O'Toole has signed a 1915 contract with the Pirates.

McGILL SECONDS BEAT QUEENS SECONDS 6 TO 2

MONTREAL, Oct. 18.—The McGill Seconds defeated Queen's Seconds in the opening game of the intermediate series of the Intercollegiate Rugby Football League on the McGill campus Saturday afternoon, by the score 6 to 2. The match was a closely contested one, due to the uncertainty of the footing, and the inability of either team to employ anything but straight football tactics. Line-up:
McGill—Rosebrugh, flying wing; Matthews, McKay, Symonds, halves; Fawcett, quarter; McDonald, Parsons, Pricker, scrum; Ferguson, McCusker, Wilkins, Black, Ford, Parkin, wings.
Queens—Worth, flying wing; Spence, Whithead, McNeil, halves; Smith, quarter; Embrey, Cook, McCormack, scrum; Lunn, Lyons, Minnes, Young, Harris, Nicholson, wings.
Referee—Monty Montgomery.

RAIN CAUSES \$15,000 LOSS AT LEXINGTON

LEXINGTON, Oct. 17.—The grand circuit trotting meeting at the track of the Kentucky Trotting Horse Breeders' Association was declared off on account of rain, thus leaving five days of racing uncompleted, and \$15,000 in stake money unaccounted for.
About \$8,000 in entrance fees was refunded, and the management of the association announced that the loss on account of the rains would exceed \$15,000. It was decided that the stake money in the championship steeple chase, a guaranteed event, would be divided among the horses eligible to start, and the race will not take place.

PUNTS AND PASSES

BY PURDOM LOVE.
Sarnia deserved to win the game on Saturday, as the Sailors had the hard Oils on the run for the greater part of the game.
The Petrolia team did not display the "hard oil" pep that it did here, which leads us to suspect that Capt. Kid Gleason has been losing his team with coal-oil, castor-oil, or cod-liver-oil this last week instead of the stuff that has made Petrolia famous.

There is no doubt that Stitt's absence was a great handicap to the losers, although Harding showed up well, and will make a good player with a little more experience.

The Sarnia back division clearly outclassed the Petrolia backs. McGowan is not in the same class as McCarty as a punter, nor can any of the Petrolia backs compare with him for speed, with the exception of Stitt.

Brady catches the pigskin as if it was a baseball. He is about as sure a catcher as Eddie Lamy, who played in the centre garden for our late lamented ball club.

A whole lot of credit for the Sarnia victory goes to young Mr. Cowan, the 17-year-old quarterback. His long pass to Loomis at the beginning of the second quarter was perfect, and enabled the latter to cross the line with a touch. It was Cowan's quick thinking that got the Sailors the touchdown. He had his line lined up, and the ball over the line, before the Petrolia team knew that it was in play.

Manager Dore, who is well known to Londoners as a hockey player, has certainly got the Sarnia team in fine shape. He must have been using some of "Cap" Stevens' "More grease."

The Petrolia boys cannot get out of "rattier" until after dark, which makes it rather awkward to perfect the punting and catching of the team.

Petrolia managed to combine their own colors with those of Sarnia, which were blue and white. The Hard Oils were naturally feeling a little blue over their defeat, and green with envy over Sarnia's win, while they put up a good, square, white struggle.

Talking about colors, how about the Western University's? They will have to practice hard to beat Sarnia on Saturday, or they will be coming home purple in the face and with good red blood in their eyes. However, if the team wins, the boys will come back with the golden smile that made Jack Johnson famous.

"Tiny" Sage declared after the game that it was worth \$50 to referee a game in Petrolia, averring that he and "Vic" Smith took about \$100 worth of abuse from the Petrolia fans.

There are many ways of showing patriotism. The Petrolia Rugby club showed theirs by tacking flags to the goal posts at each end of the field.

AMERICAN COLLEGE RUGBY

At Newport—Yale 28, Notre Dame 0.
At Princeton, N. J.—Princeton 16, Lafayette 0.
At Philadelphia—Pennsylvania 13, Navy 6.
At Cambridge—Harvard 13, Tufts 6.
At Pittsburgh—Carnegie 3, University of Pittsburgh 10.
At Westpoint—Army 21, Colgate 7.
At Syracuse—Syracuse 19, Rochester 0.
At Hanover—Dartmouth 42, Vermont 0.
At Hanover—Dartmouth 42, Vermont 22.
At Ithaca—Cornell 48, Bucknell 0.
At Lansing—Michigan 3, C. O. 0.
At Chicago—Chicago 7, Iowa 0.
At Madison, Wis.—Wisconsin 14, Purdue 7.

HEAVY FIRING IS HEARD AT DUNKIRK

LONDON, Oct. 18.—3:41 a.m.—A dispatch from Dunkirk to the Daily Mail, sent Sunday evening, says:
"Severe fighting is taking place today. Heavy firing has been heard at Dunkirk since 8 o'clock this morning. It is supposed that destroyers or gunboats are being used in the canal."
A Rotterdam dispatch to the Daily Mail, under date of Sunday night, says:
"A message just received from a German source reports that the Germans are between Furnes and Dunkirk and are nearing the latter place."

The Wretchedness of Constipation

Can quickly be overcome by CARTER'S LITTLE LIVER PILLS.
Purely vegetable—act sure and gently on the bowels. Cure Bile, Headache, Dizziness, and Indigestion. They do their duty. Small Pill. Small Dose. Small Price. GENUINE must bear signature.

While "Tiny" Sage, "Vic" Smith and the writer were in Wyoming waiting for the Grand Trunk "Cannonball," a luxurious car, that came over in the Mayflower, to pull out for Pelee Island, the writer was pulled into the engine, from cowcatcher to smokestack, covered with beefsteaks.

The engine had struck a cow a couple of miles this side of Kingscourt Junction, and the car was pulled back. It was an ill-omen for us. "Vic" Hope we don't get as badly bent as this in Pelee Island. However, "Tiny" Sage was unfounded, although there were murmurings from some of the Petrolia fans about the decisions.

The Sarnia team went over to Petrolia on the motor car. On the way, one chauffeur scared a farmer, and his horse and rig into the ditch with his own hands. The other chauffeur, who was shouting the irate tiller of the "Dr. Fairbank, of Petrolia," shouted one of the occupants of the car that they were along through the mud.

Over thirty members of the London squad were out to practice on Saturday. The regulars worked against the Arts-Meds combination, and had a good, stiff workout. In fact, the best workout they have had yet.

The boys will need them all, if they are to beat the Sailors in their own harbor. The latter have a fast team, and it will keep the locals going from the kick-off until the final whistle blows to beat them in Sarnia on Saturday.

Gus Edwards showed up well in practice on Saturday. He will probably be the sixth or seventh man in the line. The other candidate for the position, is the kid-off until the final whistle blows to beat them in Sarnia on Saturday.

With two full teams out every night the college boys should be in grand shape for the game in Sarnia, on which the fate of the district will probably be settled.

Londoners seem to be taking more interest in Rugby football. Fully 125 spectators were out on Saturday afternoon watching the college lads work out.

It is a wonder that more baseball fans do not take to the game more than they do. To see the ball on the enemy's line, and one being hit, is every bit as exciting as the moment when there is a man on third, two out in the ninth inning, and one run to tie the score.

Every member of the football squad is requested to turn out at 4:30 this afternoon at Tecumseh Park.

ALLIES' POSITION IS ADVANTAGEOUS

Paris, Oct. 18.—6:45 a.m.—An uninterrupted offensive movement by the allies at certain points in Northern France was predicted here today as the battle was resumed. The retaking of Arras, on the River Lys, on the Belgian frontier and the occupation, ten days west of Lille, of the right line leading towards Douai via Ghent and Fromelles were considered as constituting an excellent advance guard position by reason of its numerous places of support. This, with the progress in several other sections, notably Arras, gave the allies hope of a continuance of their advance.

Says Battle Not Ended.
Lieut.-Col. Rousset, the military critic, in reviewing the military situation, refuses to concur in the statement made that the battle of the Aisne has been definitely won by the allies.
"One never knows what will happen," he says. "And while the enemy will not take the return route, a renewal of its activity can be expected in another vicinity, especially if the Germans see that their manoeuvre in the north is endangered. But it is certain that upon the horizontal line, going from Oise to the Meuse, the allies have nothing to fear, as every effort of the Germans from this side would certainly be stopped."

Allies on Offensive.
"As to the new battle, that of Flanders, it is clearly offensive on the side of the allies. The circumstance which inspires us is that it will develop on ground more favorable for attack than for defence. The terrain is undulating and, widely spaced, where troops can easily make for aggressive movements."
The Socialists of France have declared as inappropriate and premature the suggestion made that their comrades in the United States hold an international Socialist peace congress.

The public was greatly pleased that Sunday passed without a visit from German aeroplanes, and today it had much praise for the activity and vigilance of the aviation guard.

BEHIND RELEASED TO GREYS.
BOSTON, Oct. 18.—Hugh Bates, a pitching hero of the world's series in 1912, has been released by the Boston Americans to the Providence club of the International League.

TREACHERY HINTED AT IN QUESTIONS

British Parliament Has Many Ominous Queries To Face and Answer.

SIGNALLING TO ENEMY

Insinuation That Some of the British Royalty Are Serving With Enemy.

[Canadian Press.]
LONDON, Oct. 18.—Notice has been given that the following questions, among others, will be addressed to the ministers on the reassembling of Parliament:

1. Whether the large number of military and naval officers employed in the press censor's department cannot be replaced by trained journalists, thus enabling the officers to place their experience at the disposal of recruits.

2. How many months have elapsed since the committee on imperial defence held a meeting, and whether, in view of the rumors of a possible invasion, a meeting is planned?

3. What authority had the Secretary of the Board of Trade for stating that Zeppelin dirigible balloons would attack London at the end of October, and whether he is aware that his statement caused an increase in insurance rates, adding greatly to the expenses of businessmen?

4. Whether the Secretary for Scotland is aware that Methil harbor (Scotland), on the Firth of Forth, is brilliantly lighted during the night, and that the local belief is that signalling takes place to the enemy?

5. Whether more than one member of the royal family, having personal interests in the British treasury, are serving in the ranks of the enemy, and what steps are proposed to be taken?

6. Whether the Foreign Secretary is aware that a regular courier service exists between London and the headquarters of the German army, and whether he will instruct the passport department to exercise greater stringency?

7. Whether the Under-Secretary for War is aware that soldiers are being overcharged in the canteens, in some cases 500 per cent, and what steps are being taken to halt this robbery?

8. Whether the Under-Secretary for War is aware that an offer of 20,000 horses was made to the war office, and that the person making the offer was told to communicate with an address in Canada, and whether these horses subsequently were sold to Germany?

9. Whether the Under-Secretary for War is aware that in a large depot near London the canteen department is in charge of two German men?

10. Whether it is true that many of the men sent to Antwerp had been only a few weeks in training?

11. Whether the Under-Secretary for War is aware that the khaki uniforms are of an inferior quality and also that the catering for troops in many cases is inferior?

12. Whether any soldiers have died at Colchester as the result of vaccination?

CANADIAN HOSPITAL IS RUNNING IN FRANCE
OTTAWA, Oct. 18.—The hospital which Canada is opening of the war of effort to maintain in France, has been established by French authorities at Dinard on the west coast of France. The Canadian Government was informed of this fact today by Hon. George E. Perley, the Canadian representative in London.

CHURCHILL SENDS REPLY TO CRITICS

In Congratulations to Naval Brigades, Explains Cause of Antwerp Defence Mistake.

[Canadian Press.]
LONDON, Oct. 18.—3 p.m.—Winston Spencer Churchill, first lord of the admiralty, who has been severely criticized in some quarters for dispatching naval brigades to Antwerp to assist in the defence of that fortress, has sent them a congratulatory message on their return, which has been made public by the admiralty. The first admiralty lord justifies the action taken.

The loss of a portion of the first brigade through a mistake in no way reflects upon the quality or character of the division. The brigades of Royal Marines throughout the operations sustained fully, by their firmness, discipline and courage, the traditions of the corps.

"It is not necessary to say more than this." The naval division was sent to Antwerp not as an isolated incident, but as part of a large operation for the relief of the city. Other and more powerful consideration prevented this from being carried through. The defence of the inner lines of Antwerp could have been maintained for some days, and the naval division only withdrew when ordered to do so, in obedience to the general strategic situation and not on account of any attack or pressure of the enemy.

British Losses Are Over 13,000 For Four Weeks
LONDON, Oct. 18.—5:50 p.m.—An official report by General French, commanding the expeditionary force, gives the total of British killed, wounded and missing from September 12 to October 8, as 561 officers and 12,950 men.

The war office issued tonight an order casualty list received from headquarters under date of September 18, at gives fifty non-commissioned officers and men as having been killed, 149 men wounded and 555 men missing. Those of the killed belonged entirely to the Royal Scots, the Royal Irish and the East Surrey Regiments. The East Surreys, the King's Scottish Borderers and the Somerset Light Infantry figure largely in the missing list.

Of commissioned officers the list gives four killed and five wounded.

HOLLAND BOAT STRIKES MINE IN NORTH SEA
ROTTERDAM, Oct. 18.—The Holland-American Line steamship Noordam arrived here safely today after having struck a mine in the North Sea. It was said that no one on board was injured.

LONDON, Oct. 18.—A dispatch to Reuters' Telegram Company from Maastricht, Holland, says that the Holland-American Line steamship Noordam, which struck a mine in the English Channel yesterday, arrived safely at Rotterdam early today. The vessel's stern and rudder was slightly damaged, but there were no personal casualties.

WOMEN'S PATRIOTIC MARKET.
CLINTON, Oct. 18.—The women's patriotic market held yesterday was a great success and the sale of home-made cooking, vegetables and other articles, together with the proceeds from the "Old Curiosity Shop," netted over \$200.

Why Endure Pimples
Blackheads and other annoying eruptions? Use Cuticura Soap and Cuticura Ointment. Sample of each free with 32-p. Skin Book. Address, "Cuticura," Dept. 8A, Boston, U. S. A.

One man's experience
In 1884 Mr. M. Merner of New Hamburg took an Endowment Policy maturing in 29 years. The company returned to him at maturity, \$170.25 for each \$100.00 paid to the company. Throughout the term of the policy Mr. Merner was insured for its full amount.

The full story of this policy told upon request.
The London Life Insurance Co.
LONDON CANADA 60

GEO. McBRID, Inspector;
R. T. HARDING, General Agent;
R. P. PEARCE, Supt. Industrial Branch.

Dual Monarchy Makes Last Effort to Obtain Recruits

Will Re-examine the Physically Disabled, Previously Rejected.

VENICE, via Paris, Oct. 18.—The Austrian and Hungarian Governments have decided to summon to the colors all men between the ages of 21 and 36 liable to service in the landwehr, who hitherto have not served owing to physical disability or other causes.

These men will be re-examined and if found fit, will, in case of necessity, be called as substitute troops and sent to the front.

KILLED BY RADICAL CAR.
TORONTO, Oct. 18.—Thomas Gilmore, aged 40, a resident of Dixie, was run over and instantly killed by a west-bound radial car at the Long Branch Rifle Ranges at 10:40 o'clock on Saturday night.

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.

Part Two Now
The ADVERTISER has urged readers to get PART ONE of the great war book so that they might the more appreciate the rare excellence of PART TWO, which is ready NOW. Not only YOU, but your SCHOOL CHILDREN should know the TRUTH about this war of the nations. It must now become a part of our EDUCATION and should be known by every man, woman and child.

Only One Cent a Day
As a new part is issued every two weeks AT FIFTEEN CENTS EACH, a cent a day, including Sundays, will cover the entire expense. Think of getting the COMPLETE story of the war for such a mere trifle! No intelligent person can afford to miss this opportunity.

Many Illustrations in Color
Issued every two weeks in parts of 40 pages each, printed on enamel paper from large, clear type, and illustrated more elaborately than has ever before been seen in a work of this character. Parts one and two are fair samples of what will follow, although subsequent parts will be even better, at least to the extent of practice making perfect.

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THE NATIONS AT WAR
A Current History

IN THIS SPACE ON EACH OF THE PARTS WILL BE SHOWN A MAGNIFICENT COLOR PLATE RELATING TO THIS GREAT WAR OF THE NATIONS
A DIFFERENT COLORED ILLUSTRATION WILL BE PRINTED ON EACH FRONT COVER
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They chewed "chicle" made by boiling down the sap of the Achras sapote tree.

This same wholesome chicle, prepared by modern, perfected processes, in the most up-to-date, sanitary chewing gum factories in the world, forms the basis of delicious

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MATINEE AND EVENING
TODAY
MR. STEWART AND COMPANY PRESENT
BOSS OF BAR Z RANCH
ALSO THE BEST OF PHOTO PLAYS
IN THREE ACTS.
THE WESTERN PLAY.
MEET YOUR FRIENDS HERE.

LECTURE

BY JAMES J. WALSH.
M.D., Ph.D., L.H.D., Professor of
Physiological Psychology, Cath-
edral College, New York.
Subject: "The Century of Columbus."
St. Peter's Hall, Monday evening, Oct.
22. Reserved seats at 12 o'clock.
Admission free.

FLORIDA RATES

All these rates include meals and
herb. Clyde Line, via New York to
Jacksonville, first-class, single, \$10.25;
return, \$17.50; second-class, single,
\$6.75; return, \$10.75. These rates from
London, Ont.

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415 Richmond Street - Next Bank
of Commerce, London, Ont.

REV. HERBERT MACKENZIE, FOR-

MASTER of London Christian
Workers, will be speaking to his
friends at Christian Workers' Church,
corner Ottawa and Adelaide, to-
morrow (Tuesday), October 20, at 8
o'clock. Mr. Mackenzie sails for
North Africa next Friday.

HEAR CANON TUCKER'S ADDRESS

on the program, "Modern Germany," at
a meeting of London and District
Historical Society, Tuesday evening,
October 20, 1914, at Normal
School.

REGULAR MONDAY EVENING

concert, Monday, Oct. 19. Good music.
Latest dances. Class of strictly pri-
vate lessons any time. For reserva-
tions, phone, Dayton & McCormick,
Union, phone, 245.

LONDON MINERAL BATHS - OPEN

every afternoon, Sundays in forenoon,
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FLOYD McPHEAL, SINGING COME-

DIAN, character impersonator, 2
Grafton street, London. Phone 445.

MUSIC FURNISHED FOR PARTIES,

balls, banquets, etc. For reserva-
tions, phone, 245. V. A. Harper, 122 Queen's
avenue.

LONDON LADY HARPERS - EN-

TERAINMENTS accepted for concert
and social evenings. Address Miss Edith
Topping, Tarncliffe, 3 Corners, Phone
11, King's, 3, Byron.

PERSONAL

GREENWOOD PLACE - PRIVATE

Hospital, Rice & Ward, 1141, 1142,
London. Phone 1705.

FOR SALE - GENERAL STORE,

stock and fixtures in London, a bar-
gain for someone. Currie & Co., 418
Talbot street.

LOST AND FOUND.

STRAYED FROM LOT 20, CON. 1,
London Township, red yearling
heifer. Phone 2521.

LOST - SMALL BROOKLYN WHITE

and blue enamel. Swastika. Reward.
Unique Theatre.

FEMALE HELP WANTED.

WANTED - A GOOD GENERAL
servant. No washing. Apply 417 Dun-
das street.

WANTED - GIRL OR WOMAN TO

assist with housework. 137 Queen's
avenue.

EXPERIENCED GENERAL - AP-

PLY Mrs. W. B. Lawson, South
Worley road.

UPPER SKIVER WANTED. APPLY

Stirling Bros.

WANTED - GIRL FOR LIGHT HOUSE-

WORK. 321 Pall Mall street.

WANTED EXPERIENCED COOK. AP-

PLY Mrs. Thos. Coffey, 504 Wel-
lington.

WANTED EXPERIENCED COOK. AP-

PLY Miss Labatt, 572 Queen's
avenue.

MIDDLE-AGED WOMAN WANTED.

Address Mrs. J. Askey, Lambeth, Ont.

AT ONCE COMPETENT MAID FOR

housework; small family. Apply 86
Stanley street.

MAID FOR GENERAL HOUSEWORK

- No washing. Apply to 551 Waterloo
street, city.

WOMEN TO KNOW HUNTS' DI-

AMOND Flour makes perfect biscuits.

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Say you saw it in The Advertiser.

FINE MODERN HOUSE - NORTH

End, 6 m. apt. accept farm in exchange.
box 165, Advertiser.

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city or country property. Oldsmobile
roadster, 30-horsepower, in perfect
condition, oversize tires, not run over
30 miles; Bosch high-tension mag-
neto; 5 m. apt. for anyone wanting a
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cise Block, Phone 282.

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425 Richmond Street, 2nd floor, 2nd
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Telephone 656.

ARTHUR E. NUTTER, ARCHITECT.

Rooms 15, 16, Dominion Bank Cham-
bers, Dundas and Richmond. Tele-
phone 656.

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Greene-Swift Building, Phone 1557.

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Phone 4204.

CHANGE OF ADDRESS - NURSE
Bedworth, maternity nurse, graduate
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England. 321 Dundas. Phone 2571.

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ISH movement, myopathy treat-
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ed, Situations Wanted, Board and
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Let, and all similar condensed adver-
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word; each subsequent insertion, one
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less than fifteen words.

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DIED.
STEVENS-AN, after late residence,
Kilworth, Bridge, Winnipeg, beloved
wife of J. A. Stevens, October 20,
1914, at 2:30 p.m.; service at 2 p.m.
Friends and acquaintances please
accept this intimation.

REAL ESTATE FOR SALE

\$1,700 BUYS A STORY AND HALF
brick, 3 bedrooms; move quickly if
you want a bargain. W. B. Reid, 403
Richmond.

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wood park; 50 per cent. Box 171, Ad-
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ACRES, NEAR ALVINSTON.

Brooke Township, well drained,
500 rods new woven wire fences,
brick house, shed, pigpen, driveway,
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Apply Mrs. L. Rooty, Alvinston, 65c

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Good land; adjoining Lake City,
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house; \$100 down; 45 Edward street.

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Adjoining city limits, with first-class
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E. G. FITZGERALD & CO.,

185 1/2 Dundas St.-Phone 3827.

Nice 2-story and attic brick residence

where LABOR IS LIGHT.
In St. James street, near Hellmuth.
Contains seven rooms, reception hall,
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Call, 425 Richmond street, Lon-
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WANTED TO BUY - MEDIUM-SIZED
house; owner, apply, stating best
price. Box 176, Advertiser.

WANTED - TWO YOUNG MEN

boarders; all conveniences; north end,
Box 175, Advertiser.

WANTED - A LOAN OF \$1,500 ON

gilt-edge city property. Will pay 5%
per cent. Box 173, Advertiser.

STEADY MAN WANTS WORK. ANY

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DRFSMAKING AT HOME OR BY

day. Phone 3682. Apply 535 Quebec
street.

WANTED TO RENT - COTTAGE OR

small house, about seven rooms, must
be in first-class condition, and not
more than ten minutes' walk from
corner Dundas and Richmond streets.
Apply, giving terms, to Box 168, Ad-
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VENIENCES, well heated, men, \$5.25
per week, \$5.50. 482 Dundas street, Phone
4119.

125 QUARTS SWEET MILK, TO BE

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Wanted

Live stock of all kinds-sheep, cat-
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JACKSON BROS.

Butchers,
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PUBLIC STENOGRAPHER AND

typewriter letter copy work, envelope
addressing, low prices; high-class
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carcasses. Will pay twelve miles;
no animal removed without his hide
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WANTED-PEOPLE TO KNOW THAT

Hunt's Diamond Flour makes a per-
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November 4 and 5-State accommoda-
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Teacher organ, piano, singing, 193
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Just returned from study abroad
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MISS J. STEELE, PIANO, RESUMED

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London Conservatory of Music

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A thorough course in music and dra-
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AL Methodist Church, teaches
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Tor Grand Opera House. Violin,
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GWENDOLYN ANTHISTLE, TEACH-

ing of reading and dramatic art.
Studio, 216 Dundas street. Concerts
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MARINELLO SYSTEM FOR FACE
scalp, chloasma. Removal of super-
fluous hair permanently. Miss Beatrice,
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FURNISHED FRONT ROOM, WITH
bath, modern, 65c.
Queen's avenue.

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237
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STORE, CENTRALLY LOCATED,

also small cottage. Apply Box 161,
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ROOMS, bath, gas. Apply 451 Horton,
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TWO FURNISHED ROOMS TO LET,

with or without board. 430 Princess
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TO LET - MODERN TWO-STORY RED

brick house; rent reasonable. Apply
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house, immediate possession. Also
frame blacksmith shop, 2438; good
business locality. Apply R. Arm-
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TO LET - TWO-STORY BRICK

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TO LET - FURNISHED HOUSE, FIVE

rooms, gas and hydro, all conveni-
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for light housekeeping; well heated;
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Phone 4119.

STORY AND HALF HOUSE, NO. 3

Edith street; modern; immediate pos-
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TWO YOUNG MEN MAY HAVE NICE

comfortable double room, with good
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A COMMODIOUS FURNISHED

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house, modern, four bedrooms, newly
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NEW RED PRESSED BRICK HOUSE

on Evergreen avenue; 9 rooms, mod-
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LARGE FURNISHED ROOM, ALL

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\$76, \$78, \$80, \$82, \$84, \$86, \$88,
\$90, \$92, \$94, \$96, \$98, \$100. Apply
125 Dundas street, London, Ontario.
ALEX. STEWART, valuator.

UNFURNISHED FRONT PARLOR

and two bedrooms, suitable for light
housekeeping, with conveniences. Ap-
ply 32 Fullarton.

TO LET - NEW BRICK COTTAGE, 5

rooms, \$12. Rattle street, first west
Quebec street. Apply 492 Adelaide
street.

HOUSE TO RENT, 505 CENTRAL

avenue, Sydney Smythe, insurance
agent, Talbot street.

TO LET - MODERN EIGHT-ROOM

ED brick house at 283 King street.
Apply 321 Dufferin avenue.

TO LET - MODERN HOUSE, NO. 12

Gerrard avenue, just completed.
H. H. Smith, 423 Wharncliffe road.
Phone 4085.

SIX-ROOMED COTTAGE, 160 HYMAN

street, \$11 per month. Drays for hire.
Phone 2535.

TO LET - MODERN HOUSE ON DO-

ing street, modern, just completed.
H. H. Smith, 423 Wharncliffe road.
Phone 4085.

UP-TO-DATE MOVING VANS-FOR

FURNITURE and pianos carefully hand-
led. J. H. GONNOR, 42 1/2 Colborne
street. Phone 2656.

ALEX. HENDERSON'S MOVING

Vans-Largest in city. Good storage.
700 Talbot street. Phone 1724.

SITUATIONS WANTED.

POSITION WANTED AS COMPAN-
IONABLE housekeeper to old lady or
elderly couple, or lady's help or
any position of trust. Box 177, Ad-
vertiser.

THE LOCAL MARKET

Hay featured the local market this morning. Up till 9:30, twenty loads had been sold at \$16 per ton, several going at \$15.75. The prevailing price, however, was \$15.50 per ton.

There was no straw on sale. The prices are firm at the present time.

Oats still remain at \$14.40 to \$14.50 per hundredweight, with a brisk demand. Chestnuts were scarce on the market Saturday. They sold at \$4 per bushel.

Potatoes were slow on the market early Saturday morning. Later, they were poor, the heavy rain of Friday night keeping many loads from the market.

Dressed hogs still continue to sell at the same prices. There is no change in live hogs.

Dairy products are firm.

Grain, Per Cwt.

Wheat, per cwt.	\$12.75
Oats, per cwt.	\$12.75
Barley, per cwt.	\$12.75
Wheat, per bushel.	1.05
Oats, per bushel.	1.05
Barley, per bushel.	1.05

Vegetables.

Potatoes, per bag.	85
Beets, per bag.	40
Pickling onions, per quart.	10
Onions, per bushel.	20
Lettuce, per doz.	20
Cabbage, each.	5
Tomatoes, per basket.	25
Raspberries, per bushel.	20
Gherkins, per 100.	20
Bunching, per bushel.	20
Corn, per doz.	5
Flowers, each.	10
Muskmelon, each.	10
Pumpkin, each.	10
Squash, each.	10
Apples, each.	10

Fruits.

Apples, per bushel.	1.50
Packing pears, per bushel.	1.50
Pears, per bushel.	1.50
Crab apples, per bushel.	1.50
Grapes, per bushel.	1.50

Hay, per ton.

Straw, per load.	15.00
Straw, per load.	15.00

Dairy Products, Wholesale.

Butter, lb.	26
Butter, lb.	26
Butter, lb.	26
Eggs, crate, doz.	25
Eggs, crate, doz.	25

Dairy Products, Retail.

Butter, lb.	30
Butter, lb.	30
Butter, lb.	30
Eggs, crate, doz.	25
Eggs, crate, doz.	25

Poultry, Wholesale.

Old fowl, lb.	1.50
Young chickens, lb.	1.50
Ducks, per lb.	1.50
Turkeys, per lb.	1.50

Poultry, Retail.

Old fowl, lb.	1.50
Young chickens, lb.	1.50
Ducks, per lb.	1.50
Turkeys, per lb.	1.50

Live Stock.

Fat sows, per cwt.	12.50
Fat sows, per cwt.	12.50
Small pigs, pair.	8.00
Export hogs, cwt.	8.50
Milch cows, each.	10.00

Butcher's Meats.

Veal, per cwt.	11.50
Beef, per cwt.	11.00
Mutton, per cwt.	10.00
Spring lamb, carcass.	12.00

Winnipeg, Oct. 17.—Trading was active in all lines on the grain market during the early hours of business with prices strong. Later a reaction developed with a considerable decline from the high prices.

The demand was keen for all grades of nearby wheat, and exporters buying and selling more active than for some time recent. The local situation was bullish and cables strong, which influenced the higher values.

At 11:30 a. m. Winnipeg October wheat sold at 3c higher, November 2 1/2c, December 1 1/2c and May 1 1/2c, all higher than Friday's close. The local situation was bullish and cables strong, which influenced the higher values.

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RAINS OPERATED

Chicago, Ill., Oct. 19.—Sharply higher prices at Liverpool led today to an advance in the wheat market here. The record-breaking exports from the United States in September counted also in favor of the bulls and, too, did the continued falling off in spring crop receipts northwest. Liberal selling on the part of a couple of big houses failed to check the speculative demand. After opening 1/2 to 3/4 higher, the market made a temporary dip, and then went further up grade.

WHEAT RECEIPTS.

Montreal, Oct. 19.—Wheat receipts, 255,189 bushels.

GRAIN SHIPMENTS.

Montreal, Oct. 19.—Grain shipments for week ending October 17: Wheat, 398,208 bushels.
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LIVE STOCK.

Montreal, Oct. 19.—Trade was slow at the West End market today, with lower prices for most of the livestock.
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East Buffalo, N.Y., Oct. 19.—Cattle—Receipts, 3,500 head; slow; prime, \$9.00 to \$10.00; shipping, \$8.50 to \$9.25; butchers, \$8.25 to \$8.75. Hogs—Receipts, 1,500; market, \$10.00 to \$10.50. Sheep—Receipts, 1,500; market, \$10.00 to \$10.50.

Butter, lb. 26; Eggs, crate, doz. 25; Hens, doz. 25; Turkeys, lb. 1.50.

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GREAT WAR

MADE GROUND NEAR WARSAW IMPASSABLE FOR GERMAN HEAVY GUNS—RETURN UNLIKELY.

Enemy's Guns Then Silenced, Says General French in His Report.

ANOTHER GRAPHIC STORY

Troops Under Ceaseless Fire For Twenty-Five Consecutive Days.

LOSSES ARE VERY HEAVY

Royal Artillery Again Gets Great Praise From British Commander.

London, Oct. 19.—The British commander of the Royal Artillery, General French, in his report to the War Office, says that the enemy's heavy guns were silenced after a bombardment of twenty-five consecutive days.

The situation of the German forces, as gathered from the official reports, is that the enemy is in a position of great difficulty. The German army is in a position of great difficulty.

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WINDOW SHADES
For your new house. Let us give you an estimate on the cost.
O.B. Graves, Ltd.
203 DUNDAS STREET.

Wegner Clothing Co.
Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Rainwear.
LONDON'S LARGEST WORKINGMEN'S OUTFITTERS
Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.
571 BALDWIN ST., OPPOSITE MARKET. Open Evenings—Phone 1848.

C. H. WARD & CO.
Diamond Merchants and Jewelers
NEW ADDRESS
386 RICHMOND
Phone 1084

JUST RECEIVED, A LARGE SHIPMENT OF FLOWER BEADS
In ten different colors. See them before buying.
19-inch strings.....\$1.50
22-inch strings.....2.00
45-inch strings.....3.00
The store with the stock and one price the year round.

W. J. Wray & Co.
234 DUNDAS ST., LONDON, ONT.

Your Eyes May Need Help
Consult Our Specialists.
THE BROWN OPTICAL CO.
237 Dundas Street. Phone 1877.

USE CONNELL'S COAL.

Palace Livery
ROSS & BOSS
Carriages for funerals and all other occasions. Automobile service.
519 DUNDAS STREET. PHONE 338.

IT PAYS TO WALK.
Standard Drug Stores
SAVE YOU MONEY.

THE ULTIMO IN CHOCOLATE DELIGHT.
NELSON'S CHOCOLATES
"The Chocolates that are Different."

Eat More Bread
It is the most nutritious and most economical of all foods. The best bread is made with **Fleischmann's Yeast**

FORMER LONDONER FATALY BURNED
George Miller Met Terrible Death in Hydro Station.

ST. THOMAS, Oct. 18.—George Miller, residing at 22 Bazaar street, this city, was fatally injured at the hydro station, Welland, Saturday evening, and died early Sunday morning. The high-pressure water blew out, hot oil spurting all over the room. Four or five others were more or less injured.

HOLDS SUCCESSFUL SHOOT
Businessmen's Rifle Club at Ranges Saturday.

There Is a Lot of Trach
The Businessmen's Rifle Club had a most successful shoot at the Ranges Saturday afternoon. Over 30 members of the club were in attendance, the majority being men who were firing their first shot with a rifle. They soon got on to the hang of the guns, some of the men running up extremely creditable scores. Capt. T. O. Murphy and James Ross, of the McClary Rifle Club, were present and found very little difficulty in instructing the businessmen. Twenty rounds apiece were fired, the top scores being made by Mel. Russell, F. E. Tobias and P. C. Powell. The businessmen will hold another shoot on Wednesday afternoon.

QUALITY STORE
We offer the best value in London in Teas and Coffees.
TEAS
We do not recommend packages. Why? Because we can give you greater value in bulk tea. Prices: 30c, 35c, 45c, 50c, 60c to \$1.00.
HARRY RANAHAN
515 RICHMOND STREET.
TWO PHONES—1024, 3323.

NEW MODELS IN FURS
BELTZ & CO.
Practical Furriers

BIG S. S. CONVENTION HERE THIS MONTH
Western Ontario Workers To Meet on October 28, 29 and 30.

The western branch of the Ontario Sunday School Association will hold its forty-ninth annual convention in St. Andrew's Presbyterian Church on Oct. 28, 29 and 30. The eastern section will meet in Kingston. The London meeting is classed "section A," and is the official session of the association.

A complete program. The program is arranged to emphasize four departments of Sunday school work, the elementary (under 12 years), the secondary (under 18 years), the ministerial and the superintending. This is the first time these latter two have been featured. An hour is to be devoted to the "rural school problem" and other features, such as evangelism, training, story work and music, have not been overlooked.

The speakers at the various sessions, in addition to leaders of Sunday school work in Ontario, will include J. Ritchie Bell, of the Montreal Sunday School Institute; Mrs. H. M. Lewis, of Chicago, a strong worker among the little children's divisions, and John L. Alexander, superintendent of the secondary division of the International Sunday School Association.

Will Sew To Help Belgian Children

Normal and Collegiate Pupils to Aid Unfortunate Refugees.
Pupils in the Normal and Collegiate household science classes will commence today the sewing of clothes for the Belgian refugee children. The work will be under the direction of Miss Alice Neville, of the Normal School, and Miss Mary McPherson at the Collegiate. Both teachers of household science work.

Pupils of all grades by contributing small sums to a general fund, provide the money with which materials are purchased, while the sewing classes undertake to make the garments needed by the refugees. The pupils have already shown an eager desire to participate in this work, and the teachers have been deluged with questions about the Belgians and their habits and their dress and what Belgian children like best in wearing apparel.

The classes will sew on the most needed articles only, and the finished work will be forwarded as soon as completed.

AUSTRIAN HAD GUN.
OTTAWA, Oct. 18.—George Onuchuck, an Austrian, was fined \$250 or one month in jail in police court Saturday for having firearms in his possession.

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."

There Is a Lot of Trach
The most effective treatment obtainable for every form of piles. 60 cents a box, all dealers, or Edmondson, Bates & Co., Limited, Toronto.

LICENSE REDUCTION FIGHT UNDERWAY

Petitions Are Again Widely Signed in City Churches on Sunday.

ORGANIZER IS OPTIMISTIC
H. B. Ashplant Believes Required Number of Signatures Will Be Exceeded.

The distribution of petitions for license reduction in the vestibules of city churches yesterday resulted in a very large addition to the number of signatures already secured. While no exact figures were available last night, indications were that the number would far exceed all expectations.

Stopped Service To Sign. In one church, at least, Askin Street Methodist, the morning service was stopped for a few moments while the ushers handed around petitions among the congregation, and it is believed that nearly no house-to-house canvassing. Talbot Street Baptist Church applied for and received four extra blanks yesterday morning, indicating that good work was being done there also, while a number of forms were handed to the Salvation Army officers, who declared that they confidently expected to secure between one and two hundred signatures.

At the City Mission, the Y.M.C.A. and the headquarters of the Independent Order of Good Templars, also, forms were distributed and were well filled with signatures during the day.

COL. HODGINS OPENS ST. JOHN'S RIFLE RANGE

Fires First Shot at Miniature "Butts"—Praises Coolness of British Infantry.

Under the most favorable auspices, Col. W. E. Hodgins, D. O. C., fired the first shot at the new miniature rifle range of the St. John's A. C., after giving a concise talk on the art of rifle shooting. Saturday. He eulogized the demonstration of the British infantry at present giving in accuracy and coolness, and explained the method of training that produces such desirable results, emphasizing the fact that prime physical condition is necessary to make the careful training effective, thus making rifle practice an incentive for clean living and clean sport.

Col. Hodgins congratulated St. John's Athletic Rifle Association on its facilities and ranges, which are of the best, declaring that in this organization he had behind him a body of men who, while being in the club and its city, was a unit in the empire.

Sergt. Harris, of the ordnance corps, explained the sighting of the rifle, the correct position to hold the rifle. "Sighting may be found at a card table, but in rifle shooting you have to be there with the rifle," said Sergt. Harris.

Col. Hodgins, D. O. C., Major Shannon and Col. Fisher fired the first three shots, after which the sixty members, who comprise about half the enrollment, shot off some very good scores. Three shots each, Gerald Noyes making top score.

The officers of the club are as follows: President, W. E. Greene; vice-president, Ray Lawson; secretary and treasurer, W. E. Robinson and C. H. Beard; captain, Ross C. Clark; executive, Archie McMahon, Kent Campbell and Norman Keene.

TEACHERS' INSTALLATION
Interesting Ceremony Held in King Street Presbyterian Church.

A special installation ceremony for the teachers and officials of the Sunday school, to celebrate the second anniversary of the organizing of the school into departments with graded lessons, was held in King Street Presbyterian Church yesterday afternoon.

Every teacher and official of the Sunday school, numbering altogether 85, were present, and a regular program was followed, the initiates promising to be faithful and being charged as to their duties by the pastor, Rev. W. R. Manning.

The latter, in his sermon, took for his text the passage: "I Will Give Thee the Keys of the Kingdom." This, he said, was the message by the Roman Catholics to refer to the Pope, but in the Protestant church, God's message was believed to apply to the disciples, and especially to those who assumed the task of training the young.

CENTENIAL IS OFFICIALLY OPENED

Church Completely Renovated and Has New Sunday School.

COMMODOUS BUILDINGS
Church Has Seating Capacity of 1,250, School of 600—Rev. Manning Heard.

The reopening yesterday of Centennial Methodist Church, which since June 1912 has been undergoing a complete renovation and improvement process, was marked by special services both morning and evening, at which Rev. Manning, M.A., D.D., of Stratford, formerly of Dundas Centre Church, was the preacher.

The auditorium, to which a gallery has been added, increasing seating capacity from 600 to 1,250, was well filled at both services. The furnishings are not elaborate, but show evidence of quiet taste, and the general effect is very pleasing.

New Sunday School. The Sunday school, which is entirely new, has a seating capacity of 600. This was completed in March of this year, and since that time, the congregation has worshipped while the auditorium was being improved.

The church has a history dating back to 1814, in the summer of which the first religious service was held in the immediate neighborhood. It was an open-air meeting and was succeeded by others of a similar nature until the coming of a school in 1857, when cottage prayer meetings took their place. It soon became evident that a place of worship was needed and in 1875 a little frame Methodist church was dedicated to the worship of God.

This building was altered and enlarged from time to time, until in 1892 it was replaced by a splendid brick structure and given the name, Centennial Methodist Church. In June, 1912, it was decided to meet the need for proper church accommodation by building a new Sunday school, and at the same time to enlarge and rejuvenate the church, which had become somewhat dilapidated and no longer provided adequate accommodation for the large and continually growing congregation.

A Commodious Building. This work now has been completed and a beautiful and commodious church and a splendidly equipped Sunday school is the result.

At yesterday's services, special music was rendered by the organist and choir. In the morning the musical features were a duet, "Come Unto Me and Rest," sung by R. Patterson and S. Vamsley, and Gabriel's "The Golden Gates," by a quartette composed of Misses Hoskin, Somerville, Thompson, Parsons, and Messrs. Read and Stanfield and Mrs. Bert Weir.

In the evening, solos were rendered by Mrs. W. H. Forman and R. Hoskin. The former's "The Good Shepherd," of Van De Water, and the latter's "Just As I am," of Dank's, were much appreciated.

By the church's presiding pastor, Rev. Dr. Manning took as his text the passage, "Christ Loved the Church and Gave Himself For It." By the church's presiding pastor, any Christian church was meant. Many people, he went on to say, did not love the church and many others were indifferent about it. The church was not without its faults, it yet was invaluable.

He said the church was the organized expression of the sentiments and beliefs of the world, and the Christian church was the organized belief of the followers of Christ. It was the world's one object to interpret Christianity to the world. The church was more likely to be correct in this interpretation than any other body of men, and that was why we went to the church for our fullest knowledge of Christianity.

Patronize Religion. Dr. Manning said that religious instructions should never be ignored. Some people were apt to patronize religion and say that the ignorant believed that it was the only way out of the world. No nation, he declared, ever abandoned religion. China and Japan were shedding their former religious beliefs, but the modern world believed that they could do without religion. Greece developed her art and literature and religion all together, but when she did not retain her religion, she lost her greatness. He gave her over to believe a lie, and instead of abandoning religion she corrupted it and changed the glory of God into a false religion.

All ages and races had sacrificed, built altars and temples and shrines, and chanted hymns and offered prayers, and whoever would say that man does not need religion did not talk common sense. The church, the speaker continued, was the only organized institution that provides the means of grace, comforting, counselling and commanding; while its benefits were received perfectly by all, yet it was a great good. Men of letters and statesmen everywhere were glad to take this course, and he declared, also, that a man who was not esteemed for regular attendance at church, many excellent men did not care to be associated with him, and he was of good character. The wisdom of humble piety was attested by poets, novelists and by history itself.

THERE IS NO BETTER TEA THAN ROWAT'S TEA
Sold in bulk and every ounce guaranteed to be the best tea value. 30c, 40c, 50c, 60c and \$1 per pound.
T. A. Rowat & Co.
250 DUNDAS STREET.
Phones: 3051 and 3052.

Old Timers Will Miss Their Friends

Iron Bathbuds, After 75 Years' Service, Superannuated from County Jail.

Old-timers who have spent many pleasant (?) hours in the old iron bathbuds at the county jail will miss their old Saturday night friends very much. The old iron tubs, which according to Governor Carter, have kept prisoners clean in body, if not in soul, for the past 75 years, have passed away, before the advance of the age, and now the September Morns are to have a perfectly good porcelain tub with hot and cold water and all the good stuff they desire.

And a Shower Bath, Too. This tub, of course, which being interpreted means the male guests at Castle Carter, are to have a sure enough shower bath. It will be working full blast (maybe) this week, and all the boys will have a turn to stand under the showers, and, therefore, "a chance to lead a clean life," in the words of MacIntyre.

Last Thursday afternoon, there was a noise like an explosion at the court house. Governor Carter, informed the evening press that "this was a very noisy lifting, or trying to lift one of the 75-year-old Dutch, Irish and Scotch cleaners, and had probably led to fall. The boys were certainly not having an easy time of it, even though there were six of them, five being brawny, husky Indians. They staggered over the stairs, and, after numerous rests, managed to get the tubs out to the jail yard. The second contingent brought the tub used by the afore-mentioned September Morn out and placed it beside the other.

Will the Birds Benefit? It is rumored that the tubs will be used as bird baths, that if any self-respecting bird will take a chance in the tubs. In the old days, the prisoners must have been giants, as both tubs are much larger than the ordinary bathtub.

The prisoners are indeed glad that the new order prevails, as they state that it took many good-sized pails of water to make the cold iron even lukewarm, and that by the time they had enough water in the tubs they were already bathed in perspiration.

RAN INTO PATH OF AUTO
South London Boy Sustains Bruises About Head and Body.

Willie Howlett, 12 years old, residing at 140 Langarth street, was knocked down by an automobile on Worley road late Saturday afternoon and badly bruised about the head and body.

The injured youth, in company with a number of other boys was attempting to roll a hoop across the street. When about half way over the road the hoop got away from young Howlett, and in his efforts to get it again, he failed to see the approaching auto.

He was knocked down and suffered a number of bruises about the head and body. The owner of the machine picked him up and took the lad to Dr. Ferguson's, where his injuries were attended.

DEATH CAME SUDDENLY TO WILLIAM HAYES

INGERSOLL, Oct. 18.—While riding in his buggy and chatting with a neighbor, Wm. Hayes died suddenly Sunday morning. The 71-year-old man was struck by a car as he was in his usual good health. Deceased and his companion, Mr. John McDonald, had been driving together, and until he did not receive an answer but Mr. McDonald realized that Mr. Hayes was dead.

The late Mr. Hayes was 71 years of age and a resident of Ingersoll for twenty years. He for some time conducted a flour and feed business. He was a Liberal in politics and was vice-president of the South Oxford Reform Association. He is survived by a widow, one daughter, Mrs. John Fotheringham, Ingersoll and one son, Ernest, of Montreal.

APPLE TRADE AFFECTED BY EUROPEAN CONDITIONS
[Special to The Advertiser.]

KINGSTON, Oct. 18.—Owing to conditions in Belgium and Germany at the present time, the cores, peelings and other waste matter from the apple season cannot be sold this season. Many tons of this material is usually shipped to Europe, where it is manufactured into drink.

The small prices being paid for fallen fruit, 20 cents per hundred, farmers are drawing tons of apples to the evaporator. The wholesale price of apples of five cents a pound, and it is expected that there will be a brisk demand for army purposes.

TO PROCEED WITH NEXT CONTINGENT
Canadian Government Decides To Keep 30,000 Men Ready in Constant Training.

[Special to The Advertiser.]
OTTAWA, Oct. 18.—With 35,000 Canadian volunteers already landed in England, and 8,000 under arms guarding strategic points in the Dominion, the Government has decided to put 30,000 men into training in Canada and dispatch them to England in units of 10,000. The first 10,000 is to be sent forward in December, and immediately another 10,000 raised to take their place.

The following official statement was given out tonight by Sir Robert Borden:

"During the past week the Government have continually had under consideration the organization of a second contingent. The Prime Minister, the Acting Minister of Militia and the sub-committee of the privy council had a lengthy conference on Saturday with Col. G. Watkin, chief of the general staff, and Col. Denison, adjutant-general, respecting the following questions:

"1.—The defence of Canada against any probable raid or attack by land or sea.
"2.—The training, organization, equipment and dispatch of further expeditionary forces.

"No Question About Men. "There is no question about the officers and men available. Many thousands throughout Canada are eager for an opportunity to go to the front. The response to the call of duty throughout the country has been most inspiring.

"Two considerations have to be taken into account in connection with the dispatching of further expeditionary forces: (a) The provision of rifles, guns, ammunition and other equipment; (b) The ability of the British Government to receive further contingents and give them the necessary final training, having regard to the enormous force which is being organized and trained in the British Islands.

"All these, and many other matters, were discussed at length, and after the conference the following conclusions were announced by the Prime Minister:

Defence First Concern. "The first concern of the Canadian Government is the defence of our own territory, including our ports and harbors. For this purpose about 8,000 are under arms in Canada and are serving on garrison or outpost duty from the Atlantic to the Pacific. At important points on both coasts, the defences have been strengthened and guns have been mounted. Other coast and harbor defences, the nature of which it is not desirable to publish, have also been prepared. Expert military advisers of the Government advise that this force could be very rapidly increased from the active militia and reserve forces, and they consider that every reasonable safeguard against successful attack has been provided as to the organization and dispatch of further contingents, the following conclusions have been reached:

Train 30,000 Continually. "1.—From the present time until the end of the war, or so long as the war office shall deem it advisable, Canada will keep continuously in training and under arms in addition to the 8,000 men above mentioned, 30,000 men.

"2.—As soon as arms, guns and equipment can be provided for a force of 10,000 men, that force will be dispatched to Great Britain as the first instalment of a second expeditionary force. Thereupon, additional men will be enlisted so as to keep the number under training continuously at 30,000. This process will go on, so that as each lot of 10,000 men is armed, equipped and dispatched, another force of 10,000 will be enlisted to take its place and to bring the number in training up to 30,000.

Next Trip in December. "3.—It is anticipated that the first force of 10,000 men will be dispatched in December, and thereafter at regular intervals similar forces will be continuously sent forward as rapidly as they can be armed and equipped. "4.—Including the forces on garrison and outpost duty, we shall thus have under arms or in training about 40,000 men in Canada and, until the end of the war or until the war office advises that further expeditionary forces are not needed, a steady stream of reinforcements will so forward from our shores to the seat of the war.

"5.—If the expected communication from the war office should make any modification in the dispatch arrangements necessary, that modification will be announced at a later date. "6.—The Government is informed by its military advisers that it would be impossible to supply arms, guns and equipment on a larger scale than that laid down in these proposals.

Enlist 16,000 Immediately. "7.—Pending advice from the war office as to the composition of the second contingent, which have not yet been received, infantry to the number 20,000 or 20,000 will be immediately enlisted, and the organization and training of infantry units will be proceeded with throughout the Dominion from Halifax to Victoria.

"8.—As soon as the expected instructions arrive from the war office, immediate arrangements will be made for enlisting such cavalry, artillery, engineers and administrative units as the war office may advise.

"9.—The organization of the units and the forces contemplated by the proposals will be under the direction of officers commanding divisions and

Utilizes every heat unit. Flues arranged so heat is forced to travel over top of oven in
McClary's Pandora
Range down behind it and twice under the bottom before escaping to chimney. See the McClary dealer.
MADE IN CANADA
Sold by J. A. Brownlee, 385 Talbot street; J. A. Page, 807 Dundas street; J. H. Bull, Hamilton road and Rectory street.

HUGE LOADS OF APPLES GOING TO EVAPORATORS

[Special to The Advertiser.]
CAMLACHIE, Oct. 18.—The farmers of the surrounding country are taking the advantage of the evaporator being in operation, and are bringing in huge loads of apples.

Mr. Eugene Walkingham, who formerly made his home with Mr. James Montgomery, has returned and taken a position at the evaporator. Mrs. Fred Smith, of Sarnia, spent a couple of days with her mother recently.

Mr. Robert Joynt, of Smith Falls, is visiting his sister, Mrs. John Joynt, who has been very ill, at her home in St. Thomas, to be permanently located, of Rabbi Galanter, from the state of Wisconsin, provides for the killing of cattle, etc., in this city according to the orthodox Jewish rites.

Besides serving the rapidly increasing Jewish population of the city in the capacity of spiritual adviser, the reverend gentleman will teach the Hebrew language to the children after public school hours.

A prominent Jewish citizen stated that while their numbers were yet too meagre, they were hopeful of having a large enough congregation to build a synagogue in the near future.

What Happened to the Cats?

Not long ago the U. S. Government made some experiments to determine the poisoning qualities of caffeine (the drug in tea or coffee).

Twenty-seven healthy cats were given an average dose of five and four fifths grains of caffeine—about as much of the drug as is contained in two or three cups of tea or coffee.

What do you suppose happened?
The Cats all Died!

See Government Bulletin No. 148, Bureau of Chemistry.
Of course they were only cats.

But there are plenty of people who dose themselves with enough caffeine every day to kill a cat and cripple a man, not at one blow, but by little blows repeated daily.

Of course, some systems are strong enough to stand all kinds of abuse, but most systems are not. And when a man or woman observes a growing nervousness or sleeplessness, heart trouble, stomach, bowel or eye disturbance, it is time to quit both tea and coffee and turn to a real food-drink, free from the drug, "caffeine."

It is easy to shift from tea or coffee to

POSTUM
for in POSTUM one gets a delicious drink with the true nourishment of whole wheat, from which it is made. Postum is roasted with a bit of wholesome molasses, has a delightful snappy flavor and is entirely free from the drug, caffeine, or any harmful substance.

Postum comes in two forms: Regular Postum, which must be boiled. Instant Postum—soluble form—made in the cup instantly with hot water. Grocers sell both kinds and the cost per cup is about the same.

"There's a Reason" for POSTUM
Canadian Postum Cereal Co., Ltd., Windsor, Ont.