

BELGIUM, SHIELD FOR HUMANITY, DESERVES EVERYONE'S SUPPORT

The Purpose of This Edition is To Secure Material Aid and To Arouse Sympathy For the Sufferers.

Belgian Relief Fund Edition Staff

Editor-in-Chief—Miss Isabel C. Armstrong.
Advertising Committee—Mrs. Samuel Stevely, Mrs. E. B. Smith, Miss Meta Macbeth, Miss Katherine Smart, Mrs. B. A. Mitchell.

For many weeks, members of the Local Council of Women had conned day by day news of battles, stories of tragedy of thousands upon thousands of Belgians, homeless, destitute, suffering from exposure, maimed, mutilated, grieving over the loss of friends, heart-broken for fathers, husbands, brothers, sons, numbered among the grievously hurt and killed, the martyrs of innocent neutral Belgium.

A story appears in this issue of a Belgian man of 80 years, taken from his home and marched before German soldiers, his worn, old body literally made a shield. Typical this of the Belgian nation, defending its own neutrality, and at the same time acting as a living shield between the hordes of the invaders and the less prepared allies.

What of France had the march to Paris been uninterrupted? What, perhaps, today, of England, eventually of Canada?

Canadian women, with their British sisters of the old country, owe Belgium a great debt of gratitude, which, apart from the most elemental humanitarianism, impelled the London Local Council of Women to some action for raising money towards Belgian relief work. The idea was conceived of publishing a Belgian relief edition of a newspaper, in order to secure the nucleus of a fund and advertise the movement. This has been made possible through the kindness of the publishers of The Advertiser, and today we make our bow to the public.

As a Local Council of Women special Belgian relief edition, we do not pretend to be a newspaper in the sense that we furnish up-to-the-minute records of events transpiring in the theatre of war. We believe, nevertheless, that our pages will be scanned with interest, and give good value for the money expended by readers and advertisers.

We have been fortunate in obtaining access to a great mass of recent material, which presents striking pictures of what war-time means to the old world; of the reception of Belgian refugees in England, and the activities in the mother country in connection with preparation of troops for continental service, entertaining soldiers who are billeted in private homes, furnishing dwelling-places for Belgian refugees, and equipping Red Cross hospitals.

Her Royal Highness' Good Wishes



The Women's Edition has been marked for high honor in the shape of the personal wishes for its success of Her Royal Highness the Duchess of Connaught. Miss Dorothy Yorke, Lady-in-Waiting to H. R. H., has written as follows to Mrs. H. A. Boomer, president of the Local Council of Women, and advisory editor of this edition: "Her Royal Highness the Duchess of Connaught desires me to inform you that she gives her permission with pleasure to your wish of reproducing her picture in your Women's Section. She hopes that the 'Belgian Relief Fund' will benefit largely from the sale of it."

LIVING TREASURES



The great, cruel rick of Destruction has been torn through peace-loving Belgium. Her art treasures have been smashed and levelled, her cities devastated. Yet there remain treasures greater than these inanimate things—the human treasures which we all may help to preserve. Cartoonist McNaughton, in his contribution to this edition, makes the appeal so direct and strong that it transforms itself into a heartfelt impulse to help.

MINSTREL SHOW TO AID VICTORIAN ORDER

There will be a patriotic minstrel show given by the newspaper men of the city in the Grand Opera House on November 20 and 21. The show is under the auspices of the Daughters of the Empire and the receipts are to go to the Victorian Order of Nurses. The Victorian Order is one of the most worthy charities in the city and those who buy tickets for the show will not only be getting their money's worth in amusement, but they will have the satisfaction of knowing that it is going to help a worthy cause.

Hymn For Soldiers at the Front BY MRS. RAWSON, LONDON.

Entered according to Act of Parliament of Canada, in the year 1914, by Mrs. Emma Rawson, at the Department of Agriculture. All rights reserved.

Saviour, we kneel to Thee, Guard them all unworthily. To our nation guard and bless, Thy people's wrongs redress. Crown them with success, We humbly pray.

Father, who reign'st above, Fountain of truth and love, O hear our prayer! Be with our soldiers now, Protect wherever they go, Shield them from this great foe, Be ever near!

Let Thy almighty power, Guard them this dangerous hour, Direct their way, When in the thickest fight, Lead Thou their steps aright, Keep them in Thy dear sight, We humbly pray.

Now on the battlefield, Cause Thou our foes to yield, Our leaders guide, Keep their hearts brave and true.

Daily their strength renew, Nobly their work to do On every side.

O haste the time of peace! Let strife and tumult cease, We humbly pray, Then war shall be no more, Peace reign from shore to shore, And all shall love Thee more— O speed the day! Amen.

At the present time this hymn is suitable to be used in schools or churches. Copies to be had from the composer, to help the Belgian relief fund.

TERRIBLE TIMES.

Old Servant (to lady who has just returned to her week-end cottage)— Dreadful this war news, mum; and young Mr. Kenneth away with the fleet, and all the gentlemen about here recalled to their regiments, and there's a disaster I must tell you about: the moth have got into the drawing-room carpet, mum!

Greetings!

Brantford Local Council of Women to London Local Council of Women:

"At the present time, when our hearts are going out in loving sympathy to our soldiers and sailors, and our hands are busy preparing comforts for them, hoping that we may be able to relieve in some small measure the distress caused by this awful war, it gives us much pleasure to hear that you are preparing a woman's patriotic paper. We are proud to think you thought our Woman's Expositor worthy of following, and we most sincerely wish you even greater success with your London patriotic paper."

BELOVED LEADER OF WOMEN'S ACTIVITIES



LADY ABERDEEN, energetic president of the International Council of Women, and advisory president of the Canadian National Council.

Horum Omnium Fortissimi Sunt Belgae

BY ROBERT W. NORWOOD.

Written Specially for This Edition.

Horum Fortissimi!—thus Caesar said, He who had found the ancient Belgians brave; And still he comes to place upon the grave Of Louvain and Liege this merited, Unmortal tribute to the mighty dead. Can we give less than what great Caesar gave? Shall we not rather yield our best to save Those for whom all these nameless Caesars bled? O sons and daughters of our country, keep Inviolate, untarnished England's name! Watch, and be ready, nor afraid to leap Sudden and terrible, like unleashed flame, Upon the foe; lest ye be forced to join Fools of the unit lamp and ungit loim.

GREETINGS FROM THE NATIONAL PRESIDENT

From Mrs. Torrington, president of the National Council of Women, comes this cordial message: To London Local Council of Women: I have just heard of your recent undertaking in the matter of publishing a newspaper, and wish to extend greetings and best wishes for success in this laudable effort in aid of the heroic Belgians. We owe much to them for their steadfastness in the hour of need. (Signed) ROSALINE TORRINGTON. Toronto, October 21, 1914.

The Red Cross and the Boys

What the work of the Red Cross Society means to the soldier boys has recently been told in an article by Sir Frederic Traves, Bart., G. C. V. O. The following is an extract, which further urges the claim of the Red Cross to popular sympathy and support: Quite apart from the comfort that a Red Cross box diffuses through a field hospital, or the help that it affords to the medical officer in charge, is the message that it brings from home to every wounded man, reminding him that the soldier in the field is not forgotten. There is a sense of isolation among the "units" in a campaign in a far country, letters are uncertain and long on the way, it seems an age since England was left, and the impression of being lost sight of is not unreasonable among the humbler members of the

expedition. A Red Cross box, especially when it comes to a regiment from the women of the country to which the regiment belongs, is a message from home that goes direct to the hearts of the men. I found a wounded man on his way to the base, who had all his possessions contained in a boot. Among the miscellanea in the boot was a dainty little white handkerchief, very neatly folded. It had come from a Red Cross depot higher up the line, and—much as the man needed a handkerchief—its folds had been undisturbed, for it was to him a sacred object, very feminine and very comforting. I told him that the lady at home who had folded the little handkerchief meant it to be used, but he said it should not be touched, he could do very well with the square piece of rib bandage he held in his hand.

CLAD IN NIGHT CLOTHES

Plucky Belgians Arriving in England.

We are indebted to Mrs. Kirchofer, of Ottawa, and Mrs. Bowker, of London, for the following interesting messages. The former says: "I met a lady yesterday lately of Montreal, but now residing in England, who has taken six Belgian babies to care and provide for. She returns on Nov. 1, and told us that no one can imagine the distress and destitution of these brave people." A correspondent of Mrs. Bowker's tells graphically of the touching scenes she witnessed herself at small villages near Folkestone, where, presumably, crowds of Belgian refugees must have been daily landing, and where many homes welcomed them, the whole place looking like a camp of a Belgian rather than an English village. This correspondent says: "They arrive in hundreds, packed like herrings on the boats, just as they stepped out of their homes." She especially noticed one young woman of about 20, with her hair cut off, her nightgown, with her hair hanging down her back, and a 3-week-old baby in her arms. She said many were in their nightclothes, with perhaps a chawl or coat over them, but they all seemed cheerful, thankful to have escaped with their lives, or without mutilation, and all glad for work. But first they have to be clothed and fed. Always they have lost almost everything. A few have bundles with them. They tell of tendons in the hands or wrists of little boys, so that they can never hold or fire a gun; also of cases where the little hands were entirely cut off. One of the latter, a girl, between 2 and 3 years of age, was adopted by a woman in Hampstead. Both her hands are gone.

Making Homes For Refugees

A letter dated Leeds, Yorkshire, October 1, and received in this city by Mrs. Rawson, Wortley road, South London, gives a graphic account of the furnishing of homes for Belgian refugees. Here is an extract: "We are taking a lot of Belgian refugees here in Leeds. The places of worship are taking and furnishing houses, and are going to keep them for six months or until the war is over. Our church got a house on Wednesday, it is papered and scrubbed, and has been borrowed and gave all that is required in a house. We are going to pay the rent, coal and gas bills for six months, is not that a record?"

5 o'clock tonight and everything looked splendid. We have to find them food for one week, and then the central fund will provide food for them for the remainder of the three weeks. We have £5 in (£20) to start, and we are all paying so much a week for six months. It is surprising what people can do when they try. The house was to go, and paper and scrub and fit up in three days, and we have done it. People sent all sorts of stuff—a bedroom suite, a sideboard, a washstand, a chair, and all useful things for a house—bedding, towels, pots, pans, a baking bread, jam, tea, coffee, soap, salt, fish, soap, a load of coal, and the like. We were still alive when I came away."

The Little Martyred Nation An Appeal For the Belgian

BY PROFESSOR W. U. SAGE.

In the midst of all our enclaves, our contributions to the national patriotic fund and the Red Cross, it is just possible that many of us may forget Belgium. "Poor little Belgium" has often been the phrase has been heard throughout the world, how many hearts have beaten in sympathy and how many expressions of condolence have been sent to the stricken country. That is good enough in its way, but is it enough? If anyone thinks about it for five minutes it will be seen that it is not enough.

What is the situation? Why is Belgium devastated and overrun by a million German troops? She is fighting to preserve her liberty and to vindicate her position as a small and free nation. With cynicism unparalleled in history the Germans have entered Belgium on the way to France and claimed that they were justified in the act because the Belgians refused to allow the passage of foreign troops through their borders. How could Belgium allow her neutrality to be violated by the Germans, who had themselves sworn to preserve that neutrality?

Belgium is a small country with a long history behind her. Caesar fought the Belgians and left a record that they were the most warlike of all the tribes of Gaul. In the Middle Ages, Belgium, or Flanders, as it was then called, was the seat of the largest wool manufactures in Europe. England went to war with France in the Hundred-Year War in order to preserve the independence of Flanders. The Spaniards and the Austrians ruled Belgium in turn, but they found the Belgians a freedom-loving people. Napoleon formed the conquered Belgium and Holland into the Batavian Republic—Belgium had been overrun by the French in 1792 and Liege captured—but in 1830 the allies after Waterloo formed Belgium and Holland into the Kingdom of the United Netherlands. But the Belgians were not ready to be ruled by any foreign power, and in 1830 they declared their independence of Holland. The great powers, including Prussia, recognized that independence, and in 1839 by the treaty of London the international status of Belgium was recognized. "Under this treaty both her independence and her neutrality were definitely guaranteed by England, France, Austria, Prussia, and Russia."

Such is Belgium's history. Her position has been guaranteed by the powers, including Germany. In 1870 Bismarck made use of the neutrality of Belgium to keep England from supporting the cause of France. He made it appear that France was preparing to invade Belgium. He secured England's neutrality, and was able to humiliate France. Now in 1914 we find Germany invading Belgium and the German Chancellor referring to the violation of Belgian neutrality as a regrettable but necessary, and stating that treaties are "scraps of paper" and that "necessity knows no law."

Why has Germany taken this attitude? The question is too big to be discussed thoroughly here, but it must be pointed out that Germany invaded Belgium to reach France quickly. Germany during the last 40 years has changed from a peaceful, agricultural, philosophical, and musical people to a militarist, commercial and arrogant empire. Germany claims "a place in the sun" so large that all other nations will be required to remain perpetually in the shade. She wishes to bestride the world like a colossus and to allow all other poor folk to "creeper about to find themselves dishonourable graves." And among these poor folk are the Belgians. Germany is "drunk with slight of power." To her no treaty is sacred and honor has no meaning. It must be "Deutschland, Deutschland über alles, über alles in der Welt." (Germany, Germany, above everything, war everything in the world). She has staked everything upon this war. The day has arrived and Germany hopes to have the world at her feet. But in order to have the world at her feet it was necessary for Germany at the beginning of the war to strike at France. France was the only power in Europe that was ready. Then she would be free to turn on England and to settle affairs with Russia. All depended upon her being able to crush France before France

could defend herself. In order to gain time it was necessary to attack France through Belgium, over its undefended frontier.

A very natural question arises. Why should Germany wish to attack France at all? She began this war against Russia, because Russia wished to help Serbia against Austria. Certainly, Germany said that she was only helping Austria against Russia, but it was evident she wanted to crush France completely. Germany has for 40 years feared France's vengeance for the lost provinces.

To strike France quickly it was therefore necessary to go through Belgium. The Germans sent a threatening communication to Belgium asking permission to pass through the country, but concluding the request in terms which showed clearly that they were not going to respect Belgian neutrality. Belgium appealed to England and to France, but prepared to resist the invader single-handed. The rest we know. Liege was a new Thermopylae, and if so far any hero has been produced in the war it is the King of Belgium.

It is not for us here to paint the horrors of the devastation of Belgium. Louvain, Aerschot, Malines, Liège, and Antwerp are known to the Belgians as full of refugees' stories. Nothing can restore to Belgium what she has lost, but much can be done. We can give of our money, of our work, and of our sympathy to Belgium. We are far away from the seat of war and cannot realize its horrors, but we can work for Belgium and help along the Belgian relief fund.

England is doing her part for Belgium. She realizes that had not Belgium kept the Hun at bay, it was possible that Canterbury and Oxford might share the fate of Visé and Louvain. In Oxford, for example, many of the Louvain professors have found a city of refuge. Numerous families have been received into English homes, and are going to be kept and supported during the winter or until the war is over. One of the most interesting books that has been written on the subject of the war ends its preface with this paragraph: "Any profits arising from the sale of this work will be sent to the Belgian relief fund as a mark of sympathy and respect for the Belgian nation, and especially for the University of Louvain." This book ("Why We Are at War") has been produced by members of the Oxford faculty of modern history, all of them historians of high repute. They have published an authoritative defence of our British policy, and they are giving the profits not to the city of Oxford relief fund, but to the Prince of Wales fund, but to the Belgian relief fund.

Cannot we too give our mite to Belgium?

NATIONAL COUNCIL'S GIFTED PRESIDENT SENDS GREETING



MRS. TORRINGTON, TORONTO.

Enlist In the Army of Humanity to Help a Stricken Nation

The Homes of These Thirteen Babies Sacrificed To the God of Wars



These three Belgian mothers, these thirteen Belgian babies, are homeless. The roofs over their heads were pulled down to make a clean path for the big guns guarding Antwerp from the Germans. Until the war is over, and for a long time after that, they will have to live in the fields.

The Women's Institute

Rural Women Doing Fine Patriotic Work.
BY MAY WILSON.

At this time of national stress, the Women's Institute of Ontario is proud to take its place among the many organizations which are steadily sending aid to the front. By Oct. 15 the direct contributions sent by the various branches to the hospital ship fund amounted to over \$5,000, with \$12,100 sent directly to the Red Cross Society. Considerable amounts were also contributed indirectly, so that it is impossible as yet to estimate the exact total, even in cash, donated by the Women's Institute, for the relief of the wounded and those in need in any other way through the terrible war now being waged in Europe. In addition to cash donations, pillows, home-knit socks and other supplies have been splendidly contributed by the association. For example, one order for equipping 1,000 field hospital beds and the necessary clothing for the patients, was almost entirely filled by supplies sent in by the Women's Institute.

And now a word as to the association itself. It is almost entirely made up of farm and village women, and in the first place was a development of the interest taken by the women of Stoney Creek in the regular meetings of the Farmers' Institute held at that point. The late Mrs. Hoodless of Hamilton, was one of the moving spirits in the propagation of the new idea, and the first Women's Institute met at Stoney Creek in 1877.

Since then the organization has grown tremendously, and now the total number in Ontario presents a grand showing of upwards of 30,000 members. Almost every locality in the province, even to far-away Haliburton and Lakehead, has its "branch"; the branches organize into larger circles, under a district president, and hold

LOCAL COUNCIL'S AFFILIATED SOCIETIES

Women's Christian Association, Protestant Orphans' Home Board, Young Women's Christian Association, King's Daughters, Children's Aid, Convalescent Home Board, American Society, Victorian Order of Nurses, Nurses' Alumnae, Mothers' Union (Memorial Church), Women's Sanatorium Aid, Teachers' Guild, Daughters of the Empire—Lord Roberts, Lord Elgin, Municipal Seventh Regiment, Patricia Trafalgar, Auxiliary to Y. M. C. A., Canadian Club, Woman's Musical Club, Alma Daughters, Woman's Suffrage Society.

ment of wards in hospitals; creation of parks; work for improvement of schools and schoolhouse grounds; beautification of roads and neighborhoods; encouragement of children in various lines by the giving of prizes at fall fairs.

Much of the success of the Women's Institute has been due to the energy and capacity for organization and execution of Mr. George A. Putnam, the genial superintendent—and sole man of the organization—who is indefatigable in his efforts to make the institute what it aims to be—helpful from start to finish, to the members themselves, to the community, and to the nation. "For Home and Country" is the motto of the association, but there is another that trends closely on its heels: "If you know a good thing, pass it on."

The institute has already affiliated with the National Council of Women, and although the association itself properly belongs to Ontario, it has sent outwards to every province in Canada—the "Homemakers' Club" of Saskatchewan, the "Household Economic Association" of Manitoba, the Women's Institutes of Alberta, British Columbia, New Brunswick, Nova Scotia and Prince Edward Island.

To all these, and to all sister organizations, and especially in this period of anxiety and need, the Women's Institute of Ontario reaches out the hand of sisterhood:

"Be Britain still to Britain true,
Among ourself united;
For never but by British hands,
Maun British wrongs be righted."

MONTAGUE AND FATIGUE.
[Dundas Advertiser.]

A story of the drilling of a squad of recruits is going the round. The officer was calling the names and prompt replies came from Jones and Smith and Robinson. The new name was Montague—that was how the officer pronounced it. There was no reply. "Montague," repeated the officer with emphasis. "Here, sir," came the half-hearted reply from the rear rank. "Why didn't you answer at once?" said the man in charge. "My name is Montague," said the recruit. "It is" replied the officer. "Well you do seven days—fatigue."

The Canadian Bank of Commerce

Sir Edmund Walker, C.V.O., L.L.D., President.
Alexander Laird, General Manager.
John Aird, Asst. General Manager.
Capital \$15,000,000
Rest \$13,500,000

FARMERS' BUSINESS
The Canadian Bank of Commerce extends to farmers every facility for the transaction of their banking business, including the discount and collection of sales notes. Blank sales notes are supplied free of charge on application.

SAVINGS DEPARTMENT
Deposits of \$1.00 and upwards received. Interest compounded at current rate.

LONDON, ONT., BRANCH:
Cor. Dundas and Richmond Streets.
A. D. McLEAN, Manager.

REPORTS OF ACTIVITIES OF WOMEN'S SOCIETIES

(Continued From Page Two.)

stance has been given in the education of the children of the missionaries in the far west. In the Canadian foreign fields in Japan, China and India, the Women's Auxiliary is responsible for the work among the women and children. The united thanksgiving, which this year amounted to over \$20,000 assists in the training and support of W. A. missionaries. More workers in these fields are needed, the money for their support is ready, our men are flocking eagerly to enlist at the front, and partly because of complications due to the war, it was arranged to hold three general conventions instead of one, the first at Ottawa during Oct. 23 and 25, the second at London, Nov. 4 and 5, and the third in Toronto, Nov. 17, 18 and 19.

A misapprehension that has existed in the minds of many people, who have heard of but are not acquainted with the Women's Institute, is that it deals almost wholly with cookery and other housekeeping problems. True, these are given a place, but the scope of the association really reaches out to almost every municipal and national interest. A glance at the following subjects placed on the program for the conventions of this year will make this clear:

"The Work of the Red Cross Society."
"Education for the Backward."
"Health Problems."
"The Agricultural Problems of the Day."
"The Institute and the Church."
"Medical Inspection in the Schools."
"The Stranger Within Our Gates."
"The Domestic Help Problem."

In passing it may be said that among the movements of practical work that may be placed to the credit of the Women's Institute are: The founding of libraries; establishment and endow-

ment of wards in hospitals; creation of parks; work for improvement of schools and schoolhouse grounds; beautification of roads and neighborhoods; encouragement of children in various lines by the giving of prizes at fall fairs.

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When Mothers Sew.

The Mothers' Union, Ormoy Memorial Church was founded twenty-five years ago by Mrs. Boomer, and for many years was the only union in existence. Mrs. Boomer has been the president ever since its inception. Some forty members attend the fortnightly meetings, when much useful work is done. Quilts, sheets, pillow cases, garments of all description are made and given to the Children's Aid Society, Dr. Grenfell's Mission, Victorian Order of Nurses, or wherever needy cases are reported. The Mothers' Union is always ready to help, ever freely giving its time and assistance.

(Signed) LOUISE LEONARD.

How Mothers' Clubs Progress.

The Mothers' Club of this city was first organized in 1906 and certainly has accomplished a great deal by giving the mothers, through competent teachers and lecturers, a general knowledge of how to look after the moral, mental and physical welfare of their children.

The first meetings were held in the four sections of the city in turn, but this proving rather unsatisfactory, in 1908 individual clubs for the larger schools were formed, with union meetings four times a year. Since then there has been steady growth, and now there are thirteen clubs, with varying in membership as high as 150. Some of the subjects for this year are "Domesticity As An Ideal in a Girl's and Boy's Education";

Annual Council Event.

We must our readers that during November the usual drawing sale for council aid purposes will be held. It is hoped to once more hold it at the home of Mrs. H. A. Boomer, definite notice to be given later.

Care for Tubercular Ones.

The Women's Sanatorium Aid Society was formed in 1910, the primary object being the raising of funds towards the building fund of the Bryon Sanatorium. Later the society became a permanent body, its work being the care of tubercular patients in their homes. This work has grown to large proportions, 1,500 visits being paid by the visiting nurse during the last year. Many of the patients are regularly supplied with groceries, meats, milk and eggs, warm clothing is furnished, and in some cases fuel has been given, and rent paid. In this way families are kept together, while the bread winner goes to the sanatorium for treatment. At Christmas the society has paid upwards of fifty families being cared for last year.

The sum of \$10,000 was raised for the prevention of the war.

The Dominion Women's Christian Temperance Union was organized in 1882, ten years after the forming of the National Union in the United States. Today every province in Canada is represented in this federation of White Ribboners. Thirty-two departments of effort are conducted, each department having at its head one of Canada's gifted women as superintendent. With a membership of over seven thousand, much has been accomplished. The Dominion Union owns and publishes its official organ, "The White Ribbon Bulletin," also has a head literature depository in Toronto with branches in Alberta and British Columbia. Through these channels yearly flow thousands of temperance

"Mothercraft—What Does It Mean?" "Parental Delinquency" "Our Homes in Relation to the Public Library"; "That in the young child's training for life, play is a greater educational factor than work, and is a help, rather than a hindrance in study."

Theresa White,
President Union Mothers' Club.

Help Needy Ones.
The King's Daughters and Sons are an international order, having a membership of over 3,000 in Canada, whose special work is Bible study, assisting those in distress, giving flowers and delicacies to the sick and helpless, furnishing and maintaining rooms in hospitals, etc., assisting their pastors in district visitings, conducting fuel and clothing clubs.

The local King's Daughters furnished a room at the Y.W.C.A., Dundas street, and gave a supper (in the winter) to the children of the families in whom they are interested. They distribute clothing and at Christmas give out baskets of nourishing food. Some time ago they bought a plot in a cemetery for the burial of friendless members.

Ellis Davis,
President City Union King's Daughters.

Music Club Outlook.
The first recital of the Woman's Music Club will be held in the Normal School on Wednesday afternoon, Nov. 4. Already much interest has been aroused in the work to be undertaken by the "Women's Music Club" during the winter months. A choral club, under the direction of Miss Minnie Raymond, and an orchestra under the direction of Mr. C. L. Chisholm, will be features of the year's work.

The educational side is being strongly emphasized with the idea that club members may add very materially to their knowledge of music as well as enjoy a series of artistic concerts. Two or three minutes will be devoted to current musical events at each meeting, and occasionally brief papers will be presented on such subjects as "Canadian Musicians Who Have Achieved Fame," "Famous Violinists," "Great Singing Teachers," etc. In place of the usual Wednesday recital, on Dec. 12, a twilight organ recital will be given by Mr. Wheeler in St. Andrew's Church, the proceeds to be devoted to the Red Cross fund.

This organization recently affiliated with the local council of women, feeling that by so doing, they could receive strength and encouragement.

Elsie K. Jerdon, President.

Aims at Best Influence.

The Women's Auxiliary to the Young Men's Christian Association of London, wish to extend to the local branch, National Council of Women, its most cordial greetings and express appreciation for the many good works of the council.

The aim of this auxiliary, which is interdenominational, is to help the Y. M. C. A. to reach young men and boys and to help them to the best things in life. Just at this time the auxiliary was glad to help in the Red Cross work, and also aid the Y.M.C.A. in its work among the men of our first Canadian contingent. The auxiliary holds its meetings on the third Monday of each month in the Y. M. C. A. building, and is always pleased to add to its membership any woman interested in helping the Y.M.C.A.

Margaret Tanton Brown,
Corresponding Secretary.

Alma Daughters.
(To Crystallize and Keep Green the Memory of College Days.)
Prevented by illness from carrying on her work as preceptress in Alma College, St. Thomas, Miss Fisk some years ago turned her heart and mind to gathering into one flock, as it were, ex-pupils and ex-teachers of the girls' college at St. Thomas—the city that spends half its taxes on education.

The Alma Daughters meet monthly, when sometimes a program of song and recitation to enjoy. Communities of Daughters are to be found in the school, home town, in London, Hamilton and Toronto, and well they love their alma mater.

"It was just lovely to go back again last at me," said an ex-pupil with tears of stirred feeling in her eyes. "And I told them it seemed as if I had never been away, and it's thirty years since I was there." Then she went on to tell of the gates that the Daughters had erected at the college entrance, and

how there had been recent affiliation with the Women's Council, which will become an avenue for the public expression of the views and aspirations of the some time Alma scholars, and which will in itself, in turn, be benefited by the filtering of new ideas from bright minds.

Fanny Edwards,
Secretary London Branch.

Association Aids Women.
Too much emphasis cannot be placed upon the work of the Young

Women's Christian Association. One of our most successful organized classes is the Bible class, which meets Sunday afternoon at 4:30. This class, with a membership of fifty, has done much to make the girl from across the seas feel the value of Christian friendship. In the boarding home on Wellington street we find the true home atmosphere. Under the efficient management of Miss Helen Sutherland, the

(Continued on Page Three.)

Mercury Underwear and Hosiery

BUSINESS and professional men preferring medium-weight garments, are well provided for in the wide range of Mercury lines. Ask your dealer to show you No. 1200, Fine Wool, guaranteed unshrinkable Shirts and Drawers and Closed-Crotch Combinations. No. 912 is our heavier weight special line of Silk-and-Wool Underwear, best in style and quality that can be produced.

In Hosiery we commend to your attention No. 2375, Silk-and-Wool, high-grade, stylish and comfortable; also No. 2350 (Light Weight) and No. 2360 (Heavier) Pure Silk with four-ply heels and toes, and double soles—full of style and wearing qualities.

Clip this ad., place it before any enterprising dealer and you will be shown the goods.

"MERCURY" Lines are made in Canada by Canadians for Canadians.

Mercury Mills, Limited, Hamilton, Canada.

NATIONAL Brand Bacon, Hams, Backs, Lard

Dominion Abattoir Limited :: London

William Stevely & Son

Leading dealers in Stoves, Ranges and House Furnishings.
Sheet metal work of all kinds.
Sole agents for Pease "Economy" Furnaces.
Repairs supplied for all makes of stoves and furnaces.
Your trade solicited.

362 Richmond Street
Phone 452

The Farmer's Advocate and Home Magazine

Is the oldest and leading agricultural paper in Canada. It is published weekly, at a subscription rate of \$1.50 per annum.

The Home Magazine Department appeals especially to the farm women of the Dominion. It is profusely illustrated, and in addition to a wholesome, high-class serial, it contains "Hope's Quiet Hour," by Miss Dora Farncomb (who writes exclusively for this publication); "Browsings Among the Books," a series of extracts and selections from the best writers; "The Ingle Nook," edited by "Junia," dealing with matters of home interest; the "Heavenly Circle," conducted for the special benefit and entertainment of the boys and girls; "News of the Week"; "Seasonable Cookery," and many other features of general interest.

Sample copy will be sent free. Write

The William Weld Co., Ltd.
LONDON, CANADA.

WAR PRICES IN USED CARS

1911 Buick, 25 H.P., in first-class condition .. \$350.00
1 1910 Regal, overhauled \$300.00
7-Passenger, 1913 Cadillac HALF-PRICE
7-Passenger, 6-cylinder Oakland HALF-PRICE

London Motor Sales Company, Limited,
187-9 KING STREET, LONDON, ONT.
PHONE 3479.

The Havana Cigar Co. LIMITED.

MANUFACTURED BY
The Havana Cigar Co. LIMITED.

The sum of \$10,000 was raised for the prevention of the war. The Dominion Women's Christian Temperance Union was organized in 1882, ten years after the forming of the National Union in the United States. Today every province in Canada is represented in this federation of White Ribboners. Thirty-two departments of effort are conducted, each department having at its head one of Canada's gifted women as superintendent. With a membership of over seven thousand, much has been accomplished. The Dominion Union owns and publishes its official organ, "The White Ribbon Bulletin," also has a head literature depository in Toronto with branches in Alberta and British Columbia. Through these channels yearly flow thousands of temperance

PALM OLIVE SOAP FREE

BRING IN THIS COUPON
Within ten days and we will give two (2) cakes of Palm Olive Soap with each purchase of a jar of Cream or Shampoo at the low price of 39c A JAR.

B. A. Mitchell's Drug Store
114 DUNDAS STREET

Our Christmas Stock of Ivory and Ebony Goods

has arrived. Come in and examine the goods and get our prices before buying.

Ingersoll Beaver Brand Breakfast Bacon

Guaranteed Sugar Cured. Really delicious.

Ask your Grocer to get it for you.

Ingersoll Packing Co., Ltd. - Ingersoll, Ont.

BELGIUM'S BABIES COLD AND STARVING! HELP THEM!

London's "Out-of-Work-Maisie" Wants Employment, Not Pity in War Time

By Betty D. Thornley.

She was a little lady in black, with stiff tulle sleeves of the days before the slumbers of the little worn-out draperies cascading down over her wrists. She stood in the office doorway timidly, nervously certain whether to knock or to come right in. You could see that under "Business as Usual" conditions, her trade route led from the back door to the corner grocery, and her widest diversion was to imagine romances about the girl-snapshots on the boy boarder's bureau. The office was one of the philanthropic employment agencies so busy these days, but even then she hardly knew how to apply.

Her son was sick, just out of hospital. Her husband was dead. She had kept boarders, but two of them had enlisted and the third was jobless—didn't even pay his last two week's bill. She had a married daughter, but the head of that household made ten a week and there were three children.

She hadn't bought meat in three weeks, but even the oatmeal was on the wane. What should she do? All day long the patient secretary listens to similar stories from people jarred out of the accustomed into the land of now-what-next.

Here is Maisie from the biscuit factory—no blame to them, but we're telling facts—who used to make five a week and is now called on by the Kaiser to subsidize on \$2.50. Piecework is grand for the pay check while there's work to do, but when you're off half your time—well, it's the maid's cap for you if you want to stay where you can write home to mother.

Maisie's chin had worked in the well, never mind, it's shut down now, so she's making exactly nothing and nothing to carry. And she hasn't a relative nearer than Liverpool.

Rosie is the main support of her family, but being out of work, Rosie,

ONE OF BELGIUM'S WAR TRAGEDIES



Strangely reminiscent of two other women who once went in sorrow to a rocky place to see if He had risen in this picture from the hearts of war-wrecked Belgium.

But here the rocks are merely a resting place for the mother and daughter who sit there do not even know the whereabouts of the souls of their menfolk who were killed in the defence of Louvain.

Mme. Claessens and her daughter sit on the roadside on stones, like common beggars, for they have not a penny in the world. Not only their home, but their lovely city, Antwerp, was destroyed by German shells. Monsieur Claessens was one of Belgium's most prominent merchants. It was almost inconceivable that his womenfolk should ever beg. Today, however, it is different, for M. Claessens' wife and his two sons are packed tight in some earthy, distant trench.

It was either beg or starve, from Antwerp to Holland, and back again, to scrape over the ruins of their home. The trainloads of peasants, fleeing to England and the tales of their disasters, falls a little strange on Canadian ears. We cannot grasp the measure of their calamities; they do not seem to be one of us.

In the light of a personal tragedy, however, which nearer approximates the depths of our own sensibilities, the war comes close with all its greivous wickedness brought out in sharp relief.

Our Advertisers

While believing we are giving our advertisers good value for their money, at the same time we thoroughly appreciate their support in our efforts as a Local Council of Women to raise money for the relief of the Belgians. The following is the list of those who are advertising in our Belgian Relief Edition:

McClary Manufacturing Company.
London Life.
Mason & Risck.
Hobbs Hardware.
D. S. Perrin & Co.
R. C. Struthers.
Wright & Co.
T. F. Kingsmill.
John Taylor & Co.
Charles F. Jones.
Edward Adams & Co.
London Motor Sales.
Dominion Abattoir.
William Stevely & Son.
Havana Cigar Company.
Spittal Bros.
John Marshall & Co.
National Drug Company.
E. D. Smith.
Hughes Packing Company.
E. W. Gillett Company.
Farmer's Advocate.
O'Pea-Chee Gum Company.
Marley-Washes Company.
Huron & Erie.
Canada Trust.
Graham Bros.
W. F. Boughner.
J. S. Barnard.
E. B. Eddy Company.
Ontario Loan and Debenture Company.
Molson Bank.
B. A. Mitchell.
Bank of Commerce.

Naughton, one of Canada's leading cartoonists, whose clever and timely cartoon for the front page adds indignity to the value of the paper; Mr. Norman Roberts, of the Roberts Engraving Company, who is always ready to assist in every good cause, has extended the courtesy of making a number of the cuts.

ALL TOGETHER, BOYS!
(Tune: "Tipperary"—Canadian Courier.)
It's a long way to St. Helena.
It's a long way to go.
It's a long way to St. Helena.
Where Napoleon had to go.
Good-bye, Potsdam Palace.
Farewell, Berlin fair—
It's a long, long way to St. Helena—
But Wilhelm goes there!

WHAT KAISER GAINED.
(London Chronicle.)
Into the Kaiser's motives for trying to grind further into the dust the little nation whom he has so deeply wronged, we need not stop to inquire. It has cost him tens of thousands of German lives and the German Government condemnation for all time before the bar of history; and he can never finally retain of the soil which he has silted one square inch.

WASTE OF TIME.
"Goin' ashore for yer leave s'even 'in' mate."
"Yus."
"Wofer?" You're a bloomin' tectletor, ain't yer?"

Silks, Dress Goods

This store is showing the very latest weaves and colorings. All at lowest prices.

YARD-WIDE DUCHESS SILKS, \$1.00 YARD.—In a complete range, 32 colorings and black. Full 36 inches wide. A fine Satin Duchess Finished Silk, drapes perfectly, and is guaranteed not to cut or crush. Come and see this splendid silk. Special **\$1.00 yard**

50c Yard WOOL CHALLIES, ON SALE, 35c.—Over 1,000 yards of best French Pure Wool Challies, beautiful patterns and colorings, in great variety. They wash perfectly and wear well. Fashionable for blouses, house dresses, kimonas, etc. Regular 50c value. On sale while they last **35c yard**

NEW CURL COATINGS, \$1.50 to \$5.00 YARD.—Black, brown, tan and navy, in several weights and qualities. Our own imported coatings, and every piece marked at about usual wholesale price, **\$1.50, \$2.00, \$2.50, \$4.00 and \$5.00 yard.**

Suits, Coats, Dresses, Waists, etc., Made to Order

Kingsmills



MASON & RISCH, Limited "The Home of Victrola Service."

One feature that has made us known in Canada's every nook and corner as "The Home of Service" is the fact that, whatever Victrola you buy, whatever Record you select, is brand new. Unless you get a PERFECT machine a PERFECT Record, and intelligent service, you have paid for something you did NOT get.

Here, you'll be advised, if you wish, by able musician salesmen; you'll be made comfortable in our demonstrating rooms; you may call in and hear ANY Record, and without any obligation whatever to buy. That is the Mason & Risck Victrola SERVICE.

Hear the large list of new Patriotic Records just out. Among them is the famous British marching song, "It's a Long, Long Way to Tipperary."

MASON & RISCH, Limited
248 Dundas Street
LONDON

R. C. STRUTHERS & CO. WHOLESALE DRYGOODS : LONDON, CANADA

36 COOPER STREET, MANCHESTER, ENGLAND.

Staple and Fancy Domestic and Imported Drygoods

Dept. A.—Grey and White Cottons. Dept. B.—Prints, Cretonnes, Linings, Flannels, Sheetings, Shirtings, Denims, Tickings, Cantons, Cottonades, Blankets, Floor Oils, Linoleums, Bags, Batting, Comforters, etc.

Dept. C.—Dress Goods, Towels, Tonnellings, Crashes, Flannellettes, Silks, Wrapperettes, Linens, etc.

Dept. D.—Smallwares, Notions, Hosiery, Gloves, Laces, Embroideries, Haberdashery, etc.

Dept. E.—Ready-to-Wear, Underwear, Sweater Coats, Overall, Smocks, Yarns, Umbrellas, Shirts, etc.

Dept. F.—Carpets, Rugs, Lace and Tapestry Curtains, Quilts, Draperies, etc.

OUR MAIL ORDER DEPARTMENT receives our special care. All orders are shipped the same day as received, and are carefully filled.

OUR SYSTEM OF FILLING TRAVELLERS' ORDERS is such that each order has the supervision of the heads of the departments, and each department is filled simultaneously, insuring thereby intelligent and prompt attention.

OUR TWO TELEPHONE LINES, 4620 and 4621, with private exchange to all departments, enables us to give prompt telephone service, both local and long distance.

WE SOLICIT FROM THE TRADE TELEPHONE, LETTER, AND TRAVELLERS' ORDERS, also PERSONAL CALLS

WE ARE AT YOUR SERVICE.

To The Trade

WE have on hand a fine assortment of Necklets and Solid Gold Rings. Write us for prices.

Chas. F. Jones & Co.
Manufacturing Jewelers.
Echo Building. London, Ont.

Now, of All Times, Canadian industries need the practical support of all our citizens. Every good Canadian should decide to give preference to goods "MADE IN CANADA" such as

NA-DRU-CO

Toilet and Medicinal Preparations.

If everybody does this, Canadian factories will be kept going full time, the Empire strengthened, and the hardships of war somewhat averted. On our part, we have decided not to increase the price of a single NA-DRU-CO TOILET ARTICLE or HOUSEHOLD REMEDY, though the costs of all raw materials have increased enormously.

National Drug and Chemical Co. of Canada, Limited

How do you suppose Blank & Co. are going to fill the envelopes at the pay desk if you, dear Lady Londoner, put your husband's money into the left-hand corner of the top bureau drawer?

"Unless your income has decreased," said another worker, who knows conditions, "don't let your expenditures decrease, either. Isn't that what we mean by 'Business as Usual'?"

That's the very best way to help Maisie. Keep her where she can earn her usual pay in her usual way, the only way for which circumstances and the foreboding have trained her. Keep her where she can read Mrs. Landlady her usual board bills at the usual time.

The second best fashion is to catch Maisie when she drops out of making biscuits for the public and put her to making them in your own gas oven. The patriotic League, the Y. W. C. A., the W. C. T. U., all have lists of girls who want places.

The worst way of helping Maisie, or Bobby, or Mrs. Landlady is to say: "I won't spend, I'll save. Then I'll have plenty to give."

Give? Who wants your gifts—not self-respecting wage-earners temporarily out of employment? Maisie's rather earn ten cents, honestly, head-up-and-down-in-the-air, than get anybody's dollars worth twenty dollars.

Wouldn't your gift be worth twenty dollars?

To be sure, there are cases of actual need, due to sickness or death in the family, or to some other unusual combination of circumstances, that call for the direct aid of charity, but they are fewer than one would suppose, and, unlike money, such "charity," unless necessary, does not prove a blessing to him who gives and him who takes. It impoverishes the giver and impoverishes the giver, and wastes up every economic principle known to either of them.

If you must be charitable, let your charity be of the 36th variety, that covers nothing more tangible than a multitude of shins. Hire a worker, give her honest money. That's business. Give her over and above, understanding, sympathy and patience with her shortcomings. That's real charity.

N. K. Wanless

READY FOR ACTION.
Our stocks for fall are now complete in men's, women's and children's footwear.

FORTIFY YOURSELF
Against winter chills by purchasing a pair of Bell's Dr. Specials for men and women.

A LONG MARCH
Could be made in comfort with a pair of Cushion Sole Shoes. Try them on your daily march.

BOYS' BOOTS.
That will stand the siege of hard wear and tear.

REINFORCEMENTS.
Just added to our range of railroadmen's Elk Shoes.

RECRUITS WANTED.
Join the army of men, women and children who wear the Miner Rubbers. Every pair guaranteed.

N. K. Wanless
864 Dundas Street

REPORTS OF ACTIVITIES OF WOMEN'S SOCIETIES

Continued From Page Three.

home is becoming a drawing power among the girls. At Summerholm, the Y. W. C. A. office and many London business girls obtain a pleasant vacation at nominal expenditure.

A very important department of the work is the Y. W. C. A. office and transient boarding home at 328 Dundas street. Here the association constantly comes in touch with many girls who are in need of a home, and who need guidance; the old, for whom we try to find a congenial home; those in need, to whom we supply work or put in touch with the right authorities. It is also a suggestion of the occasions when we may help others. In connection with this branch is the Cafeteria, patronized by scores of young women each day, where by being their own waitresses, a substantial meal is obtained at a nominal price. In our employment bureau, also, a busy department, we aim to bring the right girl into the right home.

Perhaps best of all is the travellers' aid work, conducted by Miss Lang. She faithfully endeavors to meet the principal trains reaching London depots. During the year Miss Lang has protected many a girl arriving in this city a stranger, and often without funds, by arranging for them to be cared for at the "Y" and placed on the right train the next day. Many of these girls are those from other lands, who, perhaps, have not been met by the friends they expected.

Classes in home nursing and first aid have been organized very successfully this year. Many of the girls are interested in the physical culture club, but the association is handicapped by lack of room and equipment. In the Glee Club, too, the girls of London show great enthusiasm.

The work of the association is so steadily increasing that we are in great need of an adequate building, with its larger opportunity for physical, social, educational and spiritual development of the girls who come to us.

MAY R. LUDWIG,
General Secretary.

Patriotism Keynote of Daughters of Empire.
Organized at the time of the South African war for the purpose of rendering assistance to the mother country, the Imperial Order Daughters of the Empire has nobly fulfilled its mission. To commemorate the patriotic self-sacrifice of our brave soldiers who fell in South Africa, monuments have been erected in many cities throughout Canada by the I. O. D. E. The graves of these soldiers have been sought out, marked by a stone coping, and are decorated every Christmas time.

The Order maintains beds in the Canadian Hospital at Nasik, India, and helps support nurses and doctors in Ladisana. The Order has also shown its practical patriotism in the erection of several preventoria institutions. The cadet movement, the Girl Guides, and the Boy Scouts have all been encouraged and helped in their work by the I. O. D. E. Prizes have been given in the schools for patriotic essays, while challenge cups, rifles, and prizes have been awarded in many other competitions. Besides these, many other efforts are made to promote unity between the motherland and sister colonies, in aid to studies in the work by the I. O. D. E. of the Empire in the vanguard of the present crisis in our Empire, there was a most generous and instant response to the appeal instituted and largely carried out by the I. O. D. E. for a hospital ship, as a gift from the women of Canada to the British Empire. The sum of two hundred and eighty-five thousand dollars being realized. It placed of the ship, the admiralty devoted \$125,000 of this sum for motor service, and the remainder to establish a hospital to be known as

Martyred Belgium Lost—What Will You Give?

BELGIUM

The people of Belgium will always be remembered for their patriotism, self-sacrifice and undaunted courage.

LIEGE

Read the names at the *side*. Do they not make you think of homes devastated, farms plundered, loved ones slain and all the horrors of war?

LOUVAIN

While you are going to help the Belgians, have you ever paused to think that YOUR homes are secure YOUR families safe from brutal invaders?

ANTWERP

The gallant Belgians saved the situation by their heroic resistance, but at what a cost.

TERMONDE

If you are going on active service, don't you think you should put all your affairs in order before you go?

AERSCHOT

It is hard enough to leave all you hold dear. You should see that they are not left in want.

You need someone to help to look after your affairs. Someone your wife and family can rely on.

The Canada Trust Company can satisfy your need. We will arrange and look after your affairs, and you will find us here when you return.

WILLS. TRUSTS. INVESTMENTS.

THE CANADA TRUST CO., LONDON, ONT.

444 RICHMOND STREET. TELEPHONE 471
Managed in Connection With the Huron and Erie Loan and Savings Company.
T. G. MEREDITH, K. C., HUME CRONIN, President. General Manager.

Suffragists as Home Guards

Appealing for Support in Conservation Campaign.

A communication has been received by the London Local Council of Women, signed by Mrs. Fawcett, Lady Frances Balfour and Lady French, wife of Field Marshall Sir John French, asking the co-operation of the women of the Overseas Dominion in their efforts to stem the wave of suffering which is the inevitable result of this devastating war.

After paying a heartfelt tribute to what our country has already done for the Empire, and realizing how industrial conditions throughout the Empire are being already dislocated, the appeal says: "The women are in the second line of defence, and upon them falls the task of repairing the appalling waste of life they have been powerless to prevent. With the increase of poverty, infant mortality must increase, and if this loss to the nation is to be prevented, it is mainly through women's activities that it must be done."

The president of our Local Council of Women writes: "We are requested to invoke the aid of the Canadian press, and how better can we do this than through our Women's Section, which by the liberality of The London Advertiser we are enabled to present to you today."

Accompanying this appeal is a clearly defined program of the organized and already effective work of this active service league of the women's suffrage societies, a league founded by Mrs. K. H. Harker, a sister of Sir John French, with a view to bind together the younger and more energetic spirits of the union. Over 2,000 women have been already registered and enrolled, particulars of their qualifications and offers of service

"THE SHOP FOR MEN."

Made-To-Measure Shirts

We are showing a very large variety of high-class imported Shirts, including the Unshrinkable Niyilla and Cremlaine Flannels, and David and John Anderson's Scotch Zephyrs, Madras, Oxfords, etc.

We guarantee absolute satisfaction in made-to-measure shirts. \$2.50 and up.

W. F. Boughner

Canada's Efficient Women

The Tribute of Lady Aberdeen

We are glad to be able herewith to present an all-too-brief extract from an address on "Women in Canada," delivered by the Countess Aberdeen, founder of the National Council and many other worthy movements in Canada, before the Society of Arts of London, England, some years ago.

In according the appreciation which we, in the Old Country, all feel for Canada in these days, let us look back a bit and remember to give credit to whom honor is due, as we think of the mothers of Canada, who have, in very deed, given themselves for her.

What of the women in Canada today? Perhaps I can best sum up the chief impression made upon me by very close intercourse and friendship with them for several years, official and unofficial, by one word which is much in my mouth today—efficiency. French-Canadian or Manitoban, Nova Scotian, British Columbian, or the women of Ontario, they are all alike hall-marked by this stamp.

Meet them in society, watch them at their sports, examine their philanthropic or missionary work, or observe into the ways of their households, and you will find as a general rule, capacity, energy, and industry. Let me give you a simple illustration.

On one occasion, when the Governor-General and I were traveling across Canada, we were to dine one night at a house remarkable even amongst Canadian homes for its charm and beauty, presided over, as it is, by one of the most attractive

London Girl Meets Refugees

Mrs. Hunter, formerly Miss Nita Hunt, daughter of Mr. and Mrs. C. B. Hunt, while in England a few weeks ago, saw for herself the destitute condition of Belgian refugees, and learned that stories of German cruelty were not exaggerated. Mrs. Hunt, hearing that a Belgian relief editor of The Advertiser was to be published under the auspices of the Local Council of Women, kindly related the following incident which might interest some of the readers to hear of a little incident which occurred when my daughter was in England a few weeks ago.

SUNNY RECOLLECTIONS OF INTERNATIONAL CONGRESS

All Delegates as Sisters, in Days Before the War.

BY MAY G. GRAHAM.
No thought of the great impending war—not even a premonition of the coming strife of nations, in which their husbands, sons or brothers would be fighting either side by side or against each other—entered the minds of the earnest women assembled in Rome early in the summer to attend the quinquennial meeting of the International Council of Women, of which Her Excellency the Countess of Aberdeen is the much-loved and honored president.

The congress, at which 23 nations were represented, marked an epoch in the life of the Italian Council of Women, and an important stage in our march towards social betterment.

A spirit of unity and concord characterized the closing sessions, and the desire to help and be of service to one another animated all. The value of harmonious and cordial relations besides their own, the delegates who, day after day, followed the interesting proceedings with unabated ardor. The discussions on the various subjects brought out the marked ability of the clever speakers, the most of whom were familiar with at least two languages besides their own.

Lady Aberdeen spoke French and German fluently and was equally familiar with Italian, and the facility with which she could turn from one to the other language made us marvel. As a presiding officer, her excellency is unequalled, combining rare tact and charm with a familiarity with every phase of each council's endeavor. To call each speaker by their names—some fearful and considered ones—was a feat in itself.

While the discussions brought out the ability of the speakers, it was at the social gatherings, planned in our honor at which we learned to know and love each other. The afternoon tea served each day at the Grand Hotel du Quirinale—where the day sessions were held—encouraged many friendships.

Of the numerous delightful functions planned for the visiting delegates, none was more memorable than that arranged for the welcome, and the interchange of greetings, of the different nations' representatives. Countess Spolotti Rasponi, as president, extended the cordial greeting of the Italian Council, and as each president was called upon, the national anthem of her country was played by the bands. The delegates all rising. Naturally, there was a pleasant rivalry between the different nations—representatives singing as lustily as possible the anthem of their beloved country. When our own national president, Mrs. Torrington, was announced, and "God Save the King" was struck up, all the delegates of the British Empire joined with us in singing, as never before, "God Save the King."

The large attendance of men at this as well as at all the social functions given for the visitors—indeed, the interest taken by the leading men in all the proceedings—was extremely flattering, as it goes towards realizing the aim of the Council of Women—to be co-workers with men in all work for the betterment of the world.

At the beautiful villa of the Countess Spolotti Rasponi, president of the Italian Council, we had our own interesting glimpse of Italian society and were welcome to "the Eternal City" by Her Excellency the Countess of Aberdeen, who brought many kind messages from Mrs. H. A. Bommer, whom she had just left in Old London. We were much impressed with the great charm of manner and the ease and poise of

refugees who were sadly in need of help, she went to see them. One, a highly educated lady, was wrapped in a blanket, but had been able to conceal some of her jewelry, which was very handsome, and would help towards the purchase of warm clothes for herself and her companion, who had nothing on but the rags which she had given up. "I thought it might interest some of the readers to hear of a little incident which occurred when my daughter was in England a few weeks ago."

mitted to entertain the council formally, but he very kindly invited us to hold our final committee meetings at the historical villa of the ambassador, where the garden is considered the most beautiful in Rome. Soldiers guarded the stately entrance from which we obtained our first glimpse of the lovely gardens, with its avenues of giant trees, up the trunks of which the roses climb. The old Roman wall incloses on one side of the garden, where roses grow in great profusion. Here we walked and talked and heard tales of Garibaldi. Many snap-shots were taken by Lady Aberdeen before the tea hour, after which her excellency summoned us to a peace conference in the grand salon of the villa.

We passed through the different rooms to the great salon we could not but note the many beautiful treasures it contained—paintings, statuary and antiques. Charming as were all these entertainments, none gave us such real pleasure as did the entertainment given in honor of Lady Aberdeen before the tea hour, which invited the Canadians to meet her excellency at luncheon at the Hotel Quirinale. The little speeches following the daily luncheon expressed our great love and admiration for our dear advisory president, and assured her of our appreciation of the council idea. In replying, her excellency made us feel how dear and dear the Canadians were to her, and how she always looked to them as understanding her aims. It was a never-to-be-forgotten hour, and the memory of it lingers still. It was here we first met Mrs. (Dr.) Wilson and the Misses Hoson, of Parkhill, who had preceded us to the Continent.

The kindness of M. de la Roche, in giving the London representation to Rome a letter of introduction to the Canadian College of Bishops enabled us to obtain an audience with the late Pope Pius for Mrs. Torrington, Mrs. Watt, Mrs. Bullock, St. John, and Mrs. Sears. It was with many regrets that we had not taken the precaution to drop a penny into the fountain of Trevi, that we very reluctantly left Rome, for we fear we may not see it again.

THE LONDON ART CLUB'S ADVANCE

The series of entertainments provided for members of the Art Club during the year have embraced art, literature, music and drama. The season was opened in November of last year by a lecture on "Florence, the Heart of the Renaissance," by Professor Howard Griggs. On the 29th of January, 1914, Sir Edmund Walker, of Toronto, formally opened the loan exhibition which lasted ten days. The paintings loaned comprised the work of many distinguished artists, British, French, Spanish and Italian, several by the celebrated Paul Peet, and one graciously loaned by local amateurs, Patricia, besides much good work of local artists. A novel feature was the art work exhibited by the pupils of the city schools. Lecturers during the year were Rev. R. W. Norwood, Miss Blackburn, Mrs. Anderson, of Toronto, and J. Cowper Powys. On May 16 a recital was given at the opera house under the auspices of the club, when Harold Meek, baritone, Angelo Cortese, harpist, and Professor Kirschbaum, pianist, were the artists. Later, two short plays were given by local amateurs. During the year the club was enabled to contribute towards sending one of our local artists to study abroad.

The membership has increased from 72 members last year to 124.

BLANCHE T. CARLING, President.

The Sunday evening reception given in our honor at the capitol in Rome, in the Palazzo del Senatore, was greatly enjoyed. In the Piazza del Campidoglio—designed by Michael Angelo—soldiers were stationed, and the beautiful flight of stairs (by Michael Angelo), upon which palms and bows of lovely bloom were placed at intervals.

A delightful afternoon tea, given in honor of the British delegates and those of overseas dominions, was that at which Dr. Brock, physician to the British ambassador, and Mrs. Brock entertained, Mrs. Brock representing the Victorian League. During the year we met for the first time Miss Bertie Smith, of this city, and her interesting party of Canadians.

She will not permit to tell of the interesting trip to Frascati, where we were delightfully entertained at the quaintly beautiful villa of Count Terloni, where the private grounds of the Villa Boghesi, which was a veritable fairyland, nor of the brilliant reception at the American ambassador and Mrs. Pare entertained at the Palazzo del Drago, when we met a large number of Americans now resident in Rome. The visits to the modern tenements in Rome and to the Montessori School were full of interest as were also the visits to the Roman Forum, where lectures were given in the galleries, Museums and Monuments (as they are called) so kindly planned for us throughout Italy.

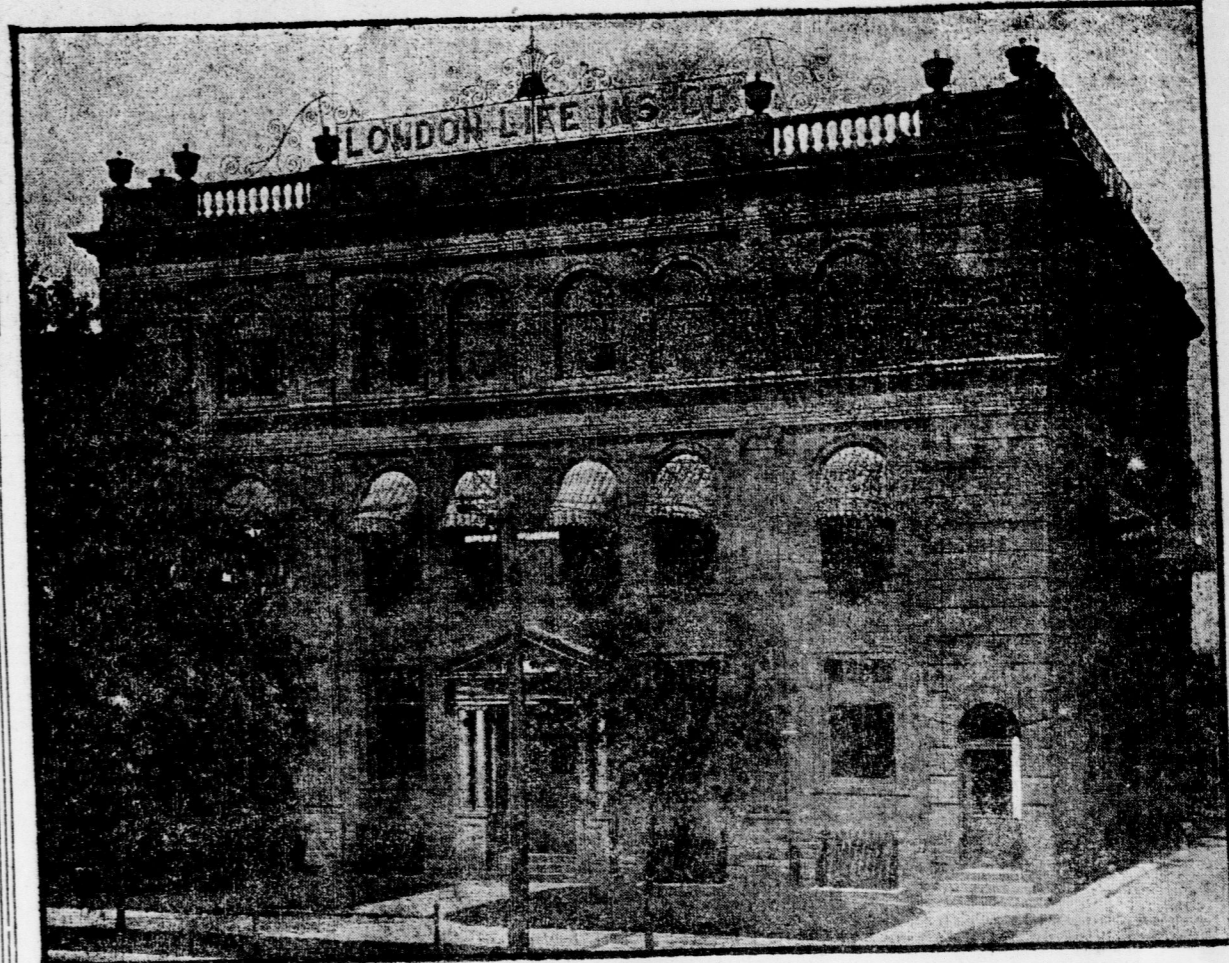
Her Majesty Queen Helena showed her interest in the council by inviting the executive to afternoon tea at the royal palace, while Queen Margherita, the queen mother, entertained the International Council most delightfully at a garden party in the beautiful grounds of her palace, where the wealth of flowers, palms, fountains and shrubbery, made it impossible to miss the grass, which will not grow under the hex trees. A guard of soldiers in brilliant uniforms stood at the entrance to the grounds, and the Queen's ladies-in-waiting greeted us on our approach. Soon the much-loved Queen appeared and cordially received Lady Aberdeen. Her majesty looked very stately, very fair and charming, dressed in black, with a magnificent circular mantle of net exquisitely embroidered in cut steel and bordered with grey panne velvet. A black plume hat was worn, and strings of pearls and diamonds twinkled about her neck.

While Lady Aberdeen presented the delegates to her majesty, who shook hands with each one and had a pleasant word of greeting for many. Later, six gorgeous, dressed footmen appeared, carrying shallow baskets of crimson roses tied with the royal colors, to which was attached a silver pendant with the royal coat-of-arms on one side and "Roma, 1914," on the other—interesting souvenirs of the occasion. The queen honored the guests, one by one and handed to the guests, among whom her ladies-in-waiting had been mingling. The immense tables laden with flowers and good things to eat, were presided with silver and gold dishes and royal emblems. Shortly after tea was served, her majesty, accompanied by her ladies-in-waiting, took her departure for the palace, from where she waved us a final farewell. Owing to the death of the Duke of Argyll, the British ambassador was not per-

'Business Better Than Usual'

THAT is the story of the London Life Insurance Company in this time of strain and stress—the greatest testing time the world has seen or is likely to see for many years.

More new business each month than the preceding year. Assets unimpaired. Profits to policyholders undiminished.



Head Office—LONDON LIFE INSURANCE COMPANY—London, Canada.

The necessity of Life Insurance is better recognized now than ever before.

Endowments at life rates are issued only by this company and form especially attractive policies. Ask for booklet.

FULL INFORMATION UPON APPLICATION TO

GEORGE MCBROOM, Inspector "Ordinary" Branch. R. T. HARDING, General Agent "Ordinary" Branch. R. P. PEARCE, Superintendent "Industrial" Branch.

Every-Day Comfort Should Come to Every Housewife. Does It?

COOKING AND BAKING AND KITCHEN HEATING

Is often accomplished with TWO Ranges—a Coal Range and a Gas Range—meaning double work, which is UNNECESSARY.

McCLARY'S "CHAMPION" INTERCHANGEABLE RANGE

Is TWO Ranges In ONE.

It is a Coal Range and a Gas Range all in one—not merely two Ranges bolted together.

Saves Cleaning Two Ranges

Saves miles of unnecessary steps. One centre of operations. Equally good results can be obtained with either coal or gas.

Breakfast

Can be cooked by Gas while the Coal fire is burning up. The "Champion" is a heavy steel range of pleasing design. Occupies very little space in the kitchen.

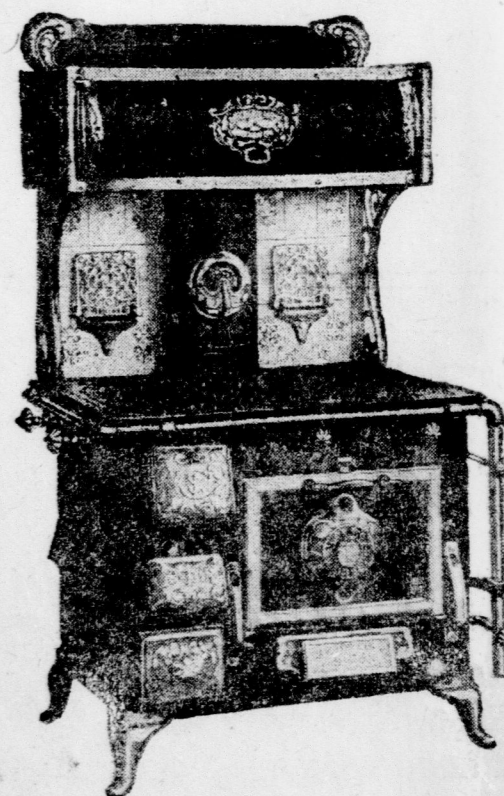
You should see it. Then you will appreciate why happy possessors find every-day comfort.

McClary's

Head Office and Works: London, Ont.

BRANCHES:

Toronto. Montreal. Winnipeg. Vancouver. St. John, N. B. Hamilton. Calgary. Saskatoon. Edmonton.



LONDON'S PURSE WILL OPEN AS LONG AS BELGIUM SUFFERS

Belgium, Sorrowful Land

Mrs. Beattie Recalls Stories of Much-Invaded Country—Soldiers Ruthless Then as Now.

No general in the present European war follows the movements of the various armies with greater interest than Mrs. John Beattie, Warley road, London South, and none hopes for the speedy defeat of the Germans more than Mrs. Beattie. With a good memory to recall the past, a clear vision to penetrate the future and an enthusiasm to resent the wrongs being done to Belgium, Mrs. Beattie displays an amazing interest in the war for one who has reached the advanced age of 59 years.

"The territory occupied by my native country may well be called the 'Cockpit of Europe,'" says Mrs. Beattie, as she mentally turns back the pages of that country's war-scarred history. "It may safely be said that no part of Europe has had so many political changes as the present territory of Belgium, and to me now come back those tales of war's ravages that I've heard so often told in my childhood's home. Now to think they are all happening again—it is terrible."

Europe's War Stage.
Recalling the changing fortunes of the gallant little kingdom, Mrs. Beattie notes that since the beginning of the eighteenth century that territory has belonged at varying periods to the Spaniards, the Dutch, the Austrians, the French—and has formed the arena in which all nations, including Great Britain, have fought out their disputes.

"Now it seems that this 'Pit of Europe'—the Kaiser—has an eye to its acquisition in event of his being successful in his war with England, France and Russia. Its possession would give him the port he has long sought on the North Sea—and probably Antwerp is the coveted possession that has caused this tyrant to forget the solemn guarantee given in 1837 to maintain the neutrality of my country, such an easy matter," she continued.

"That he is anxious to obtain a port on the North Sea is certain, because he was in negotiation with Holland for one, before the outbreak of the present hostilities. It did not suit him at all, therefore, that the Belgians should, in reality, remain neutral, so he deliberately broke that neutrality, and I think he's surprised to find the resistance my people have offered him as he invaded their neighborhoods on the pretext of his 'necessity for his invasion of France.'"

Mrs. Beattie is the mother of ex-Major J. H. A. Beattie, and was born in Tielmont (pronounced Tee-mont) and lived for a time in Haalen, Brussels and other places now in the hands of the invaders. Her mother lived in the house of Tielmont when Napoleon drafted every man in Belgium from 16 to 60 years of age for his famous descent on Moscow.

From the National Secretary

My dear Mrs. Boomer—Allow me through you, to give a few lines of greeting and good will to all those who are working so hard through this Woman's Issue of the Advertiser for the help of our brave little Belgian nation. I think our debt of gratitude to them must be this time realized by everyone, and I feel sure that the best wishes of every member of the National Council will be with you and your corps of co-workers in your present undertaking on behalf of these people. May your Woman's Issue bring you in a very large sum of money.

With all good wishes, I am, Sincerely yours,
EMILY CUMMINGS,
Secretary National Council of Women of Canada.

destroyed by that grim reaper, the god of death.

"The little Puttemans family, of which she is a descendant, is strongly identified with the development of Belgium, and with much of the history enacted a century or two ago. Her Grandfather Puttemans owned estates adjoining those of Baron Von Rosen, and the Baron and her grandfather used to go on long hunting trips together, and were much in each other's company. When the French war broke out and Napoleon led his hosts against the allies of Europe, her grandfather married a piece of the lioness who was captured by that war. The Baron Von Rosen, who with Count Witte were sent by Russia as her treaty representatives at Ooster Bay in the Japanese-Russian war, is a great-grandson of the Baron who in the memory of Mrs. Beattie lived next door to Grandfather Puttemans.

In the Government of Liege.
In still another way her family was identified with the influential people of old Belgium. Years ago Liege, the fortified town which proved such a thorn to the Germans, was a principality and was ruled over by a prince. A grandfather of Mrs. Beattie's mother was private secretary to the prince who ruled over Liege.

An two most interesting events in Mrs. Beattie's life when a child in Belgium she recalls the fact that she had to learn the Dutch language when the Dutch held Belgium under control, forcing the residents to teach their language in the Belgian schools. In a humorous vein she related witnessing in 1835 the operation of the first steam railway locomotive. It was from Brussels to Malines and along its short trip the crowd of spectators was so dense she recalls having to be lifted up in order to see this object of interest to all the world.

"It was built by the English," reminds Mrs. Beattie, "but like many other questionable successes they brought it over to Belgium to try it out."

We are indebted for the above interview to C. Stubing, an Advertiser staff reporter.

EDITOR SPECIAL EDITION.

Wartime Scenes in Watford, Eng.



IN AN ENGLISH MAIL BAG

Vivid pictures of what war time means to the homes of England have been presented in a number of letters received by Mrs. H. A. Boomer, president of the L. C. W. in the past couple of months. Below are extracts from her English mail of the first week of October, 1914.

Winchester Soldiers.
From Winchester, England's ancient capital, a city not only with its grand cathedral, its Wolvesey Castle, its historic St. Cross, but with its many other still existing historical records comes this mention of its present day connection with passing events:

"We seem to have had a very military time nearly ever since war broke here, thousands of soldiers passing through weekly and many camped in the fields round about us, one a Whittshire regiment, five officers of whom we were asked to find room for in our little home at Bar End. The recruits have billets found for them somehow, somewhere through the winter months. It was in the Observatorium Intelligence Department in command of the garrison. Last week he was moved out to the 'Spit Port' out in the sea half an hour by boat. He took over the command and he seems very content and happy about it. There is a party of 200, among them several of his own company. He promises us a flying visit on Thursday."

Sen in Five Battles.
This, in reply to a letter of inquiry, comes from a retired colonel in the English army:

Bank Failure Hits Poor.
Who would have thought that the stock of a mad Serbian student would, like a spark to a gunpowder barrel, have set the world ablaze?

No fight war this, but one that will drain the resources of the Empire. A few weeks before war was declared all the houses in our neighborhood were visited by officials to learn particulars in case of necessity be billeted in the houses. In fact, everywhere around us, men are being recruited and getting into shape for military duty. It is strange to go out and find villages and farms, usually so dull and still, now full of life and activity. The government authorities have taken some thousands of horses out of this country, and have seized all sorts of vehicles, cycles, motor cars, wagons, and even wains and carts. Everything has to go, and it is no longer anything or objecting, for military law is supreme. Reserves are called up, and there is hardly a house around us which does not miss husband or brother, called to take his place in the ranks.

At St. Albans (the Verulam of ancient history), not far from Watford, we found a city full of Territorials, all in training. They had come mostly from shops, factories and the fields, as yet quite unfit for active service. In fact, everywhere around us, men are being recruited and getting into shape for military duty. It is strange to go out and find villages and farms, usually so dull and still, now full of life and activity. The government authorities have taken some thousands of horses out of this country, and have seized all sorts of vehicles, cycles, motor cars, wagons, and even wains and carts. Everything has to go, and it is no longer anything or objecting, for military law is supreme. Reserves are called up, and there is hardly a house around us which does not miss husband or brother, called to take his place in the ranks.

VALUABLE HEIRLOOM FOR BELGIAN RELIEF

From here and there come stories of sacrifices being made in order to assist with Belgian relief work, or other demands of the hour upon public sympathy and support. Sometimes the sacrifice is in the form of a luxury, a portion of the income, of time and of self-ability. Unique among these is the story of Miss Imlach, of this city, of a treasure family heirloom as a donation to the Belgian Relief Fund being raised by the Local Council of Women. Miss Imlach has turned over to Mrs. H. A. Boomer a gold watch, open faced, the gold dial covered with the thick, convex glass that had been a century ago. A fair bride who married into the Imlach family a couple of years before the Battle of Waterloo, numbered this possession among her best, and she has given and even after one hundred years, the quaint old time piece is still capable of telling the hour of day.

It was in Benches and ages ago, that a daughter of Col. Johnson was, in marriage to Colonel Imlach, and became the original owner of the watch. Both father and husband were in the East Indian Army, and were at the capture of Seringapatam, and the capture of Tipoo Sahib, in the gate of the city. A bold father and husband, and a brave son, to whom Tipoo had been particularly cruel, offered a large sum of money to Col. Johnson for one hair out of Tipoo's moustache. The Colonel failed to get it, but at the birth of Col. Johnson's first child in the city, the Rajah poured into the mother's lap a quantity of beautiful silver and ornaments for the babe.

Mrs. Imlach's wedding ring was made from a gold nail out of Tipoo Sahib's throne, the back of the throne, by the way, being a spread peacock's tail, fashioned from gold and precious stones. One hundred years have slipped, and the "cock pit of Europe" is again the scene of warfare and distress.

It was the thought and every one thinks best to raise money for the relief of the Belgians" is the only stipulation made by the great-grand-daughters in the will of Col. Johnson, in turning it over to the Local Council of Women. It has been decided to place a reserve price on the watch, which is considerably valuable. Offers are invited, if its worth cannot be obtained this way, it is probable it will be put up for auction.

WAR COMPLICATION.
[Boston Transcript.]
Some years ago an English lady divorced her German husband and married an English officer. The child of the first marriage, and that of the second are with the mother, while the two fathers are in the war on opposite sides. The two little girls say their prayers together every night. But while Evelyn says "Please, God, don't let Sylvia be killed," Sylvia says, "Please, God, don't let Evelyn's daddy kill my daddy."

English Girl as Ambulance Driver in Belgium.
The following comes from a friend in the village of Rumbach, Westphalia: "I have just returned from the front, and I am united for the cause of the Empire. Even from one little village of only 150 inhabitants, 39 have already gone to the front, and their enthusiasm unbounded. We have offered to receive refugees, and my name is down for our little Red Cross Hospital to hold 30, at Powsay, five miles off. I have volunteered to look after them, feeling that I could do better work than that I could as a nurse. One of my brothers is registered

as ready for any post in which he can be used. Another brother (one of the oldest and longest established doctors at Reading, Berks), goes with his battery to the front, nearly every day, volunteering every day. His son Ronald is in the navy, and Rita, his daughter, hopes to be accepted to drive a motor in Belgium to bring in the wounded."

This means practical help offered by five members of one family, and is typical of many others in the mother country today.

THE CALL OF ENGLAND

Come, all ye who love her well,
Ye whose hopes are one with hers,
One with hers the hearts that swell
When the pulse of memory stirs:
She from whom your life ye take
Where the battle lines are set—
Come, your honor stands at stake!
Pay your debt!

By her sons that hold the deep,
Nerves at strain and sinews tense,
Sleepless-eyed that ye may sleep
Griddled in a fast defence—
By her sons that face the foe,
Where the battle lines are set—
Give your country her desire!
Pay your debt!

He that, leaving child and wife
In our keeping, unafraid,
Goes to dare the deadly strife,
Shall he see his trust betrayed?
Shall he come again and find
Hollow cheeks and eyelids wet?
Guard them as your own and kin!
Pay your debt!

Sirs, we should be ashamed indeed
If the bitter cry for bread,
Children's cries in cruel need
Rose and fell unaccompanied,
Ah, but since the patriot glow
Burns in English bosoms yet,
Twice and thrice ye will, I know,
Pay your debt!
—From Punch Aug. 25, 1914.

Thanks, Most Heartily!

If you paid five cents or five dollars for this edition not one cent goes to a commercial enterprise. Every cent of advertising revenue secured by the Local Council of Women and every cent derived from the sales will go to the Belgian relief fund.

Those who feel an impulse to give more than the price of the paper after reading its contents should forward their subscriptions to the Local Council of Women.

On behalf of those who have worked to make the edition a success, The Advertiser wishes to extend its thanks to all the business houses and financial institutions that have contributed advertisements and to all those who are today aiding in the relief of Belgium's terrible distress by the purchase of this paper.

The Molsons Bank

Incorporated 1855

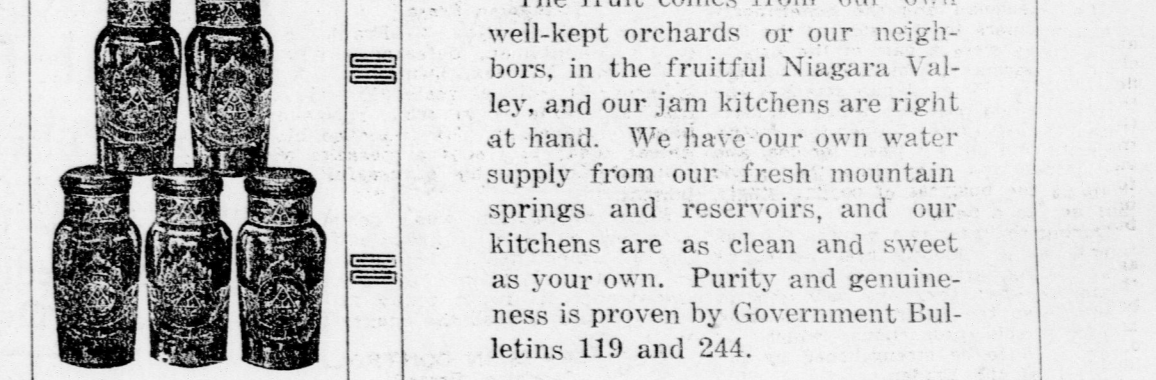
Savings Bank Department

Interest at the Highest Current Rates

Pure Jams from a Clean Factory

This forms only one of many good reasons why you should prefer E. D. Smith's Jams and Jellies.

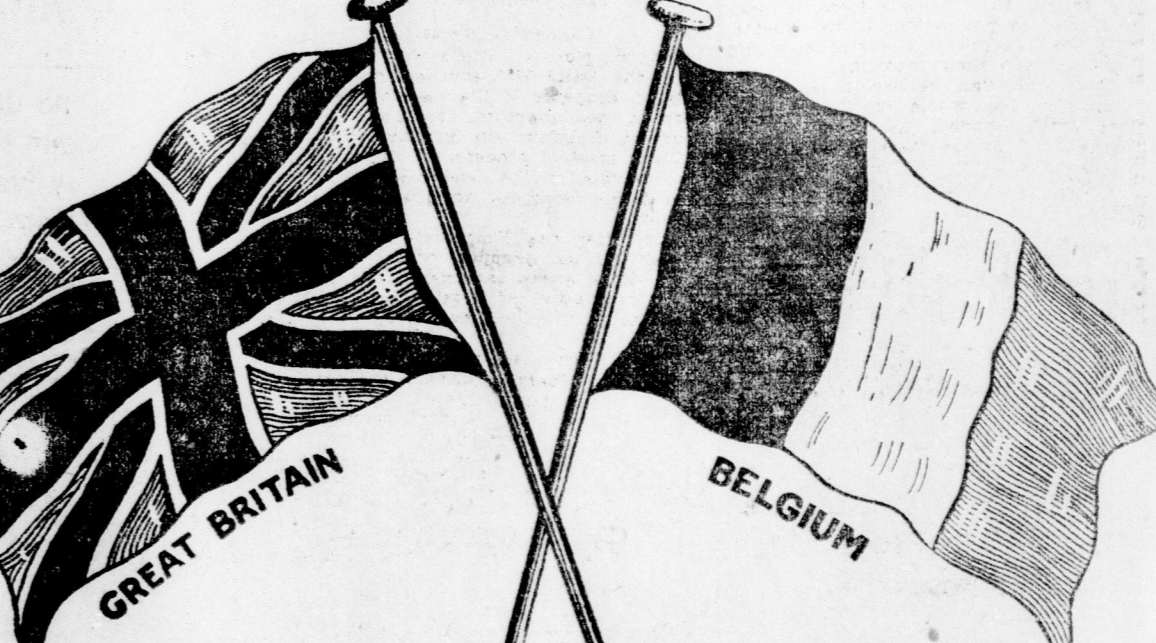
The fruit comes from our own well-kept orchards or our neighbors, in the fruitful Niagara Valley, and our jam kitchens are right at hand. We have our own water supply from our fresh mountain springs and reservoirs, and our kitchens are as clean and sweet as your own. Purity and genuineness is proven by Government Bulletins 119 and 244.



E. D. Smith's Jams and Jellies

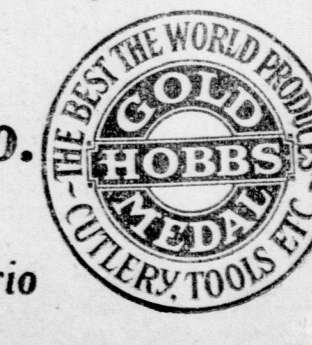
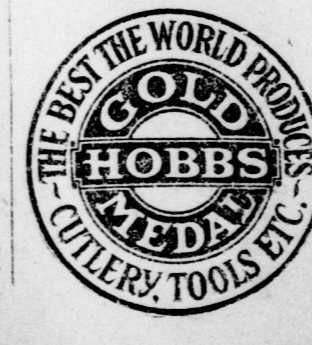
Bravo! Heroic Little Belgium!

"L'Union fait la Force."



Belgian Guns Belgian Glass Belgian Flags

Can Be Procured at the
Hobbs Hardware Co.
Limited
London - - - - - Ontario



Well-Fortified Investment

Your money, to be safe, must be amply fortified against such events as these through which we are now passing.

Do your investments possess stability of value and earning power?
Are they holding their own? Or are they giving you anxiety?

Over Half a Century of Experience, over Sixteen Millions of Assets, and a Reserve Fund of over Two and One-Half Millions, are the fortifications behind which you mobilize your savings and rest assured of absolute safety, coupled with a fair interest return.

The bulk of Huron and Erie investments are upon the security of Canada's fertile farms—the safest security in the world today.

Not a dollar is lent upon the security of promissory notes.

If you have funds lying idle—\$100 or over—call or write for particulars of a short-term investment in a Huron and Erie Debenture.

In our Savings Bank Department a passbook awaits you.

THE Huron & Erie Loan and Savings Company

Main Office: 442 Richmond Street, London.
Market Office: 4-5 Market Square, London.
T. G. MEREDITH, K. C., President.
HUME CRONYN, General Manager.

THE LOCAL MARKET

Wheat was in demand on the market this morning. Some extra fine hay sold for \$15.75 per ton. There was a keen demand for the twenty-five loads that were for sale.

There were not enough oats in to make a market. The demand is good. Straw is scarce. The demand is good. Grain, per cwt., \$1.75 to \$1.75. Oats, per cwt., \$1.28 to \$1.45.

Wheat prices opened 1/2 to 3/4 lower in December and May, but unchanged for the higher, and flour, 1/2 to 1 1/4 higher.

Chicago, Nov. 4.—Receipts at the Union Stockyards today were moderate, with prices unchanged. Cattle were the most active, and prices were again very dull.

STANDARD STOCKS. Toronto, Nov. 4.—Quotations on the Standard Stock Exchange today were: Canadian Pacific, 114 1/2; Canadian National, 109 1/2.

AMSTERDAM (Via London), Nov. 4.—The following official dispatch issued in Berlin, has been received here: "A telegram from general headquarters, dated Nov. 3, at noon, states that inundations south of Nijmegen prevent all operations in this part of the country."

ADMIRALTY FAILURE OF COAST OPERATIONS. Germans Says Troops Have Evacuated Inundated District—Lost Hundreds Near Roze.

BRITISH DROPPING BOMBS ON BRUGES. London, Nov. 4.—A dispatch from London, Nov. 4, at 11 a.m.—A dispatch from London, Nov. 4, at 11 a.m.—A dispatch from London, Nov. 4, at 11 a.m.—

R. J. YOUNG & CO. GREAT SALE OF SWEATER COATS. On this and following days we are making a great sacrifice sale of all our Sweater Coats at half price and under.

ADMIT FAILURE OF COAST OPERATIONS. Germans Says Troops Have Evacuated Inundated District—Lost Hundreds Near Roze. AMSTERDAM (Via London), Nov. 4.—The following official dispatch issued in Berlin, has been received here.

Always SAFE. In making your Christmas selections at our store, where we show nothing but the finest, most up-to-date goods obtainable at moderate prices.

ATTENDED THE FIRE SALE YET? THE VARIETY IS HERE. Special, this week only, Baden Pure Raw and Boiled Oil, per gallon 65c. Best Butcher Knives, special for this week, 25c.

WINNIPEG LAWYER COMMITTED SUICIDE. Winnipeg, Man., Nov. 4.—O. C. S. Lovell, a lawyer, was arrested, charged with the theft of \$1,200 connected with real estate speculations.

WARM THE COLD CORNERS. "I DECLARE," said Mrs. Comfort, "I thought no one ever would use that upstairs room. And you couldn't blame them—it certainly was chilly, and there didn't seem to be any way of heating it."

BROWNLEE'S 385-387 TALBOT ST. The entire list is too large to publish. You will have to come in and see for yourself.

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

GRAVES
Comfortable Grasses Must be of good quality and perfectly fitted. Our eye-glasses and spectacles are noted for Quality and Fit. Prices moderate.

John S. Barnard
Optician,
194 DUNDAS STREET.

New Models in FURS
BELTZ & CO.
Practical Furriers

Auto Thefts Continue; Another Car Disappears
Galt Man's Machine Taken by Unknown Persons on St. James Street.

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

Sterling Silver Photo Frames
All sizes, ranging from 75c to \$10.

C. H. WARD & CO.
Diamond Merchants and Jewelers.
286 RICHMOND STREET. PHONE 1064.

We mine our own Coal and sell direct to you.
CONNELL'S COAL
LARGE PE. COAL \$1.55 PER TON
We guarantee this coal to have the value of but in the range and nearest; saves you \$1.25 per ton.

Palace Livery
ROSS & BOSS
Carriages for funerals and all other occasions. Automobile service.
519 DUNDAS STREET. PHONE 838.
Call and Hear the Most Wonderful of All Musical Instruments. THE EDISON DISK PHONOGRAPH.

NOTICE
EGGETT & CO.
(Formerly of Dominion Savings Bldg.)
Experts in Plumbing, and Heating Engineers are Now Located at
392 Clarence St.
PHONE 210. ext

ORIENTAL PEARL BEADS
In Different Lengths.
Short Strings \$1.50
Long Strings \$2.50
For extra long strings with fine finish, Black Beads, 75c per string upwards.

W. J. Wray & Co.
LONDON'S LARGEST JEWELRY.
234 Dundas Street, London.

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

Chrysanthemum Sale All This Week
75c Chrysanthemums, 39c dozen
\$1.50 Chrysanthemums, 79c dozen
\$2.00 Chrysanthemums, \$1.10 dozen

Standard Drug, LIMITED.
252 DUNDAS ST.

The Quality Store
Try our 30c Ceylon Tea. Best value in London.

Harry Ranahan
815 RICHMOND STREET.
Phones 1026 and 3323. 2xv

New Models in FURS
BELTZ & CO.
Practical Furriers

AUTO THEFTS CONTINUE; ANOTHER CAR DISAPPEARS
Galt Man's Machine Taken by Unknown Persons on St. James Street.

RELATIVE OF LONDONER IN TURKISH WAR ZONE
Rev. I. W. Pierce, a former resident of Ingersoll, and a brother-in-law of E. M. Hawless, 288 Hackett street, this city, who has heard from in the war zone in Turkey, and some uneasiness is felt for his safety.

NEW COAT OF ARMS FOR POLICE COURT
Magistrate Judd handed down a judgment from under the royal coat-of-arms yesterday afternoon, when he sentenced Thomas Pryor to six months in jail for stabbing Charles Smith, a street car conductor.

MISSING HUNTER'S WIFE FORMER LONDON GIRL
[Special to The Advertiser.]
HARRISTON, Nov. 2. — The Dr. A. L. Donaldson, of Dundas, mentioned in The Advertiser today as being missing in the Rainy River District, while on a hunting trip, was born in Harriston, and was the son of the late Charles Donaldson, who at one time owned and operated the Harriston flour mills. He was married less than a year ago to Miss Clara Broad, daughter of G. T. R. Conductor, Frank Broad and Mrs. Broad, of London. His mother and sister reside in Dundas.

ON THE ADVICE OF HIS DOCTOR
He Used Dr. Chase's Ointment For Protruding Piles With Splendid Results.
Too often a doctor can only think of an operation when asked for a treatment for piles. Some are sufficiently broad-minded to use the most effective treatment available, which is undoubtedly Dr. Chase's Ointment. It was proven in the case referred to in this letter.

Chrysanthemum Sale All This Week
75c Chrysanthemums, 39c dozen
\$1.50 Chrysanthemums, 79c dozen
\$2.00 Chrysanthemums, \$1.10 dozen

Standard Drug, LIMITED.
252 DUNDAS ST.

WEST LONDONERS WANT NEW SCHOOL

Ask For Erection of Four-Room Building in South End.

FREE BOOKS COMING UP
T. and L. Delegates Petition School Board To Look Into Question.

Belgian Refugees' Tongues Cut Out
English Woman Writes Her Husband, Now in London, of German Atrocity.

British Social Union Beat The Oddfellows
The British Social Union baseball team defeated the Canadian Oddfellows in a City League game played in Roman Hall last evening.

Italian Prince Dead
Rome, Nov. 4.—1:15 a.m.—The death is announced of Mario Prince Chigi-Albania, marshal of the Conclave.

ROYAL YEAST
IS BEST YEAST IN THE WORLD

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Divorce Granted
After many years of patient suffering you can be divorced from corus by applying Putnam's Corn Extractor which acts in 24 hours without pain.

Sir Melvin Jones Suffered A Relapse
TORONTO, Nov. 3.—Sir Melvin Jones, president of the Massey-Harris Company, who has been confined to his bed with an attack of pneumonia for several weeks, suffered a relapse today.

Pimples Appeared On His Face and Hands
The primary cause of pimples arises from the blood not being in a good condition. When the blood becomes impure you will find that pimples will break out on the forehead, nose and chin.

Costive Bowels, Headache, Colds, Take Cascarets
No Headache, Sour Stomach, Bad Cold or Constipation by Morning.

MOSLEMS ENLIST AGAINST GERMANY

Spiritual Head Urges Them To Move, and Says the Sultan's Cause Is Unholy.

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TORONTO, Nov. 3.—Sir Melvin Jones, president of the Massey-Harris Company, who has been confined to his bed with an attack of pneumonia for several weeks, suffered a relapse today.

Pimples Appeared On His Face and Hands
The primary cause of pimples arises from the blood not being in a good condition. When the blood becomes impure you will find that pimples will break out on the forehead, nose and chin.

Costive Bowels, Headache, Colds, Take Cascarets
No Headache, Sour Stomach, Bad Cold or Constipation by Morning.

MOSLEMS ENLIST AGAINST GERMANY

Spiritual Head Urges Them To Move, and Says the Sultan's Cause Is Unholy.

Belgian Refugees' Tongues Cut Out
English Woman Writes Her Husband, Now in London, of German Atrocity.

British Social Union Beat The Oddfellows
The British Social Union baseball team defeated the Canadian Oddfellows in a City League game played in Roman Hall last evening.

Italian Prince Dead
Rome, Nov. 4.—1:15 a.m.—The death is announced of Mario Prince Chigi-Albania, marshal of the Conclave.

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Special Notice.
Watch for announcement in our advertisement tomorrow of a special that will be on sale Friday. It will pay you.

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250 DUNDAS STREET.

Even Well-Behaved Children Are Hard
on shoe leather. We have a shoe for boys, particularly large ones, at \$2.75 which we are sure will give general satisfaction.

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THE STORE THAT SERVES YOU BEST

Trusteeships Often Last Through Many Lifetimes
This strong Trust Company is permanent and fulfills its duties far more effectively than is possible in the case of a private executor.

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SIR GEO. GIBBONS, K.C., President JOHN S. MOORE, Manager

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\$35,000 Worth of the Highest Quality Clothing, Furnishings, Hats and Caps Made In Canada at the Most Paralyzing Price Reduction In All Clothing History!

WHICH MUST BE SOLD DURING THIS NINETY DAYS' SALE. NO OTHER WAY OUT OF IT. THE HUGE STOCK, THE HIGH QUALITY, THE MARVELOUS LOW PRICES, WILL HAVE ALL LONDON TALKING. POSITIVELY LONDON'S GREATEST ATTRACTION. THE BARGAIN SENSATION OF THE COUNTRY.

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\$1.25 value 95c
\$1.50 value \$1.17
\$2.00 value \$1.39
\$2.25 value \$1.69
\$2.75 value \$2.25
\$3.00 value \$2.50
\$3.50 value \$2.69
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250 dozen Neckwear, 50c value, 25c

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