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LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON ADVERTISER, LONDON, CANADA. FRIDAY EVENING, OCTOBER 11, 1918. 128 COLUMNS

HOME EDITION

THE WEATHER—FINE AND WARM

PRICE TWO CENTS.

Resistance Weakens As Allies Administer Blow Upon Blow On All Enemy Fronts

SERBIAN TROOPS CAPTURE MORE THAN 3,000 PRISONERS

DISARMAMENT OF ALLIED NATIONS MUST NOT COME UNTIL GERMANY HAS FIRST BEEN STRIPPED OF POWER

Viscount Grey, in First Speech in Two Years, Declares That Peace Is Within Sight, But Not Within Reach—Maintains That Germany Must Be Included in a League of Nations.

London, Oct. 10.—Viscount Grey, the former secretary of state for foreign affairs, in the first speech he has made in two years, said he thought peace was within sight, but not within reach. He praised the wisdom of President Wilson's reply to the German note. A league of nations, he urged, must include Germany. There could be no thought of disarmament until Germany had been disarmed.

Viscount Grey spoke in support of President Wilson's policy of a league of free nations. The hall was packed and hundreds were unable to obtain admission.

Viscount Grey began his speech by saying that one of the objects of the meeting was to assure the Government of their support in the actual conduct of the war. The main object of the meeting, he went on, arose out of the very remarkable speech of the president of the United States on September 27 last, in which a most pointed appeal was made to the Allies with regard to the interpretation of the issues of the war and regarding the means whereby a settlement could be reached.

Object of Meeting. A little later, he said, Mr. Balfour spoke in the same sense, and Mr. Barnes had just spoken. Those were in some degree answers to President Wilson's object of the meeting was to make clear that all were agreed that the statement

of the issues of the war was the statement from all the Allies, and that they believed in that method of obtaining a settlement on those issues which President Wilson so earnestly advocated.

"But, of course," he continued, "the real authoritative answer on a question of such importance on behalf of the country must come at his own time and in his own way from the premier, and I have no doubt that it will so come."

Unity of purpose among the Allies in what the president asked for, and that united purpose, I am sure, the other Allied governments will provide.

Dealing with the improvement in the military situation, Lord Grey appealed for a continuance of the united support of the Government. Peace was in sight, though not in reach, and any lack of support or any disunion among the Allies, or anything giving to Germany hope of a stalemate, would cause peace to recede.

Urges Great Caution. "While no real chance of securing a really good and secure peace must be neglected," said Viscount Grey, "I think what a nightmare it would be if, after reaching a peace conference, believing that the end had come, it was being undermined by the man who made the (Continued on Page Fifteen.)"

1,900,000 BOYS FROM U. S. A. ARE "OVER THERE"

Government Getting 2,000,000 More Ready for Fray.

GENERAL MARCH'S APPEAL

Urges That Maximum Resources Be Hurdled at the Hun.

Washington, Oct. 11.—American troops sent overseas have passed the 1,900,000 mark, Gen. March, chief of staff, announced today, coupling his statement with an urgent appeal to the country to support the Fourth Liberty Loan.

The present is no time to hang back, Gen. March said, for the maximum resources of the nation in men and money must be "hurled at the Hun" to make victory certain, and while the movement of soldiers across the water is continuing, the war department is preparing another 2,000,000 men to follow the first two million.

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"God Help the Huns If Germany's Fleet Ventures Out Again"

Sir Arthur Yapp at Toronto Intimates New Naval Surprises.

[Special to The Advertiser.]

Toronto, Oct. 11.—"At home we feel that it will be the case of God Help the Huns if the German fleet turns up again," said Sir Arthur Yapp, secretary of the British National Council of the Y. M. C. A., at the Canadian Club luncheon yesterday. "We have some delightful surprises in store for the German sea fighters," he said. Sir Arthur paid more than one tribute to Canada. "We in the old country admire what Canada has done," said Sir Arthur. "Conditions are different here from those in the old land. At home we have a food shortage. We have enough to keep body and soul together, but there are

things we have to do without. Such is not the case here, and this fact emphasizes our enthusiasm. In Montreal, I noticed, the streets were brilliantly lighted. With us across the Atlantic, there is darkness when night comes. The actual fighting is not far from the United Kingdom.

It's thousands of miles away from Canada, but although the seat of war is remote your sons have fought and died with ours. A touching little incident comes to me now, in one of our hospitals in France.

A young Englishman and a young Canadian lay in their cots, the English lad's mother was with him, and he was happy. The Canadian boy was restless, and his eyes were seldom off the mother and her son. Suddenly the Canadian burst into sobs. We tried to comfort him. Finally he said, "He has his mother; my mother is 5,000 miles away." Small wonder is it that we admire Canada and her sons."



Advertiser Illustrations. SIR ARTHUR YAPP.

THE DAY OF RECKONING



Advertiser Illustrations. Walter—Time to pay up, sir!—New York Times.

A SERIES OF GADSBY ARTICLES ON OVERSEAS TRIP

The first of a series of articles on overseas experiences, written for The Advertiser by H. F. Gadsby, will appear in editions of tomorrow.

Mr. Gadsby went to England and France at the same time as the Canadian press party. Mr. Gadsby paid his own expenses, however, and will write his experiences from the standpoint of the free lance journalist, rather than as a propagandist.

His first article describes the voyage over, including a submarine attack, and he gives a simple but powerful picture of the manner in which everyone on board stood up to the real danger when it came, although all had been trembling over imaginary ones during the whole voyage.

Gadsby is a master of satire, humor and description. His articles will not be tame or commonplace.

KAISER SUMMONS GERMAN KINGS FOR A CONSULTATION BEFORE REPLYING TO WILSON

Cologne Dispatch States That Conference Has Been Called at Berlin—Such a Gathering Is Unique in German History.

Amsterdam, Oct. 11.—Emperor William has summoned the sovereigns of all the German federal states to Berlin for a consultation before answering President Wilson's note, according to a Cologne dispatch. Such a conference is unique in the history of Germany.

GERMAN EMPEROR, ACCORDING TO REPORT, OPPOSED PEACE PROPOSAL OF MAXIMILIAN

London, Oct. 11.—Chancellor Maximilian's peace proposal to President Wilson was made in direct opposition to the views of Emperor William, according to a report brought to London by a neutral who left Germany a few days ago. It is suggested that this may be the reason for the summoning of the German sovereigns for a conference. No official confirmation of this can be obtained here.

REPLY TO WILSON IS AWAITED WITH ANXIETY

London, Oct. 11.—Germany's answers to President Wilson's message are awaited with great anxiety in Germany, according to a Copenhagen dispatch to the German press. The German press proposals were published in the newspapers of Berlin Wednesday evening. The official North German Gazette says:

"We have reason to believe that the peace step which has been commenced will be continued."

PRESIDENT OF THE STANDARD OIL CO. DIES OF PNEUMONIA

Laurin J. Drake, a Leader in the Oil Business.

Chicago, Oct. 11.—Laurin J. Drake, president of the Standard Oil Company of Indiana and prominent figure in the oil industry, died of pneumonia at his home here last night. Mr. Drake was for many years a business associate of John D. Rockefeller. H. H. Rogers, John D. Archbold and other leaders in the petroleum field.

ALLIES DRIVE DEEP INTO GERMAN LINES ON A 30-MILE FRONT; FOE TO QUIT DOUAI

FOE IS BEING COMPELLED TO EVACUATE ST. GOBAIN WOODS

Germans Quitting Chemin-des-Dames on Account of the Allied Pressure.

London, Oct. 11.—Today's advances from the battlefield indicate it is virtually certain the Germans will have to evacuate the St. Gobain forests almost immediately.

The Germans are evacuating the Chemin-des-Dames under the pressure of the converging attacks west and south of it.

The Hun line behind Laon, between the Rivers Serre and Sissonne, has been turned, making the German situation in the Laon most difficult. In the Champagne the French and Americans, joining hands north of the Argonne in the Grand Repulse, have occupied the Grand Pre station, while patrols are said to have entered that town itself.

On the River Meuse, northwest of Verdun, the Americans have cleared out a little pocket in the direction of Sivry, which has held them up a long time.

INFLUENZA CLAIMS NINE VICTIMS AT TORONTO HOSPITALS

The Epidemic Shows Signs of Abatement At Niagara Camp.

BANS ALL CONVENTIONS.

Toronto, Oct. 11.—Owing to the prevalence here of Spanish influenza, Dr. Hastings, M. O. H., has put the ban on all conventions here for one month. This will interfere with the Ontario Sunday School Association convention on October 22, the hydro-electric convention on October 29, and several other proposed gatherings.

Toronto, Oct. 11.—There have been no fewer than nine deaths in city hospitals, exclusive of military patients, from pneumonia, following influenza, since yesterday afternoon, and no hope is held out for five other cases. All the institutions are handicapped even more seriously owing to the lack of nurses. In one hospital there are 25 influenza patients and 24 nurses afflicted with the same malady, and in another hospital 93 patients and 41 nurses are under treatment.

ABATING AT NIAGARA.

Niagara Camp, Ont., Oct. 11.—With the total death list from Spanish influenza standing at eighteen in the Polish camp, and three in the Canadian camp, and the hospital cases at 100 in the Polish camp and about 250 in the Canadian camp, the epidemic continues to run its course here.

The signs are encouraging, however, and no deaths have been reported for two or three days.

Gratiot's Army Medical Corp. is very low from influenza at present.

DEATHS AT MONTREAL.

Montreal, Oct. 11.—Eleven fresh deaths from Spanish influenza among soldiers sick with this disease were reported to Major-General Wilson, officer commanding this district, this morning. Sixteen new cases were also reported.

SOCIALIST CONGRESS AT PARIS FAILS TO ACHIEVE ITS OBJECT

Paris, Oct. 11.—The Socialist National Congress has failed to achieve the object for which it was held to draw up a program to which the party could subscribe as a whole. Votes taken on various programs show that 1,212 delegates supported the old majority headed by Pierre Renaudet; 1,523 for the former minority headed by Jean Longuet, and 181 for the Centrists, or Moderates. A small extreme element voted with M. Longuet's adherents.

British Forces North of Le Cateau Have Crossed the River Selle—Cambrai Is Left Far Behind by Advancing Allies—French Capture Strong Positions on West Front of Argonne Forest—Serbian Troops Take 3,000 Prisoners.

With the Anglo-American Forces Southeast of Cambrai, Oct. 11.—(By the Associated Press).—The great battle now being fought in this region is on a front of nearly 30 miles today, it having been extended to the north. The British are gaining everywhere. There is virtually no enemy infantry opposition.

The only resistance worth mentioning is coming from the enemy machine gunners. The bulk of the enemy artillery seems to have fled so far east of the battleground as to be out of range.

The high ground on the eight-mile front between St. Hilaire and Le Cateau to the southeast was found to be alive with machine guns when the British approached, and the cavalry patrols were held up for some time.

North of Le Cateau-St. Hilaire line the Germans are in head-long flight, according to the last reports from airplane observers. The Douai salient has been made still deeper, and the news that the Germans are beginning to evacuate that city may be expected at any time.

Cambrai is being rapidly left behind in the battle area. As the armies push forward there are nowhere any signs that the Germans intend making a determined stand, but the British are going a little slower now, as it is impossible for the vast organizations in the rear of the armies to keep pace with the advance, although what has been done so far will sound almost incredible when it may be told.

East of Bohain, the British are approaching Manneville and the Andigny Forest, while east of Vaux-Andigny they are drawing closer to Wassigny. From Le Cateau, which was taken after a struggle, the troops are striking in the direction of Bazuel, 2½ miles southeast of Le Cateau.

FRENCH ADVANCE IN REGION TO NORTH OF RIVER AISNE

Paris, Oct. 11.—French troops last night advanced in the region north of the Aisne and captured the towns of Chivry and Moulins, and then pushed on beyond, the French war office announced today.

Italian troops reached a point south of Courtecon on the Chemin-des-Dames, which highway the French have gained possession of as far as the heights at Cerny-en-Laonnais.

In the Champagne French troops crossed the River Suippe and gained a footing between St. Etienne and Boul-sur-Suippe, as well as at Warmeriville, Vandette and St. Masmes.

Further east the French are pursuing the Germans, who are in retreat.

On the front west of the Argonne Forest, French infantry has captured Semide and Mont St. Martin. The French also stormed Corbon and Brières.

BRITISH CONTINUE ADVANCE BETWEEN CAMBRAI AND LENS

London, Oct. 11.—American troops, operating with the British on the front southeast of Cambrai, completed last night the capture of Vaux-Andigny and St. Souplet, Field Marshal Haig announced in his official statement today.

The River Selle has been crossed by the British north of Le Cateau.

Fighting is going on in the eastern section of that town. In the region immediately east of Cambrai the British have reached the outskirts of the villages of St. Vaast and St. Aubert.

The British are continuing to push forward at the front between Cambrai and Lens. They made progress during the night in the direction of Izel-lez-Equerchin, five miles west of Douai. They are also progressing east of Sallaumines and along the northerly bank of the Haute Deule Canal, east of Lens.

SERBIAN TROOPS CAPTURE 3,000 AND THE TOWN OF LESKOVATZ

London, Oct. 11.—Serbian troops, after capturing Leskovatz, again advanced, and on October 8 had reached a line ten miles to the north of that town, says an official statement issued by the Serbian general staff.

Continued on Page Fifteen.

SAXONY WANTS BROADER BASIS FOR FRANCHISE

Landtag of German Province Summoned for October 26.

Copenhagen, Oct. 11.—The working of the new law in Germany is illustrated by a decree of the crown council of Saxony summoning the Landtag to convene on October 26. The decree directs the minister of the interior to draft a measure "which shall substitute for the franchise now obtaining for the Landtag's second chamber, a franchise based on a broader foundation."

KING GEORGE SENDS HAIG CONGRATULATIONS

London, Oct. 10.—The King has sent the following message to Field Marshal Haig:

"The magnificent advance of the armies under your command, powerfully supported by our American comrades, and opposed by a retreating but stubborn foe, and against the most formidable defences which human ingenuity and strength could devise, fills me with admiration, pride and gratitude. These sentiments are shared by the people of the Empire. In their name I from my heart congratulate you and all the ranks."

THE WEATHER

LOCAL TEMPERATURES. Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Dressed hogs, 47° to 50°; to 25° 00. The official temperatures for the 24 hours previous to 8 a.m. today were: Highest, 50°; lowest, 47°.

TOMORROW, FAIR AND WARM.

Toronto, Oct. 11.—8 a.m. Forecasts.

Stations	High	Low	Weather
Victoria	54	50	Cloudy
Calgary	68	38	Rain
Winnipeg	66	44	Cloudy
Port Arthur	66	34	Fair
Port Stanley	64	48	Clear
Kingston	62	58	Fair
Buffalo	62	54	Fair
Detroit	62	48	Fair
Montreal	73	47	Fair
Quebec	60	42	Fair
Father Point	52	40	Cloudy

A few light scattered showers have occurred in the Ottawa and St. Lawrence valleys, while rain has fallen heavily on the British Columbia coast, but the weather in Canada generally has been very fine.

LONDON EXPECTED TO BUY HEAVILY OF VICTORY BONDS

Forest City Will Do Its Share,
and Then Some.

CAMPAIGN PREPARING

Preliminary Details Under
Discussion by Managers
of Drive.

London's citizens will not only do their share in the coming Victory Loan Campaign, but they will subscribe their allotted quota, and then take several hundred dollars worth of bonds above this, just to show that their hearts are in the right place. This was made clear at the meeting held in the Tecumseh House last evening, which was called for the purpose of discussing some preliminary details in connection with the campaign.

Londoneers Will Buy.
George M. Reid, chairman of the local organization, presided over the meeting. Norman Towell and G. Clarke of Toronto, explained in detail the organization that would be necessary to carry on the work in this city this year. It was the general opinion that London, which on Sunday evening last celebrated the good news that came over the wires during that day, would certainly do all in its power to honor the nearer the day when an honorable and victorious peace may be fittingly celebrated. Every dollar put into Victory bonds is an aid to this end, and there is not a man, woman or child in London but who will buy as many bonds as circumstances permit. At least this was what one gathered from the expressions at the meeting.

In the course of his remarks J. G. Clarke pointed out that in 1917 Canada absorbed all of its bonds, municipal and others, with the exception of 2 per cent which amount was sold to American investors. Last year was the first year that this has happened, as previously bonds issued by Canadian municipalities were taken up by American capitalists. The entry of United States into the war has caused this change.

Buy Bonds and Help Canada.
It also pointed out that all the money raised in this campaign will be spent in Canada, and besides backing up the Canadian soldier in France, it will help to keep the factories of Canada busy, and thus make for the general prosperity of the Dominion. Thus if one were inclined to look at the proposition from a purely selfish standpoint it would be to his own interest to make as large a subscription as possible to the loan. The question from this angle was, however, the unanimous opinion of those present that the thousands of Canadian boys who are at the front are not going to be deserted at this time, when the fate of the Hun hangs in the balance, by the men and women at home.

Discussed the Campaign.
Several new faces to the campaign were taken up and fully discussed. Last year the military forces of the city were not thoroughly canvassed for various reasons, and it was thought that this could be remedied. It was finally decided to leave the matter in the hands of a military committee, and Col. W. J. Brown was asked to appoint his own committee.

Arthur White suggested that a special committee be appointed to canvass the factory employees. He thought that this would be much more efficient work could be accomplished. It was decided by the meeting that this suggestion should be carried out. Mr. White stated that the industrial committee, which it was decided should look after this work, had the sanction of all the employers of labor in the city.

Big Publicity Campaign.
Major Gordon Ingram, publicity chairman, outlined the plan which he thought would be the most successful. Various committees will be chosen to look after the different branches of publicity. One will have charge of the advertising and press notices. Another will see that the posters and other outside advertising matter is placed in advantageous positions. The school children will be supplied with literature regarding the loan by another committee. Special features of the publicity campaign such as parades, sandwich men and similar advertising stunts, will be under the direction of yet another committee. It is the intention of Major Ingram to obtain the co-operation of some of the business firms in the city, including the Ministerial Association, for the publicity end of the campaign. The meeting left the details in the hands of Major Ingram to be worked out to the best interest of the campaign.

It was decided to hold a meeting some time during the first week of the campaign, at which some of the best speakers obtainable will deliver addresses. The question of speakers and suitable hall was left with the general publicity committee.

The city was divided up into four districts, and the following were appointed as chairmen of the districts: Controller E. S. Little, J. K. McDermid, A. T. McKelvey and R. D. McDonald. John J. Foote was appointed manager of the campaign teams.

Following are the names of those present and who comprise the advisory committee of the campaign: George M. Reid, T. H. Purdon, Lieut. Col. W. G. Coles, J. E. Magee, Major Gordon Ingram, Arthur White, R. D. McDonald, J. J. Foote, John Bruden, Controller E. S. Little, G. Pearson, H. J. Skeg, J. K. McDermid, W. F. D. Jarvis, George T. Brown, A. T. McKelvey, F. E. Leonard, Frank Jewell, Col. W. J. Brown.

Dr. A. W. Macle, chiropractor whose office is in the Dominion Savings Building, is seriously ill with pneumonia. Dr. English, a qualified chiropractor, will have charge of Dr. Macle's practice until his recovery. 12c

Heart Troubles

Hacking's Heart and Nerve Remedy contains no Digitalis, Strophanthus or Nitroglycerin. The curative, healing and soothing qualities are remarkable, and many sufferers are deriving great benefit from its use. Great for High Blood Pressure, Kidney Trouble, Impure Blood, Fatigue, Irritability and for Shooting Pains through the Breast. Price five a box, 6 for \$2.50. Sold by all dealers or by mail. R. Hacking, Phm.B., Listowel. 12c

A MODERN BUSINESS NECESSITY are the latest models

National Cash Registers

JULIUS MADDI, Sales Agent,
The N. C. R. Co. of Can., Limited,
350 DUNDAS STREET, LONDON, ONT.
23v

SAVE MONEY!

Come and visit our new FUR STORE where you can get good quality and smart style at very reasonable prices.

The Empe Fur Co.
Corner Dundas and Wellington Streets
(Late Metropole Hotel). 23v

RELIANCE Garage
SERVICE Station

READING RECITAL ENTERTAINS COUNTY TEACHERS' MEETING

Music and Recitations Amuse
and Help E. Middlesex
Ladies.

INSTRUCTIVE PAPERS

Inspector Thompson Addresses
Convention on General
Work of School.

A reading recital, featuring modern day poetry, was given at the evening session of the East Middlesex Women Teachers' Institute in the Normal school Thursday evening by E. N. Kirkpatrick, principal of the Toronto Conservatory School of Expression. Before giving his recital Mr. Kirkpatrick spoke briefly on poetry and its rhythm. He claimed that poetry is often deposed from the true function, and the gesture and intonation are made much more important than the rhythm. In splendid style Mr. Kirkpatrick recited some of Dr. Drummond's poems, and a humorous poem, "Maggie May," by Dana Burnett, brought rounds of applause from the audience. Daily Clark, by Dennis McCarthy, was another favorite. Very amusing was Mr. Kirkpatrick, when showing the audience the name and wrote way of reciting poetry. Vocal solos, much appreciated, were given by Mrs. J. Hovey, Miss Walton and Mr. R. Simmie.

At the afternoon session Inspector J. P. Thompson gave an address on the general school work. He advocated shorter spelling lessons with fewer words. Mr. Thompson pointed out that when the students had about thirty words to learn, they could only remember them for the time being, but that when a few words were taken and learned thoroughly and reviewed, the child could not very well forget them. "The children should also be taught to take an interest in the school gardens and school property," said Mr. Thompson. "Some of the schools I have visited this year have had very fine gardens, and at one school I dropped in about noon and found that the children were having hot lunches, including potatoes and vegetables from their own school garden. Every child should be taught to sweep and clean things, in many of the schools I have visited the children have been taught to do this."

Helpful Addresses.
An address was given by George Brown, a "Steps in Learning and the Modes," and Miss Vera Walker spoke on the "Lesson Problem and the Lesson." A lecture recital was given by E. N. Kirkpatrick, in which he discussed upon the teachers that they should teach the children to talk to them. At the end of the afternoon session, Mr. C. E. Johnson, on behalf of the teachers, tendered Mr. Kirkpatrick a vote of appreciation and on behalf of the teachers rendered two vocal solos. The morning's session will be held in the county council chamber.

PRaise OF THE PROVINCE IS CALLED TO CURRIE

TORONTO, Oct. 10.—Sir William Hearst, prime minister of Ontario, today called the congratulations of the people of the province to Gen. Sir Arthur Currie on the splendid successes of the Canadian troops.

"People of Ontario are rejoicing over the Canadian advance in learning and the modes," said Sir William Hearst. "The greatest determination, dauntless courage and heroic achievements of our wonderful troops inspire our deepest admiration and gratitude. God speed you to final victory!"

THAT LIVER IS NO GOOD

That is so lazy it lets the skin do part of its work. The skin turns yellow doing it. Such a liver upsets the whole system. Take Hood's Pills, they put the liver to work; best for biliousness, yellowness, constipation. Do not gripe, but grip! Hood's Pills, 25c, of druggists or C. L. Hood Company, Lowell, Mass.

FOLLOW IT UP!

You probably have used many kinds of tooth pastes, powders and washes in an effort to cure your sore, bleeding, itching gums, and tighten your loosening teeth, but without success. "The Fenneline Treatment" kills the germ, and hence cures this disease. Ask your dentist. Now sold by every druggist. Fifty cents a bottle.

Dr. A. W. Macle, chiropractor whose office is in the Dominion Savings Building, is seriously ill with pneumonia. Dr. English, a qualified chiropractor, will have charge of Dr. Macle's practice until his recovery. 12c

Parasols and Umbrellas

at a
Big Discount

These beautiful silk and wool top, gold-filled and silver-mounted parasols and umbrellas are most suitable for gift giving. Why not select one now for Christmas—the prices are ridiculous considering the high quality.

LADIES'

Handsome gold-filled mounts; extra quality. Regular \$8.00 for \$5.95
Regular \$7.00 for \$5.35
Regular \$6.00 for \$4.85
Sterling Silver Mounted. Regular \$8.00 for \$5.65
Regular \$6.00 for \$4.95
Regular \$6.50 for \$5.00

MEN'S.

Fine gold-filled mounts. Regular \$11.00 for \$8.90
Regular \$10.00 for \$7.65
Regular \$7.50 for \$5.10
Heavy silver mounts. Regular \$6.50 for \$5.00
Regular \$6.00 for \$4.95
Regular \$5.00 for \$3.85

A great many at half price.

—John S.—
Barnard

Jeweler.
194 DUNDAS STREET.
Opp. Advertiser.

Fashion's Fairest Flowers in Beautiful Apparel For Thanksgiving Holiday Wear

They say Paris and London are responding to the elation of the past few weeks with a resultant inspiration all along the lines of costumers. And this surely applies to American designers as well—at any rate the models we are showing and the displays of holiday apparel for Thanksgiving are delightful enough to have been inspired by any amount of French ingenuity. The object of this section to embody the spirit of buoyancy and youth in the selection of frocks, coats, suits, skirts, etc., has surely been attained, for the Thanksgiving displays of fashionable apparel were never more attractive.

Thanksgiving Millinery Display—Hats With Rich Simplicity

We have prepared an unlimited choice of select Millinery for Saturday selling, wonderful in outline, simple in effect and extremely stylish. Each of these Hats has the unobtrusive charm one asks of the hat which is to be donned with suits and street frocks, yet each is sufficiently elegant to be appropriately worn at any hour of the day. We submit for the holiday wear this special collection at prices most reasonable. \$5.00 to \$12.50



Sale 23c Stationery

A limited quantity of Folding Linen Correspondence Writing Pads, about 50 sheets each, linen paper with package of envelopes. Special Saturday, outfit for 23c

New Magazines

These in the latest publications now on sale at Magazine Counter—Saturday Evening Post, Literary Digest, Blue Book, Motion Picture, Breezy Stories, Cosmopolitan, Parisienne, etc.

BLACK TAFFETA DRESS SILK, \$2.00 YARD.

One of those rich all-silk taffetas, soft in finish, strong in texture, smart for separate skirt or the dress; just one piece to sell at this price \$2.00 yard

NAVY BLUE MESSALINE PAILLETTE DRESS SILK, \$2.00 YARD.

A scarce make of silk told in yard-wide weave, at a popular price, rich soft messaline finish for dresses. Navy is one of the most popular colors for this season; just one piece to sell tomorrow for \$2.00 yard

Newest Neckfixings for the Holiday

The New Cowboy Collar, made of pleated georgette frilling with soft satin or georgette roll, fastening at back. One of the newest novelties and very smart. Dainty Georgette Collars with the deep, square back, hemstitched, with tucks or lace trimming. Price 75c to \$2.50 each

Coat Collars, smart tailored effects, in wool gabardines, wash satin or pique. Prices 50c, 75c, \$1.00 and \$1.50 each

Frillings of all kinds for the round neck, or fichu style in pleated georgette, net or organdy, also the fichu frilling with the pleated frills in net, georgette or organdy. Prices, per yard 75c to \$2.00



MEN'S FLANNELETTE PYJAMAS, \$2.75 AND \$3.50 SUIT.

A splendid lot of Flannelette Pyjamas for men, American make, in neat assorted patterns, blue, pink and mauve stripes, in sizes small, medium or large. These are worth an effort to secure. Saturday prices \$2.75 and \$3.50 per suit

AFTERNOON TEA.
Egg and Lettuce Salad, Thin Bread and Butter, Cup of Tea or Coffee, Cold Sliced Chicken With Potato Salad 50c

Smallman & Ingram Corsets; Then the New Apparel

To those who desire the comfort and individuality of superior Corsets at a moderate price; these Corsets will make a direct appeal.



A new fall Corset will give the proper style lines to the new garments and show off their smart, fashionable designs to the best advantage. Style and fit depend upon getting a model exactly right for your type of figure. New models are here for all figure types among the following well-known lines: Gossard Front-Laced Corsets \$2.50 to \$12.50 Bon-Ton Corsets \$4.00 to \$10.00 Royal Worcester Corsets \$1.50 to \$5.00 American Lady Corsets \$1.50 to \$10.00 Nemo Model Corsets from \$3.00 to \$7.50 C-C a la Grace Corsets \$1.25 to \$4.00 Treo Elastic Corsets \$3.50 and \$4.50

\$1.25 YARD COLORED CREPE POPLINS.

Just three odd pieces in light burgundy, light copen, and plum, of 36-inch Crepe Poplin, a line that has had a successful sale the past season. The stock is sold down to the above three shades. Saturday the price for quick clearance of the lot \$1.25 yard

Sale 98c

WHITE VOILE BLOUSES.

One table of Pretty White Voile Blouses, V-shape and high neck, some lace and embroidery trimmed, others with fine tucks in clusters, long sleeves, sizes 34 to 42. To clear Saturday, 98c each

with white binding. Special Saturday 39c

"English Lady" Apron, the perfect-fitting housemaid's apron, made of good quality white lawn, trimmed with pretty embroideries and insertions, finished with long tie strings. Special 65c, 75c, 85c, \$1.00, \$1.25 and \$1.50 Rubber Work Aprons, made of white rubber sheeting, the best apron made for protecting the clothing from water or grease. Special 50c Rubber Work Aprons, made of fine rubber-coated, black and white check print, made with gored skirt and large bib. Special \$1.50

Combinations, \$1.39

Five dozen Envelope Combinations, made of soft-finished white cotton, with yoke of pretty embroidery insertion and lace, size 36 to 42. Special Saturday \$1.39 Cream Combinations, light fleeced, V neck, long sleeves, drawers ankle length, closed crotch. Outside \$2.50 Cream Union Combinations, low neck, elbow sleeves, drawers ankle length, open style. Outside \$2.50

Suits That Suggest the New Fall Season

Modes that are correct as to every little detail. Fabrics have been selected for their beauty and practical wear, strict attention paid to tailoring, linings and trimmings, colors to harmonize with the fall season.

Smart Tailored and Fur-Trimmed Suits, in brown, taupe, reindeer, purple, navy; collars of seal, beaver, nutria, wolf and cone; styles are belted; some uneven lines shown; buttons forming trimming on many.

Suit of Purple Broadcloth; coat in belted style, cape collar of Hudson seal, pin cordings trimming sides of coat, which are uneven at bottom, silk lined; skirt two-piece, slashed pockets, belt finishing waist. Price \$85.00

Suit of Brown Gabardine; coat has shawl collar of Hudson seal, semi-belt, cording and buttons trimming sleeves and back of coat, satin lined; skirt two-piece, pockets and corded finishing skirt. Price \$73.00

Suit of Taupe Broadcloth, belted model, cape collar, banding of kit cone on collar, silk lined; skirt two-piece, gathered. Price \$70.00

Earrings and Necklets

SMART NEW STYLES IN BUTTON AND DROP EARRINGS.

Extra Fine Oriental Pearl Earrings in three sizes. At 50c, 75c and 85c pair

Smart Pearl Drops, connected with fine gold or silver chain. Prices, per pair \$1.00, \$1.25 and \$1.50

Pearl Button-Style Earrings with fancy cut drops in jade,

amber, amethyst, ruby, turquoise, coral, etc. \$1.25 pair Dainty Opalescent Drop Earrings, in rose, green and jade shades \$1.75 pair Pearl Necklaces, 15-inch, graduated pearls, with gold torpede clasp \$1.50 each Coral Bead Necklets at 50c, 75c and \$1.00 each Red Bead Necklets, opera length \$1.50 each Long Black Jet Strings \$1.25 and \$1.50 each

Sale of Aprons

Saturday

Ten dozen Large Overall Aprons, which may be worn as a dress, made of splendid quality print, fastens down front, square neck, belt, and kimono sleeves, finished with binding. Special Saturday, 98c

Ten dozen Work Aprons,

made of good firm print, in light and dark colors, neck and arms finished with white binding. Special Saturday 39c "English Lady" Apron, the perfect-fitting housemaid's apron, made of good quality white lawn, trimmed with pretty embroideries and insertions, finished with long tie strings. Special 65c, 75c, 85c, \$1.00, \$1.25 and \$1.50 Rubber Work Aprons, made of white rubber sheeting, the best apron made for protecting the clothing from water or grease. Special 50c Rubber Work Aprons, made of fine rubber-coated, black and white check print, made with gored skirt and large bib. Special \$1.50

New Fall Hosiery in Abundance

SPECIAL—Ladies' Black

Cashmere Hose, winter weight, seamless, double heel and toe; sizes 8½ and 9 only. Price 55c pair

JUST ARRIVED—Ladies' Fancy Heather Coating

Cashmere Hose, soft and easy on the feet, spliced heel and toe, seamless; sizes 8½ to 10. Price \$1.50 pair

Ladies' Fleece-Lined Cotton

Hose, black, made specially for those who cannot wear cashmere, seamless, spliced feet; sizes 8½ to 10. Prices 35c and 55c pair

Children's Black or White

Pure Cashmere Hose, fine 1-1 rib, neat and comfortable on the feet, seamless; sizes 6½ to 8½. Priced, according to size 65c to 85c pair

Cream Vests, light fleeced, V neck, long sleeves. Outside

Drawers ankle length, open or closed to match. Price \$1.50 White Cotton Combinations, light fleeced, high neck, long sleeves, drawers ankle length; size 36 only. Special \$1.75 Abdominal Bands, "Jaeger Brand" wool, natural color. Price \$1.00 Knee Warmers, "Jaeger Brand" wool. Per pair \$2.00 Bed Slippers, made of white eiderdown. Per pair 40c



Sale 98c

CHILDREN'S
BRUSHED WOOL
SWEATERS, COATS
AND OVERALLS.

Five dozen only in each line, in colors of grey, brown, khaki and cardinal; sizes for ages 2 to 4 years. Sale price 98c In Infants' Wear Section, Second Floor.

Sale \$1.39

Five dozen Taffette Underskirts, made with deep flounce of clusters of accordion pleating, with tiny tucks at bottom, draw tape regulates fullness at waist; lengths 34 to 40. Price \$1.39



Men's and Boys' Overcoats, Ready For Service

There was once a time in men's clothes, and not long ago, when the issue was so sharply defined between the different styles that almost anything could change the looks of a suit or overcoat. War is changing the face of the earth, and men's clothes are losing their feminist tendencies in the process. The combination of beauty of tailoring, with simplicity of line, is mirrored in our present stock of suits and overcoats for both men and boys.

Men's Overcoats, \$20.00

Men's Winter-Weight Overcoats of choice Melton cloth, self or velvet collar, the best of linings, smartly tailored and coats that are always serviceable, medium and dark grey shades, also black, form-fitting and regular styles, single and double breasted. The price is very low for these coats. See them on Saturday. Sizes 35 to 46. Price \$20.00

Men's Overcoats, \$12.50

Fall Overcoats in light and dark grey and mixed shades of tweed, shield lined and some lined throughout. Anyone wanting a medium-weight topcoat will find these very special value Saturday. Sizes 35 to 42. Sale price \$12.50

Sale of Men's and Boys' Underwear Saturday

A big pile of Choice Winter Underwear for men and boys will be on sale here Saturday. Shirts and drawers and also combinations; all our broken lines and any soiled garments have been brought forward. The prices are less than formerly, winter-weight cotton, wool and cotton mixtures and all-wool lines that we cannot duplicate, hence the clean-up; all sizes are represented. Something for everyone in this lot. Prices from 65c garment up

Boys' Overcoats

Now is the time to prepare for the cold weather. Our stock of Boys' Overcoats is very complete and the prices reasonable. It is no economy to buy a cheap overcoat for the boy. Look these coats over. You will be sure to find just what you want. All wool, in grey and brown checks, tweeds and whitneys in plain colors. The styles for the little fellows are close-fitting or convertible collars, belt back or belt all around. For the big boys double and single breasted, convertible collar, belt back or all-around belt; smart mannish styles.

For 3 to 8 years. Prices \$8.00, \$9.75 and \$12.50 For 9 to 18 years. Prices \$12.50, \$13.50 and \$18.50

White Flannelette

Night Robes For Men

Just a few dozen Flannelette Night Robes, in plain white, good roomy shirts, well made of flannelette that will give service. Secure yours now. Sizes 15, 16 and 17 neckband. Price \$1.75 each



SMALLMAN & INGRAM
LIMITED
Restaurant License No. 10-308.

CORTESE ORCHESTRA
SATURDAY AFTERNOON.

SUPPER—UP TO 5:30.
Fried Lamb or Pork Chops,
Fried Potatoes, Bread and Butter,
Apple Pie, Cup of Tea 50c

- A duty** to be ready for the responsibilities of peace.
- A duty** to realize to the full her manifest destiny, to rise to the measure of her potential greatness.
- A duty** to make homes and provide employment for her men who are coming back from the war.
- A duty** to posterity, those future citizens, now unable to act for themselves, in the upbuilding of a bigger, better London.
- A duty, RIGHT NOW**, to organize a body of its citizens that will insure the fulfillment of all its duties and the fruition of all its opportunities.

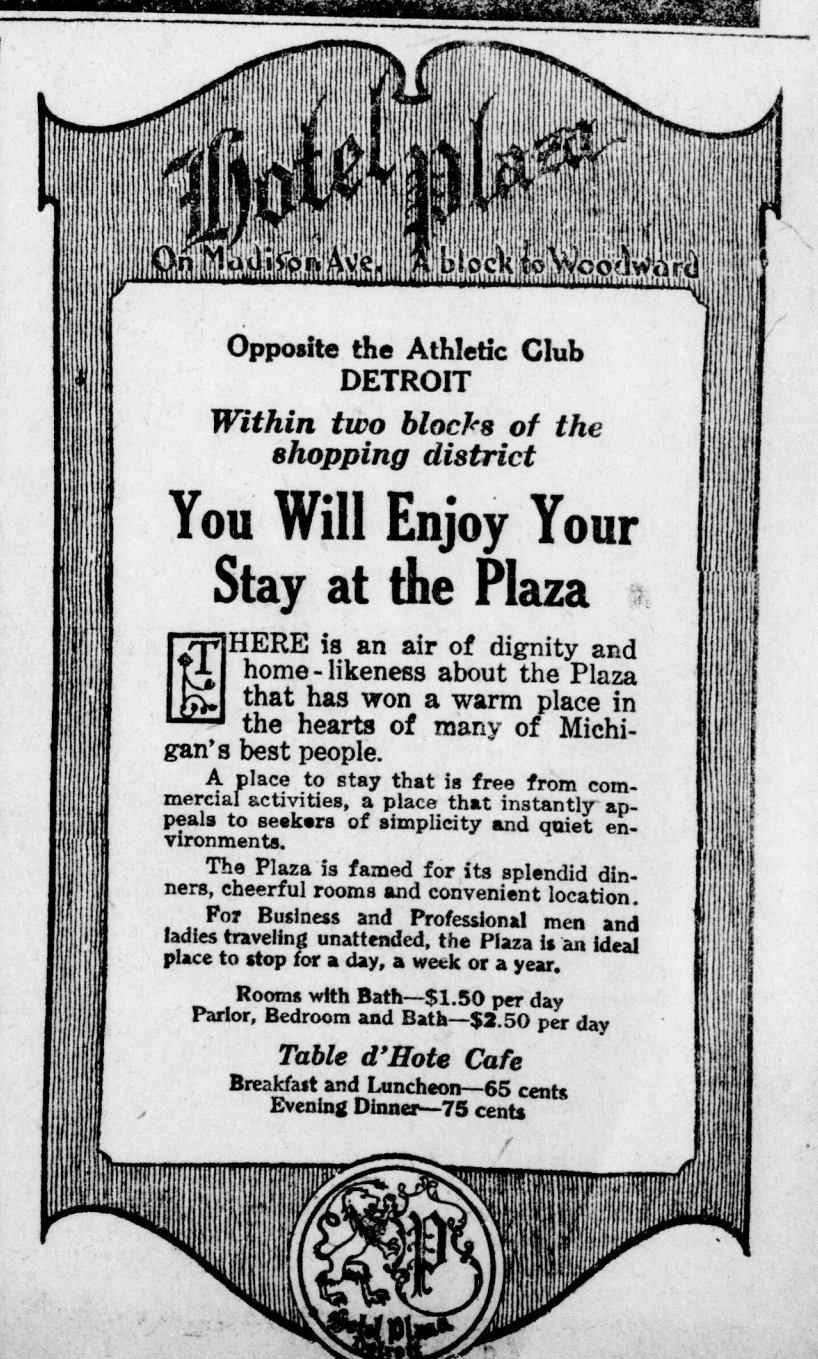
PHILIP POCOCK
C. R. SOMERVILLE, Mayor
ARTHUR W. WHITE

The Trafford Furniture Co
11 MARKET SQUARE. 129 DUNDAS STREET.

This is sufficient to rid your feet of every hard corn, soft corn, corn between the toes, also calluses, and without the slightest soreness or irritation. It doesn't hurt at all! Freezone is the mu-

The first change in many months leather belting has been made this week. New discounts issued provide for an advance of about five per cent. The quotation of supplies is assuming uncertain proportions, and no guarantee as to future is held out in respect to getting

THE HOBBS HARDWARE CO.
WHOLESALE DISTRIBUTORS OF
AUTO-STRONG RAZORS
AND SAFES FROM CANADA



ATTRACTIVE SPORTS PROGRAM ARRANGED BY THE HUNT CLUB

Tennis, Golf, Bridge and Dancing Among Events on Monday's Card.

Everything possible has been done to make the big Red Cross drive of the London Hunt and Country Club a success. One of the most complete sporting programs that has ever been put on by that club will be enjoyed by its members on Thanksgiving Day. A charge is made for each contestant in every event. In the golf items the fee will be \$1 or more, with the exception of the approaching and putting competition, entrance into which can be made for 25 cents.

The whole proceeds of the affair will go to the Red Cross. The local branch of the Canadian Red Cross. Although a substantial sum will be obtained from club members who compete in the various events, a large portion of the total will be made up of individual subscriptions. A prize for the club having the largest amount for the Red Cross, in proportion to its membership, will be given by the Royal Canadian Golf Association. If the local club fails to grab the award, it will only be by a small margin, judging by the extensive preparations made to secure a magnificent sum.

The program will provide for every member and non-member of the club wishing to attend. Those whose contestants do not lean toward golf may play tennis, and those not wishing to play either of these games may take part in an afternoon of bridge. The day will come to a suitable ending with a dance, admission for which will be \$1.

The men's program follows:
9:30 a.m. to 12:30 p.m.—Mixed four-gone (two-ball) handicap. Entrance fee, \$1. First prize, half-dozen balls; second prize, three balls; third prize, two balls.
12:30 p.m. to 4:30 p.m.—Mixed four-gone (two-ball) handicap. Entrance fee, \$1. First prize, a banner donated by the London Hunt Club by the E. G. A.; second prize, a club of golf balls; third prize, three balls.
4:30 a.m. to 7 p.m.—Approaching and putting competition. Entrance fee, 25 cents. First prize, a club of golf balls; second prize, four balls.
7:30 a.m. to 7 p.m.—Driving competition. Entrance fee, 25 cents. This will be in the form of a handicap, a man being allowed a yard for every stroke in his club handicap for each drive. First prize, a club of golf balls; second prize, four balls.

Ladies' Program.
9:30 a.m. to 12:30 p.m.—Mixed four-gone (two-ball) handicap. First prize, half-dozen balls; second prize, three balls.
12:30 a.m. to 7 p.m.—Approaching and putting competition. First and second prizes.
7:30 a.m. to 7 p.m.—Driving competition. First and second prizes.
Entrance fee for all ladies' golf events will be \$2.
Tennis will be played by the younger members of the club all afternoon. The hunt committee has arrangements under way to have Sir Adam Beck give an exhibition of jumping with some of his recent prize-winners. The sports committee comprises: H. F. Skey, chairman; J. G. Boucher, for tennis; E. S. Little, to look after house arrangements; T. Baker, to look after the dance; and Dr. A. Scott, to direct the golf events.

MUTT AND JEFF.—That's Asking a Lot of a Jersey Mosquito.



STRONG COLLEGIATE TEAM LINES UP AGAINST ST. THOMAS TODAY

Exhibition Match at Tecumseh Park This Afternoon Promises To Be Fast One—Captain Ernest Dennis on Sick List.

Final signal practices for their exhibition match with St. Thomas this afternoon were carried out by the collegiate football team at the school grounds last evening. Last-minute casualties threatened to weaken the team considerably. However, Bryant, who suffered from a severe thumb-sprain, is back in the line-up. Capt. Ernest Dennis is out of the game for some weeks. Dennis has all the symptoms of the celebrated "flu." He is convalescing at his home and will not be on deck again to lead his men on the gridiron for a month or more.

"Dunc" McLean, the speedy half-back of the collegiate aggregation, will call the signals. Lauson has been placed at quarterback. This boy is too light for the line, but his tackling ability earns him the position of official pigskin feeder to the line and halfbacks. The outing will be attended to by Weld, Gillies and McLean. The fourteen is probably the heaviest that has yet represented the local high school on the gridiron. With MacPherson and McCormick taking care of the inside wings, enough weight to shatter the Railway City combination will fill these important positions. The fixture is scheduled to begin at 4 o'clock at Tecumseh Park. The locals look for an easy victory, in view of the unusual strength of the team. Lane, the St. Thomas baby elephant, will likely be the hardest man for the London boys to cope with. Lane accounted for the majority of points scored by St. Thomas last year, and

TILLSONBURG RINKS CAPTURE TWO CUPS IN A SINGLE DAY

Defeat Norwich and London Asylum Quartets.

TILLSONBURG, Oct. 10.—A few weeks ago a Norwich rink challenged the local bowlers for the Sinclair trophy and took it home with them, but a local four again brought it back from Norwich last week. Not satisfied with their defeat the Norwich champions came over to try and lift the cup with the following result:
Tillsonburg, 111; Norwich, 85.
Dr. Hoover, 27; E. G. Hueston, 26; A. S. Remie, 26; Dr. Moore, 26; W. McDonald, 26; J. McDonald, 26; M. Rice, 26; J. D. Hogarth, 26; R. Bailey, 26; S. Kinsey, 26; E. F. Davis, 26.
The local bowlers added another cup to their long list by capturing the Robinson challenge trophy from the London Asylum by a score of 17-14.

THISTLES SUCCESSFULLY DEFEND ELLIOT TROPHY

Beat Embro Club Here by Eleven Shots.

The Thistle Club bowlers successfully defended the Elliott cup when challenged by the Embro club, who played here yesterday on the Thistle greens. The score follows:
Thistle Club, 111; Embro, 85.
R. D. McDonald, 27; John McKay, 26; A. J. McGuffin, 26; Dr. Atkinson, 26; W. G. Dawes, 26; Skip, 26; 23; 12.
The day was an ideal one for bowling and both teams thoroughly enjoyed the contest.

MEET TO ORGANIZE SOCCER LEAGUE IN WESTERN ONTARIO

Clubs Asked To Send Representatives to Galt on Monday.

All clubs interested in the formation of a district soccer football league are requested to send representatives to the Western Ontario Football Association meeting to be held in the Y. M. C. A. rooms at Galt on Monday. Secretary Hollins is desirous of having as many as possible attend. He intends putting soccer on its pre-war basis in Western Ontario, and if it is found too late to organize a league this fall, one will be formed for some time in the early spring. The meeting is called at 10 o'clock on Thanksgiving morning.

BATTALION ORDERLY ROOM LEADS MILITARY LEAGUE

Defeat Number Two Team at Carling Heights by 9-8.

The battalion orderly room of the W. O. R. won by a one-run margin from the W. O. R. No. 2 team yesterday in a scheduled indoor baseball game, and thereby jumped into first place in the league. The score was 9-8. The lineup:
No. 2 Team: Centre field, Moll; Left field, Martindale; Right field, Miller; First base, Bond; Second base, Miller; Shortstop, Sherk; Pitcher, Labutte; Catcher, Black; Batter, Smith; Right field, Young; Left field, Phipps; Centre field, Seales; Pitcher, McFarlane; Batter, Little.

QUITTERS TO PLAY FOR CUPS ON THANKSGIVING

Advertiser Donates Handsome Trophy for Event.

On Monday (Thanksgiving Day) the quitters of the Forest City Club will play for the Johnston-Murray cup, which is now held by Harry Storie, last year's winner. The Advertiser is also donating a handsome prize, Charles Ray, who has not lost a game this year, will be one of the competitors in the event. The games will start at 2:30 in the morning on the King street grounds. Everybody is welcome to witness the match.

THE OLD "FLU" PUTS A CRIMP IN O. R. F. U.

Knocks Niagara Camp Team Out of Openers.

TORONTO, Oct. 10.—The senior O. R. F. U. is up against it again. Today comes the announcement that the Niagara camp team will be unable to play Beaches in Hamilton on Thanksgiving as scheduled because the camp is under quarantine. There was some talk of Beaches hooking up with Denbys that day to open the senior series, but Secretary Hewitson decided to let the game go, continue the schedule as originally laid out, and play the postponed game at the end of the season. That suits Beaches, and anyway Denbys would be playing short-handed on Saturday the following players are requested to be out early and in uniform: Tait, Coutie, Haskings, Martin, McIlroy, Smith, Welnsky, Menos, Pibbie, Kay, G. Martin, Sproule, Rosebank, Nugent, Oakley, Pearson, Stewart, Purcell, Withers, Penneck, Halliwell.

Beaches senior city rugby team will hold a practice at Kew Gardens tonight at 6:30 p.m. As we have a hard game on Saturday the following players are requested to be out early and in uniform: Tait, Coutie, Haskings, Martin, McIlroy, Smith, Welnsky, Menos, Pibbie, Kay, G. Martin, Sproule, Rosebank, Nugent, Oakley, Pearson, Stewart, Purcell, Withers, Penneck, Halliwell.

INJECTION BROU

THE LOGICAL TREATMENT Direct—Quick—Effective FOR THE MOST OBSTINATE CASES Sold by All Druggists.

BOWLING TONIGHT!

Everybody Come!



Everything New! The Finest Alleys in Western Ontario Bowling Is the Most Healthful Sport in the World

NATIONAL BOWLING ALLEY

GRAFTON & CO., LIMITED

The Real Home of the Overcoat

OUR BIG OVERCOAT SALE NOW IN FULL SWING

We Are Down On High Prices

Now, at the very beginning of the season, in one fell swoop, we consummate our greatest of all efforts, and instantly, while they are barely out of the cases, the Overcoats go before you for your instant benefit.

A TREMENDOUS SALE

The result of determination, plus the facilities to carry out our plans—namely, our own big factory, which eliminates the necessity of the middleman's profit, and the immense buying power attached thereto. We realize the necessity of economizing at present, and we've done our best to bring you exceptional Overcoats at exceptional prices, and we have succeeded beyond even our own expectations.

GRAFTON'S OVERCOATS

Are the BEST MADE and BEST VALUES in Canada today. ALL OUR OVERCOATINGS AND LININGS WERE BOUGHT BEFORE THE HEAVY ADVANCE IN PRICES, and now we are offering you these overcoats at prices that defy competition. WE HAVE MADE THE CLAIM. PUT US TO THE TEST.

Men's Fine Ulsters

During this big Overcoat Sale you can buy heavy Ulsters, long length, big collars and button close to neck, some with heavy tweed lining, at prices less than you would have paid two or three years ago.

\$12.98, \$14.98, \$15.98
\$18.00, \$20.00, \$25.00

BOYS' AND KIDDIES' OVERCOATS

To fit the little fellows from 2½ to 10 years of age. The choicest and cheapest lot of natty Juvenile Overcoats in Canada. Coats that will please the boy as well as the parent.

\$3.98, \$4.98, \$6.98

Men's Dress Overcoats

Made from Meltons and Beavers, impossible to procure elsewhere; in greys, blues and blacks. Very choice, and guaranteed all-wool linings.

\$16, \$18, \$20, \$25, \$30

We assure our customers that they can save from ten to fifteen dollars on every one of these coats.

Youths' and Boys' Overcoats

We again wish to emphasize that we are the best equipped store in the city to fit up that boy of yours with his Overcoat. Our entire second floor, devoted to boys' and kiddies' wear, is the largest and most complete boys' department in Canada. Youths' Overcoats, in Belters and Ulsters. The warmest, cheapest and best overcoats in Canada. Fit boys from 14 to 18 years of age.

\$6.98, \$7.98, \$9.98, \$12.98 and \$13.98

Men's Dress Overcoats

Form-fitting or loose-fitting sacks, made in the most up-to-date styles of today. Tailored as perfectly as can be, and representing everything the guarantee of this store brings its customers.

\$16, \$18, \$20, \$22, \$25, \$28, \$30

BOYS' OVERCOATS IN BELTERS AND ULSTERS

For boys 10 to 14 years of age. Made by ourselves from tough, warm tweeds. Just the thing school boys require.

\$5.98, \$7.98, \$9.98



Young Men's Belters and Trench Overcoats

Made from choicest fancy overcoatings, beautifully lined, skilled designing has produced the correct styles.

\$15, \$18, \$20, \$25, \$30

Canada's Largest Clothing Manufacturers

GRAFTON & CO., Ltd.

PRO-HOCKEY MEN TO BE SCARCE UNLESS AMATEURS TAKE JUMP

Many of Last Season's Veterans Likely To Be Out of the Game—Census Shows About Twenty-Five Available.

OTTAWA, Oct. 10.—While only three hockey teams operated in the east for the greater part of last season, and the calibre of the players was very good, that there is enough material for four good teams this winter in an open question unless a number of the best amateurs can be induced to jump to the pro ranks. And success in doing that is doubtful. However, if the Pacific Coast League was to stay inactive this season, the clubs in these parts would be helped out, provided some of those coast stars could be induced to come east.

Of the players who starred in the Patrick circuit in recent years a few are now in the east. Frank Foynton, the Seattle captain, is with the A. F. at Toronto. Hug Lethmann, the Vancouver goal tender, who at one time played with Kenney, is at his home in Kitchener, and Harry Holmes, who belongs to the Coast League, but played with the Toronto last season, is still in the Queen City, and available. Heck Fowler is going with the Siberian forces and will not be in Canada this winter.

Queries Regarding Military Service

Address Your Problems to the Military Editor of The Advertiser and They Will Be Answered From Official Information.

NEBRASKA JUDGE NOW INDORSES IT

Hon. B. F. Whittington Has Gained Twenty Pounds By Taking Tanlac.

One of the distinguishing features of the introduction of Tanlac throughout the country is the large number of prominent men who have felt it their duty to disregard precedent and come forward with their unqualified indorsement of the medicine because of the benefits they have derived from its use.

The latest addition to the list of prominent indorsers is the name of Hon. Benjamin F. Whittington, judge of the Ro. ton Court, South Omaha, Neb., in relating his experience with Tanlac, Judge Whittington said:

"The results of Tanlac in my case certainly seem wonderful to me. Before I began taking it, my health was broken in many ways, and I did not know which way to turn for relief. My liver was all out of kilter, I was habitually constipated, and bilious. I was so frightened by the thought of the time that I could not sleep over for fear of failing. My kidneys were all out of order, and in bad shape, and I had fearful pains in the small of my back. My appetite seemed to be fairly good; that is, I could eat, but my food did not seem to be properly assimilated. Sleep failed to rest me, and I felt tired, languid and worn-out all the time. I was pale, and not only felt badly, but looked that way. I had been in this condition for a year, and was becoming badly worried, because nothing seemed to be doing me any good. I had fallen off twenty pounds in weight, as a result of my troubles, but I have gained it all back by using Tanlac, and have now more than before in my life. I decided from what I read in my papers about it to try it, and I felt like a new man before I finished my first bottle. So I went right to work, for another, and so on until I took five bottles, and now I haven't an ache or pain and am feeling great. And eat, my gracious! I eat like a fellow, all I can get; I never saw anything like it. I sleep like a log, and get up in the mornings thoroughly refreshed and feel brimful of energy all day long. All the time I was taking Tanlac I was doing three men's work, and improving at the same time. Now, this is just what Tanlac has done for me, and I gladly give this statement for what may be worth to others who are trying to find relief."

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

will, who also played with the local, say they will not enter the game this winter. Hyland is in the army, and Ritchie is the property of Percy Quinn. Neighbor will hardly be brought east by the Ottawa team.

The Canadian Squad.
Vezina, Corbett, Lalonde, Pitre and Deslauriers, of the Canadians, are ready to jump into the game again, but Couture, it is understood, is in the army. Joe Hall, Crawford, Malone, McDonald and Carey belong to Percy Quinn, but it is doubtful if Hall will come east, while Malone is in a good position at Quebec and doesn't want to play Harry Munro of the Toronto was called west before the season closed last winter, though he stayed for the cup games. He will hardly come back. Skinner, Noble, Cameron, Randall and Mackenzie will be playing again, but Corbett Denny says he is through, while Adams is in Khaki, and may or may not be in Canada when the hockey season comes around.

Altogether, the western players who at present are known to be available for this season in the east number but 25, just enough for four teams without any subs.

NATIONAL ALLEYS OPEN
The National bowling alleys will open tonight. The Blue Labels will play a picked five from St. Thomas. Fred Taylor and St. Griffin, the real veterans of the Coast League, will take the positions out there, and anyway it is not likely that they would care to put in a winter playing hockey in the east, where it is considered more essential to play the man than the puck. Players who were on the N. H. L. teams last winter and are still available are Bonelick, Gerard, Boucher, Cy Denny, Darragh, Lowry and Neighbor, of the Ottawas. Shore and Mc-

Queries Regarding Military Service

Address Your Problems to the Military Editor of The Advertiser and They Will Be Answered From Official Information.

ANXIOUS READER. Q.—I came to Canada in 1903, and am not yet 24 years of age. I never took out any papers in Canada, but registered June 22. Will I have to register again?

A.—If so, where?
3. I was examined last fall and received exemption as long as I remained a farmer. I was in category C1, and have not been examined since. Am I liable to be called up for re-examination?

A.—1. If I changed my occupation would I be given exemption until my class is called, or would I be required to do the uniform immediately?
2. Since you received exemption for service under the military service act, and consequently it is unnecessary for you to register again.

3. You are liable to be ordered for re-examination at any time.
4. It would not be advisable for you to change your occupation unless your mission is first received from the deputy registrar to do so; otherwise your exemption is liable to be cancelled. Write Deputy Registrar, Royal Bank Building, London, Ont., for this permission.

C. L. S. Q.—I am exempted until November 20. How long before the date should I apply for an extension of time?

A.—I merely ask for an extension of time, or give full facts as to my occupation?
2. You should apply at once, because if you apply after the expiration of your exemption you are liable to be ordered to report for service, and serve in the army until the exemption decision is announced.

2. Write to the Deputy Registrar, Royal Bank Building, London, Ont., requesting that your exemption be extended, giving all grounds for same with proof, and if your case is a worthy one he will refer it to a tribunal for consideration.

READER. Q.—Will a farmer's son who was placed in category C3 a year ago be called this fall and placed in category A2?
2. If so, can I appeal against the examination?
A.—1. If he is ordered for examination, he most likely will be in the near future, and he is found at that time to be medically fit for service, the medical board will place him in category A2.
2. No; he will receive a searching examination for any disability before being sent overseas. However, if he is suffering from any ailment, he would receive attention if he provided himself with a certificate to this effect signed by his family physician on reporting for re-examination.

SOLDIER. Q.—I was drafted into the army in May, trained until August 10, and then released. I

Dowler's Great Victory Loan Thanksgiving Clothing Sale

R. H. & J. DOWLER, CANADA'S MOST PROGRESSIVE CLOTHIERS



Society Brand Clothes

This will be an occasion without parallel in the buying of high-class clothes at such extraordinary keen prices until many seasons after the war, and clothing that is without a par today in any one firm on this continent for quality. Every dollar of sales here Saturday for overcoats, suits, trousers, furnishings and work goods will be paid in for Victory Bonds, and we have extraordinary values to make it a hummer. The kaiser's first whine has been heard whimpering all down his lines. Let us back up the boys from Canada with Victory Bonds that will strengthen their arms to give him the "count out" punch!

Canada's Greatest Overcoat and Suit Values

Clothing travellers, customers and competitors alike are amazed at the endless variety of pure wool fabrics shown—the magnificent array of overcoats in every wanted style, from the snappy Strand to the comfortable big Ulster—values that will not be equalled by any other firm in Canada.

REMARKABLE VALUES IN DRESS AND DRIVING OVERCOATS.

\$13.50 to \$85

Scotch, English, Irish and Canadian fabrics, pure wool and fast dyes.

YOUNG MEN'S ULTRA STYLISH OVERCOATS.

\$19.50, \$22.50, \$25.00, \$27.50, \$30.00, \$32.50, \$35.00, \$37.50, \$45.00, \$47.50 and \$50.00.

In our Society Brand 20th Century Brand, New Era Brand and Style Craft you have the assurance that every best fabric and style is here. New double breasted, smart styled Ulsters of medium lengths, have belt and two-way collar, with many special novelty features, body-fitting, close waist, full hip coats, for medium slims; also the dressy Chesterfields, always correct. Many other correct and striking models are in this great showing.

MOST BEAUTIFUL CHOICE OF NEW AUTUMN AND WINTER

MEN'S and YOUNG MEN'S SUITS

\$16.50, \$19.50, \$21.75, \$25.00, \$27.50, \$30.00, \$32.50, \$35.00, \$37.50, \$40.00.

These suits represent the highest point in clothes excellence. A genuine value demonstration; a variety that gives you plenty of choice in fabric, weave, pattern and style, featuring the very new Welt Seam Waist Line, D. B. and S. B. Coats, long lapel Coats, S. B. and D. B., with slash or patch pockets; also many other novelty features better appreciated by seeing the garments.

NEW FALL NECKWEAR.

A magnificent showing of rich, exclusive silk Neckwear, 50c, 75c, \$1.00, \$1.50 and \$2.00

Chamois-Lined Ulsters
\$35.00
A special line worth fully ten dollars more.

MOTORING ULSTERS
\$9.50 and \$13.50

We have been fortunate in securing over three hundred heavy Driving Ulsters at a fraction of their value. Sizes 36 to 44; assorted colors.

DOWLER STORES FOR GOOD SHIRTS

Choice patterns, lots of style; Chuetts, W. G. & R., De Luxe, Forsythe, Star, Regal, and other good makes. \$1.00, \$1.50, \$2.00, \$2.50 and up to \$7.50. Cambrics, madras, near silk and pure silk.

Stay-In-Night Pyjamas: flannelette, cotton, nainsook and silk. We show them all. Put suit \$1.50 and up to \$7.00
Men's Nightgowns. All the best makes, cheaper than you can make them. \$1.00 to \$2.00

8,000 Pairs Men's Trousers
\$1.68, \$3.00, \$3.29, \$3.50, \$3.75, \$4.00, \$4.50, \$5.00, \$6.00, \$6.50 and \$7.50.

Save a good suit. Buy an extra pair now while our stocks last. You cannot equal these values anywhere else.

New Fall Hats



The finest showing in Western Ontario, \$3, \$4, \$5 to \$7.
All the Best Known Makes.
BORSALENO, BENNETT, KING.

Mr. Workingman, be economical. See our values before you buy. We save you ten to twenty per cent on your work goods. Better investigate. We carry all the best makes of Overalls, Work Shirts, Mitts, Socks, Caps, Hats, Trousers, Union-Suits, Dusters, Work Coats, Sheep-Lined Coats, etc.

Early Fall Overcoats and Raincoats for Men and Young Men

Our showing for this season includes many striking patterns and attractive values; the new vulcanized raincoats with their heavy Scotch tweed coverings are very smart. We show many excellent values in raincoats, \$13.50, \$16.50, \$19.50, \$22.50 and \$25.00. Other lines from \$5.00 to \$12.50
Top Coats in Chesterfields, Belters, Body-Fitter, etc., excellent values at \$13.50, \$16.50, \$18.00, \$20.00, \$25.00, \$30.00, \$35.50
HIGHEST GRADE OVERCOATS ON THE CONTINENT.
Sold in all the American cities at from \$150.00 to \$200.00. Featured by the Dowler stores at

\$45.00 to \$85.00

Try where you like; pay what you please—we defy the highest class tailors on the continent to produce fabrics like we show here, in beautifully blended colors; great big boy's ulsters, satin lined, exceptionally well tailored. Mr. Gooddresser, see these.

50c Silk Soft Collars, special each 39c

A NEW FEATURE! STOUT MEN'S OVERCOATS

We are featuring this season a correctly modeled Stout Man's Overcoat in suitable fabrics. Men of oversize should investigate the merits of these garments; very reasonably priced \$25.00, \$27.50 to \$35.00

BRITISH BLUE SUITS.
Pure wool, fast dye, blue or black suits may be scarce in most stores, but you'll find us well prepared to serve with better values than you really expected to see. These values cannot be duplicated. Early buyers will be the wise fellows this year. We show all the latest models, including the new welt seam waist line, S. B. and D. B. models, plenty of regulars for the more conservative dressers, also stouts, studs and loafs.

MEN'S ENGLISH TWEED SUITS \$13.50, \$16.50.

We have a splendid showing of these heavy tweeds, dark shades, well made suits, very much underpriced; sizes run from 36 to 44.

Suits for stout men, short men, men of regular build. We invite you to visit any of our stores. You'll find us well prepared to serve you with values that you cannot duplicate elsewhere.

UNDERWEAR

Carloads of Men's and Boys' Underwear of the Best Makes.

Men's Merino Shirts and Drawers, all sizes. Per garment 85c
Men's fine natural wool Shirts and Drawers, all sizes, several ranges \$1.65, \$2.00, \$2.50
Men's Fleece Lined Shirts and Drawers, several ranges 85c, \$1.00 and \$1.50
Men's heavy rib Shirts and Drawers, union and all wool \$1.25 and up to \$3.00
Men's fall weight Combinations, union or pure wool; garments of excellent quality; sizes 34 and up to 48, per suit \$2.39, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00 to \$10.00
Stanfield's, Wolseley, Mercury, Penman's, Tru-Knit.

SALE OF MEN'S SWEATER COATS.

\$4.55 buys a \$6.50 Sweater Coat.
\$3.59 buys a \$6.00 Sweater Coat.
Hundreds of Sweaters and Sweater Coats to select from \$1.00 to \$13.50

DOWLER STORES' EXTRAORDINARY SEASON OPENING SALE

2,000 Boys' Stylish Suits

Mothers and buyers of boys' Clothes—Here is your opportunity to save money on boys' apparel. You can take advantage of our great four stores' purchasing power. We pass on to our thousands of patrons Suits, Overcoats, Sweater Coats, Underwear, Sweaters, Hose, Extra Bloomers, etc., at ten to twenty per cent less than elsewhere.

\$4.65 Buys a Boy's Suit worth fully \$6.50; fit ages 2 to 15.
\$6.50 Buys a Boy's Suit worth fully \$8.50; fit ages 3 to 16.
\$8.75 Buys a Boy's Suit worth fully \$11.50; fit ages 8 to 18.

We've hit the style trail with these new suits. Some style here sure for Ontario's best-dressed boys.

BOYS' SKATER COATS.

We are well equipped with full stocks of these useful smart warm coats for romping boys. Our prices are much lower than you will be quoted at other stores. See us before you buy.

3,000 PAIRS BOYS' BLOOMERS—

Sizes 21 to 36. You will find Dowler Stores the best place to buy Boys' Bloomers. Greater selections, better quality. Lower prices.

BOYS' STYLISH OVERCOATS.

We're piling in a great stock of Boys' Overcoats in smart manish styles; sizes fit ages 2 to 17. Prices—\$3.65 and up to \$25.00, according to quality and size.

READER. Q.—Can a 21-year-old Canadian registering in the United States last June, drafted there, and classified according to his physical condition, return to Canada at any time for a short visit without having to register again in Canada under the military service act, or

would the military act prevent him from returning to the United States?

A.—He should register with the immigration officer at the border, and he will encounter no trouble in Canada.

SUBSCRIBER. Q.—Would you please inform me if a boy of 18 years of age, who was married before his 15th birthday, is required to register when he becomes 19 years of age?

A.—No, he does not have to register when he becomes 19.

Big Hardware Sale

Continues
Everything Reduced

PAINT SALE
English Paints away below cost. Get your next spring's supply. It will pay you: 16 house colors, 9 door colors. Half pints, regular 40c, for 28c. Pints, regular 75c, for 52c. Quarts, regular \$1.40, for 83c.

JAMIESON'S FLOOR ENAMEL
Dries with a high gloss. Wears like iron. Pints, regular 80c, for 58c. Quarts, regular \$1.50, for 1.03.

TUNGSTEN LAMPS
High grade 25 and 40-watt. Regular 40c, for 35c.

SHAVEWELL RAZORS
Cut the high cost of shaves. Sale price 25c.

MOFFAT'S STOVES AND RANGES
See them in our showroom. Get our prices. We can save you money.

Machinists, we have a nice stock of Machinists' Tools. It will pay you to add some of them to your supply at our prices. Our entire stock is marked at cost, and many articles below cost, to clear quickly.

All goods cash and carry. Remember the place.

London Hardware Co.
WESTMAN'S OLD STAND. 121 DUNDAS STREET.

R. H. & J. DOWLER, Limited

London St. Thomas Windsor Sarnia

leave. My mother received a letter from Ottawa, stating that she would receive separation allowance, but none came. What is the delay?
2. I am on leave until October 31. Will there be any chance of me getting further extension, as my father is 73 years of age, and unable to work the farm? I have a brother serving in France.
3. I handed my appeal in to Major Black and he said I would receive word from Ottawa. What should I do now?

A.—1. On reporting back for service, on the expiration of your leave, parade before your regimental paymaster, and he will write to Ottawa for you to find out the cause of the delay.
2. You cannot receive a further extension, as all harvest leave expires October 31. However, on parading before your commanding officer with full facts regarding your brother in France and conditions at your home, you will likely receive indefinite leave of absence.
3. See answer to Query 2.

BLENNHEIM. Q.—My exemption reads, "except while farming." Is it necessary to apply for extension of same when there is no date mentioned on certificate?
A.—No, your exemption is an indefinite one, with no time limit.
CUB. Q.—What is the difference between a district and a general court-martial?
2. Can they both impose sentence of death upon the accused if found guilty?
A.—1. A district court-martial is assembled by order of the officer commanding the district, and consists of three members, officers who have held their commissions at least one year. The punishment awarded by this court is limited to two years in civil prison at hard labor. A general court-martial is convened by order of His Majesty the King, or some officer who holds the King's warrant for same, and consists of five officers of the rank of captain or above (lieutenant-colonel or president), who have held their commissions at least three years. This court has the power to order the death

sentence on the guilty soldier, the court having to be approved at Ottawa if held in Canada before said sentence is carried out.
2. No. A district court-martial has not this power.

READER. Q.—Can a 21-year-old Canadian registering in the United States last June, drafted there, and classified according to his physical condition, return to Canada at any time for a short visit without having to register again in Canada under the military service act, or would the military act prevent him from returning to the United States?
A.—He should register with the immigration officer at the border, and he will encounter no trouble in Canada.

THE HIGH COST OF LIVING MAY BE REDUCED BY FOLLOWING THE HOUSEKEEPERS' BUYING GUIDE

Canada Food Board License No. 9-5418.

MONDAY WILL BE THANKSGIVING!

EVERYBODY ENJOYS A GOOD HOLIDAY DINNER. WHY NOT YOU? WITH ONE OF

Burbanks' Special Rib Roasts

They have won unbounded praise with others. They will please your palate and your purse, because they have the QUALITY, and our prices are always in keeping with QUALITY MEATS.

Prime Rib Roast (rolled free), Saturday only	28c	Choice Corned Beef	28c	Special Fresh Side Pork (boneless)	38c
Choice Shoulder Roast (bones removed)	25c	Choice Leg of Spring Lamb	38c	Choice Shoulder Spring Lamb	35c
Choice Boneless Pot Roast	28c	Choice Shoulder Roast of Pork	35c	Special Pickled Side Pork (boneless)	40c
		Choice Leg Roast of Pork	40c		

Choice Supply of Specially Selected Chickens and Ducks

PEANUT BUTTER
MADE WHILE
YOU WAIT.

Tenderloins, Spareribs, Oxtails,
Livers, Veal, Pork and Beans,
Homemade Sausages, Catsup,
Pickles, Celery, Vegetables, etc.

BURBANKS' MEAT MARKET

The Home of Quality Meats.

613 DUNDAS STREET.

PHONE 2986.

Canada Food Board License 9-5418.

STOCK AND POULTRY

Boost your business and make it a success. Others ARE DOING IT. Why not YOU? By working along RIGHT LINES you CAN DO IT. A gentle hint may help you on to those right lines:

1. Secure a pen where you have plenty of sunshine and fresh air.
 2. Select one of the best breeds of poultry or stock for your business to get eggs, bacon, beef or milk, and be sure to get the best strain in this breed.
 3. Then keep culling out the inferior individuals till you get the best.
 4. FEEDING RIGNEY'S FEEDS. We have laying foods, flattening foods and milk producing foods that are giving splendid results.
- By following these lines with patience and stick-to-it-iveness you cannot fail.
- On Saturday we will give free a package of good Poultry Food with every purchase of 100 pounds Scratch Feed.

Canada Food Board License No. 9-2932.

RIGNEY BROTHERS

THE LIVE-WIRE FEED STORE.

100 KING STREET.

PHONE 425.

MACDONALD'S MEAT MARKET

142 Wortley Road South London

Be sure of having a good dinner on Thanksgiving Day (Monday) by buying your Meat Supplies at this market. We call your special attention to the following good things and prices:

Aylmer Early June Peas	15c	Domestic Shortening, 1-lb. print	30c	Leg of Lamb	33c
Corn, any brand	20c	Easyfirst	31c	Loin of Lamb	33c
Tomatoes (large tins)	23c	Stewing Beef	20c	Bacon, in the piece	45c
Campbell's Soup	16c	Pot Roast	25c	Pickled Bacon	40c
Raisins, 2 packages for	25c	Rib Roast, something choice	30c	All Pork Sausage	35c
Crisco, 5-lb. pails	92c			Mince meat	16c
Crisco, 6-lb. pails	\$1.80			Hamburger, fresh ground	23c

I take this opportunity of thanking each and every one of my patrons for the generous and growing patronage accorded me since I purchased this business a year ago, and trust by fair dealing, reasonable prices for quality meat, coupled with courteous service and prompt deliveries, to retain every customer and make many new friends for this store.

JOHN A. MACDONALD

142 WORTLEY ROAD.

PHONE 1680.

LONDON SOUTH.

Canada Food Board License 9-10712.

2,000 Pounds Thanksgiving Poultry

Thanksgiving being early this year, and turkeys and geese not being ready for market, we have taken great pains in selecting the choicest of poultry for the holiday trade.

Let us suggest that you give your order to your grocer as early as possible, so he can order from us and get the choice of the stocks. Our trade in Choice Graded Poultry is increasing every month, and we take this opportunity of thanking our many friends for their generous patronage during the past year. It is our aim to render the grocery trade of London a good reliable poultry and egg service, and we have every reason to believe we are succeeding in this endeavor.

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

Canada Food Board License No. 7-078.

CLIFF ROBINSON'S QUALITY MEAT AND FISH SHOP

Saturday will be a bumper day here, and this is how we are going to do it:

Pot Roasts Beef, lb.	22c	Breasts Spring Lamb, lb.	23c
Choice Oven Roasts Beef, lb.	25c	Shoulders Spring Lamb, lb.	25c
Boneless Rolled Roasts, lb.	25c	Lamb Chops, lb.	35c
Stewing Beef, lb.	18c	Legs Spring Lamb, lb.	35c
Lean Beef Cuttings, lb.	20c	Stewing Veal, lb.	20c

BEEF HEARTS, 15c

Choice Dairy Butter, Creamery Butter, Crisco, small and large cans.

Fresh Spareribs, Tenderloins, Calves' Liver, Ox Tails, Small Hearts, Tripe, etc.

If you are particular about quality of meats, shop here. We guarantee every pound to be the choicest.

PHONE 6186.

205 DUNDAS STREET.

Canada Food Board License No. 9-6364.

"THE CASH AND CARRY STORE"

Maple Leaf Salmon, 1/2-lb. tin	24c	CRISCO, 1-Pound Tins	30c
am, 4-lb. pail	52c	CRISCO, 6-Pound Tins	\$1.80
corn Syrup, 2-lb. tin	23c		
corn Syrup, 5-lb. tin	23c		
Domestic Shortening, 5-lb. pail	83c		
seeded Raisins, 2 packages for	25c		
unseeded Seedless Raisins	15c		
Dairy Butter, per lb.	50c		
Crisco, per basket	40c		
Dried Dates, per package	24c		

Canada Food Board License No. 8-6165.

FRANK SMITH, MARKET LANE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

A Well Baby Clinic

Child Welfare has had a rest in this department for 10! these many weeks. But it isn't because it is diminishing in importance—far from it. As the world grows wiser, more and more it recognizes the importance of conserving child life, the world's most valuable asset. It recognizes further the supreme importance of physical fitness, not only to serve in the army and demobilize, but also to do the world's work and build up. Canada is going to need strong men and women, men and women strong physically, mentally and morally, hence the importance of starting them out in the right direction.

For several months London has had a sick children's clinic held once a week under the auspices of the London Child Welfare Association, at Victoria Hospital, three of the leading doctors of the city giving freely of their time for this work.

Do you remember when you used to play that game at school, "Open the gates as high as the sky?"

Then you were given your choice of two wishes. It frequently ran something like this if you were a girl, "Which would you rather have, a room furnished in blue and silver, or a room furnished in crimson and gold?" The choice was pretty gaudy, but your taste ran to gaudiness in those blessed days when wishes were horses.

"Crimson and gold," you replied, then immediately the captain, who had chosen that gay color scheme, announced triumphantly, "You are on my side."

Supposing you were playing such a game today, and when you were the one that was caught as the "gates opened high as the sky," lowered, and the question was asked, "Which would you rather have an attack of Spanish influenza prevented, or to get influenza and then be cured?" Now what would you say?

Would you, for a moment, want to endure the headache, nausea, chills, fever, aches and pains, and after-weakness attendant upon influenza, if you could possibly avoid it?

Not even to cash a casualty policy would any sane person choose to contract any disease likely to lead to anything so fraught with dread possibilities as pneumonia.

When it came to the tug-of-war, after all the king's army had made a choice, isn't it more than probable the honors would go to prevention, because there was no one but the captain to stand up for cure?

Does it look as if the writer has wandered far into a by-path miles from the subject of child welfare? No so at all. All this talk about "London Bridge" or "Open the gates as high as the sky," or whatever you like to call the game, has been for the purpose of making plain, by a concrete example, the fact that prevention is better than cure. If it is better for grownups, then, surely, surely, it is better for tender little children.

And now we are right back at Child Welfare, and the latest plans of the London Child Welfare Association for extending its work. A special committee has been intrusted with arrangements for "Well Baby Clinics," to be held in addition to the sick baby clinic. "Baby," in terms of the London Child Welfare

MAPLETON COMMUNITY CANNING CENTRE



Just the Wing of a Cheese Factory Transfigured by Red Cross Service.

Association, means all children of pre-school age, up to six years old. After thoroughly studying the situation, the doctors who have especially interested themselves in the child welfare movement, the child welfare nurse and public health nurse, have arrived at the conclusion that the establishment of at least three well baby clinics is necessary in the immediate future to properly look after the well-being of little future citizens.

The clinic will involve a place to house it, a place where the scales to weigh the little ones can be kept, where records can be filed carefully away, literature stored to give out to mothers, etc. No very elaborate furnishings are required. Just enough equipment to carry on the fine public service of keeping future citizens of the country and empire well, preventing a run on their bank of vitality by disease, and drawing attention to physical weaknesses and defects which, if left uncorrected, may handicap all through life.

"What is the difference between a sick baby clinic and a well baby clinic?" is a question which is frequently raised.

The sick baby clinic is for the little one who is actually and obviously sick. As a rule, the chief trouble is improper feeding. The doctor prescribes the necessary change in diet, and the shepherd nurse goes to the house to show the mother how to prepare the food properly.

The well baby clinic is for babies that are apparently well. The mother has the privilege of taking the little one there to have it weighed and examined, to have her belief confirmed it is getting along all right. Among the five hundred and more babies taken to the well baby clinic in connection with the child welfare exhibit held in the Y. M. C. A. building last year, there were very, very few who received the "perfect" mark. There were very few mothers who did not carry away instructions calculated to improve King Baby's physical condition and make him sound enough to measure up to army requirements.

In other cities mothers take their babies back again and again and again, week after week, to the well baby clinic to see there is no falling off in development. Each week a new record is added to baby's own score card.

The establishment of a sick baby clinic for London has been a great big step in the right direction. But the well baby clinic is still a much farther step. It is both preventive and educational work of a high order. The mothers' clubs are already much interested, and shouldn't a work which stands for child saving in the broadest sense of the term, have the hearty support of every citizen? It isn't just one or two classes that this form of child saving applies. It is for all classes and conditions of children.

When Spanish influenza strikes a city or community it isn't any respecter of persons. A healthier, therefore, happier and more efficient community is going to be a better community for the child of the rich man to live in, and get along in, just as it is going to be a better community for the child of the poor man to live in and advance in. Child welfare is every child's welfare, and should be supported accordingly.

THE BABY IT SAVED.

Every Tuesday forenoon it has been going on at Victoria Hospital for months now, though the public, that is the "general" public, hasn't heard very much about the "Sick Baby Clinic." The doctors know who snatch the time from their busy lives and big practices to give a lift to the road to health to hapless tots who might otherwise perish by the wayside. Victoria Hospital nurses also have proved good Samaritans in this respect, and since the appointment of the public health nurse the beginning of July, and the assuming of duty by the child welfare nurse the 1st of September, it has been possible to greatly increase the efficiency of the work.

Before leaving for her present home in St. Paul, Mrs. H. W. Hill, then first vice-president of the London Child Welfare Association, was on duty bright and early clinic mornings, to give every possible assistance to mothers with their children, and the prescriptions of the doctors.

Instead of climbing up on a pedestal and overawing mothers by demonstrating the proper preparation of foods prescribed with the assistance of the equipment of a highly organized laboratory, the child welfare nurse and public health nurse go right into the homes of the mothers and show them how to prepare foods with the resources in the way of utensils at their command. In an especially serious case the nurse pays daily visits, and takes practical supervision of the feeding of the baby. Is it this "nonense" and "just fact?"

Three weeks ago an almost despairing mother took her babe to the clinic. No Belgian walt or famine victim ever more nearly resembled a living skeleton than the 7-weeks-old tot. The parents had been told there was no hope for it. The doctor who examined the frail mite prescribed a protein diet, giving credit to the homes of the mothers and show them how to prepare foods with the resources in the way of utensils at their command. In an especially serious case the nurse pays daily visits, and takes practical supervision of the feeding of the baby. Is it this "nonense" and "just fact?"

A week ago Tuesday when he was brought to the clinic, it was found he had gained two ounces. This last Tuesday great was the joy of doctors and nurses, as well as the mother, when it was found that baby had put on 22 ounces in seven days. Is cheating the little white hearse a worth while work, worthy of support? Of course, work like this cannot be done without some financial outlay, and even the most simply furnished well baby clinics don't set up themselves and pay for the rent of the room. Burying babies costs a lot, too, in heartache, in loss to the world, as well as in cash.

Down With the Profiteers!

LET'S SMASH THE TRUSTS AND COMBINES.

No matter how they try to "camouflage," whether they go under the name of "Cash and Carry" or not, we can undersell them all when it comes to Groceries, by our enormous volume of business. Just look how we mark the choicest of groceries tomorrow, and we deliver, too!



1-lb. Package Shortening

Crisco, pound

2 packages Shredded Wheat

1/2-lb. Salada, Red Rose or Grand

Mogul Tea

1/2-lb. Lipton Tea

1/2-lb. Maple Leaf Salmon

2 cans Clarke's Tomato Soup

Home Jam, 4-lb. pail

24-lb. bag Five Roses or Hunt's

Diamond Flour

Pancake Flour, package

Reindeer Coffee

Crabapple Jelly

Peace Rumors! Drop the Bottom Out of the Cattle Market.

The cattle market is the first to feel the effects of Germany's sudden collapse. Meat has taken a mighty slump. It's altogether likely that the prices will go up again, so why not take this opportunity of having a real old-fashioned pre-war Sunday dinner?

CUT OUT THIS LIST OF MEAT PRICES AND COMPARE THEM WITH WHERE YOU ARE DEALING NOW.

200 Beef Hearts	14c	Loins Spring Lamb	35c
200 Pickled Beef Tongues	30c	Breasts Spring Lamb	25c
Shoulder Roast Pork	35c	Shoulder Veal	30c
Ham Roasts Pork	36c	Stewing or Boiling Beef	22c
Pork Tenderloins	44c	Choice Round Steak	30c
Fresh Side Bacon	38c	Also White Pudding, Black Pudding, Spareribs, Hearts, Kidneys.	
Legs Spring Lamb	35c		

LONDON'S BIG PURE FOOD STORE.

Phones 1643, 1644.

Stalls 1, 2, 3, 4, 5 Market House

Canada Food Board License 9654.

ANDERSONS

Are You Helping? The Food Controller?

The Canada Food Board indorses the use of fish. Fish when properly prepared makes a most palatable meal. It costs only about one-half the price of meat, of which you will be fully convinced when you read the prices listed below:

Kippers, per pair	18c	Salmon Steaks, per lb.	20c	Codfish Steaks, per lb.	18c
Finnan Haddie, per lb.	18c	Herring, per lb.	12 1/2c	Ciscoes, per lb.	22c
Halibut, per lb.	25c	Poultry, Oleo, Shortening, Shrimps, Winkles, Dulce.		Whitefish, per lb.	18c

ONN'S UP-TO-DATE FISH AND POULTRY MARKET. ONN'S

143 King Street.

License 9-1578.

Phone 1296.

SAVE REAL MONEY HERE Biggest Sale of Choice Heifer Beef and Spring Lamb in London

PRIME HEIFER BEEF		SPRING LAMB	
Choice Porter-house Roasts	35c	Legs Lamb	35c
Prime Rib Roasts	25c	Loins Lamb	35c
Best Rump Roasts	25c	Shoulders Lamb	30c
Best Round Steak	30c	Racks Lamb	32c
Choice Sirloin Steak	32c	Breasts Lamb	25c

Prime Rib
Roasts Beef
25c

OTHER CHOICE CUTS AT EQUALLY LOW PRICES.

DELIVERIES TO ALL PARTS OF CITY DAILY.

FAULDS & DAWES

PHONE 5768.

MARKET HOUSE.

Canada Food Board License No. 9-5914.

This is the age of service. Join the Board of Trade. Serve London and Western Ontario.

To Table Supply Houses of London:

One of the advertisers on this page says it is a frequent occurrence for people to come to his store with his ad cut out, and the goods they intend to buy marked.

He adds: "This plan saves my time and the purchasers' as well." The ad is the friend of both.

A Happy Future Is Assured

To those who commence their married life with a Savings Account at the STRONG OLD BANK. It provides for emergencies which are bound to arise at times in every life.

Prepare for these emergencies by putting by a portion of your income regularly.

YOUNG MAN, be frank with your wife: tell her exactly the amount of your salary or income, and ask her to help to set aside a certain sum to be saved each month. The time will come when a Savings Account will enable you to take advantage of an exceptional opportunity or help you to meet trouble bravely.

Open an Interest-Bearing Joint Savings Account in the names of your wife and yourself. Either of you may draw or deposit. You will find this a very convenient account for a man and his wife. WE ADD INTEREST EVERY SIX MONTHS.

THE BANK OF TORONTO

Head Office: Toronto, Canada.

ESTABLISHED 1855

FOUR OFFICES IN LONDON:

Cor. King and Richmond Streets.
Cor. Richmond and John Streets.Cor. Dundas and Adelaide Streets.
Cor. Dundas and Tait Streets.

DAILY PAGE FOR EVERYBODY

Secrets of Health and Happiness

Correct Food the Cure For a Baby Sick With Marasmus

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

Marasmus, the ailment which makes an infant waste away, ought to be extinct when such a simple matter as sterilized milk properly used, and with a little barley and sugar suffices to save many victims.

One of the commonest causes of marasmus is wrong food. Simple food, the most successful way to avoid this misery.

Whenever a baby ceases to gain weight, no matter what the food, or how excellent and correct you know it to be for other children, you must quickly change its daily fare and accept the realization that this child is peculiar to respect to food, and must have a special diet. It is intolerant to milk. You must discover whether it is the fat, the sugar or the albumen which is at fault.

Although a well baby needs 40 to 50 heat units—calories—of food per pound of its weight each day after it is 6 months old. If it has marasmus it demands three to four ounces for each pound of its weight. Seven feedings a day are enough. These should be given at three-hour intervals, and never less. Milk with no fat and little sugar, such as skimmed milk, seems to be of benefit to many little victims of marasmus.

Children afflicted with marasmus are cold, and require applications of heat. Airing, bathing and change of clothes demands care and vigilance to prevent pneumonia, even in the summer.

Answers to Health Questions
A SUBSCRIBER: Q.—Please give me

DIARY OF A FASHION MODEL

BY GRACE THORNCLIFFE.

She Learns How Wool Embroidery May Be Effectively Used.

Wool promises to be one of the most popular of trimmings for the fall gowns. There are many advantages to it. It is especially excellent in combination with silk or serge. A dash of serge, the ends of which are embroidered with wool, a finished with a wool, excellent trimmings for an afternoon or street frock.

This model here illustrated depends on the use of wool in its many forms for trimming. The material used is midnight-blue serge for the skirt, and a blouse and tunic of the same color.

Wool also makes an interesting basis for trimming, because it can be used in so many ways. You may use the same groups of colors for wool embroidery in the blouse or skirt, then have buttons of wool, fringes or braided belts of the same.

Strands of different-colored wool braided with gold thread make a very rich and beautiful braid trimming which can be used either as a belt, an apron or a collar. Plain strands of wool sewed with thin gold thread can be used to edge the tunic or coat, and a comparatively small

shaken well before using, and applied at least once a week:

Distilled water 8 ounces
Lilac water 1 ounce
Tincture chlorophyll 1 ounce
Borax 1 ounce
Spirits of chloroform 1 ounce

J. F. K.: Q.—Please advise me what to do for a ringworm.

A.—A little ammoniated mercury ointment applied to the ringworm helps. Moist skins often dispose of it. When it appears on the scalp massage and vigorous treatments are necessary.

MRS. M. B.: Q.—Please tell me how to get rid of superfluous flesh.

A.—Eat sparingly of cereals and fats. Eat generously of fruits and succulent vegetables. Eat lean meat, eggs and legumes in moderation. Exclude all sweets, candies, confections, creams and desserts. Go hungry from meal to meal.

Dr. Hirschberg will answer questions for readers of this paper on medical, hygienic and sanitation subjects that are of general interest. He cannot always undertake to prescribe or offer advice for individual cases. Where the subject is not of general interest letters will be answered personally. If a stamped and addressed envelope is inclosed Address ALL INQUIRIES TO Dr. L. K. Hirschberg, in care of this paper.

amount of wool used in this way produces a brilliant effect.

Another advantage of wool is that it gives a soft touch to almost any fabric. It is especially excellent in combination with silk or serge. A dash of serge, the ends of which are embroidered with wool, a finished with a wool, excellent trimmings for an afternoon or street frock.

This model here illustrated depends on the use of wool in its many forms for trimming. The material used is midnight-blue serge for the skirt, and a blouse and tunic of the same color.



Gown of Midnight-Blue Serge Made Distinctive by Wool Embroidery.

Perfectly plain lines in the blouse make it appear almost tight-fitting. Like several other advanced style costumes, this gown is collarless, finishing at the neck with a narrow strip of wool embroidery.

To contrast with the vivid shade of blue, grey wool in many tints is used. The long, falling in long, loose folds considerably below the neckline, has a small, embroidered edge of grey wool. Thus, with the small piece of embroidery at the end of the sash, and the narrow edge of the collar, is all the embroidery used on this costume.

At the end of the sash is a deep fringe of grey wool in the many tints to match the embroidery.

Solid color grey wool buttons give a double-breasted effect to the blouse, and a long row of these same buttons is used on both sleeves.

In order to give fullness and sweep to the frock the skirt is pleated in very narrow folds and makes a most interestingly graceful contrast to the loose-flowing folds of the deep tunic.

This frock is worn with a small, close-fitting, round tunic of the draped blue match the gown, and as its sole ornament has a small emblem of embroidered grey wool in the front.

To-morrow's HOROSCOPE

By Genevieve Kemble

SATURDAY, OCTOBER 12.

While this may be a lively, if not exciting, day, the planetary forces are not auspicious for any great gain or satisfaction in any direction. It is a time calling for wisdom and deliberation, for economy and steadfastness, lest an adverse Jupiter and a turbulent Mars lead into avenues of loss, extravagance and reckless conduct. Beware speculation and investment, and move and journey if at all, with care. This calm and careful demeanor should also be observed in the domestic circle, in social and affectional affairs, and the tendency to extravagance in the pursuit of pleasure should likewise be tempered.

Those whose birthday it is may have an active and interesting year, but must curb a tendency to extravagance. A child born on this day should be trained in thrift, economy and in the value of cool and deliberate demeanor. It will succeed best in employment.

The Origin of Famous Sayings

Count Lyof Nikolaevitch Tolstoy.

1828-1910.

All happy families resemble one another; every unhappy family is unhappy in its own way.—Anna Karenina, Part I, Chapter I.

Error is the force that welds men together; truth is communism to men, only by deeds of truth.—My Religion, Chapter xii.

The happiness of men consists in life, and life is in labor.—What is to be Done? Chapter xxvii.

The vocation of every man and woman is to serve other people.—My Religion.

Henry Ibsen, 1828-1906.

Only the spirit of rebellion craves for the happiness in this life. What right have we human beings to happiness.—Ghosts.

The hardest carbon steel can be cut with a soft steel circular saw without teeth revolving at great speed. The saw actually melts the steel.

Bees are good weather guides, being sluggish and inactive in the morning if the day is going to be wet, and active and busy if it is going to turn out bright and fine.

ADELE GARRISON'S NEW REVELATIONS OF A WIFE

How the Trap Was Sprung—What Happened to Mrs. Allis and Faithful William.

A breathless second's darkness and silence followed the Teutonic leader's words. He had shut off his electric flashlight as he spoke, and the instant's inaction that followed seemed like a century to the huddled crowd behind the curtains.

Then through the dreadful darkness there came to my ears the sound of overturned chairs, of heaving bodies, of slipping feet, of clinking steel. A single bullet whizzed through the heavy curtains at my side. There was a sudden flood of light in the room, and Allen Drake, his hand upon the electric wall switch, stood debonairly smiling as if he had just risen to make an after-dinner speech. His hair was unruined, his clothing showed no signs of disturbance.

"For once in your life, my friend, you have spoken the truth," he drawled, bowing to the owner of the Teutonic voice, who stood handclapped and grinning at one of the sturdy guards Lillian had chosen from the ones outside. "This was a trap, a snare, a snare, we flatter ourselves. And as for the precious formula I see you still tenderly hold your heart's treasure, you may as well give it up. It is a most valuable recipe which I procured from a most excellent Chinese cook."

"Bah!" fairly spat the other man, opening his clenched fingers and letting fall the piece of paper with the recipe for chop suey Allen Drake had substituted for the formula. He twisted around and looked at Grace Draper with a venom that made me shiver.

"And as for you, you —" He started to hurl a string of epithets at her, but the never-finished sentence, Allen Drake fairly bounded across the room toward him. I saw the man's eyes flash as he expected the blow. "We don't strike bound men here in America," Allen Drake said contemptuously, "but we do muzzle foul mouths."

He deftly twisted open the other's mouth and inserted a muffled gag. When he had fastened it he returned to his first position.

"Now, Miss Draper," he bowed to her in a most courtly manner, "if you wish to reply to the gentleman who has just spoken you have the opportunity. She vouchsafed him no answer. She didn't even turn her eyes toward him. From the moment the light had been switched on my fascinated eyes had watched her from behind her heavy curtains screening the alcove. She had been so marvellously beautiful as she stood, also handcuffed, between the man and Dr. Pettit. I guessed that those two, knowing her capture was most necessary to my safety, had taken this duty upon themselves.

"No, V. Don't!" Her eyes had swept the room searchingly, watchfully, when Allen Drake had switched on the light, then had puzzled upon the equally watchful, but more rage-contorted face of the man with the scared hands, the third member of the group ushered in by Kato. The Asiatic also handcuffed, in order to hush the suspicions of the others, was guarded by my father.

I had the sudden conviction that both Grace Draper and the man at whom she was gazing were waiting, watching, listening for something outside the room, that their own plight, desperate as it was, was dwarfed in their minds by the

Good Night Stories

By Claude Sillars

Illustrated by Gruette

BETTY VISITS A REAL LIVE PRINCE

"Two always wanted to see a prince and a palace," sighed Betty, as she opened her story book to India. "It must be a wonderful sight."

"So it is," laughed a happy voice, and Goomerback, the tiny elf, stepped from between the pages of Betty's book. If you'll promise to be real quiet, I'll visit you."

And before Betty could blink her eyes she was standing at the entrance of the wonderful palace she had seen in her dream the day before.

They entered the outer hall alighting the crowd of visitors, robes of dress in robes stiff with gold and costly embroidery carried in their circles heavy weapons, whose handles were richly set with diamonds and rubies. Pearls, emeralds and sapphires gleamed from their necks and arms, and gay silken turbans glittered with jeweled crests.

Before entering the royal chamber all except Betty and Goomerback removed their slippers and when the great, wide door swung open Betty gave a happy cry.

There the prince in his jewel-bedecked robe and glistening crown sat upon a splendid throne, the great, wide door stood dark-skinned attendants waving fans, which Goomerback told Betty were made of horse hair.

Betty and Goomerback were given chairs to sit on, but the other guests seated themselves on the beautiful carpet on the floor.

"Canadian visitors are always given chairs," said Goomerback when he saw the wonder in Betty's eyes.

The prince smiled and nodded at Betty as he talked to the nobles, who presented him with gifts of shawls, silks, brocades and wonderful jewels.

A crowd of girls draped from head to foot in shining silks, and in a circle before the prince and danced in slow, graceful movements to the music of a soft tune they sang.

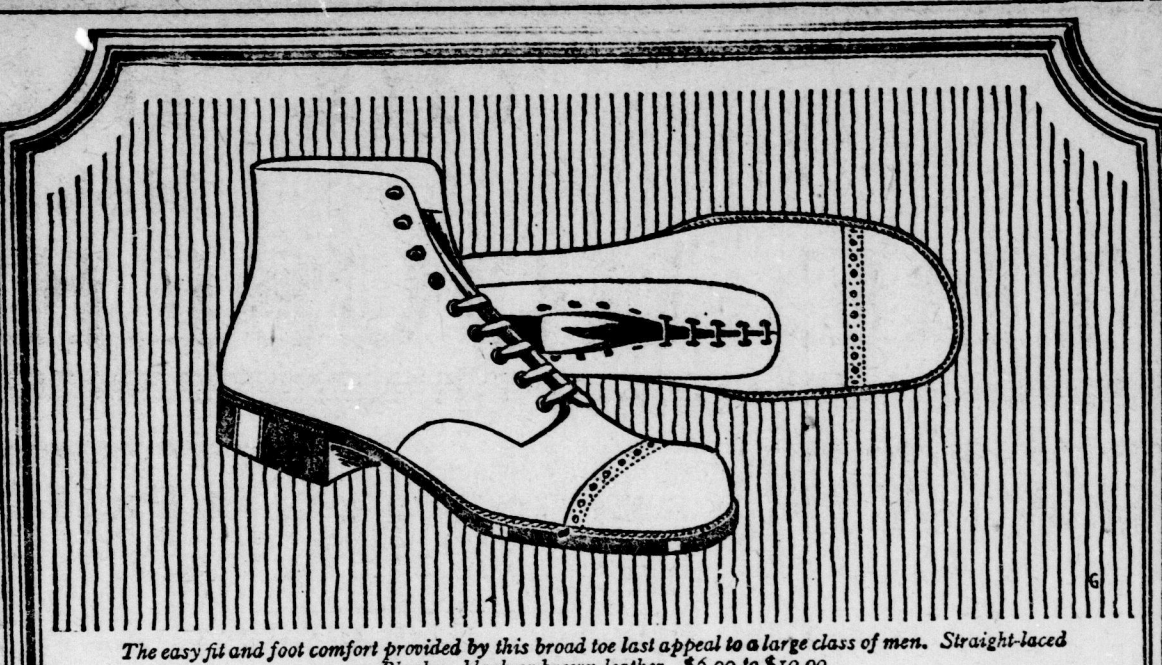
When the dance was over the prince was given a golden plate, from which he took something and put it into his mouth, and everyone began to move toward the doors.

"It's the betel leaf, a kind of pepper, and a nut of the tree palm, which he's chewing," whispered Goomerback. "They call it betel nut. They chew to let the guests know the interview is over."

Bowing before the throne, Betty and Goomerback followed the crowd over the palace.

After dark they went out on the terrace to watch the wonderful display of fireworks. At the prince's great globe of color, fountains of golden fire, leaped into the air, Betty could see the outlines of the palace with its pavilions, forts and balconies reflected in the blaze.

Somewhere a cannon boomed, and Betty opened her eyes. She was sitting in the hammock in her own front yard. Palace, prince, Goomerback and all had vanished like a lovely dream.



The easy fit and foot comfort provided by this broad toe last appeal to a large class of men. Straight-laced or Blucher, black or brown leather. \$5.00 to \$10.00.

Your Safest Guide to Value

IN buying shoes, unless you yourself are an expert, you must take somebody's word for value in them. Price alone is not a safe guide, for prices today are determined by such a broad sweep of abnormal conditions. The "looks" of the shoe will not assure you of value, for its wearing qualities are mostly invisible.

You will seldom be led astray if you will go to a reliable dealer and benefit by his advice based on knowledge and experience. If in addition you will see that the manufacturer's trade-mark is on the shoes you buy, you will have double assurance of service and satisfaction.

The manufacturer's trade-mark is a direct guarantee to you of shoe quality at fair prices, and it is the strongest possible endorsement of your dealer's judgment of values. It is your safest guide to service and economy.

A.H.M. War-Time Selections offer special Service Value for Men, Women and Children. Ask your dealer for them.

AMES HOLDEN McCREADY

"Shoemakers to the Nation"

ST. JOHN MONTREAL TORONTO

WINNIPEG EDMONTON VANCOUVER

When you buy Shoes look for—



—this Trade-mark on every sole

Find Your Better Self

There is something very human about good music when you once come to know it. It seems like your other self—your better self.

There are instances of famous men who had a positive antipathy to music, but they were rare exceptions to the rule. Whoever does not respond to good music is generally mentally under par.

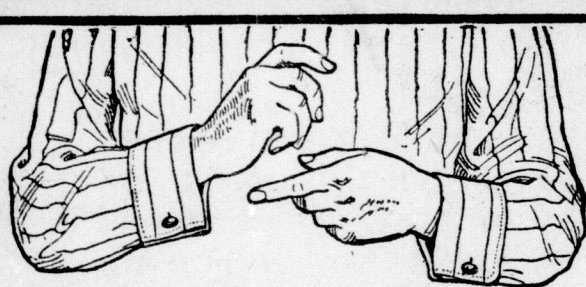
Let us help you find your better self. The musical instruments we sell are the recognized leaders—the best possible. And here you'll find the Player Rolls or Victor Records that you desire—any and all of them.

THE HOME OF THE VICTOR
AND THOUSANDS OF RECORDS
WHICH YOU CAN SELECT FROM

Mason Risch

248 DUNDAS STREET, LONDON.

119 ONTARIO STREET, STRATFORD.



Which Cuff Looks The Neater?

YOU can't tell—neither can anyone else, because either side of the new W. G. & R. Double Wear Cuff is the right side.

Our picture shows one cuff turned in—the other turned out.

The old style cuff can be turned, of course, but—"you can tell they are turned"—that's the difference.

The Double Wear Cuff turns easily and quickly and lies smooth and flat whichever side is up.

As the cuff of the shirt always gets soiled first, the new Double Wear Cuff enables you to wear the shirt longer and save laundry bills.

W. G. & R.
DOUBLE WEAR CUFFS
Patented 1918

"the cuff that doubles the life of the shirt"

The 'All-Highest' Now Sees The Beginning of the End

The most cheerful word Wilhelm seems to have for his people just now is his "confident hope" that "in these most serious times" they will "resolutely gather around me and give their blood and wealth until the last breath"—much like the late czar's defiant proclamation that he would fight to his "last muzhik"—and some think that when the German people "gather around" as requested, a fate such as befell the one ruler may await the other.

"It is the beginning of the end," declares the prime minister of Great Britain, with whom the press in all Allied lands agrees, though mindful that it is not the end—only the beginning thereof. And we are admonished on all sides that although "we have passed over the crest and are now going down hill," we should in no sense slacken our war efforts. All Pershing has promised, the Atlanta Journal points out, is: "Send us men, guns, and supplies quickly, and we'll win in 1919." The news of victory must make us "speed up, not slacken," continues this journal, for "all hopes of crushing the enemy by the beginning of 1920 are based upon gigantic performances by the United States."

Do not miss reading THE LITERARY DIGEST this week—October 12. The leading article, which is graphically illustrated with maps and half-tone reproductions, covers the war situation for the past seven days from every angle. Other news-stories of timely interest in this number of The Digest are:

Shall the Peace League Include Germany?

European and American Newspaper Comment on President Wilson's Speech Endorsing a League of Nations After the War is Won.

Woman's Cause Halted by Two Men
Save Paper and Save Soldiers' Lives
Greece's First Year of War
The Reconstruction of the Race
The Good Old Table d'Hôte
Forcing Coal Economy
P.T. Barnum Dramatized
The Army To Redeem the Convict
The New Kind of Conscience
Personal Glimpses of Men and Events
How To Fight Spanish Influenza

Germans Scouting Defeat
Ulster's Case Against Home Rule
German Army Engineers Are Inferior
Chemicals After the War
French Girls Here for Education
Additions to the Condemned Books Index
How Germany Gets Church Bells
Columbus Day
(Prepared by the U. S. Bureau of Education)
News of Finance and Commerce

A Fine Collection of Illustrations, Including Humorous Cartoons.

The Digest Is On the "Movie" Screen!

From Maine to California in many of the high-class motion picture theatres millions of men and women are being joyously entertained by the Literary Digest's "TOPICS OF THE DAY" feature. This consists of a series of "punch" editorial utterances—patriotic, humorous, and thrilling—selected by THE LITERARY DIGEST from the news-

paper press of the world. The Digest is the first great news-magazine to introduce this novelty and it is meeting with the widest popularity. If you have not yet seen THE LITERARY DIGEST'S "TOPICS OF THE DAY" feature at your favorite "movie" theatre, you should write to the manager about it.

October 12th Number On Sale Today—All Newsdealers—10 Cents

This a Mark of Distinction to Be a Reader of The Literary Digest

The Literary Digest

PUNK & WAGNALLS COMPANY (Publishers of the famous NEW Standard Dictionary), NEW YORK

TWELVE

MOTHERS!

Watch your children's skins. As soon as you see the slightest trace of a rash or sore, apply Zam-Buk. This antiseptic balm will protect the sore place from infection, prevent it from spreading and healing soon follows.

Careful mothers always keep Zam-Buk on hand for their children's injuries—it ends pain so quickly and prevents any possibility of festering. Best for cuts, burns, scalds, bruises, ringworm, scalp sores, eczema and teething rash. All dealers 50c box.

Zam-Buk**BREAK A CHILD'S COLD BY GIVING SYRUP OF FIGS**

Look, Mother! Is tongue coated, breath feverish and stomach sour?

Cleanse the little liver and bowels and they get well quickly.

When your child suffers from a cold don't wait; give the little stomach, liver and bowels a gentle, thorough cleansing at once. When cross, peevish, listless, pale, doesn't sleep, eat or act naturally; if breath is bad, stomach sour, give a teaspoonful of "California Syrup of Figs," and in a few hours all the clogged-up, constipated waste, sour bile and undigested food will gently move out of the bowels, and you have a well, playful child again.

If your child coughs, snuffles and has caught cold or is feverish or has a sore throat give a good dose of "California Syrup of Figs," to evacuate the bowels, no difference what other treatment is given.

Sick children needn't be coaxed to take this harmless "fruit laxative." Millions of mothers keep it handy because they know its action on the stomach, liver and bowels is prompt and sure. They also know a little given today saves a sick child tomorrow.

Ask your druggist for a bottle of "California Syrup of Figs," which contains directions for babies, children of all ages and for grown-ups plainly on the bottle. Beware of counterfeits sold here. Get the genuine, made by "California Fig Syrup Company."

INVASION OF GERMANY MAY FOLLOW ALLIED SUCCESSES; FOCH TEARS HUGE GAPS IN STRONGEST GERMAN LINES

Le Cateau Railway Junction, East of Cambrai, Is Captured by Marshal Haig's Forces—British Made an Advance of Over Ten Miles in One Day—Many Civilians Liberated in Captured Towns.

WASHINGTON, Oct. 10.—The victory of the Anglo-American forces north of St. Quentin may be paving the way for early invasion of Germany itself, striking hints of a wholly new enterprise, directed at the upper Rhine valley, having come from unofficial quarters in France and they follow repeated reports from Switzerland that the civil population of the Rhine valley towns were being removed by the German authorities.

Some officers here regard these reports as highly significant. They give them particular weight because it now appears certain that the enemy will be forced back all along the front in Northern France and Belgium within the next few days. While the constant hammering is kept up in the north to pin down the German armies there it might be possible, it was said, to deliver a new stroke on the Alsace-Lorraine front that might swiftly develop into an invasion of Germany itself by way of the Rhine valley.

The wholly unexpected extent of the German collapse between St. Quentin and Cambrai, however, may upset any plans for a drive to the Rhine Marshal Foch may have planned. As the enemy stands today with a great gap torn in the centre of the lines that were already struggling to extricate themselves and get back to a shorter front, there is even the possibility of a crushing and immediate military victory for the Allies.

Important Railway Junction Far East of Cambrai Taken

LONDON, Oct. 10.—Le Cateau railway junction has been captured by the British, Field Marshal Haig announces in his report tonight. The British have advanced rapidly along the whole battlefront. They now hold the line of the Selle river from St. Supplet to Solesmes, which represents an advance of about ten miles east of Cambrai. Many civilians have been found in the captured towns and villages, 2,500 being liberated in Cauchy alone.

The text of tonight's statement reads: "At dawn this morning our advance was resumed along the whole battlefront. At all points rapid progress was made in spite of the efforts of the enemy's rear-guard to hold up the advance."

Have Entered Vaux-Andigny. "Our troops, approaching the large woods east of Bohain, have entered Vaux-Andigny. North of that place we have reached the general line of the Zele River from St. Supplet to the neighborhood of Solesmes, and have captured Le Cateau."

DUAL MONARCHY AT CROSS ROADS AND HAPSBURG'S RULE MAY CLOSE

Frankfort Zeitung Says Situation Is Too Acute for Aggravation.

HUNGARY MAY SECEDE

Movement Favoring Separation of Two Big States Gaining Momentum.

TO GRANT RIGHTS. Basel, Thursday, Oct. 10.—Emperor Charles of Austria will soon issue a proclamation dealing with the right of the different nations of the empire to decide their own futures, according to Vienna advices to the Frankfort Zeitung. The Pest-Hirap of Budapest says that Hungary is seeking national life independent of Austria, and desires to insure the integrity of her territory, secure a seaport and have the right to settle her own internal affairs. That journal claims the right for Hungary to be represented at the peace conference by a special delegate, and suggests Count Albert Apponyi.

NEW TURK WAR LORD IS OPPOSED TO GERMANS

LONDON, Oct. 10.—The new Turkish war minister is Izet Pasha, former commander-in-chief of the Turkish forces, according to advices received by the Evening News. He bitterly opposed the defeat pro-German cabinet.

AMSTERDAM, Oct. 10.—"The future of Austria-Hungary is summed up by a large note of interrogation," says the Frankfort Zeitung, in an article directing attention to the critical situation in the dual monarchy, which, it says, "stands at the cross-roads."

The newspaper declares that the entire existence of Austria-Hungary is at stake and that it is not only a question of what shape the Hapsburg dynasty will assume, but whether it will continue to exist. The distressful position of the dual state is so critical that it is impossible to aggravate it, the newspaper adds.

LORD SHAUGHNESSY RESIGNS PRESIDENCY OF C. P. R. COMPANY

E. W. Beatty, K.C., Becomes President.

MONTREAL, Oct. 10.—Lord Shaughnessy has resigned as president of the Canadian Pacific Railway, and is succeeded in this office by E. W. Beatty, K.C., vice-president. Lord Shaughnessy will retain the post of chairman of the board of directors.

Rev. S. T. Bartlett Leaves S. S. and Y. P. S. C. E. Dept.

Hamilton, Oct. 10.—For personal reasons and because of the strain, owing to the financial stringency of the department, of administering the office, Rev. S. T. Bartlett, general secretary of the Sunday school and young people's societies of the Methodist Church, has decided to retire from that position. Mr. Bartlett has held the office for ten years, having previously been assistant secretary for two years. His quadriennial balance shows a balance of over \$12 with which to carry on the whole of the Sunday school educational work for Canada.

ANOTHER METHODIST OFFICIAL IS RETIRING

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'OVER THE TOP'

Of Our Door Is the Sign That Stands for Service, Quality and Low Prices.

SOVEREIGN BRAND CLOTHES are invariably correct for men of all ages. They lead in exclusiveness, in point of quality and general satisfaction.

SUITS AND TOPCOATS FOR MEN AND YOUNG MEN

Our line is a remarkable one from the standard of comprehensive assortments of styles, fabrics and colors. Every one most reasonably priced.

THE TWEED AND FANCY WORSTED SUITS all have the fine touches careful tailoring alone can give them. The fabrics are thoroughly dependable in correct patterns for fall wear. Many style features.

\$15, \$18 to \$38 \$15, \$18 to \$47.50

A BIG SHOWING OF MEN'S TROUSERS

We always pay particular attention to our Trousers Department. Just now we have a large and varied stock to choose from in sizes 29 to 48. Made in our own factory from materials of plain and fancy tweeds and fancy worsteds, hair-line stripes, blue and black serges and vicunas. Priced according to materials.

\$2.50, \$3.00, \$3.95, \$5.00 to \$12.00

SEASONABLE GLOVES

For dress wear, for street wear, for general all-around hard knocks—we have them all. Gloves in tans, greys and champagne.

\$1.50, \$2.00 to \$5.00

SANFORD'S JUVENILE CLOTHING FOR THE BOYS

Our assortment of Youths', Boys' and Little Fellows' Suits and Overcoats is now at its best. It couldn't be better, for we've selected the best. Many handsome styles.

BOYS' SUITS

For ages 7 years to 10 years, in fancy tweeds... \$6.50 to \$12.00
Blue Serges... \$8.95 to \$15.00
For ages 11 years to 17 years.
Fancy Tweeds... \$8.50 to \$22.00
Blue Serges... \$10.00 to \$20.00

BOYS' OVERCOATS

Different because—they appear better—they fit better—they wear better. They are better because they are made better.
Youths' Overcoats, correct in style... \$12, \$15 to \$25
Boys' Overcoats... \$6.50, \$8.50, \$10.00 to \$16.50
Boys' Reefers, in grey whitenys and blue whitenys and naps, some flannel lined. According to quality... \$7.50, \$8.50, \$10 to \$13.95

CHILD'S SUITS

A great assortment in this style of suit, in serges, chevrons and tweeds, made in fancy Norfolk models, buttoned up close at neck, for sizes 2 to 7 years.
Fancy Tweeds... \$5.95, \$6.95 to \$10.00
Serges... \$6.95, \$8.50 to \$10.00

OAK HALL

DEAD AFTER SHORT ILLNESS.

INGERSOLL, Oct. 10.—Following a short illness, the death of William Nettleton Turner occurred today at the family residence, Whiting street, of pneumonia. He was employed by the Borden Milk Company, and worked up to 10 o'clock on Friday night last. He was in his 55th year, and well known in the town. The funeral will be held to the Ingersoll Rural Cemetery Saturday afternoon.

BE PREPARED for the Cold Weather!

We have these in different styles.

TORTOISE HEATER

ALSO WITH OVEN. A Good DINING-ROOM STOVE Prices from \$10.00 up.

Full Line of Ranges

Prices from \$22.00 up.
Hot Blast Oil Heaters... \$3.00
McClary's Oil Heaters... \$6.00
Perfection Oil Heaters... \$6.50
Stove Pipes, 6 and 7 inch, each... \$1.50
Elbows... 35c

Ash Sifters
Common... 35c
Banner... \$4.50
Bucksaws... \$1.25 up
Cross-Cut Saws... \$4.00 up
Axes... \$1.50 up

Weather Strip, to keep out the cold, for Doors and Windows.

See us before buying these lines.

CHOWN Hardware Company

111 Dundas—Near Talbot St.

**NEW FALL HATS**

For the men who appreciate good headwear, our Hat Department is brimful of seasonable suggestions.

\$3.00 to \$6.00

Holiday Footwear BARGAIN PRICES

Ladies' Fine Brown Kid Laced Boots. Neat shape—last, carrying a 2½-inch French heel. This line is worth \$6.50. Special price for the holiday... \$4.95

Ladies' Fine Black Kid Laced Boots, 9-inch tops, plain vamp. No toe caps. Very swell French heels. A dressy boot. Should sell at \$6.50. Special holiday price... \$4.95

Ladies' Mahogany Brown Walking Boots. Good heavy sole. Low flat heels. Quite high tops. Selling at \$6.50. Special holiday price... \$4.95

Ladies' Grey Kid Laced Boots. Neat plain toes. New style silk finished cloth tops. Two and half inch French heels. A pretty model. Special Holiday price... \$6.45

Men's Brown Calf Laced Boots. Neolin style soles with solid rubber heels. Neat dressy Boots. Special holiday price... \$4.95

Agnews Boot Shop

8 STORES. 182 DUNDAS STREET. 8 STORES.

HERE'S WARMING, SOOTHING RELIEF FROM YOUR RHEUMATIC ACHES

For prompt relief from Rheumatism, Neuralgia, or Lumbago, you can depend on Sloan's Liniment. The warming, soothing, counter-irritant effect is the quickest way to overcome the inflammation, swelling or stiffness. A few drops go right to the sore part, draw the blood from the congested place and remove the cause of the ache.

The great penetrating power of Sloan's Liniment makes rubbing needless. It is easier and cleaner to use than plasters or ointments. It does not stain the skin or clog the pores. A bottle of Sloan's Liniment is all you need for quick relief from the pains of sprains, bruises, backache, stiffness, and most forms of rheumatic twinges. Generous size bottles at druggists everywhere. Made in Canada.

Sloan's Liniment KILLS PAIN

**Hail! Smiling morn**

Eno's makes cheery optimists out of bilious pessimists

ENO'S FRUIT SALT—Nature's Laxative

EAT LESS MEAT IF BACK HURTS

Take a Glass of Salts to Flush Kidneys If Bladder Bothers You.

Eating meat regularly eventually produces kidney trouble in some form or other, says a well-known authority, because the uric acid in meat excites the kidneys, they become overworked; get sluggish; clog up and cause all sorts of distress, particularly backache and misery in the kidney region; rheumatic twinges, severe backaches, acid stomach, constipation, torpid liver, sleeplessness, bladder and urinary irritation.

The moment your back hurts or kidneys aren't acting right, or if bladder bothers you, get about four ounces of Jaid Salts from any good pharmacy; take a tablespoonful in a glass of water before breakfast for a few days, and your kidneys will then act fine. This famous salts is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to flush clogged kidneys and stimulate them to normal activity; also to neutralize the acids in the urine so it no longer irritates, thus ending bladder disorders.

Jaid Salts cannot injure anyone; makes a delightful effervescent lithia-water drink which millions of men and women take now and then to keep the kidneys and urinary organs clean, thus avoiding serious kidney disease.

Hamilton, Oct. 10.—For personal reasons and because of the strain, owing to the financial stringency of the department, of administering the office, Rev. S. T. Bartlett, general secretary of the Sunday school and young people's societies of the Methodist Church, has decided to retire from that position. Mr. Bartlett has held the office for ten years, having previously been assistant secretary for two years. His quadriennial balance shows a balance of over \$12 with which to carry on the whole of the Sunday school educational work for Canada.

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"Suicide by Inches"

THOUSANDS of people commit suicide by inches!

If one should take minute daily doses of some irritant or poisonous drug, no particular effect might be noticed until accumulation of the poison made its action evident.

Yet how many realize that irritant and poisonous substances are formed constantly, even in health, during food digestion and the preparation of its waste for elimination?

If the bowels act regularly and thoroughly, such dangerous matter is safely gotten rid of.

But if constipation exists, there results stagnation of intestinal waste, increased production of poisonous substances, and their absorption into the blood, which carries them all over the body.

The result is disease or disorder, which, if neglected or allowed to continue, cripples or kills.

The victim of such self-poisoning commits suicide by inches. Constipation is a bad habit. It is a sin against the body.

But there is an even worse habit, a crime against Nature, the taking of pills, castor oil, laxative mineral waters, and salts to "force the bowels to move." Because such drugs do not cure constipation. They make constipation a habit. They do not prevent "suicide by inches."

On the other hand, the Nujol Treatment not only overcomes constipation, but prevents stagnation and makes self-poisoning impossible.

Nujol is not a drug, does not act like any drug, it is absolutely harmless. Nujol helps Nature re-establish easy, daily, thorough, bowel evacuation.

Warning: Nujol is sold only in sealed bottles bearing the Nujol Trade Mark. Insist on Nujol. You may suffer from substitutes.

Send for Instructive Booklet CHARLES GYDE & SON P.O. Box 875, Montreal

CANADIAN SELLING AGENTS FOR Nujol Laboratories

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AMUSEMENTS, LECTURES, AMUSEMENTS, LECTURES

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THE SHOW THE ORCHESTRA

TODAY AND TOMORROW.

The Newest Sensation in Motion Pictures

LILA LEE, in "The Cruise of the Make-Believes"

She's Wonderful. She's Beautiful. New York Raves About Her.

FATTY ARBUCKLE, in "THE COOK"

Stated by Fatty Himself To Be His Best Picture.

THANKSGIVING DAY, TUESDAY AND WEDNESDAY.

D. W. GRIFFITH PRESENTS SWEET, SAUCY LITTLE DOROTHY GISH, in "The Hun Within"

A startling episode of German propaganda.

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TODAY AND SATURDAY
PEERLESS
GERALDINE FARRAR

"The Turn of the Wheel"

Special Two-Part Big V. Comedy.

"ROOFS AND RIOTS"

ALDINE AND WRIGHT

Aerial Novelty.

MONDAY, TUESDAY, WEDNESDAY.

"THE UNBELIEVER"

MUSIC, DANCING, SINGING

LATEST FASCINATING, INSPIRING.

WINTER GARDEN

Accommodation for 1,000 onlookers.

Admission 10c. Every Evening.

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and other Government and municipal

bonds bought and sold. F. B. CLARKE,

London Stock Exchange, 416 Richmond

street, next Bank of Commerce, Lon-

don, Ontario.

OPENING DANCE

of McCormick Employees in our new

dining-hall, Friday evening, Oct. 11,

at 8:30 o'clock.

Tony Vita's Orchestra, five pieces

Admission 25 cents.

HORSES, CATTLE, ETC.

For Sale or Wanted.

DEAD HORSES AND CATTLE

taken away promptly. Will pay cash

for live animals. Phone 4740. London

Fertilizer Company.

AUCTIONEERS.

McDONALD, FARMERS' AUCTION-

eer. Sales conducted in my

office. Write or phone R. A. McDonald,

Kintore.

SEE H. VAN LOON, 261 DUNDAS

street, if you need an auctioneer.

Telephone 120.

AUGER, AUCTIONEER, VALUATOR,

441 King. Boots, shoes, clothing.

Private sale daily. See my shoes.

You save.

WANTED.

BY FAMILY OF THREE, FOR SIX

months, furnished room, with bath

in central locality; modern heating

conveniences essential. Apply Box 174.

12c.

HUNDRED-ACRE FARM, ON SHARES,

with stock and implements supplied.

Box 165. Advertiser.

12c.

BUSINESS CHANCES.

GENERAL STORE, STOCK, DWELL-

ing, barn and acre of land on main

road leading to London. Good

and best business in connection. Sell

or exchange for farm or house in

city. Brodie's real estate, London. Tele-

phone 120.

WANTED TO SELL OUT, RATE ON

the dollar, dry goods, gent's furnis-

ings, boots and shoes. Sydney

Smythe, insurance agent, Talbot

street, London.

WHOLESALE AND RETAIL AUTO-

mobile tire and accessory business—

This is a rare opportunity for right

party to take over this department of

our business, as we can give assist-

ance until you get things in running

shape. This department is showing

good profits and sales are excellent;

centrally located and well adver-

—not very much capital to handle deal

—only parties keenly interested and

desirous of getting into business need

apply. Box 156. Advertiser.

10c.

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H. C. McBRIDE, MEMBER ONTARIO

Association of Architects, etc. Moulton

Bank Building. Phone 262.

ARTHUR H. NUTTER, ARCHITECT—

Rooms 15, 16, Dominion Bank Cham-

bers. Dundas and Richmond. Tele-

phone 656.

WAT & ELACKWELL, MEMBERS

Ontario Association of Architects—

Bank of Toronto Building, London;

Lester Chambers, Hamilton.

JOHN M. MOORE,

Architect and Civil Engineer,

415 RICHMOND STREET.

WILLIAM G. MURRAY, ARCHITECT—

Dominion Savings Building, top

floor. Phone: Office 1557, house 1554.

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MARRIAGE LICENSES ISSUED BY

W. G. R. Bartram, 59 Dundas.

MARRIAGE LICENSES ISSUED BY

H. J. Childs, druggist, 622 Dundas.

THAT SON-IN-LAW OF PA'S.—In This Case Sharing Means It All.

YES AND HIS ASSISTANT

WILL BOARD HERE WITH

US.

AND, BY THE WAY, HE'S SHARING

YOUR BED TONIGHT SO BE

CAREFUL NOT TO AWAKEN

HIM, WHEN YOU GO UP.

WELL, I SPOKE THE

GOY'N' PUT UP MY

HEY, MA, WHAT D'YA MEAN

THIS GUY'S 'SHARIN' MY

BED?

BORN MARRIED, DIED.

ASHPLANT—Emily, beloved wife of

W. J. Ashplant, at Hamilton, on Oct.

9, 1918.

Funeral from her late residence, 627

Wellington street, Friday at 3 p.m.

Service at 2:30 o'clock.

CHURCH—At St. Joseph's Hospital,

October 7, 1918, Agnes Clarke, pho-

toph, of Lucan, formerly of Eng-

land, in her 44th year.

Interment was made in Woodland

Cemetery on Wednesday, Oct. 3.

FINCH—At her late residence, 261 Tal-

bot street, on Oct. 10, 1918, Euphemia,

beloved wife of Silas Finch, aged 85

years.

Funeral will leave her late resi-

dence on Saturday, Oct. 12, at 3

o'clock, service at 2:30. Friends and

acquaintances please accept this in-

terment. Interment at Woodland

Cemetery.

McDONALD—Mrs. Helen Henderson,

widow of the late Donald McDonald,

in her 91st year, at her late residence,

34 Talbot street.

Funeral (private) on Friday, Oct.

11, at 2:30, services at 2 o'clock.

Please omit flowers.

NETTLESHIP—At the residence of his

son-in-law, Mr. O. L. Deacon, 59

Cherry street, on Friday, October 11,

1918, Charles Nettleship, dearly be-

loved husband of Mary A. Nettleship,

aged 70 years.

Funeral from above address on Sun-

day, October 13, at 3 o'clock. Services

at St. Paul's. Friends and acquaintances

please accept this intimation. Inter-

ment at Woodland Cemetery.

PAULEY—At the residence of her

son-in-law, Mr. J. A. Cartwright, 772

Ballina Avenue, on Friday, Oct. 11,

Anna Pauley.

Funeral (private) from the above

address on Saturday, at 2 p.m. ser-

vices at 2:30 p.m. Interment at Wood-

land Cemetery.

CARD OF THANKS.

Mr. and Mrs. David J. Brooks and

family wish to thank the many

friends for the kind tokens of sym-

pathy expressed in their recent bereave-

ment.

MEETINGS.

AN EMERGENCY MEETING OF ST. J.

John's Lodge, No. 20, G. R. C. A. P.

and A. M. will be held this (Friday)

evening in Masonic Temple, Queen's

avenue, at 7:30 p.m. Work, second

degree. Visitors welcome. P. G. W.

W. M. R. Booth, secretary.

MEETING OF L. O. DISTRICT LODGE

No. 11 will be held in Orange Hall,

corner of Market Lane, Saturday eve-

ning, 12th inst. Meeting called at 8

o'clock. W. A. Langford, W. M. V. C.

Hodgins, secretary.

CLUB GIRLS RALLY AT W. C. A. A.

37 King street, tonight at 8 o'clock.

All welcome.

THAMESFORD, SEVENTH LINE

anniversary at 2 and 8 on the 13th

of October. Music by The Grove

choir. Rev. A. G. Harris will conduct

services.

NOMINATION FOR OFFICERS—

Young Liberal Club, Hyman Hall,

Friday, Oct. 11, 8 o'clock. All Liberals

are invited to attend. O. S. A. J. B.

12c.

MEMBERS OF THE LONDON

Branch of the Ontario Vegetables

Producers' Association will meet in

Mr. J. H. Smith's office Saturday eve-

ning, Oct. 12, at 8 o'clock, for special

business. Secretary, W. J. B. J.

REGULAR ASSEMBLY—RICHARD

Coeur de Lion Preceptory, No. 4,

Knights Templar quarters, Masonic

Hall, 12th inst. (Friday) evening, 7:30

p.m. H. Moran, P. Preceptor; S. Baker,

registrar.

LONDON COUNCIL, No. 23, ROYAL

Arcadian, will meet tonight, 8 o'clock,

at P. Hall, corner Dundas and Clar-

ence streets. Samuel M. Jepson, sec-

retary.

TONIGHT.

Community Chorus

Y. M. C. A. AUDITORIUM.

Everybody welcome. Come and hear

yourself sing.

FEMALE HELP WANTED.

YOUNG GIRL TO HELP IN HOUSE-

WORK—Apply 552 Waterloo street.

12c.

EXPERIENCED SEWING MACHINE

operator wanted—Apply Regal Man-

ufacturing Company.

WANTED—YOUNG GIRL FOR

housework, three in family. Apply

844 Wellington street, London.

WANTED AT ONCE—A WOMAN

for washing. Apply 24 The Ridgeway.

12c.

Contralto Soloist Wanted

for the Choir of St. Andrew's Presby-

terian Church. Applications to be sent

to R. H. Morrison, 298 Hyman street.

b

WANTED—SALES LADY FOR DRY-

GOODS—Apply A. A. Arthur, East

London.

12c.

SALES LADY FOR TRAVELING

Spacious proposition; one with some

house-to-house selling experience pre-

ferred. Call Belvedere Hotel. See Mr.

W. J. Warren, between 12 and 1, 12c

and 6 and 8.

A COOK WANTED—APPLY PROT-

ESTANT Orphans' Home.

12c.

GIRLS WANTED—BINDER HELP

Wanted. Position open for several

experienced girls. Good hours, good

pay. State with experience. See Mr.

Print and Litho, Limited, Halifax,

Canada.

EXPERIENCED NURSING GIRL WANTED

at once. Apply Box 163, Adver-

12c.

GIRL WANTED, ABOUT 18 YEARS OF

age, with high school education, as

technical assistant department of



DIAMONDS

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

C. H. WARD & CO.
DIAMOND MERCHANTS.

386 Richmond Street.

The everyday coffee user
knows good coffee when he
tastes it.

That is why
**Peters
Plantation
Coffee**

makes such a wide appeal,
still selling at
50 CENTS PER POUND.

Peters: London

THANKSGIVING
FOOTWEAR

Our unusual display of New
Fall Footwear, embraces the
newest styles, the best values and
most important of all—moderate
prices.

Satisfaction is what we sell
you—we know you'll come back.

KAUFMAN'S
226 DUNDAS

"GOOD SHOES CHEAP."

THANKSGIVING
CARDS

**HAY'S
STATIONERY**

THE STORE WITH
"BETTER CARDS."

DEVELOPING and PRINTING

Any Size Roll Film Developed and
Printed For 25c at

Taylor's 6 Cut-Rate Drug Stores

THESE COOL DAYS ENJOY
A HOT DRINK OR
LUNCH AT THE

ANNIS

CANDY SHOP

338 RICHMOND STREET,
Canada Food Board License No. 10-553.

See Herbert C. Hoover with
his eyes "well dressed" in
our window.

Herbert C. Hoover

Food Administrator
For the United States

His motto is: Conserve food
and win the war.

OUR MOTTO:
Conserve your eyesight—with
proper glasses. Good vision will
help you win the battle of life
—Success.

BROWN

OPTICAL CO.

VISION SPECIALISTS.
Phone 1877. 223 Dundas Street,
LONDON, ONT.

THE CANADA AUTO DEVICES CO. SAY
PARTRIDGE TIRES ARE
PREFERRED

SO DO THOSE WHO HAVE THEM.

CAKES

The kind that make you want
more.

RUDDY'S

There's a store near you.

733 RICHMOND STREET,
359 1/2 DUNDAS STREET,
874 DUNDAS STREET.

Canada Food Board License 5-1520.

ISSUED BY THE CANADA FOOD
BOARD.

We can eat the scores of other
foods we have besides wheat. It's
a small matter to change our diet
to help victory.



BIG CROWDS
Are buying English Fur Felt

HATS
at \$1.23

Dozens are sold every day.

Don't miss this opportunity.

Hats worth up to \$2.50 and

\$3.00 for \$1.23

25 SAMPLE RAINCOATS.

25 SAMPLE OVERCOATS.

The balance will be sold on

Saturday at a saving of \$5.00

to \$8.00 a garment.

25 CENTS SAVED

on every pair of Overalls

bought here.

Wegner

Clothing Co.

THE HEART OF LONDON.

THE REAL LIVE STORE.

Famous for Their Little Prices.

371 Talbot, Opposite Market

Open Evenings

CANADA FOOD BOARD

Licenses Nos. 8-8840, 8-8841.

We Deliver, Order Early, Please.

Prime Old White Cheese, lb. . . . 35c

Also Choice New Yellow Cheese,

per lb. 30c

Pimento Chilli and Cream Cheese,

pkg. 15c

Peanut Butter, Maple Butter,

Paris Paste.

Guaranteed Pure

Clover Honey

THOROUGHLY REFINED, EXCEL-

LENT FLAVOR.

10-lb. pails \$2.80

Pint Sealers 50c

Sections 30c, 35c

Jars 30c, 20c

It is good policy to buy Raisins

now, as prospects are that Raisins,

Prunes, Currants and Peas will be

very scarce. We have some choice

Raisins, 2 packages for 25c, and

Fancy Raisins (best quality), 15c.

John Diprose

South London Store:

160 Wortley Road. Phone 1397

266 Dundas Street Store.

Phone 2282.

OCTOBER THE DIAMOND

MONTH.

Select your Diamonds now for Christ-

mas. By adding to them, they

will grow.

\$10.00 UP TO \$400.00.

JOHN A. NAH "MY

JEWELER."

206 DUNDAS STREET,

"Where You Will Eventually Buy."

Our Show Windows

are replete with a full line of latest

fall styles in Boots and Shoes for

Men, Women, Youth, Misses and

Children. You will find they present

a most inviting opportunity for

choice in reliable footwear of all

kind. Our prices are always in

keeping with quality. We invite you

to give our window exhibits a look

over.

Cook's Shoe Store

THE STORE WITH THE STOCK.

SELLING-OUT SALE

Thanksgiving Specials

While this selling-out sale is on, you have an opportunity to

buy all your winter requirements in Clothing, Furnishings,

Underwear, etc., at a big saving. Remember this is not an

ordinary ten-day sale, but a genuine selling-out sale, as the

STOCK MUST BE SOLD. The people are coming by train and

automobile as far as one hundred miles. They come to buy

and are sending their friends.

OVERCOATS

\$3,000 Worth of Overcoats at

\$18.50, \$23.50 and \$25.50.

150 Black Beaver and Melton

Overcoats, made from old

stock at a saving of \$7.00 to

\$10.00 on a coat.

SWEATER COATS

\$4,000 worth of Canadian and

imported makes. Special

\$3.25, \$4.75, \$7.50, \$9.50 and

up to \$17.50

RAINCOATS

\$3,000 worth of Canadian and

English makes are selling fast

at these special prices, \$9.95,

\$12.95 and \$14.95.

UNDERWEAR

\$8,000 worth of Underwear,

including Stanfield's, Pen-

man's and other well-known

makes; some of it at less than

last year's prices.

Umbrellas

The kind that sold for \$2.00

in nearly every store. We sell

at \$1.49

ISSUED BY THE CANADA FOOD BOARD.

Not Deprivation but Con servation is what is asked of you.

The Giant Clothing House

120 DUNDAS STREET. Mark the Place and Mark It Well.

LOOK FOR THE BIG BLACK AND YELLOW S. O. S. SIGN.

120 DUNDAS ST. OPEN EVERY EVENING UNTIL 7 O'CLOCK.

Thanksgiving Is An Opportune Time To
Remember the Boy Overseas.

OVERSEAS PARCELS.

Send him a parcel now. We can

make you up one or suggest items.

We fill boxes at all prices.

From \$2.00 up.

OVERSEAS BISCUITS.

Put up in packages or tins.

Many styles and flavors.

From 20c to \$1.25.

SECTION HONEY.

Our standard of honey is the

best. Order this at once.

Per sections 40c.

OLIVE SPECIAL.

Delicious ripe olives. Ready when

company calls. Regular 15c value.

PER TIN. THREE 25c

FOR

CREAMERY BUTTER.

Good Canadian butter. A treat

for the boys over there. Put up

in hermetically sealed tins.

75c per tin.

NO-EG A SUBSTITUTE

FOR EGGS.

Use it as you would eggs. It

has given general satisfaction.

The use of No-Eg reduces egg

cost to practically 18c per dozen.

Ask about No-Eg.

WHITES

ANYOLKS, 35c FOR BOTH.

DRIED BEEF.

An appetizing, satisfying meat.

Ready to serve.

70c per pound.

250 DUNDAS

T. A. ROWAT & CO. PHONES:

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GERALDINE FARRAR

IN HER GREATEST

PLAY AT PATRICIA

TODAY, SATURDAY

Beautiful Screen Star in "The

Turn of the Wheel."

COMEDY AND VAUDEVILLE

Excellent Program at the

Popular London Play-

house.

Geraldine Farrar, the beautiful opera

star, made a tremendous hit at the

Patricia Theatre yesterday in her latest

screen success, "The Turn of the

Wheel." In no previous production has

the celebrated actress been afforded

such splendid opportunities for her

magnificent emotional art. Stronger,

more intense dramatic situations are

seen in this picture than in any produc-

tions in which the beautiful Geraldine

Farrar has ever been featured. Ger-

aldine Farrar greets her audience as Ros-

alie Dean, a lovely, gorgeously gowned

woman of today, an art student in

springing up between them. Then that

something happens. Her lover is arrest-

ed for murder and returned to New

York, she following. He refuses to talk.

Taken the stirring courtroom scene and

the sentence of death. But she will

never believe in guilt. She will risk

her all to learn the truth. Geraldine

Farrar is seen in all her dramatic

glory as the woman who solves the

mystery by subterfuge and cunning.

A two-act big comedy, "Rings

and Rings," is a veritable scream. It

is filled with good, clean comedy, from

start to finish.

In vaudeville Aldine and Wright pre-

sent a sensational aerial act.

The above program in its entirety

will be presented at the Patricia again

today and Saturday.

MAJESTIC

"THE HUN WITHIN" HAS

THE GRIFFITH MARK

Remarkable Picture Will Be Shown

for First Three Days Next Week.

The first of the Paramount-Artcraft

productions with which the name of

D. W. Griffith is connected is "The

Hun Within," to be shown at the Ma-

jestic Theatre the first three days of

next week. This is said to be an extra-

ordinary picture, and it has been said

that it bears the indelible print of Grif-

fil's craftsmanship. It is very highly

praised by the New York Times, which

says few pictures have thrilled and

stirred so much as this picture did. Dor-

othy Gish as the heroine conquers new

worlds of motion picture spectators.

The week will be a big Majestic

week, with a special show arranged for

Thanksgiving Day.

ROSCOE FATTY ARBUCKLE

Appearing at the Majestic Theatre