

BRITISH CASUALTIES FOR THE WEEK—14,096

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58th YEAR. No. 22803

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON, ONTARIO, ADVERTISER, TUESDAY EVENING, OCTOBER 16, 1917. 96 COLUMNS.

HOME
EDITION

PRICE, TWO CENTS.

BRITISH AIRMEN DESTROY RUSSIAN REGIMENT GERMANS CONTINUE TO FORCE RUSSIANS BACK

KANSAS CITY STOCK YARDS WERE HALE DESTROYED BY FLAMES; 10,000 HEAD CATTLE PERISH

Second Largest Stockyards in
United States Is Swept by
Fire of Unknown Origin and
Immense Damage Done.

Kansas City, Mo., Oct. 16.—More than one-half of the Kansas City stock yards, the second largest in the country, was destroyed by fire early today. It was estimated after the fire had been brought under control, after raging for hours, that several thousand head of cattle had been destroyed. Some estimates ran as high as 10,000. There were 47,000 cattle in the yards at the close of business yesterday. It was said, and while it was possible to liberate most of them, so rapidly did the flames gain headway that many were caught and burned. Hundreds of cattle liberated from the burning structures reached the downtown sections of both Kansas City, Mo., and Kansas City, Kas.

It was the third disastrous fire in the history of the Kansas City stockyards. The blaze was discovered by two patrolmen in Kansas City, Kas., and before they could summon apparatus the fire had become unmanageable. Fire departments from both Kansas cities combated the flames.

The fire's origin was undetermined. The other two were caused by carelessly throwing away cigarette stubs. No estimate of the loss was available early today.

By 7 o'clock the fire had been extinguished, after the flames had been fighting it with approximately 100 pieces of fire trucks and with dynamite. No definite estimates as to the loss will be made until insurance adjusters have taken a census of the number of cattle burned since the fire was confined to the cattle pens which comprise the largest part of the yards.

The thousands of cattle which were liberated from the pens are being cared for by the city. Owners are having difficulty identifying their property, as a large percentage of the animals are from herds and carries no identifying brands.

Kill Disabled Animals.

Throughout the morning, riflemen and machinegunners under direction of humane society officers went about the stockyards killing disabled animals. Very few swine were burned. The hog pens were reached by the flames, but most of the animals were liberated. Late in the morning the fire still smoldered in scores of places.

Can Volunteer Under the Act, Mewburn Rules

Those Wishing To Serve May Avoid Going as Conscripts.

Montreal, Oct. 16.—One of the last official acts of Major-Gen. Hon. S. E. Mewburn as minister of militia was to promulgate an order whereby volunteers to serve can become volunteers under the military service act and thereby avoid being taken as conscripts.

This order was promulgated in a circular letter received yesterday by Major-Gen. E. W. Wilson from Major-Gen. Mewburn, stating that with regard to recruits under the military service act, the form to be used would be that for men who report to the depot battalions under instructions from the registrar, pursuant to the military service act in place of the attestation papers heretofore used.

It is stated, however, that this form should not be used by men who volunteer, on being medically examined, for immediate service to the depot battalions instead of returning home to await orders from the registrar. In the case of such men, the former attestation papers would be used so that they will be considered as volunteers. This order opens the way for further volunteer recruiting under the military service act.

Two Leyland Liners Are Reported Gone

Rumor Says Memphian and Bostonian Sub Victims.

New York, Oct. 16.—A report that the British steamship Memphian, formerly the Cambrin, of 8,200 tons gross, and the Bostonian, of 5,000 tons, both of the Leyland line, had been sunk, reached here today. At the office of the International Mercantile Marine it was said that this had been heard as a rumor, but that no definite information as to the sinking of either vessel had been received. Both ships were formerly in transatlantic trade, plying between Boston and England ports.

A Peculiar Fatality.

Montreal, Oct. 16.—Noel Amiraoui, aged 27, farmer of the village of Chaboussard, was found dead by the roadside yesterday morning. He was under the horse and wagon having fallen into a ditch, and the horse having been so badly injured, that it could not get up. A coroner's jury declared that the death was accidental.

\$24,555 PLEDGED TO RED CROSS BY 63 SUBSCRIBERS

Half of London's Objective Is
Already Secured by Central Committee.

MANY GENEROUS GIFTS

Seven of First Subscriptions
Are Ones of \$1,000
or More.

London's \$50,000 objective for the British Red Cross campaign has been practically half met already. The official announcement, made at noon today, by Sir George Gibbons, chairman of the committee, shows that the first 63 contributors to the fund have given \$24,555. These are subscriptions to the general committee.

With this start the canvassing teams and their captains, together with the general committee, are more than certain that Thursday's one-day campaign will bring in the balance and more to spare.

Seven of the donors announced today have given \$1,000 or more to the fund. The donation list follows:

Huron and Erie and Canada Trust	\$1,500
Robinson, Little & Co., Ltd.	1,500
Sir George Gibbons	1,000
The C. S. Hyman Co., Ltd.	1,000
J. C. Hobbs	1,000
J. C. Durfield	1,000
E. Leonard & Sons, Ltd.	1,000
George Robinson	750
Smallman & Ingram, Ltd.	750
Geo. White & Sons	625
A. M. Smith & Co.	625
McNicol Mac Co., Ltd.	500
John Hayman	500
John McClary	500
C. H. Smallman	500
George M. Reid	500
McMahon, Granger & Co.	500
London Rolling Mills	500
R. J. Young & Co.	500
The Ontario Loan and Debenture Co.	500
Sir Adam Beck	400
C. R. Somerville	400
A. M. Spence	400
Edward Bros.	300
James Cowan & Co.	300
London and Petroleum Barrel Co.	300
T. G. Meredith, K.C.	250
Verger, Limited	250
G. B. Harris	250
John Campbell & Sons	250
Porter & Co.	250
A. B. Greer	250
Battle Creek Toasted Corn Flake Co.	250
Coates, Burns & Wainwright	250
Brickenden & McCrimmon	250
London Crockery Company	250

Continued on Page Eleven.

TEN THOUSAND MINERS ARE OUT IN ILLINOIS

Springfield, Ill., Oct. 16.—Because wages increased did not become effective today, 10,000 coal miners in Central Illinois did not appear for work this morning. It was admitted at the offices of the Illinois Coal Operators' Association.

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: Highest, 59; lowest, 42.

The official temperatures for the 24 hours previous to 8 a.m. today were: Highest, 45; lowest, 34.

TOMORROW—FINE AND COOL.

Toronto, Oct. 16—8 a.m. today: Moderate to fresh westerly to north-easterly winds; fine and comparatively cool today and Wednesday.

Temperatures.

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

Stations	High	Low	Weather
Victoria	56	44	Clear
Calgary	44	32	Rain
Winnipeg	46	34	Clear
Port Arthur	44	32	Cloudy
Perry Sound	63	38	Fair
Port Stanley	63	38	Fair
Buffalo	54	46	Cloudy
Toronto	60	41	Clear
Kingston	56	40	Fair
Ottawa	58	32	Fair
Montreal	56	38	Clear
Quebec	50	35	Cloudy
Father Point	50	35	Cloudy

BRITISH BOMB HUN ARSENAL AND DESTROY MANY HUNS

Enormous Casualties Inflicted
by Raid on Roulers.

London, Oct. 16.—British airmen, in their recent attack on the Belgian town of Roulers, caused the destruction of an arsenal in which was quartered a newly arrived German regiment. This information was contained in a dispatch from Amsterdam to the Central News Agency and was reported by a trustworthy correspondent on the Dutch frontier.

One of the first incendiary bombs dropped struck the arsenal, which immediately burst into flames. The confusion was added to by airmen who, descending to a low altitude, used their machine guns freely, thereby increasing the casualty roll, which the report said was enormous.

TORONTO TORIES INCENSED OVER BORDEN CABINET

No Use for "Union" Govern-
ment Once Election Was
Decreed.

WANTED STRAIGHT FIGHT

"A Thick-Headed Bungle," Is
View of Prominent Queen
City Conservative.

[Special to The Advertiser.]

Toronto, Oct. 16.—Dyed-in-the-wool Toronto Conservatives are seething over the Liberal appointment to the cabinet.

It is said by prominent workers and even by those holding seats in the Legislature that neither Hon. N. W. Rowell nor Hon. Hugh Guthrie will be given seats by acclamation in the Queen City.

Wanted Party Fight.

Toronto Conservatives wanted a straight party fight. When an election was decided upon they did not believe any longer in so-called "union" government. They cannot see what is to be gained for the Conservative party by taking in a lot of Liberals after the election was a certainty.

Mr. Rowell has no great following in Toronto, and Toronto is not enamored of the attempt at coalition. The Toronto Telegram regarded as the foremost Tory organ in Toronto, has nothing but sneers for the Liberals who entered the cabinet, and Mayor Church, who is close to the Telegram and the Conservative party, denounced the Government, and said it was no stronger than the old Government.

Cabinet Denounced.

To The Advertiser: A provincial member sitting for one of the Toronto ridings denounced the "union" Government in the roughest terms.

"A thick-headed bungle" that will help the Liberals more than it will help the Conservatives," was his opinion. He could not understand what was to be gained.

Incidentally it might be remarked that Hon. Robert Rogers and other disposed ministers have friends in Toronto. They say they know where "Bob" Rogers stood, anyway.

CONDUCTORS AND CO. ASK FOR A BOARD

Winnipeg, Man., Oct. 16.—After a two months' session of the delegates of the Canadian Pacific Railway conductors, western division, during which there have been extended negotiations with the company in connection with the proposed new working schedule, the representatives of the respective interests have failed to reach an agreement.

Application has been made to the minister of labor at Ottawa for the appointment of a board of arbitration.

ENGLAND IS REDUCING WHEAT CONSUMPTION

Washington, Oct. 16.—Under new war regulations, England has reduced the United States Government wheat consumption for the forthcoming year to less than half the normal consumption before the war began.

HANNA WILL NOT FIX PRICE OF POTATOES

Ottawa, Oct. 16.—In the course of an interview on Monday, W. J. Hanna, Dominion food controller, said that while it is not proposed to fix the price of potatoes, the "spread" between the price paid the producer and that paid by the consumer will be fixed. By means of fixing the spread and licensing dealers throughout the country, the food controller will be in a position to control the potato market to as great an extent as is practical.

BRITISH CASUALTIES DECLINE DESPITE HEAVYSTRAVES; HAIG GAINS WITH SMALL LOSS

Fourteen Thousand the Losses
for Week, in Which Three
Smashes Were Put Over.

London, Oct. 16.—British casualties reported in the last week amount to 14,096. They are divided as follows: Killed or died of wounds: Officers, 277; men, 2,609.

Wounded or died of wounds: Officers, 887; men, 10,473.

British casualties continue to show a declining rate. The total reported in the last week was 14,096, as compared with 17,744 for week closing October 9, and 21,173 for the preceding week. This is despite the fact that the British have been heavily engaged in Flanders during the last three weeks, scoring some of the most notable gains of ground in this year's fighting within this period.

The situation created by the Teutonic move, however, is serious enough for the Russians in its present aspect. With the great naval preponderance of the Germans in the Baltic there seems to be little to prevent them from making the Gulf of Riga virtually a German lake and solidifying it into a strong naval base from which military operations, as well, could easily be pushed advantageously under propitious weather conditions.

On Western Front.

The military situation on the various fronts in the western war area was virtually unchanged, according to official statements.

The German reports have begun to lay stress again upon the heaviness of the artillery fire in Flanders, but there are no indications that the bombardment has yet been worked up to a somewhat more passable state, although the hope of securing even ordinary good conditions at this late season of the year seems now to be considered small.

On the French front the activities are on the Aisne and before Verdun. Last night's fighting in both regions was mostly monopolized by the artillery. The German infantry, however, made a move on the western bank of the Meuse, attacking north of Hill 304. The French found little difficulty in repulsing the assault, while on the Aisne front French parties made successful incursions into the German lines.

VERY GRAVE BUSINESS DEBATED BY NAVIES

Important Conference Be-
tween Allies and U. S. at
Washington.

Washington, Oct. 16.—American naval cooperation with the Allies was further discussed today at a conference between the British ambassador, Sir Cecil Spring-Rice, and the American naval attaché, Commodore Gaunt, United States Secretary of Navy Daniels and Admiral Benson.

No announcement of the results of the conference will be made, but it is generally regarded as a sequel to the discussions which have been going on between the British and American navies since the outbreak of the war.

The only announcement Secretary Daniels has made of the conference so far is that they concern very grave subjects.

BRANT LIBERAL NOMINEE TENDERS RESIGNATION

Brantford, Oct. 16.—John Harold, Liberal nominee for Brant, in the federal arena, at a meeting of the executive of the Brant Reform Association this afternoon, will tender his resignation as Liberal standard-bearer, on the ground that as a consistent exponent of a union "win-the-war" government, he cannot stand as a nominee of the Liberal party.

He will urge that a win-the-war candidate be selected for the riding by fusion of the two parties, with a view to adequate support of the union government.

With the close of the baseball season, publication of The Advertiser's night extra is suspended for the present time.

Events of paramount importance in the war will be given to the public in special editions, and the news of the night and day may be secured in The Advertiser's three editions—morning, noon and night—on sale from newsboys and at all news-stands.

THE ADVERTISER IS TO PRESENT THE STORY OF RASPUTIN IN A SERIAL OF 55,000 WORDS, WRITTEN BY THE PRINCESS CATHERINE RADZIWILL, A NATIVE OF RUSSIA, WHO KNEW RASPUTIN AND KNOWS THE CAZARINA, ALSO THE HIGH FUNCTIONARIES OF THE RUSSIAN AND GERMAN COURTS. WE EXPECT THE FIRST INSTALLMENT OF 4,500 WORDS TO APPEAR ON SATURDAY NEXT, AND THIS WILL BE FOLLOWED BY 26 OTHER INSTALLMENTS. THE STORY WILL BE ILLUSTRATED.

THE ADVERTISER is able to secure this remarkable feature through co-operation with the Philadelphia Public Ledger, published by the owners of the Saturday Evening Post.

It will be the most wonderful romance published since the war began. Be sure to secure the opening instalments and tell your friends to subscribe to The Advertiser especially for this mystery of current history.

KERENSKY IS BETTER.

Petrograd, Oct. 16.—Premier Kerensky has recovered sufficiently from his recent indisposition to travel. He will return to Petrograd Wednesday and open the Council of the Russian Republic on Thursday.

TEUTONS HOLDING ALL OESSEL GAINS; POUR MORE TROOPS INTO GULF BATTLE

Germans Are Developing Their Initial Success Over the Russians In Fight For Mastery of Riga Gulf, Additional Reinforcements Being Landed.

Petrograd, Oct. 16.—The German landing force on the Russian Island of Oesel is developing its success, the Russian war office announced today, and the Teutons are being reinforced with additional troops.

The minister of marine sees no immediate danger of a German attempt to enter the Gulf of Finland. He expresses the belief that, owing to the lateness of the season, the German operations will be localized.

The Petrograd Council of Workmen's and Soldiers' Delegates has issued an appeal to the army and the fleet to obey their commanders and to fight to save the capital and repel the Germans in the Gulf of Riga.

STRIKE AT NEW POINT.

Petrograd, Oct. 16.—The Germans have instituted an offensive against the Svorb Peninsula in the southwestern section of the Oesel Island, with the object of capturing the Russian batteries at Serel. These batteries cover the entrance to the Gulf of Riga.

DESPERATE RESISTANCE.

Berlin, Oct. 16.—Via London.—The Germans have taken full possession of the main portion of Oesel Island, at the entrance of the Gulf of Riga, the war office reports. The Russians have been isolated on Svorb Peninsula and are offering desperate resistance.

Runo and Abro islands, in the Gulf of Riga, have been occupied by the Germans.

MURRAY TO GIVE DECISION TODAY AS TO CABINET

A Momentous Announcement
Will Be Made at Opening
of House.

Halifax Hears That Former
Finance Minister May Succeed
if Murray Goes to
Ottawa.

Halifax, N. S., Oct. 16.—After a short session the caucus was adjourned last night because some of the members invited to attend had not been able to reach Halifax.

Halifax, N. S., Oct. 16.—At 10 o'clock today the Government of Nova Scotia will be called together in a session which can well be called momentous.

The announcement will be made whether Premier Murray shall enter the Borden Union Government or remain in his present position as head of the Provincial Legislature. Hon. W. S. Fielding, who is not without great influence among the Liberals of Nova Scotia, came with Mr. Murray from Ottawa and was present at conferences held yesterday. Practically all of the members of the Provincial Government are in the city, and with them have come a number of others prominent in the party councils.

Among the Liberals who reached Halifax yesterday was E. M. MacDonald, who remains the uncompromising opponent of the union Government and who at the same time is said to be willing to assume the premiership of the province should Mr. Murray enter the federal cabinet.

A. K. MacLean is non-committal regarding his position, the generally accepted opinion being that he would be willing to enter the Borden Government provided Mr. Murray yields to the pressure being exerted to have him resign.

Mr. MacLean would be Mr. Murray's first choice should the provincial vacancy be made, but there is a considerable element of the party to whom this would be objectionable. A story that gained considerable credence around the city today was to the effect that the present members of the Murray cabinet would prefer Mr. Fielding as an outsider were to be brought in.

FINANCING ARRANGED OF EXPORTABLE CROPS

Conference With Reading Re-
moves All Money Difficulties.

Ottawa, Oct. 16.—The minister of finance announced to the press today that the financing of the exportable surplus of the Canadian wheat crop of this year has been satisfactorily arranged.

This announcement follows upon the conference recently held here between Lord Reading, representing the Imperial Government, the Dominion Government and the executive officers of the Canadian Bankers' Association. Since this conference the matter has been under further negotiation with Lord Reading through the minister of finance, resulting in the official statement of today.

The amount involved is over \$25,000,000 and the satisfactory arrangement which has been made for its financing is of the utmost importance to the western agriculturists who are thus assured of the price fixed for their grain, and will insure to the advantage of the whole of Canada by reason of its response to general business conditions throughout the entire Dominion.

GERMAN SUBS FINISHED BY FRENCH SHIPS

Two of Them Sent Down in the
Western Mediterranean.

Paris, Oct. 15.—French warships destroyed two Teuton submarines in the Western Mediterranean in the last week of September, according to information received today by the French ministry of marine.

LLOYD GEORGE SECURES APOLOGY FOR STATEMENT HE FLED FROM LONDON

London, Oct. 16.—The libel actions brought recently by Premier Lloyd George against the Exchange Telegraph Company, the Westminster Gazette and the Daily News for publishing the statement that he left London when an air raid warning was given has been withdrawn, the terms being an apology for the publication and the payment of a certain sum, the amount of which is not mentioned, to indemnify the premier for his costs in the action.

The premier was present when the case was called at a special sitting of the king's bench division today, where the settlement was announced.

FATAL GASOLINE FIRE.

The Pas, Man., Oct. 16.—Austrian construction workers on the Hudson Bay Railway at Mile 214 on Friday last attempted to light a fire in a bunk car with a can of gasoline; an explosion resulted. The car was occupied by eight Austrians. One is dead, one is dying in the hospital here; others are badly burned. The car caught fire and was entirely consumed.

M. S. A. Information Service

Address Questions regarding Military Service to
THE MILITARY SERVICE EDITOR,
THE ADVERTISER,

and they will be answered promptly and correctly from official information. All answers to questions will be checked by the authorities.

SIR SAM SAYS "UNION" CABINET WAS PLANNED BY FLAVELLE-WHITE

Declares It Was Intended
That Sir Thomas Should
Be Premier.

"NO NEED OF COALITION"

Has Been Asked To Lead an
Aggressive Win-the-War
Party, But Refused.

London, Oct. 16.—That union Government was not necessary, and that party governments in Canada have not had a fair show in the past, is the opinion of Major-Gen. Sir Sam Hughes, in a long interview in today's Warlock of which Sir Sam was at one time editor. Personally, the former minister of militia thinks the union Government is a "splendid triumph for the plans laid long ago by Sir Jos. Flavelle and Sir Thomas White."

Proposed by Sir Joseph.

Sir Sam says:

"It is now more than a year since the movement to form a national or 'national trust' Government, as it is sometimes called, was proposed by Sir Joseph and his friends. It is understood that the undertaking at that time involved the replacement of Sir Robert Borden by Sir Thomas White."

"The Government had done its full duty during the past year," said Sir Sam, "and there was no pressing need for coalition or union. He admitted that as men, the new cabinet had good qualities."

Was Asked to Lead.

"Some weeks ago," he said, "when George Mewburn and Col. Balfour, both 'my boys' were individually consulted concerning conditions under Borden, and when each asked me why I didn't break out and take hold of things myself, I thanked them for their confidence and loyalty, but showed that the results might be the placing of Sir Wilfrid Laurier in power."

Sir Sam said he would give his support to Liberals or Conservatives who are advocating active, but not passive, measures. He had himself received and refused from tens of thousands of sources requests and demands to come out and lead an aggressive fight for the war.

MEUSE BANKS SCENE OF ANOTHER DEFEAT FOR GERMAN FORCES

Crown Prince Continues His
Futile Efforts on Verdun
Front.

Paris, Oct. 15.—A German attack on the Verdun front last night was repulsed by the French. It is announced officially. The communication follows:

"On the Aisne front the artillery fighting was less intense. We made two successful attacks on the German lines, one east of Rheims, the other in the Argonne, in the region of Bouleaux. Our detachments destroyed numerous shelters and brought back prisoners."

"On the left bank of the Meuse (Verdun front) we repulsed a German attack north of Hill 304."

"On the right bank of the river the artillery fighting was less intense. In the sector north of Caumont Wood. Everywhere else the night was calm."

"German aviators dropped bombs last night in the region of Dunkirk. There were no victims, and no material damage was caused."

CONFERENCE WITH READING MOVES ALL MONEY DIFFICULTIES.

Ottawa, Oct. 16.—The minister of finance announced to the press today that the financing of the exportable surplus of the Canadian wheat crop of this year has been satisfactorily arranged.

This announcement follows upon the conference recently held here between Lord Reading, representing the Imperial Government, the Dominion Government and the executive officers of the Canadian Bankers' Association. Since this conference the matter has been under further negotiation with Lord Reading through the minister of finance, resulting in the official statement of today.

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INTERESTING INFORMATION FOR Earners, Savers and Investors



A MOTHER'S FIRST THOUGHT: "For their sake."

A FATHER'S FIRST DUTY: To give his child a right start in life.

Education not only gives the right start, but provides a sure foundation upon which to build.

The educational contract of the Aetna Life will secure all your fondest hopes have planned.

Ask, phone or write for complete story of HOW.

T. B. PARKINSON, Manager Western Ontario Agency.
209 DOMINION SAVINGS BLDG., LONDON, ONT. PHONE 211.

YOUR MONEY

should be earning more than ordinary bank interest now, because

You Have To Pay More for Everything You Buy

The High Cost of Living must be met with increased income. Make your savings earn double what they have been earning. The opportunity is offered, and it is your duty to yourself and those dependent upon you to investigate. Others have invested over \$125,000, and the industry is established and in operation.

MIDDLESEX MILLS, LIMITED

Capital - \$250,000
Preferred - \$150,000
Common - 100,000

A limited amount of 8 per cent cumulative preferred stock is now being sold at par.

Savers and Investors:

This is an unusual opportunity to make your savings earn double saving bank interest. If your money is earning four per cent make it earn

8 %

All Checks for Stock Payable to Fidelity Trust Company, London, Ont.

ALBERT MITCHELL,
President and Manager.

Some Reasons Why

YOU MAY SAFELY INVEST IN THE 8 PER CENT PREFERRED STOCK OF THIS COMPANY.

- (1) Company carries Dominion Charter.
- (2) Is not overcapitalized.
- (3) Plant has already been doubled to meet requirements of steadily increasing business.
- (4) It is the largest and most modern plant of its kind west of Montreal.
- (5) Its products please its patrons, bringing repeat orders continuously.
- (6) Present earnings are more than sufficient to cover dividend and interest requirements.
- (7) Its management, both mechanical and financial, is in the hands of thoroughly practical men.
- (8) In 1913 Canada imported of wool and manufactures over \$28,000,000, or nearly \$5.00 per capita.

A. N. LYSER,
Secretary-Treasurer.

Industry, Thrift, Banking, Insurance, Investments Educational Campaign

By T. B. Parkinson, Past Honorary President of Life Underwriters' Association of Canada.

When the Life Underwriters' Association of Canada came into existence eleven years ago, it had for its object the advancement of the best interest of true life insurance.

The need for organization having been recognized and the association starting out on its career for service, found its first real opportunity to do something which it was asked in 1910 to offer some suggestions regarding the new insurance act then before the banking and commerce committee of the House of Commons.

The next work of the association was found in the suggestion that the agents in the different provinces should be required to secure a license before taking up the work of a life insurance solicitor. This was to safeguard the public from being imposed upon by irresponsible agents.

The association has now reached the point where it realizes that with the insuring public having some definite knowledge about life insurance, the work of the men in the field would be greatly reduced, and the public obtain real service if life insurance were better understood and we believe the best place to begin this educational campaign is in the schools and colleges of our land.

The facts stated in the past president's address, given at Winnipeg last August, are worthy of our consideration. He said in part:

"Considering the rapid increase of life insurance in Canada and the important part which it has come to play in the economic life of the country, it seems only reasonable that the teaching of its fundamental principles should be accorded some adequate place in our system of public education. Ample with this fact, I undertook to investigate the situation, and as occasion permitted, on my trip through the Dominion I conferred with the educational authorities in the several provinces, as well as with the executive heads of our leading universities and colleges. So far as I have been able to learn, it appears at the present time that, aside from an actuarial course provided by Toronto University, incidental treatment of the economic phases of the subject in the courses on economics provided by several universities and a brief explanatory text contained in the high school arithmetic authorized by the province of British Columbia, no place whatever is given to instruction upon this important subject in the public schools and universities of Canada. Only the Life Underwriters, in co-operation with the Life Officers Association, should undertake to remedy this unsatisfactory situation. Two lines of action suggest themselves."

"In the first place we should keep in close touch with the educational authorities in each province and see to it that suitable treatment of the subject of life insurance is incorporated in new editions of advanced arithmetics as they are brought out from time to time. Through the courtesy of high school Inspector A. A. Houston, of Toronto, I was able to secure the insertion of a brief explanatory text, accompanied by appropriate problems, into a new high school arithmetic being issued by the Ontario Department of Education. I have also a standing promise from a text-book committee representing the departments of education of the four western provinces to the effect that every new edition of their arithmetic will place to the subject of life insurance in a new advanced arithmetic soon to be issued to them. None of the other provinces contemplate the issuance of new arithmetics in the near future, but in every case the educational authorities acknowledge the importance of the subject, expressed appreciation of having their attention called to the omission and promised to incorporate suitable treatment to life insurance in the next editions of their high school text books."

Another able address along the same lines was delivered by Professor Theodore Boggs, University of British Columbia, who stated:

"We may safely assume the general acceptance of the premise that instruction in such subjects of practical interest as the theory and practice of government, federal, provincial and municipal, the scientific principles underlying the computation rates in life insurance, and a comparative study of rival theories of taxation must involve mental discipline. Indeed the mental discipline incident to a course in the principles of life insurance may be much more severe than that entailed by many of the traditionally so-called disciplinary studies. Accordingly, on grounds of intellectual discipline there can be no logical ground against the introduction into the university curriculum of instruction in life insurance and other like subject of practical value. While according full homage to the proven worth and honored past of the humanities, the suggestion is even more that room might be advantageously found, in the curriculum, among the elective studies in the last two years of the ordinary arts course, for instruction in subjects of practical interest to all students, whatever the subsequent career may be. Indeed courses already are being given as a matter of course in most universities on subjects of practical application as money and banking, taxation, statistics, labor problems and corporation economics. The foundational training in the more clearly cultural studies enjoys the unquestioned right of way during the first two years of the usual course in arts. It is during the last two years of the course that elective subjects in general make their appearance. Then the establishment of a course in the principles and practice of life insurance as electives in the junior and senior years would in no essential way alter or disturb the present system of higher education. Such courses would merely take their appropriate place in the group of elective studies."

In an address delivered by Dr. S. S. Huebner, of the University of Pennsylvania, before the New York Life Underwriters' Association on February 24, 1916, he said in part:

"Few institutions so vitally affect the average family. The very basis of its structure is life insurance. Life insurance should constitute today a substantial item in every family budget, just like food, clothing, rent and fuel. It is the only sure means of eliminating one of life's greatest gambles. It alone enables a breadwinner to capitalize his value for the benefit of those who depend upon that bread. It should do more than any other institution to eliminate the cause of worry. Not only is it a powerful agency for inculcating thrift, but even for the person who can save it furnishes the only certain method of hedging against the possibility of the loss of his earning power. Thus, the short public, through an intelligent appreciation of the principles of insurance may protect itself against the loss and misery occasioned by the premature death or impotence of its productive members. For he who does not insure gambles with the greatest of all chances and, if a loser, makes those dearest to him pay the forfeit."

Pending the establishment in our Canadian universities of professional schools of business administration, which in itself would strengthen the view that the career of business is essentially a profession, it is highly desirable, in the interest of public enlightenment and welfare, that instructions in life insurance be provided in our institutions of learning. By meeting this need the Life Underwriters' Association of Canada would in no small measure serve the general welfare of the nation at large and may I add, not without credit and advantage to that association itself.

WHY I CARRY INSURANCE

BY ERNESTINE SCHUMANN-HEINK.

Life insurance was just brought to my attention about twenty years ago. At that time my children were young and I realized that their future could best be safeguarded by adequate insurance on my life. I, therefore, took out as large a policy as I could afford. From time to time since then I have added to my insurance holdings until I now carry \$187,000.

I am a strong believer in life insurance for professional women, whose income would cease at their death. Some of the policies I carry combine the element of investment with that of protection, so that after a period of fifteen or twenty years the policies provide a fund for the years when one's earning power will have decreased. I believe every self-supporting woman should carry insurance. For a woman with children or others dependent upon her for support, life insurance is, in my opinion, indispensable.

WALL STREET CONDITIONS.

When patriotism and shrewd business succeeded in establishing the \$200,000,000 fund to stabilize the money market during the floating of the present Liberty Loan, it was thought that Wall Street conditions would be encouraging toward a good subscription for the loan, but in many features nothing but disappointment has followed the announcement of that worthy and commendable move. Some of the money-lending shysters did not like the prospect of 25 per cent interest for some time more and have been seeking profits in other ways. Not the least deplorable has been the aiding of unpatriotic and ultraselfish bears in raiding the market with large blocks of the choicest dividend-paying securities at daily receding prices. That they have made money, and, in some cases, big money, goes without saying, but it will always have the taint of "ill-gotten gains" to mar the pleasure of possession. There is absolutely no basic reason for the low price of some of the best railway and industrial stocks. In fact, so well assured are the banks of the continuance of profitable operation of the industries even under Government price-fixing that little or no discrimination is made between rails and industrials in the loaning of money for carrying purposes. Now that prices of commodities have been officially fixed, attention is being given to the labor situation. High prices obtain, and still higher are urged by some lines, but the employers are recognizing the high cost of living and adjusting other conditions to meet necessitated advances in the cost of production. The United States Steel Company, after directing the fixed prices for steel, as their way to making a good profit on the finished product, and have laid off with a wage advance of 10 per cent, while other companies are about ready to follow. The coal miners are insisting on another readjustment, but cannot establish that the cost of living is any higher than it was in April, when the last settlement was effected to their satisfaction. The railways are handling more traffic than ever before, while operating and maintenance charges will not go much, if any, higher. Present prices look unusually attractive, but, for the buyer who believes in the basic worth of the issue of his choice Chesapeake and Ohio and Missouri Pacific, among the rails, are worthy of more than passing attention at present prices, while General Motors and some of the other industrials which have suffered unwarranted depreciation offer opportunity for reasonably safe and profitable investment. For those whose pet investment is bonds there are many wonderful bargains.

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THE LONDON ADVERTISER COMPANY, LIMITED. London, Ont., Tuesday, October 16.

LAURIER OR BOURASSA?

WHETHER or not they agree with his published views on the conscription situation, students of public affairs must realize that Sir Wilfrid Laurier's attitude may save Quebec from a position far worse than anti-conscription.

Quebec has the power to elect 65 members to the House of Commons. As a factor bearing weight on either of the two parties in the house, such a representation would come close to controlling the situation, as did the Irish party in the British House of Commons. Quebec was against conscription without a vote, and probably in any event. But if Sir Wilfrid Laurier had come out in favor of conscription without a vote of the people, it is more than probable that the Nationalist party in Quebec would have been able to grasp at least 60 seats of the 65, and hold them, not only during the war, but for many years after the war.

Quebec may be troublesome to a certain extent at the present time. But as a Nationalist province able to make its "balance of power" felt as a tremendous force in the country, it would be far more troublesome.

Sir Wilfrid Laurier understands Quebec. He is the one man able to bring about the salvation of his province, and to keep the union unbroken. The present Government in its dealings with Quebec runs wholly to those always identified as Nationalists.

PARTYISM IN TORONTO.

TORONTO Conservatives do not appear to be quite so ready to drop partyism as their words would have us believe; in fact there is reason to believe that what they desire is that Liberals should put aside all party spirit, leaving it to the Conservatives as a monopoly. This is the "union" they would indorse with enthusiasm.

Report had it that Hon. N. W. Rowell would seek election to the Federal Parliament from North Toronto, the old seat of Sir George E. Foster, but dispatches to Conservative papers say the electors of that riding do not favor the plan. Their attitude, it is said, is that Liberal members of the "Union" Government should show they represent Liberal opinion "by securing indorsement in Liberal ridings."

On the other hand, these Conservative papers tell us that there are going to be no Liberal or Conservative ridings; the only point of division, according to their hopes, is to be over a point already settled, conscription.

Should not the Conservatives of North Toronto, devout followers of Premier Borden, be delighted to be represented by a minister appointed by Sir Robert? N. W. Rowell is a conscriptionist, so what more could they ask in a representative? Surely they are not quietly preparing to vote party irrespective of any other considerations, as in the past!

There is room for suspicion that it would please some of these Toronto Tories mightily if any or all of the Liberals who have consented to join the Borden cabinet were defeated at the elections. Perhaps it is not fair especially to single out those in Toronto for this suspicion.

NOT WORTH THE RISK.

THERE has been made a proposal in England that Premier Lloyd George visit the United States this coming winter and deliver addresses, speaking authoritatively from one great democracy to another. The London Globe, in supporting the suggestion, declares the visit would be productive of good results.

There is no doubt that Lloyd George would be warmly welcomed in the United States, and would win the admiration of the American people as he has that of the British. But there are risks to be taken in making the voyage which appear too hazardous at this time for a man on whom so much depends. There are still German submarines at work in the Atlantic, and German spies on both sides of the ocean. There is every probability that the premier, traveling on a vessel properly escorted, would make the trip in safety, but there is a possibility that a torpedo might reach the ship, and Lloyd George be numbered among the missing.

Britain cannot afford to lose her premier; his death would be a more severe blow than that of Earl Kitchener. In the course of his duties it is necessary for him to visit France at intervals, but that short sea voyage is comparatively safe. If the great Allied cause required his presence in the United States, Lloyd George would not hesitate, but it is doubtful if it would be the part of wisdom to take chances when the actual need for doing so does not exist.

TWO STORIES ABOUT SMALL CHANGE.

THE old man was getting fidgety. He was missing small change from his pockets every day, and to him it was like a run on a bank—yet he could not suspect her. He felt certain that with her "allowance" she would not find it necessary to shell his pockets of their meagre store. In fact she was usually very generous when it came to the matter of a loan. But the money was gone from his pockets every day, and he was well aware that 2 per cent was not costing him much. Just a tin of tobacco and a few male odds and ends, a quarter on the world's scale, perhaps. So that when he came to miss a certain amount per week in silver, he started to worry. There were no holes in his pockets.

He was worried about it as he sat down in

ARISE, QUEBEC!

Ah, Drummond, could you speak, I know. The French would rally to the cause. You know them as no other know. If you should call, they would not pause.

Oh, for your rousing words of words To the head that drives the spear. Oh, for the spirit of the Sault To rush to France's noble use.

We've seen them fight with pole and hook. And dare death in the creaking crush. We've seen them battle through the night, In rivers running logs and slush.

The river and the woodmen's breed Needs but a word to couch the lance. That pierces now the elm's bark. To thrust a telling blow—for France!

—W. J. L.

the big imitation leather chair. He started on a journey with Stewart Edward White into the heart of Africa via the S. E. P. As he came to an exciting chapter, he heard a tinkle. The mystery was solved. In these days of skimmed trousers pockets, which are of the shallowness of a vest pocket, the small change leaks when one assumes a reclining position and twists and turns. And a big leather chair is an affair of many secret passages and recesses. It could conceal the national debt better than the minister of finance.

Our hero seized the chair eagerly, turned it over, and commenced to throw the hooks into it. The silver came in a perfect flood. He did not stop to count it. He continued to throw the boots into it. And as long as the jingle continued, he punched and pounded that dear old arm chair. After the shower let up, he dug into it with fingers and nails, with penhandle and pocket knives. The autopsy over, he counted up his lost shekels. Three dollars and thirty-five cents, and a collar button, thank you! Thanksgiving? We should say it was. Moral—Let not suspicion lurk when pockets are bare;

But quickly get to work and kick the old arm chair.

And the other story about small change has a moral, too. It's about the nickels and dimes and quarters that are left on the counters of stores by careless people. One Richmond street merchant showed a little bag, containing silver that had been left on his counter by customers. It contained more than \$30. He didn't tell what he did with it, except to say that anyone who could make out a case for leaving change would get his back. Say that each forgetful one left 10 cents. That would mean 300 persons who reached for their purchase but forgot to get what was coming to them. A large percentage of the population is careless with its money. We don't suggest that penny-pinching is a good thing, but a man who is given money to spend should have his mind on his work. Why pay the life insurance premium for the merchant man when he is willing to pay his own?

ROBBERY OF THE WOMEN.

A ST. THOMAS LADY observes that by the franchise act patriotic women workers are placed on the same footing as "alien enemies." Thousands and thousands of intelligent, self-sacrificing women all over the country have been toiling to win the war. Women already have won the vote in several provinces. Yet the chivalrous nouveau knights who clutter up the scene in Toronto and Ottawa deny the finest women of the land what is probably their legal as well as moral right.

Patriotic women are penned up with suspects and foreigners in a sort of limbo between citizenship and the penitentiary. Is it any wonder they object to this purely arbitrary and wholly unreasonable legislation? If their husbands and brothers and sons have any manhood in them, if they are not absent from the front because of sheer pusillanimity, they will strike a heavy blow on polling day at the manipulators who are guilty of such unfair discrimination and chicanery.

About the only consoling feature of the case is that most of the naturalized aliens with whom four-fifths of our patriotic women are classed or unclassified, have themselves every right to vote as taxpayers, as industrious workers, and as sympathizers with the Allied cause. But that is small consolation for the much greater injustice done to the finest women of Canada en masse, who in more than a hypocritical figure of speech are our better half. The millionaire thieves who have been corralling our food supplies deserve punishment also for robbing Canadian women of the vote that is legally and morally theirs. They are afraid of the women whose leaders have been stunted. But the men will strike for their wives when voting day comes.

EDITORIAL NOTES.

Be as careful in the amount of coal you buy as in the quantity you burn, and all will be well, say the dealers.

Twenty Villa followers have been found hanging on telegraph poles. There are plenty of the poles still undecorated.

Germany, after gaining mastery of the Gulf of Finland, will doubtless announce that this confirms her claim to mastery of the seas.

That nitro-glycerin explosion at Gibbstown, N.J., strengthens the impression that there are more active pro-Germans in the States than have been arrested.

Whitewashing a coal pile to prevent stealing is an ingenious idea. The modern idea seems to be to make the way of the transgressor harder than ever.

Another body blow for Germany is provided in the purchase by the Allies of 300 vessels from Argentina. The date for the subjugation of Britain by submarines is again postponed.

"Come home," is the urgent command uttered to those young Canadians now in the United States who are liable to draft. The American authorities will be glad to co-operate in enforcing it.

The mayor and other city officials of Junction City, Kan., protest against the quartering of negro troops at Camp Funston, but there is nothing to show that they are averse to having these men fight for their protection.

THE TOONERVILLE TROLLEY THAT MEETS ALL THE TRAINS.

By Fontaine Fox.

(Copyright, 1917.)



The cost of living in this land is certainly surprising. Things go up, and I understand That even yeast is rising.

"Laugh and grow fat," quoted the Sage, commented the Fool, "and then you'll find that the laugh is on you."

A married man is often stuck For coin, his wife will find; He wishes he could change his luck Like she can change her mind.

"A woman has no sense of humor," sneered Mr. Gabb.

"Maybe that's why she often takes a man seriously," commented Mrs. Gabb.

A Chicago newspaper advertised widely that on a certain date it expected to name the winner of the world's series between the Giants and White Sox, and it advised everybody to order copies early, as the expert would guarantee that the club he named would win. Johnny Ray saw the announcement and sent for a copy. And this was the "expert" had to say in naming the guaranteed winners: "The team that gets the most runs will win the series."

This is a fact.

I've written verse for quite a time, And found," said Poet Pringle, "While gold and silver do not rhyme, They make a dandy jingle."

The Adventurous Leightonians. The Leighton (Ky.) correspondent of the Irvine (Ky.) Sun recently sent in the following item: "Rev. J. A. Canter married W. G.

garden might fade and die was appalling. He knew that by fair means or foul he was going to become more than merely acquainted with that small neighbor of his.

It was toward evening when he heard a soft knock at his door. He opened it, and there stood Susie herself, with a dainty and very tiny basket of fresh flowers on the top.

She blushed beautifully when she

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saw that her upstairs neighbor was a man, and she felt a quick jolt when she saw that he had lost one leg. The reason for the muffled footsteps came vividly into her consciousness. He had returned from the war with crutches, and was only now beginning to handle them easily.

"Oh," she said swiftly, "I brought you up these vegetables from my tiny garden, but, being a man, I suppose you can't cook them. I somehow fancied a woman lived up here," she added.

"How did you know I cared for your garden?" McGill asked, by way of detaining her a moment longer.

"I saw the long rubber pipe, and watering can out of your window," she promptly replied; then, throwing convention, she said: "I will cook the vegetables for you, and you may come down and have dinner with me tonight."

"If you like, I see you are a wounded soldier, and all women should do all they can for the men who have fought for them."

McGill laughed quickly and most happily. All was going well with his heart-beats, and he knew that all would continue well when he saw the small figure of the man who had fought for them.

"I am glad to have fought for women such as you," was what he said, both then and later when he had gone to her for his own.

The Limit. A bargain sale. Mrs. Dale: She'd buy eggs at A bargain sale.

Such! "Rumors" boasts that he came from a good family," said Brown. "Well," observed Jones, "he must have traveled a good distance."

Notice! If Oda Buck of 18 West Dekalb street, Dayton, Ohio, will pay his dues in advance we will admit him to the club.

Geesh! We have located O. Booser at 120 W. Seventh street, Oklahoma City, Okla., with the assistance of Charles H. Ruth, the attorney. But what the Heck O. Booser wants in a bone-dry state is more than we can understand.

Cole-iceberg. Lillian A. Cole of Versailles, Ind., has just been married to Martin H. Iceberg of Friendship, Ind. The marriage license was issued in Osgood, Ind.

Great! Dear Luke—Wouldn't it be fine if a married man could rinse the small of a drink out of his mouth as easily as he can out of the glass?—W. A. S.

Thank! Will Flogh of Harrison, Ohio, has offered to make our war garden next spring.

Our Joe Miller Contest. Henry Beach claims that the oldest joke is the one about the Hebrew who used to win at poker every night and who lost on the races every day. One day his wife said to him: "How is it that you win at the races every day?" "My dear," was the reply, "they won't let me shuffle the ponies."

Names Is Names. Ima Horneet lives in Toronto, Canada.

Our Daily Special. Every Man Imagines That He Is Carrying The Heavy End Of The Load.

Luke McLuke Says: If a woman can't do anything else to scrap about she can always get mad at her husband because some other woman in the neighborhood dresses better than she does.

When Lovey is content to occupy a whole chair by himself, and lets Dovey sit in another chair, the Honey-Scout goes down in the cellar and swallows a handful of poison tablets. The worst floppers we ever knew were men who spent a lot of their time bragging about their consistency.

What makes women hate one another so? A woman will always shove along and make room for a man in a crowded car, but they won't budge an inch for another woman.

There is something human about a dog. He will fight another dog much quicker when he sees that the other dog has a ribbon tied around its neck.

The old-fashioned married man who used to crank a clothes-wringer all morning now has a married daughter who gets nervous prostration from cranking the phonograph.

For heaven's sake take a hint. When the man whom you are calling on begins to squirm in his chair and fiddle

with articles on his desk, he is busy and wants you to beat it.

It takes a man a year to learn how to talk. And then it takes him the rest of his life to learn not to.

Never waste your time selling other people not to waste their.

Wait a Minute!

By J. M. F.

A humorist has been given a commission in the American army. (ina) does not mean that the expedition is a joke.

When the Germans are going badly they go out and take a rag out of Russia. Just like rubbing paint off a chorus girl's cheek.

One has the greatest faith in man kind these days until he takes a sun bath in the hole in the chorus of a musical show. Then he goes out and hovers at the wind.

This war is to teach Prussians honesty. If that is not a job, then we flounder.

Some day folks will learn that it is quite impossible to shove a fast expression on the track with a jitney. Can't be done, although a number of folk (now) defend have tried real hard.

The German army is 40 per cent below the average. Heine's wastrel must surely be a dent now.

N. W. Rowell will run in Toronto. It will take some work there to get him an accession. The only way he which he could win a seat in Toronto is by running.

The walls of some Liberal newspapers because Sir Wilfrid Laurier may drop out of public life are about as sincere as the Kaiser's weeps over Belgium. Let's go where the whangdoodle nourish for its fire-bomb. Smug! Gerel!

Thoroughbred Is Right. If, instead of saying "The High Cost of Shoes," you had only said "The High Cost of Shoving," you would have let the "Wait a Minute" crowd know that SOME PERSON is a thoroughbred.

At the risk of being slightly personal what is your figure, monumental, moderate, or—but surely not—average? Then let's go—quick!

SOME PERSON is a thoroughbred. P. S.—Sad world. Isn't it, J. H. I. S. P.

On the Italian front it is either mid winter or just the beginning of winter snow matter. Pass the hatchet! bumping into something.

There is one thing about the Russian navy—it can't run. It's written bumping into something.

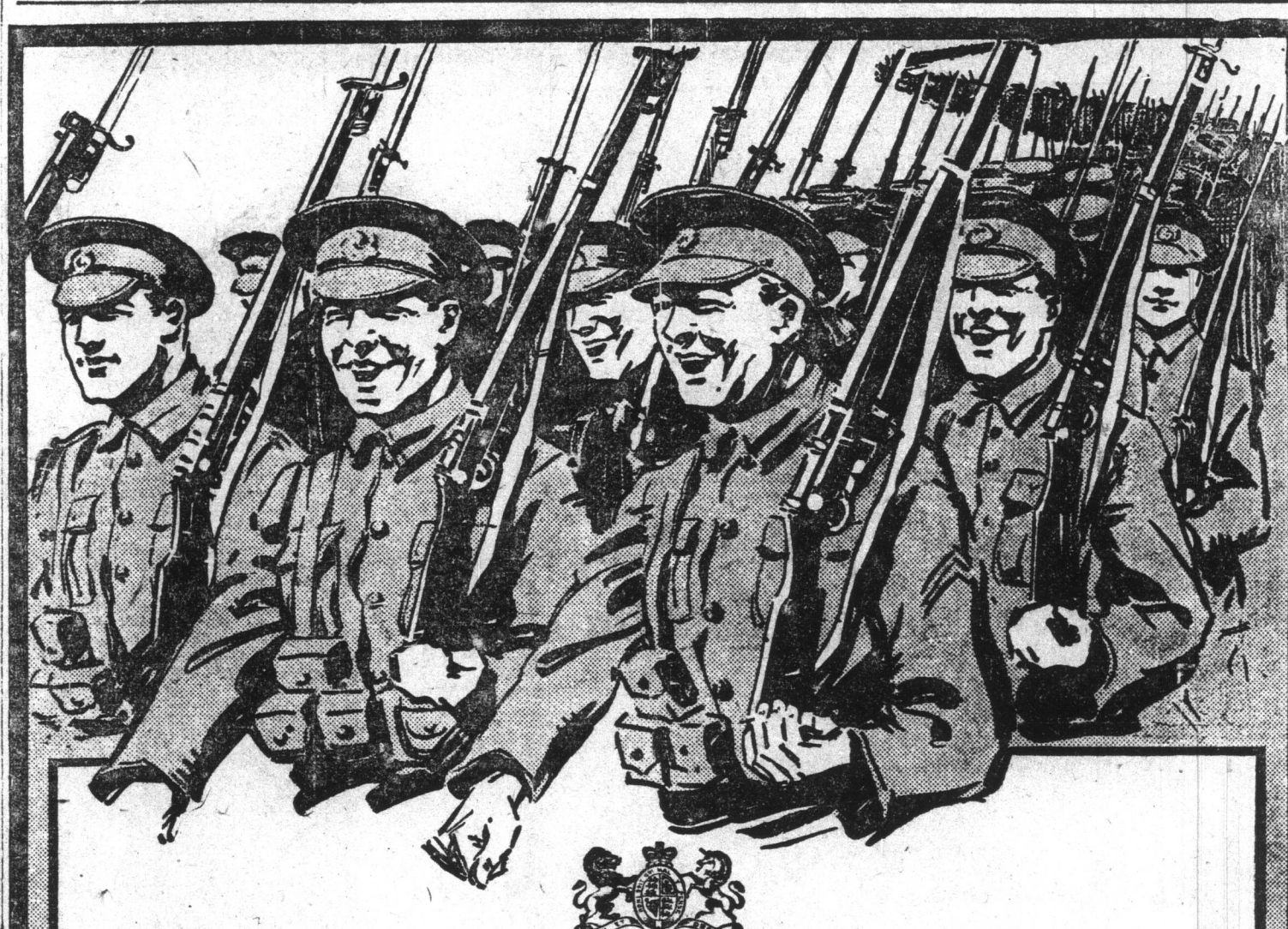
German sailors are being shot for refusing duty in U-boats. It seems that they prefer to be shot than buried in the briny deep. Looking better.

They are making motor fuel out of straw. We can contribute our last year's bonnet to the cause.

Some people want to know what kind of figure we have. Retrouse! what some gents called it. Bad enough anyway.

There is a great reduction in bulbous noses we hear. No more the bright lights.

Detroit will go dry in November. It is stated. The Grand Trunk is going to lose a lot of money.



Will Class One Provide The One Hundred Thousand Men?

It will be greatly to the advantage of Canada if the entire quota of 100,000 men to be raised under the Military Service Act can be secured from the first class; that is, from the men between the ages of 20 and 34 who were unmarried or widowers without children on July 6th, 1917.

This is almost self-evident for the following reasons:

Put Less Tea in the Pot

Because it chiefly consists of the Assam teas of Northern India, the strongest and richest in the world, less Red Rose is required in the tea pot.

Where four or five spoonfuls of ordinary tea are required just use three of Red Rose.

And Red Rose tastes better.

Kept Good by the Sealed Package



Thanks for "Juanita." Dear Miss Grey, I see that "Juanita" has been kind enough to send directions for my wee girl's mite. Many thanks, "Juanita." I guess I can manage them all right now. Would any reader like to send me a box of green tomato pickles? This keeps and eats good. I will give you two lonely soldiers' addresses, if any reader would like to send either of them a box it would be gratefully received, as they are serving our King and country under particularly trying conditions. These boys are well known to me, and I send them a box of goodness as often as I can, but that isn't as often as I should like, because I have my husband and five brothers to send to, for all my men-folk are in the line. Kind regards to Miss Grey and the Mail-Boxers. From

A wholesomely spread, for a slice of Bread.

The Kiddies' just love CROWN BRAND CORN SYRUP

At all grocers in 3 pound Perfect Seal Quart Jars or 2, 5, 10 and 20 pound tins.

Write for free Cook Book.

THE CANADA STARCH CO. LIMITED

MONTREAL

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A PAGE OF INTEREST TO SOCIAL AND PERSONAL

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Advertiser Patterns



A Dainty Model for Party or Best Wear.

2130—Girl's dress with two styles of sleeve, and with or without bolero.

For the growing girl there is nothing more attractive than this style with its simple waist, full skirt and the prettily shaped bolero, which may be made in the loose sleeve or new and novel, but the puff style is equally becoming.

The pattern is cut in four sizes, 8, 10 and 12 years. It requires 1 1/2 yards for the bolero and 3 1/2 yards for the dress, of 27-inch material for a 6-year size.

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

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

Name Town Province

Age (if child's or misses' pattern) Measurement: Bust..... Waist.....

Caution: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is sent, please enclose only 10 cents in silver or stamps, 25, 25, 25, or whatever it may be, if a skirt, give waist and length measure, and if a dress, give length measure, and if a dress, give length measure, and if a dress, give length measure.

Write only the figure representing the "length" or "waist." Patterns cannot reach you in less than one week from date of application.

Cynthia Grey's Mail-Box

Outfit for Baby.

"Interested"—You had best find out the rules prevailing in the hospital you wish to enter. In some, the mother must stay with the child, in others the mother need only provide a kimono for herself, and one outfit for the wee one to wear going home.

They're Sin Twisters.

Dear Miss Grey,—I am sending an addressed envelope, if you have any nice patterns for a square crocheted vest, we would be very glad of the loan of it. If you wish we will return some of our patterns.

2. How would you advise us to wash a delicate robe blouse, with colored collar and cuffs?

3. We should also like the address of a pattern book for a square crocheted vest, and if you have a little news from Canada, send us a little news from the States.

4. Do you think conscription will take the boys away from the farms? We sincerely hope not, as we have only one brother, who is doing his bit producing.

5. There are none at hand just now, but it's possible some reader may have a request and send a design.

6. Believe a gasoline wash would be most helpful for a square crocheted vest, like water does—or at least that has been my experience.

7. Addresses have been sent.

A Number of Queries.

Dear Miss Grey,—My compliments to the Mail-Box, and may I have a little news from you in advance? Can you tell me good home remedies for dandruff and one for a dark skin? (not naturally so.) Have tried several preparations from ads with little result, and some of them, at least, may be harmful. Have a heavy head of hair, so it must be something to go well through it. My skin is perfectly smooth, and free from eruptions, but it needs whitening. Also have you recipes for preserving butter? For those who like mince-meat this is a near substitute: One peck green tomatoes, 1/2 peck apples, 1/2 lb. raisins, 1/2 lb. brown sugar, 2 lbs. raisins, or raisins and currants, 2 nutmegs, 1 cinnamon, 1/2 lb. butter, 1/2 lb. sugar, 1/2 lb. salt, 1/2 lb. ginger. Cook three hours. Just before taking from fire add one cup vinegar. Do not pour off any of the tomato juice, but keep it in the pot. The right consistency for pie. I put salt on tomatoes, cut in halves over night, then rinse, cut in the morning and grind, it is better than chopping for mince-meat. The raisins can be added as they are opened for use, but then it must be boiled again to get the flavor well through. Perhaps it sounds much like a pie, but it is good.

Eating for Health and Strength calls for intelligent food selection. It is easy to keep in top-notch vigor of mind and body at low cost if you know Shredded Wheat Biscuit. It is 100 per cent. whole wheat—nothing wasted, nothing thrown away—contains more real body-building nutriment than meat, eggs or potatoes and costs much less. Full of nutriment, tasty and toothsome. Most people like the nutty aroma of the baked wheat, especially when served with hot milk. Delicious with sliced peaches, bananas and other fresh fruits.

Made in Canada.

Look for this advertisement and look for this brand.

Look for this advertisement and look for this brand.

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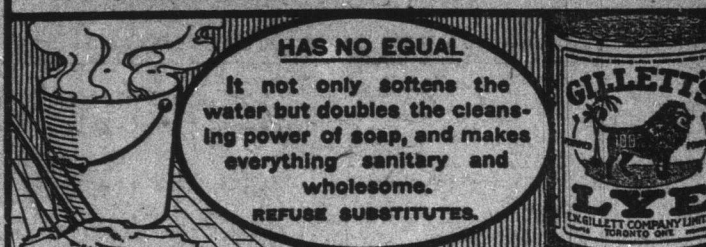
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Look for this advertisement and look for this brand.

GILLETT'S LYE



"Please, Mother



Always Fresh and Crisp

Sold Everywhere in Different Sized Packages

McCormick's

JERSEY CREAM

Sodas

MAKES BUYING MATCHES never struck you as being an important job. But it is. It is important that you buy none but EDDY'S

CHEMICALLY SELF-EXTINGUISHING

"SILENT 500"

The matches with "no after-glow." EDDY is the only Canadian maker of these matches, every stick of which has been dipped in a chemical solution which positively insures

WHITE SOX TAKE THE WORLD'S SERIES 4 TO 2

MUTT AND JEFF—As a Base Stealer, Mut is a Regular Jesse James.



HARRIERS DRAW UP BASKETBALL SCHEDULE

Will Play Eighteen Games Before Christmas—Fine Players on Roster.

The Harrier basketball league schedule was drawn up last night at the Y.M.C.A. This league will consist of four teams—Victoria, Browns, Pirates and Monarchs. The games will be played at the Y.M.C.A. gym every Monday and Thursday at 6:45 p.m.

The following are the names of the leaders and players of each team: Victoria—Captain, Ferguson; players, Roberts, Brady, Camps, Beemer, Dutton, McLeod, McLean.

Pirates—Captain, Thomas; players, Parkinson, Burridge, West, Bowman, Detwiler, McKillar, Parkinson, Bryant, Henderson.

Monarchs—Captain, Markle; players, M. Ginsberg, A. Goldstein, Heaslop, Lightfoot, C. Simmons, Marley, Taylor.

The following is the schedule, which contains 18 games—two a week—until December 17, after which a second series may be drawn up.

Victoria vs. Pirates, October 10.

Browns vs. Monarchs, October 22.

Pirates vs. Browns, October 23.

Victoria vs. Monarchs, November 13.

Browns vs. Pirates, November 12.

Victoria vs. Browns, November 13.

Pirates vs. Monarchs, November 13.

Browns vs. Pirates, November 22.

Victoria vs. Monarchs, November 25.

Browns vs. Pirates, November 23.

Victoria vs. Browns, December 3.

Pirates vs. Monarchs, December 6.

Browns vs. Pirates, December 10.

Victoria vs. Monarchs, December 17.

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Pirates vs. Monarchs, December 17.

Browns vs. Pirates, December 17.

Victoria vs. Monarchs, December 17.

HOW THEY DID IT

STANDING. Won. Lost. Pct.

Chicago Amer. 2 4 .333

New York Nat. 2 4 .333

RESULTS.

FIRST GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 001 100 000 2 7 1

Batteries—Cicotte and Schalk; Saltee and McCarthy.

SECOND GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

THIRD GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

FOURTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

FIFTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

SIXTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

SEVENTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

EIGHTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

NINTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

TENTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

ELEVENTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

TWELFTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

THIRTEENTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

New York 000 000 000 0 0 0

Batteries—Cicotte and Schalk; Saltee and McCarthy.

FOURTEENTH GAME.

Innings—R.H.E. Chicago 000 000 000 0 0 0

WHITE SOX NAB WORLD'S SERIES WHEN GIANTS COLLAPSE IN FOURTH INNING;

Chicago Gets First Pennant Since 1908—Scores Three Runs on Two Hits—Eddie Collins Makes Circuit on Errors and Fielder's Choice.

NEW YORK, Oct. 15.—Coming out of the west like a locomotive, the Chicago White Sox won the world's series baseball championship here this afternoon, defeating the New York Giants 4 to 2 in the sixth and deciding game of the 1917 diamond classic. For the first time in almost a decade the titular banner will float over the fans of the middle west football team, which won the series pennant in 1908.

After winning the first two games on the home field and losing the next two at the Polo Grounds, the Chicago team clinched the go-ahead victory with a straight victory at Comiskey Park, as evidence of the superiority of the White Sox over the great national game.

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OFFICIAL BOX SCORE

CHICAGO. R.H.E. P.O.A.E.

J. Collins, 1st.....3 0 1 0 0 0

Leibold, 2nd.....2 0 1 0 0 0

McMullen, 3rd.....2 0 0 0 0 0

R. Collins, 4th.....1 1 1 0 0 0

Jackson, 5th.....1 1 1 0 0 0

Felsch, 6th.....3 0 0 0 0 0

Gandil, 7th.....4 0 2 14 0 0

Weaver, 8th.....1 1 1 0 0 0

Schalk, 9th.....3 0 1 4 1 1

Faber, 10th.....2 0 0 0 0 0

Totals.....34 4 7 27 12 3

NEW YORK. R.H.E. P.O.A.E.

Burns, 1st.....4 1 0 2 0 0

Herzog, 2nd.....4 0 2 5 0 0

Kauff, 3rd.....4 0 0 2 5 1

Zimmerman, 4th.....4 0 1 2 1 0

Robertson, 5th.....3 0 1 0 1 0

Holke, 6th.....4 0 1 12 0 0

Benton, 7th.....1 0 0 0 0 0

Wilhoit, 8th.....0 0 0 0 0 0

Perritt, 9th.....2 1 0 1 0 0

McCarthy, 10th.....1 0 0 0 0 0

Totals.....33 2 6 27 12 3

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RECORDS BROKEN AT SARNIA FIELD DAY

Henderson Sets New Mark in Running Broad Jump—Wins Championship.

SARNIA, Oct. 15.—In addition to carrying off the senior honors in the annual field day events of the Sarnia Collegiate Institute, Stuart Henderson, shattered the record in the running broad jump, set by the Guelph O. A. C. of nineteen feet one-half inch, by jumping nineteen feet one inch. He carried off six firsts and is the winner of the medal for the senior events. Russell McAllister carried off the boys' junior events, John Leibel was second, and S. Mendel third. J. Patterson carried off the second honors

GERMANY CALLS OUT MEN UP TO 47 YEARS

COPENHAGEN, Oct. 15.—Germany has extended military service to men 47 years old, and is calling up those who have heretofore escaped service owing to military unfitness. The new regulation calls to the colors all exemptions born after September 1, 1870.

URUGUAY OPENS ARMS TO ENTENTE ALLIES

MONTEVIDEO, Oct. 15.—A presidential decree issued today sets forth that the rules of neutrality will not be applied to the Governments of the Entente Allies.

Uruguay severed diplomatic relations with Germany on October 7.

We Have "Come-Backs"

But they are the men and women who have bought and worn our shoes, and COME BACK for another pair, at

Make It Parnell's

When next you order bread at your grocer's demand

Parnell's

It's no trouble for you. After you have tasted it you'll wonder why you did not take our advice before.

Parnell The Breadman

Phones 929, 1390.



DIAMONDS

Diamond Rings from \$5.00 to \$350.00, including single Diamond Rings, three and five diamonds and many fancy settings in the newest designs.

Exclusive designs in Necklets, Pendants, Bar Pins, Scarf Pins, Cuff Links, Tie Clips and Brooches.

C. H. WARD & CO.

Diamond Merchants and Jewelers.
386 RICHMOND STREET.
Phone 1094.

Western Ontario Electric Co.
237 Dundas Street, Phone 4071.
Inspect our new line of Fixtures and Lamps before purchasing. Estimates given on wiring free. A full stock of Flashlights.



SERVICE STATION

OPEN DAY AND NIGHT.
EQUIPMENT AND WORKMANSHIP
UNEQUALLED

Reliance Garage

Phones: Day 518, Night 518.
239 DUNDAS STREET. 7012

PETERMAN'S

High-Class, "Hand-Tailored," Made-To-Measure Suits.
\$22.50, \$25.00 and upwards
London Loan Bldg., Suite 4, No. 220 Dundas Street. 371

ON SALE TOMORROW.

Sirloin Steak, 30c lb.
SPARERIBS AND TENDERLOINS.
WILSON'S 5650-5651.



Good eyesight means good knitting—
Poor eyesight poor knitting—
Good Glasses good eyesight.

See us now

TREBILCOCK OPTICIAN

PHONE 2351. 233 DUNDAS ST. Two Doors East of Majestic.

TAYLOR'S STOMACH AND LIVER CURE

is guaranteed to cure all stomach and liver complaints.

TAYLOR'S 6 OUT-RATE DRUG STORES

SHELL GLASSES

Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.

John S. Barnard
Optician.
194 DUNDAS STREET. 74

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED
In Savings Bank 4 Per Cent
to 5 1/2 Per Cent
Manager. 344



DO IT NOW!

You were going to get yourself a nice STRING OF INDIAN PEARL BEADS, or a nice GOLD-FILLED WRIST WATCH, or a PEARL SUN-GLASS, or perhaps a nice WATCH AND CHAIN, or a DIAMOND RING or TIEPIN. We have exactly what you want, and at the price you want to pay, only you haven't seen it. Come in now and you will be pleased.

DIAMOND HALL. YOUNG'S

TWO STORES.
LONDON. EAST LONDON.

QUALITY PURITY

THE KEYNOTE OF XXX BREAD IS PROCLAIMED IN ITS WHOLESOMENESS.

Johnston Bros' X X X Bread

Phone 944 and our salesman will call at your door.

PHONES 2310-1066

FOR QUICK SERVICE.
Superior shoe repairing. Orders called for and delivered the same day.

MODERN SHOE REPAIR

505 Richmond St. 142 Bruce St. 3u yw

NEWSPAPERS

The greatest selling force we, or anybody else, know of, if your appeal is right.

Federal Advertising Service

Dominion Savings Building, LONDON, CANADA.

The Celebrated LOTUS SHOE

For Children

Made in New York, built on nature lasts, giving full expansion to the growing foot; in sizes for girls from 5 to 7 1/2, in tan calf, patent, gunmetal, button and laced \$3.00

Tan, sizes 8 to 10 1/2 \$3.25

Sizes, 11 to 2 \$4.00

These lines also come in boys' and youths' shoes. They are just what is needed for the growing boy or girl. Investigate today and give your children foot comfort for life.

JOHNSTON & MURRAY

LONDON. ST. THOMAS.

FURS Of Superior Quality. Exclusive in Design. BELTZ & CO.

BRITISH ARMORED MERCHANT CRUISER SUNK BY TORPEDO

Mine-Sweeper Sloop Long Overdue and Recorded as Lost.

LONDON, Oct. 15.—The British armored merchant cruiser Champagne has been sunk, and the mine-sweeping sloop Begonia is overdue and regarded as lost, says an official statement issued tonight.

"H. M. S. mine-sweeper Begonia, Lieut.-Commander Neale, R.N., is now considerably overdue, and must be considered lost with all hands."

"H. M. S. armored merchant cruiser Champagne, Acting Captain Percy G. Brown, R.N., in command, has been torpedoed and sunk. Five officers and 51 men were lost."

MONTREAL JUDGE ORDERS DISCHARGE OF SOLDIER

MONTREAL, Oct. 15.—The Canadian overseas forces are not subject to the rules of the British army act before going to England, so Mr. Justice Deneys of the superior court has decided in the case of Emile Therrien, who was declared by a military medical board here unfit to go overseas, but was transferred to the composite battalion against his will, and whose petition for a writ of habeas corpus has been held by the judge as well taken, and Therrien's discharge from military duty ordered.

GREEK OFFICIALS ARE LOST ON ITALIAN SHIP

Athens is Pained at Receipt of the News.

ATHENS, Oct. 15.—A painful impression has been created here by the torpedoing of the Italian steamer Bari, on which were a number of Greek officials from Turkey, whose names do not appear on the list of 50 survivors who were landed at Corfu. One hundred and twenty are said to have been landed on the Gallipoli Peninsula (Turkish territory).

According to advices reaching here the lifeboats of the Bari were sunk by the Germans who torpedoed the steamer.

JUDGE PHIPPEN IS C.N.R. CHOICE ON ARBITRATION BOARD

He and Sir William Meredith Are to Choose Third.

M. & M. STILL IN CHARGE

Government's Valuation of Stock Ten or Fifteen Millions.

OTTAWA, Oct. 15.—It is learned that MacKenzie and Mann will appoint F. H. Phippen as their member of the board of arbitration which is to fix the value of the \$60,000,000 Canadian Northern stock that the Government is acquiring under the legislation of last session. Some time ago the Government named Sir William Meredith as its representative in the arbitration.

Sir William and Judge Phippen are to choose a third arbitrator. If they fail to serve upon a man the third arbitrator will be named by Chief Justice Casella of the exchequer court.

Judge Phippen practiced law in Winnipeg, and was appointed to the bench by the Laurier Government. He left the bench to become solicitor for the Canadian Northern, a position he has held up to the present. There is difference of opinion at Ottawa as to whether the maximum limit of price the Government will put on the Canadian Northern stock will be ten or fifteen million dollars.

The Government has decided to leave the Canadian Northern board undisturbed for a time except for placing Hon. Frank Cochrane at its head.

After the valuation of stock has been made and MacKenzie and Mann have been paid the Government will reorganize the board, appointing a number of new men.

At present the Government is represented on the Canadian Northern by three men, namely Senator Richardson, E. R. Woods, of Toronto, and Mr. Christie, of Winnipeg.

The operating management of the Canadian Northern will be continued undisturbed in the management of the road.

SCOTTISH TROOPS MAKE HAUL IN MACEDONIA

143 Prisoners and Three Machine Guns Captured in Village.

LONDON, Oct. 15.—An official statement relating to operations around Salonika, issued today, reads: "On the Struma front yesterday Scottish troops very successfully raided Homondoo village, near Serez. After a sharp fight 143 prisoners and three machine guns were captured. Our casualties were light."

UNO-CRYSTAL BI-FOCAL LENSES HAVE NO ABERRATION.



Invisible Bifocals

DOUBLE-VISION GLASSES, GROUND ON ONE SOLID GLASS; NO LINES OR CEMENT.

BROWN OPTICAL CO.

EYE SPECIALISTS AND OPTICIANS
223 Dundas St. Phone 1877
LONDON. ONTARIO

Rowat's 50c per pound COFFEE

ASK GOVERNMENT TO STOP EXPORT OF HYDRO POWER

Councils Urge That Supply Is Needed Badly at Home.

SARNIA, Oct. 15.—At tonight's meeting of the city council a request from the Ontario Municipal Association that a resolution be passed asking the Government to prohibit the export of hydro power, on the ground that the supply is needed for munitions and other work, was favorably received. On motion of Ald. McAdams, seconded by Ald. McArthur, the resolution was carried.

A bylaw was carried to appoint Fred Page Higgins of Toronto city auditor, at a salary of \$1,000 per annum, with traveling expenses and hotel bills. He will visit Sarnia at intervals, and keep track of the audits in various departments, and inaugurate a system for a general civic audit.

No action was taken on a recommendation of the railway committee that warning signboards be erected at the corner of Christina and Wellington streets, where several accidents have occurred.

The license committee reported favorably on allowing Ald. Harris to add two more alleys to his bowling alley.

No action was taken on a petition from residents of the west side of South Milton street objecting to the erection of a stable by John Curran.

Council adjourned for two weeks.

Only One Enlists of 175 Applying for Examination

WINDSOR, Oct. 15.—Of 175 unmarried men between the ages of 21 and 34 who reported to Postmaster Wright today, to either file exemption claims or declare themselves ready for military service, 174 filled out exemption blanks. The lone eligible preferred immediate service to appearing before an exemption tribunal was Alfred Napoleon Leclair, 21 years old, a French-Canadian youth.

Until late in the afternoon, when Leclair arrived, it seemed as if the first day's enforcement of the military service act would result in not a single draftee filling out a declaration that he was ready to join the colors, but the unexpected happened.

"Do you want an exemption blank, too?" asked the postmaster.

"No, sir, not with a name like mine. I want to get back at the Prussians for the part that Blucher took in Napoleon's defeat at Waterloo," replied Leclair.

H. WOLF & SONS TO RETIRE FROM THE FURNITURE BUSINESS

After many years in the retail furniture and house-furnishing business in the city of London, Wolf & Sons, 285 Dundas street, have decided to retire from this line of business owing to being tied up to other businesses in and out of town.

Wolf & Sons announce that their entire stock of high-class furniture, carpets, rugs, draperies, electric fixtures, stoves and crockery will be offered by special sale to make a quick clearance. They have engaged Mr. Geo. Wilson, the famous Windsor linen sales manager, who will be in London for the next two weeks to dispose of the entire stock.

With the steady increase in the cost of furniture, every woman in London should turn out and be present every afternoon and evening during the special sales hours, as everything will be sold without reservation. Sale starts Thursday. See tomorrow's paper for special announcement.

DRESS GOODS

—Ten pieces Serviceable Winter Dress Goods, good strong materials for cool wear, 38 and 40 inches wide; values from 75c to \$1.00. A special bargain for these lines. Per yard 50c

—Two pieces Shepherd Check Dress Goods, 36 inches wide, good value at 40c. On sale, per yard 25c

—Two pieces Shepherd Check Dress Goods, 50 inches wide, value 85c. On sale, per yard 50c

COATINGS

—10 pieces Winter Coatings, including curls, Scotch tweed mixtures, chinchillas, etc., 54 inches wide. Beyond a doubt these are remarkable values at, per yard \$2.75, \$3.50 and \$3.75

CORSETS FOR STOUT WOMEN

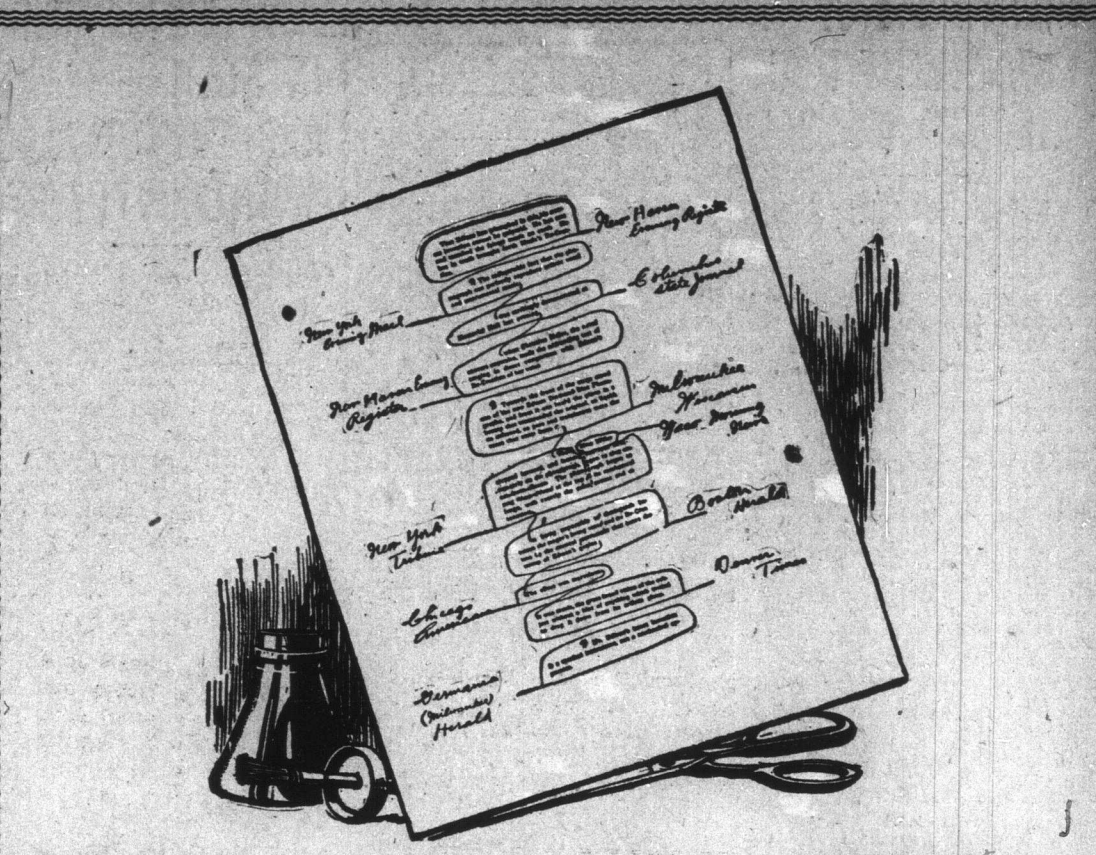
—Antipon Belt Corsets are especially designed for stout women; four hose-supporters attached. Sizes 22 to 30 \$2.25
Sizes 31 to 36 \$2.50

SWEATER COATS

—Men's and Boys' Sweater Coats, high-buttoned neck, full sizes, in grey only. Special \$1.19

MEN'S SOCKS

—Heavy Grey Wool Socks for soldiers and out-door workers. Extra value, per pair 60c



\$2,000 IN CASH PRIZES

for the best patchwork advertisements, composed by amateurs, of quotations from the articles which America's leading music critics have written about

The NEW EDISON

"The Phonograph With a Soul"

Look at the sample patchwork advertisement above. Then come to our store and get full instructions.

It costs you nothing to compete. The first prize is \$1,000. The total prizes aggregate \$2,000. Professional ad writers and all persons in any way connected with the manufacture or sale of phonographs are barred.

The Contest Closes October 27

Don't wait. Come today. Instructions and information will be gladly given. We furnish a booklet containing a reprint of what the music critics have said about the New Edison, and also provide you with a sample advertisement, pasted up in the proper form.

WM. McPHILLIPS

THE EDISON SHOP.

189 DUNDAS STREET, LONDON.

Our Work, Best By Test, Has Been Proven

London Tire Repair Depot
354 Wellington Street, Phone 2334.
A. WILKES. Opp. McClary's. 717

Rebuilding and Repairing of Your Tires and Real Service You Get at

LONDON'S RUBBER MAN.

BUCKMAN. Phone 5124. Rear 186 King. 717

Chapman's

NEW IDEA FASHION PATTERNS 15c EACH

Save Your Sales Checks and Get a MEDALLION PICTURE FREE!

—From any good photograph you bring us we will make an absolutely faithful likeness in a medallion-size picture. This is free of charge when your purchases in the store amount to \$10.

OCTOBER BEDDING SPECIALS

FLANNELETTE BLANKETS —Warm and fleecy, first-quality Flannelette Blankets, white or grey, in 11-4 size. Special, per pair \$1.95
—Grey Blankets, fleecy flannelette, 11-4 size, slightly imperfect. At, per pair \$1.75

WHITE WOOL BLANKETS. —With blue border, single bed size. At \$4.50 pair
—Double bed size at, per pair \$5.00 and \$5.50
—Pure Scotch Wool Blankets at, per pair, \$7.75, \$9.00, \$10.00 and \$13.75

SUITS

—Four pieces Imported Serge Suiting, all pure wool, in navy blue, burgundy, green and black, 50 and 54 inches wide, value \$2.00. At, per yard \$1.50

VELVETS

—Colored Corduroy Velvet, 27 inches wide, in navy blue, dark brown, dark grey, mottle, open and ivory, value 85c. On sale, per yard 65c

LADIES' WINTER COATS

—Warm Motor Coats and General Utility Coats for winter wear, in a splendid range of materials—tweeds, velours, beavers, curls, chevrons, etc. Large plush and velvet-trimmed collars, belted styles. Ranging in prices from \$12.50, \$13.00, \$15.00, \$16.00, \$17.50, \$20.00 upwards to \$35.00.

—Ladies' New Beaver Coats, in green, blue and black; plush-trimmed collar, entirely new model for dressy wear. Special \$20.00

SUITS, \$22.50

—Special sale of Ladies' Fall Tailored Suits at this price. Regular \$25.00.

SKIRTS, \$3.95

—Ladies' Separate Skirts, including blue and black serges. Pockets trimmed.

INDIA SILK WAISTS, \$2.49

—In rose, pink, maize and sea foam green; new India Silk Waists in these dainty shades; large sailor collar, cluster tucking on fronts, sizes 36 to 44.

J. H. Chapman & Co., 239, 241, 243 Dundas St. LONDON

Women's Underwear

WARMER U.T.D. WEAR NEEDED NOW.

—Women's Vests and Drawers, heavy rib, brushed finish, white or natural. At, per garment 45c

—Women's Underwear, vests with high neck and long sleeves or V neck and short sleeves, ankle-length drawers, medium weight present wear. At, per garment, \$1.00

—Flannelette Nightgowns, soft fleecy white flannelette, square or V necks, tucked yoke, long sleeves. Special at \$1.25

Flannelette

—Loch Lomond flannelette, dark checks for men's winter work shirts, 28 inches wide. Per yard 15c

—White Flannelette, fine casimere twill, 27 inches wide. Per yard 12 1/2c