THE STORE OF SATISFACTION—It is our constant aim and endeavor to make this establishment truly a "Store of Satisfaction". Should at any time our service or merchandise not satisfy you please tell us about it. We are only too pleased to be able to correct any errors, "Quality Merchandise at Economy Prices" is our motto. We welcome a comparison of our merchandise and prices with any other establishment or catalogue.

Discount Sale of Millinery Ladies' & Misses' Coats

Garments, For and self collars. The new Marvellas and plaid backs. One Quarter off regular price. ALL MILLINERY reduced from one quarter to one half off regular prices.

Saving Prices on Staples

STANDARD SHIRTING—Best quality made, blue, blue and white, black and white, red and 35c blue and white, black and white, red and 35c blue, per yard NORTH STAR COTTON BATTING—This brand is known for its even quality and pure 35c bleach. Per pound.

27 INCH. FLANNETTE AT 17c—Pink, blue and dark stripes. A cloth that will give \$1.00 excellent satisfaction. 6 yards for. \$1.00 at 100 linch. FLANNETTE—Same shades as above. A splendid weight cloth. Very special 22c Per yard 36 INCH. FLANNELETTE—Extra heavy quality medium dark colors. 1000 yard only of this 24c 30c quality, per yard 34 and 36 INCH WHITE FLANNELETTE—Good weight, fine even weave and good weight. 25c English Double Warp Flannelette—Extra 38c heavy weight, per yard. heavy weight, per yard.....

PURE LINEN TOWELINGS, Per yard 17c, 20c, 22c, 25c and 28c pure Linen table Linens, Per yard \$1.40, \$1.75, \$2.25 Table Cloths with one dozen \$10., to \$32. Napkins to match. Per sett

UNDERWEAR

Turnbulls and Stanfields Underwear for men, women and children. These two makes are the standard of quality in Underwear. Light, medium and heavy weights in single garments and com-

E.O.S. sizes at 85c Size 40 at 75c. Stanfield's Vests with matched Drawers & Bloomers 90c, \$1.15, \$1.25, \$1.45 Turnbull's Natural Wool-Vests and \$1.65 drawers, each
Turnbull's Knit Bloomers, All sizes 75c Black only, each

BLOOMER SATINETTE-36 inch, shadow stripe, Shades—sky, orange, rose, tangerine paddy, copen, helio, navy, white, black 75c 75c Per yard

GLOVES and HOSIERY

GLOVES-Gordon quality washable Chamoisette. Long, short and novelty cuffs—in gray, sand, black brown, mode and pastel shades from 75c. \$1.00, 1.25, up to 2.75

\$1.25, 1.50, 1.75, 1.90, \$2

YARNS—Komfort and Corticelli in all the new shades. Wool, Silk and Wool, and Brushed Wool. Scotch Fingering, finest quality in grays, black, heather and red. Horne Bros. Wheeling Yarn—finest wheeling yarn made all shades at

HOUSEFURNISHINGS

	First quality Floor Oil Cloth, all widths	550
	Equale Jain	State of the
	2 for	25c
	Rag Mats, 24 x 48 inches, fringed ends C1	10
() ()	Each	.10
	Large Smyrna Mats, reversible \$3	75
	Each. Velvet Rugs, 4 x 6 feet S9	
	Marquisettes and Scrims, in white, crear	n and
	Ecru. Per yard 25c, 28c, 3	
	Kirsch Flat Rods. Complete	200

"Your Money Back if Dissatisfied"

98c

Colored Marquisette. 45 inches wide rose, tan, blue, green. Per yard.....

Wool&Flanelette Blankets

Flannelette Blankets [Ibex first quality \$2.95] Mossfield Wool Blankets-100% pure 8 pounds \$9.95 7 pounds \$8.75,

IN THE MEN'S STORE

Stanfield's Elastic Knit Combination	\$3.00
Underwear. Per suit	THE PROPERTY OF THE PROPERTY O
Standeld's Green Label, heavy woo. Underwear. Per garment Turnbull's Natural Wool Combination Per suit	
Per suit. Men's Heavy Flannel Shirts, gray o	, 40.00
khaki. Each	
III dames and All since Day south	BESTER A RESIDENCE AND A RESIDENCE
Big "B" blue stripe Overalls	\$1.50
Extra Heavy, extra large, plain blue	¢1 05
Big "B" blue stripe Overalls Per pair	Φ1.55
wool Socks. Per pair 45c, 50	Jc, 65c
Men's Pure Wool Black Cashmere	Socks 50c
wool Socks. Per pair 43C, 30 Men's Pure Wool Black Cashmere Per pair. Men's Heavy Ribbed Heather Socks Per pair.	50c
Fine Shirts, Arrow Brand, guarantee	d d1 FA
colors. Each	Φ1.50
bands. Each	\$1.25
Winter Caps—Kling Klose, inner bands. Each. Heavy lined Mule Work Mitts Per pair Pure Wool Jumbo Knit Work Sweate Each. Men's All Wool Smart Belted Style Rain Coats. Each. Men's Blue Serge Suits guerante	50c
Pure Wool Jumbo Knit Work Sweate	rs \$2 00
Men's All Wool Smart Belted Style	¢12.00
Rain Coats. Each. Men's Blue Serge Suits, guarante	\$12.00
\$27 00. \$29 00 and	\$33 UU
Men's Winter Overcoate \$16.50 from	400.00
from \$10.50	J " \$33.
Each Smart styles	\$3.50
Mackinaw Coats. Extra heavy pure	wool. Sizes
From	* \$8.50
Boys All Wool, heavy ribbed, Sweaters. Price \$1.50	to \$2.25
Management of the second of th	

RESPONSIBLE FORD SERVICE

VERY DOLLAR paid this Garage for anything from New Cars down to a single \$1.00 purchase entitles you to Tickets on the Prize FordSedan

OUR SERVICE is not surpassed in Lambton County, having all special tools and equipment for re-boring, rebabbitting, burning in motors and all other special work.

EVERY JOB GUARANTEED

Our stock of "Genuine Ford Parts" is complete at all times and we carry all Accessories and Equipment that our experience has taught us as good.

R. Morningstar, Ford dealer

ARTICOLOGICAL ARTICOLOGICA ARTI SHOES AND SLIPPERS FOR THE WHOLE FAMILY

We carry the leading and most re-liable makes including: McPherson, Murray, Chums, Sterling, Williams, and many other, and a full line of the well known and reliable brand of Dominion Rubbers.

We have a full line of evening shoes including the new Bamboo suede, satin, kid and patent and we are always pleased to show you. Give us a call and be convinced.



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LOOK OVER THIS LIST—but better still, come in and see the goods. Every dollar spent is another chance at the Ford Sedan or one of the Cash Prizes.

BARGAINS-**PURSES & HANDBAGS** Lines clearing out at 50c, 75c, and

\$3.00

SEMI-PORCELIAN DINNER WARE Piece Sets. Regular \$40

for \$34.50 per set Open Stock Pattern ODD PIECES

In English, French and Japanese China 25c to \$7.50

TOXS, DOLLS, GAMES We are anxious to give you a service along with good value.

Come in and see.

NEW BOOKS BY
Ralph Connor, L. M. Montgomery, Howard Steele, H.
A. Cody and many others.
All titles of Ralph Connor,
Marion Keith in reprint editions 75c and \$1.00

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A new edition of standard works in a serviceable binding at60c each

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If they tire easily—if reading causes headaches, smart or burn, you will probably need Glasses. They will make your eyes more comfortable, and you will find the world a more pleasant place to live in.



EYEGLASSES & SPECTACLES
with dark or light
colored shell. High grade gold filled frames. Any size of lense you desire. SPECIAL OFFER— Large dark shell. Velvet cable temples Periscopic lenses, reading glass.Exam-ination included, specially priced at

\$5.00 YES-We give tickets with every dol-CARL A. CLASS Optician

VOLUME XLIX, NO. 44

LOCAL HAPPENINGS

Pay your taxes. The council the money. Velour hats for men \$3.50

Brown & Co. Menry Ford does not claim a literary man yet he turns o best sellers.

No man who says just w thinks it apt to acquire an er reputation as a thinker. Watson's Underwear for

Watson's Underwear for A man is old when he can and go to bed and leave the l the middle of a bad fix on pay Colored maid (returning morning service)—Dat man spreach long; he mus a' preach Congress to Regulations Generous to Regulations.

William A. Carroll purchase Mr. and Mrs. John Shaw their ing house property on the we of Warwick street.

The regular meeting of La

149 I.O.D.E. will be held T afternoon, Nov. 13th at 3 o'c the home of Mrs. C. C. Leig Ladies black cashmere hos wool, sizes 8½ to 10, a Sa special, 79c.—Swift's. The picture attraction at t

ceum next Thursday will superb new Paramount pictur Marriage Maker." Peabody Lodge No. 99,1.4

will hold a special meeting of day evening, Nov. 13th. Seco gree. All members requested present.—Hugh McKenzie, The regular meeting of the will be held at the home of N Harper on Wednesday evenin

14th. Report of convention given by delegate. Roll call I spent Thanksgiving." Pay your next year's si tion to the Guide-Advocate n get two chances on the Ford

and cash prizes given by th ford Community. Peter Pan tailored blouse

new flannel and velvet veste

Monday next is Thanksgivi and a public holiday. Atter combined Armistice Day and giving Day service of pra Thanksgiving to be held in

ceum in the morning.
Do you read "Slat's Diary week? Several readers tell get a laugh in every line. If yo too old to remember you "school day!s philosophy"! page two and read it. Art Tailored Suits are mad

-satisfaction guaranteed.-Young men and boys are that it is against the law ta gun without a permit from proper authorities. A good promiscuous shooting it throughout the country.

A meeting of the Readin will be held on Wednesday Nov. 14, at 7.30 p.m. in the Library basement, for the of reorganizing for the comi All interested please note.

May McAvoy will be presented by Lyceum Tonight in "Ev the Lyceum Tonight in for Sale" a story of the hour a-man thought everything price, even to a woman's so ten by the distinguished pla Hector Turnbull. When anyone wishes us to

a letter about some else; but my name out of it." We are ed of that story about the who made the cat pull the out of the fire. -Griffins washable suede g

beaver, mode and brown, a ful glove for 75c per pair.--Next Sunday being Armis the morning service in all churches will commence at 1 stead of 11 o'clock in order two minute silence may be observed by silent prayer an

'Harvey, the twelve-year
of Capt. R. H. Stapleford a
distressing accident on '
evening last. While playi
some other boys, coasting a
hill near the station in an
by some means the wheels by some means the wheels throwing the boys out, with sult that young Harvey g cut on the face near the 6 Hay who witnessed the picked the boy up and carried. Sawers' office and seven es were required to close Harvey was then taken to on Erie street and is now ing favorably.