



Tomorrow, Saturday, is Overcoat Day

It's the day that you want to come to this store and see our offerings in new overcoats for men who care. Men who are particular about their personal appearance. Winter coats full of swiftness—the Chesterfield in all its sleekness and dignity—\$18.00, \$20.00, \$22.00, \$25.00. The Pinch Backs are particularly handsome, correctly tailored overcoats for young men: \$18 up to \$25.00. **COME AND TAKE A LOOK AT OUR OVERCOATS** The young fellow will find his smart Trench Coat, with belt all around, \$20.00, \$22.00, \$25.00. Then we have the swell form fitting, double-breasted, peaked lapels, knee length, a very stylish garment, \$18.00, \$20.00, \$22.00, \$25.00. See the new belted back storm collar ulsters, \$15.00 to \$25.

Livingston's,
Brock Street.
If Off Your Route, It Pays To Walk.

To-Night

YOUR CHOICE OF OVER 50 DIFFERENT COATS, all this season's newest style, warm, comfortable and stylish. Priced regular from \$18.50 to \$25.00. **Tonight for \$14.98**

NEW FALL AND WINTER SUITS, made from the best of materials and cut and finished in the most up-to-date style, every new shade, at one-third off regular prices.

WOMEN'S BLACK CASHMERE HOSE
At 35c, 45c, 50c, and 60c per pair

MEN'S BLACK CASHMERE AND HEAVY WOOL SOCKS
At 25c, 35c, 40c and 50c per pair

CHILDREN'S WARM WINTER STOCKINGS, ribbed cashmere and heavy wool.
From 25c to 75c per pair.

UNDERWEAR FOR ALL THE FAMILY, all the best makes at lowest prices.

Waldron's

READY FOR THE OPENING

THE PARADE ON MONDAY NIGHT A BIG FEATURE.

The Publicity Committee is Worrying About Novelties — The Electrical Display Will Be Effective—Decorate For the Event.

The Publicity Pushers in connection with the Victory Loan were at it again last night. Lieut. Col. Mills, in charge of the parade, said the autoists would be asked to be at the post-office and to fall in behind the Kelly trucks. The owners are asked to help make the parade as big as possible. Col. Mills suggested that "Buy a Victory Bond" be stenciled on the sidewalks. The operation could be done in a few minutes. This suggestion met with approval.

The literature and posters will be distributed as soon as they arrive. There will be thousands of small pamphlets to be distributed by the school cadets.

Window posters will be handed around to the merchants. Seven hundred auto stickers will add to the announcing of the loan, and thirty sandwich boards will be placed. Buttons will be received next week, a button to be given to every person buying a bond.

C. C. Folger asked about streamers. It would be a good plan to have two, one across Princess street near Clergy street, and the other at the foot of Princess street, and both to be illuminated. This matter will be looked after. Mr. Folger has made arrangements to turn the lights in the city on and off four times on Sunday night at 7.30 o'clock as a forerunner of the announcement of the loan. He is arranging to have a man at every switch and the operation will take only a few seconds. The meaning of the flashes is "Buy a Victory Bond."

Stanley Trotter has made all arrangements for the noise section of the programme, and hopes to have the guns of the various batteries utilized as well as the guns at the Fort. The merchants and householders are asked to put up bunting for the week. Let the whole city bloom in colors.

R. Meek was present and spoke in connection with the loan. Already the movement was taking shape. The Publicity Committee here is ahead of the committees in Toronto and other places in getting the practical work done. The executive committee had at first some misgivings as to the advisability of holding a meeting on Monday night. However, he thought the parade would be the means of bringing the people down town, and the meeting would keep them down. He thanked the Publicity Committee on behalf of the executive for their good work and expressed confidence in the programme next week.

The Military Parade.
The big Victory Loan parade of Monday night in some respects will be unique, and will include features never before seen in a parade in this city.

In addition to all the troops of the garrison, with four bands, the parade will include hundreds of citizens in their private motor cars. All car owners willing to appear in the parade, and to take with them three or four men who have seen service overseas, and who are unable to walk, are asked to report at the Post Office at 6.15 o'clock Monday night with their cars. The men to go in the cars with them will be at that point.

A prize of considerable value is offered for the best decorated car in the parade, and already a number of unique decorative schemes are under way.

At the end of the parade there will be a grand march past and review. Not only the troops, but all the cars, lorries, and waggons will pass in front of Brigadier-General Hemming and the staff of Military District No. 3.

The nurses from the military hospitals will be out and will be accommodated as far as possible in the government military cars.

The entire equipment of the Army Service, cars, lorries, waggons, etc., will appear and will be a feature of the evening. In addition to these vehicles over a hundred motor owners have indicated their intention to be present and take part.

The parade will start from the Market Square shortly before seven o'clock.

Verona Victory Loan Meeting.
A splendid meeting in the interests of the Victory Loan was held at Verona on Friday evening. G. R. Warburton, district organizer and George Smith, motored to Verona in H. C. Nickle's car, and all three gave short addresses. There were over fifty people who were intensely interested, and promised their hearty support of the movement. The meeting was held in the Orange Hall.

Military News

According to information given to the Whig by the exemption tribunals sitting on Saturday morning, no cases came up for consideration. At the Y.M.C.A. Tribunal No. 143, no decisions were given although a number of enquiries were made. At the Court House, Tribunal No. 142, there was nothing at all to report.

There was quite a rush at the registration office at the post office last night. The time for registration expires to-night.

The 14th P.W.O.R. band has kindly consented to give its services in the great Victory Loan parade to be held in the city streets on Monday evening. The parade will stretch for many blocks, and should bring thousands to see it. "Help the Victory Loan" is the watchword of the hour.

Old Fort Henry, which has held many famous regiments, will be for the winter the home of the Special Service Battalion. This unit is for the most part made up of men who have been in England and France in the present campaign and are now here for permanent base duty. The inconvenient location of the fort makes life rather a drag for the soldiers at times, so they have organized an athletic and recreation committee. A recreation room is being

fitting up and a programme of sports will be mapped out. The chapel, in which Major Starr holds his weekly services, is also being put into shape. The major is evidently very popular with the Special Service as he has been elected honorary president of the new committee. Sergt-Major Fawcette is president and has Sergts. Moat, and Hetherington, Corpl. Bartlett and Ptes. Eccles, LaRock and Bates as assistants.

The retirement of Major-Gen. D. A. Macdonald, C.M.G., as quartermaster-general, will have a local effect. It will return to this city one of the best known officers of the service in the person of Lieut. Col. E. C. Dean, former editor of the British Whig. He left here thirteen years ago to take up Army Service Corps work, and recently returned from overseas.

Brig-Gen. J. L. Biggar will probably become quartermaster-general, vacating the position of director-general of supplies and transports, which position will be filled by Lieut. Col. E. E. Clark. Col. Clark is assistant director of supplies and transport at Ottawa, and this position will be filled by Major F. B. Eaton, A.D. of S. and T. here.

Capt. W. P. Grant, 253rd, is being transferred to the reserve of officers.

No. 2 section, Depot D.A.C., will be absorbed into the 73rd, 74th and 75th Batteries.

Brig-Gen. T. D. R. Hemming, G.O.C., C.M.G., has received a military cross, which will be presented to J. A. MacGregor, Prescott, father of the late Lieut. Harold Philip MacGregor, 73rd Battalion. The Minister of Militia personally extends his sympathy to the father in the death of this gallant officer, and if the presentation is made a public event the lieutenant-governor will be asked to attend the ceremony.

Sunday Evening.
At seven o'clock, the usual evangelistic service in Gospel Hall, New Orange Building. Short addresses. Hearty singing. A profitable hour promised. All invited.

The Theatres

At the Grand.
A large and thoroughly delighted audience witnessed the gratifying programme offered at the Grand last night. Mabel Taliaferro has never been seen in a more attractive role than that of the little Irish colleen in "Peggy, the Will o' the Wisp." It is a Metro Wonderplay of Ireland as it is to-day, and the "atmosphere" is so well created that it is very easy for one to imagine himself in "The Emerald Isle." The latest Pathé News contains scenes from the late world series, while "Two Dollar Gloves" and the comedy, "This Isn't the Life" were very pleasing. Miss Maid George registered a big hit with her well-chosen songs, in which she introduces for the first time "Our Hearts Go Out to You, Canada." This same bill will be repeated for the last time to-night.

At Griffin's.
Again last evening capacity business greeted the presentation of that most famously funny artist, Douglas Fairbanks, appearing in his latest and best picture, "In Again, Out Again," which is without a doubt the triumph of "Doug's" phenomenal career. Those who have not so far had the pleasure of seeing this striking photoplay should take advantage of the last opportunity given this evening, when the smiling "Doug" will make his final appearance. Don't miss this picture as well as other good features, and an absorbing episode of "The Neglected Wife."

At the Strand.
For the first three days of next week an exceptionally fine feature programme will hold the boards at the Strand. Heading the bill is a five reel circus picture entitled "The Jockey of Death." Little Mary McAlister in "Do Children Count." Gammons World's Tours and comedy reels will also be shown.

The Fight.
This is the title of the fourth episode of "The Grey Ghost," which is actually the beginning of the exciting part of this serial. Eddie Polo takes the leading part in this series. He is acknowledged king of stunt-pullers, having performed breathtaking feats as acrobat, high diver, animal trainer and aviator. Despite this accomplishment, Polo is a finished actor and portrays his roles with unusual vividness at the King Edward, Monday and Tuesday.
(Continued from page 7.)

DAILY MEMORANDUM

The Sun rises Sunday at 6.59 a.m. and sets at 4.53 p.m.
See top of page 3, right hand corner, for probabilities.
Fes. and concert, Queen Street Methodist church, Nov. 19th, Tes. 6 to 8 p.m.
St. Mark's Bazaar, Barrisfield Hall, Wednesday, Nov. 14th. Buses leaves McLeod's Drug Store, 2 p.m. sharp.

MARRIED.
HAGERTY-McKANE—On Nov. 8th, 1917, by the Rev. T. W. Savary, Olive May, second daughter of Mr. and Mrs. W. G. McKane, 36 Clergy street west, to H. J. Hagerty, son of Mrs. E. Hagerty, Brewers' Mills.

Memorial Cards
Acknowledgment of Appreciation Cards, Bordered Calling Cards, Etc. See our samples.

Job Department.
British Whig Publishing Co., Ltd.
Phone 292.

JAMES REID
The Old Firm of Undertakers,
254 and 256 PRINCESS STREET
Phone 147 for Ambulance.

ROBERT J. REID
The Leading Undertaker,
Phone 277, 250 Princess Street

Familiar Quotations

Pride is at the bottom of all great mistakes.
—JOHN RUSKIN.

TONIGHT

Until 9.30 we are open for the sale of many needed articles and saving money on these prices as lots of things shown now which cannot be repeated at anything near what is asked today.

We have an exceptionally large stock of

Underwear

Showing all the best makes for women, for children, for men.

480 WOMEN'S VESTS

White, unshrinkable, soft finish, long or short sleeves.

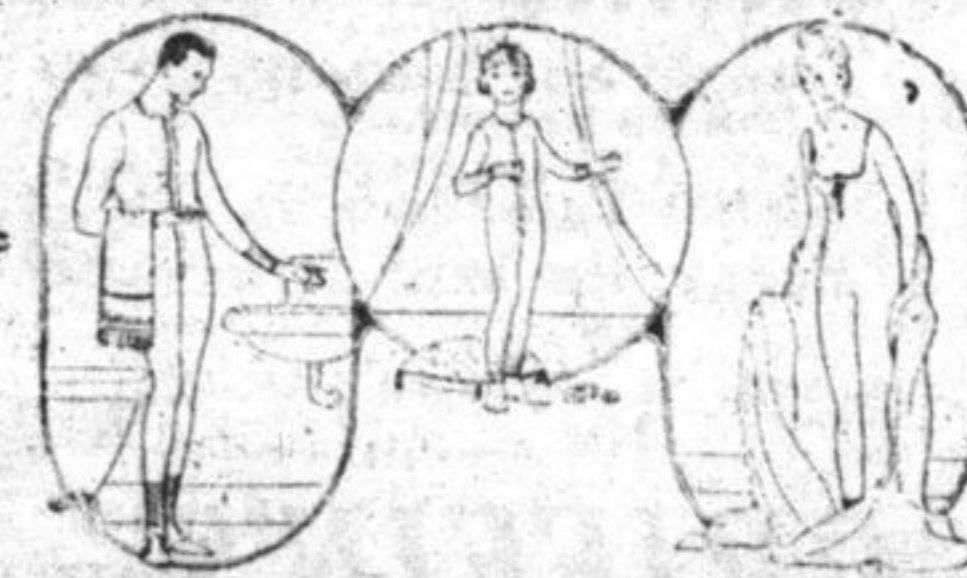
480 WOMEN'S VESTS

White, unshrinkable, union cotton and wool; a most comfortable make.

Women's Vests in many makes.

Women's Drawers in many makes.

Women's Combinations in many makes.



Recently Arrived

Neckwear Styles

Fancy collars for evening wear.
Fancy collars for afternoon wear.
Collars for wearing with full coat.
Collars for wearing inside fur neck pieces.

25c, 50c, 75c, \$1.00, \$1.25, \$1.50, \$2.00.

Quite a number of these are just out and extremely dainty and chic.

STOCKINGS FOR ALL THE FAMILY.

Women's Fall Stockings:
Special makes at 25c, 35c, 50c.

CHILDREN'S

Fine cashmere stockings in white, in black, all sizes, and at prices that mean a saving.

TONIGHT — 150 BUTTERICK'S LARGE QUARTERLY BOOK OF WINTER FASHIONS USUALLY SOLD 25c — TONIGHT FOR 15c.

John Laidlaw & Son LIMITED.



WALK OVER

Fine Shoes for Men

SPECIAL — THURSDAY, FRIDAY and SATURDAY
We will offer all light tan and gun metal calf shoes of Walk-Over make for men, at 20% DISCOUNT.

The Lockett Shoe Store