

PETERS Colonial Chocolates

—ALWAYS GOOD
—ALWAYS FRESH—

Treat your family to
a box today.

Peters Shops

Diamonds

Rings, Necklets, Earrings,
Bangles, Cuff Links,
Suitable gifts for the June
weddings.

C. H. Ward & Co.
Diamond Merchants and
Jewelers,
336 Richmond Street.

\$1.50 to \$10.00.
We have
frames to fit
all needs.
Our fitters are
experts.
ANDERSON & NELLES,
255 Dundas St.
Cut shows one of our
many lines.

STEEL
Have the Benefit of My 15 Years'
Experience.
210 Dundas Street. Phone 972.
ZXY

Our Window Display Will Interest You

Here you can see all the latest
fall and winter shoe styles, fea-
turing the newer models from
the world's best makers.

Cook's Shoe Store

DOWN ON
\$5 WALTHAM OR
ELGIN WATCHES
Balance Easy Terms.
GREEN, Jeweler, 374 RICHMOND
STREET. ZXY

Walk Two or Three Blocks

And Save From \$5 to \$10 on
your Fall Apparel.

"Out of the High-Rent District."
Canadian Ladies' Wear Co
372 DUNDAS STREET,
"Where You Buy For Less."
L. WOLF, PROPRIETOR. ZXY

ANDERSON COAL CO.

493 YORK STREET. PHONE 1391.
ZXY

Eczema Easily Relieved JUST APPLY KINS-HAW

And see how quickly relief is obtained.
At all druggists for \$1 and 35c per bot-
tle, or mailed direct on receipt of price.
MUTUAL PHARMACEUTICAL CO.,
Box 448, London. ZXY

YOUR Child's Eyes Are They Normal or Defective?

The answer is of the utmost im-
portance. Defective eyesight in
children often escapes detection for
years and leads to ill-health and
backwardness in studies.
Don't guess about your child's
eyes. Let us examine them. The
proper fitting of glasses NOW may
make them unnecessary later.
Isn't it worth while to find out—
TOMORROW?

**THE BROWN
OPTICAL CO**
223 DUNDAS ST. PHONE 1877.
Largest Exclusive Optical House
in Canada.
MONTREAL, LONDON, WINDSOR.

Tires Looked Over

By us now and given attention
will get you through the winter.

CLINGER
LONDON'S RUBBER MAN
346 Dundas St. Near Waterloo.
Phone 5124. ZXY

ROWAT'S SPECIAL TEAS.
The continued use of ROWAT'S Teas
by discriminating consumers is the
best evidence of their pleasing char-
acter. 75c, 85c, \$1.10 and \$2.00 a pound.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052.

TURN BACK RATHER THAN BE JAY-WALKERS

Those persons who persist in cross-
ing Dundas street between intersec-
tions were told just what they were on
Sunday by signs which had been
painted on the pavement. At inter-
vals on the road signs reading "O. U.
Jay" and "U. J. Walker" were very
prominent. Rather than admit that
they were "jay-walkers" many citizens
turned back, thus lessening their
chances of being knocked down by an
auto. At each intersection safety zones
had been marked out for the guidance
of pedestrians and motorists.

RUN TO SHOE PLANT.

The leaking of the sprinkler system
at the London Shoe Company's plant,
corner of York and Richmond streets,
caused the fire department to make a
run to that place at 12:05 o'clock Sun-
day morning.

If you have an old ring or some
article of jewelry that you value as
a keepsake and want it repaired
or made over,

W. J. Wray & Co.
LIMITED.
Wholesale, Retail and Manufacturing
Jewelers.
234 DUNDAS STREET
LONDON, ONT. ZXY

has a factory in connection with
the store, all work and prices guar-
anteed. We also carry a good
stock of precious stones in pack-
ages from which to make your
choice.

W. J. Wray & Co.
LIMITED.
Wholesale, Retail and Manufacturing
Jewelers.
234 DUNDAS STREET
LONDON, ONT. ZXY

**WALL PAPER
AND
DECORATIONS**

BEAUTY AND COMFORT in
the Canadian home is a subject
which is receiving more attention
as each year passes. The artistic
standard of the average home is
higher than of old has been, for
the Canadian people are demand-
ing better and more congenial
surroundings.

COLERICKS',
212 Dundas St.
ZXY

TURKS BORN BEASTS, SAYS MISSIONARY

Rev. Ira Pierce At Congrega-
tional Church—Tells of Ar-
menian Tragedy.

A graphic description of the suffer-
ing Armenians and the brutality of
the Turks toward this down-trodden
nation was given by Rev. Ira Pierce,
a missionary who has only recently
returned from Asia Minor, where he
has been engaged in missionary duties.
at the Congregational Church last
night.

Rev. Mr. Pierce was of the opinion
that other nations were not coming
forward very readily to lend a hand to
the Armenians. "I have heard it said
that the Turk is a good soldier and a
gentleman, but my opinion after wit-
nessing their brutality to men, women
and children of Armenia, is no less
than that the Turks are born beasts."

"The horrible massacres of women
and children, and the atrocious manner
in which they handled deported Arme-
nians is past description. One could not
travel along the country roads without
seeing evidence of the brutality in the
piles of bodies on the roadside. Whole
families of well educated Armenians
have been wiped out by the Turks."

Mr. Pierce gave some instances of the
cruelty of the Turks to the Armenians,
and appealed for prayers and help for
this suffering nation.

**BUGS, FLEAS, FLIES, MOTHS,
COCKROACHES.**

and all insects cannot exist in contact
with Keating's Powder. They die—
EVERY one. All insect vermin carry
disease—therefore KILL them with
Keating's. Sold in cartons only at all
dealers.

AUTO IS DEMOLISHED, BUT DRIVER ESCAPES WITH FEW INJURIES

S. J. Prouse Has Rib Broken
When Struck by L. and P.
S. R. Car.

S. J. Prouse, 536 Elizabeth street,
miraculously escaped death when the
motor car which he was driving was
completely demolished by being struck
by a northbound London and Port
Stanley electric car at Wellington
street at 5:00 o'clock Saturday after-
noon. Mr. Prouse sustained a broken
rib, and was badly bruised and shaken
up. He was in the act of moving
some articles from a house on Grey
street to his new home on Elizabeth
street when the accident occurred. It
is stated that a string of freight cars
obstructed the view of the train, and
also obstructed the view of the crossing
from the motorcar.

The motor car was shoved up against
a telegraph pole and crushed before the
train could be brought to a stop. Those
who saw the wrecked car state that
they could not see how an occupant
could come out of the wreck alive. The
car was a Ford coupe. Mr. Prouse was
removed to his home after receiving
medical attention.

FIRST WEEKLY RECITAL.

The first weekly pupils' recital was
held at the London Institute of Musical
Art last Saturday afternoon. The fol-
lowing pupils were heard by the musical
director, A. D. Jordan, and marked
according to the excellence of their
performance: Lois Purdon, Nellie Mil-
ligan, Valeska Harrison, Lenore Craw-
ford, Alma Rutledge, Helen Rutledge,
Gladys Morrison, Will Baldwin, May
Aittrill, Lucy Harding, Miss E. Scanlon
and Kathleen Feates. The teachers
represented were Miss Minnie Raymond,
Miss Irene Foster, Miss Jean Walker
and Mrs. A. D. Jordan.

WHAT'S IN A NAME? SMALL BOY'S IDEA OF MAN-O'-WAR

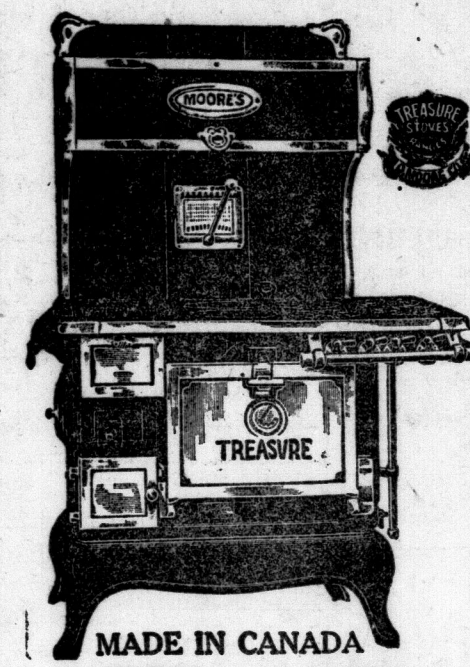
WINDSOR, Oct. 10.—(By Can-
adian Press.)—Man o' War, the idol
of American racing fans, precipi-
tated a near-riot here on Saturday,
but it was of a friendly sort, so no
casualties are reported. The streets
of the border city were crowded
with race-track followers, eager to
gain entrance to the paddock that
they might gaze upon the much-

famed horse. To the surprise of
all, a boy passed the word along:
"They've got Man o' War just
around the corner."
"This was the signal for a rush
of men, women and children to the
place indicated, and a fast-growing
mob was gathering around the sup-
posed racing marvel, but after sharp
orders by Windsor patrolmen the
crowd parted and revealed a very
small, amazed and indignant Shet-
land pony, wearing saddle and
bridle, patiently waiting for his
young master. It was a small boy's
idea of Man o' War.

**GRAND TRUNK RAILWAY SYSTEM
TRAIN SERVICE BETWEEN LON-
DON AND WINDSOR FOR BIG
RACING EVENT OCTOBER 12.**
Trains leave London 3:55 a.m., 6:35
a.m., 11:50 a.m., 5:40 p.m. and 9:12 p.m.
11:50 a.m. train carries first-class
coaches, pullman car and dining-car.
Parlor-buffet car on the 5:40 p.m.
train and parlor car on the 9:12 p.m.
First-class vestibule coaches on all
trains and Grand Trunk station in
Windsor centrally located.
Secure tickets and make reservations
at Grand Trunk ticket offices.
Oct. 7, 11

**LONDON
OPTICAL CO**
Richmond Street, Dom. Sav. Bldg.
Phone 5130.

Kitchen Cabinets and Combination Ranges Show Substantial Reductions---At Thomas'



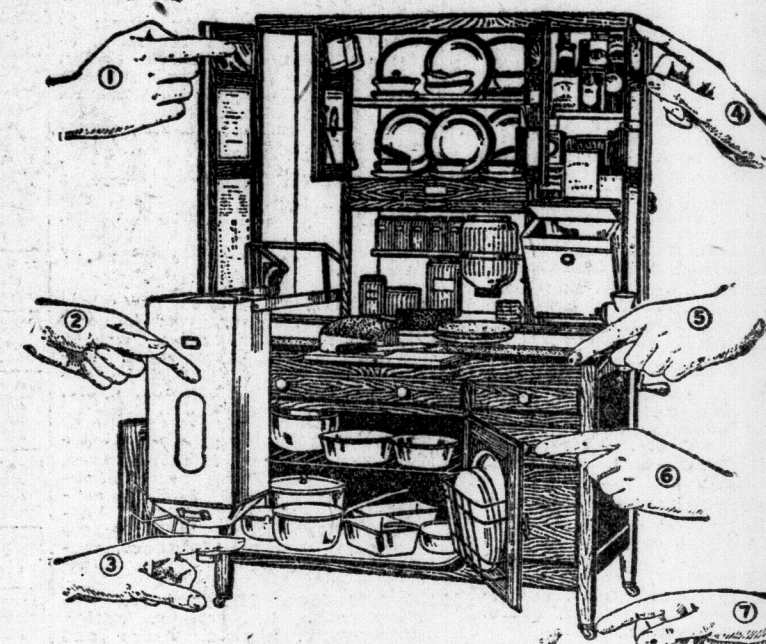
MADE IN CANADA
"TREASURE"
Combination Coal
Gas Ranges
Four holes for coal and four for
gas. Sale prices:
\$100, \$115, \$120

Please shop in the
morning.

**30% Off Regular
Prices to Cash, 20%
Off Regular Prices to
Club Plan Purchasers**

During the life of this Pre-
War Price Sale we are offer-
ing the liberal discounts of 30
per cent off regular prices to
those paying cash, with 20 per
cent off to Club Plan pur-
chasers.

Please bear in mind that
the old prices have been left
on all sales tickets (marked in
plain figures) and all that is
necessary to do is subtract
either discount.



Seven Outstanding Features of Sellers Cabinets

Oil hand-rubbed finish, automatic base shelf extender, dust-proof
base top under sliding work table, automatic lowering flour-bin
(dovetail construction), glass knobs, ant-proof casters.

\$85, \$58.50, \$53.50, \$67.20, \$68

THOMAS FURNITURE CO

240 DUNDAS STREET.

Bring this ad. with
you.

The Giant BROKEN UP! Clothing House

THERE'S NOT ENOUGH PROFIT LEFT ON ANY ARTICLE IN THIS
STOCK TO BUY A MOSQUITO AN OVERCOAT—THAT'S GOING SOME,
FOLKS, BUT IT'S AN ABSOLUTE FACT.

All the
Fixtures
Are
For Sale

OFTEN A WORD TO THE WISE IS TOO MUCH

OVERCOATS

WHIRLWIND SELLING AT SAVINGS OF 35 TO 50 PER CENT TO YOU.

\$36.00 Olive Mottled Frieze, convertible collar,
belted, heavy storm
coat **\$25.00** | \$43.00 Fancy Herringbone Tweed, waistline,
self collar, very dressy
style **\$28.00**

ONE HUNDRED OTHER COATS JUST AS GOOD BUYING

Men's High-Grade Suits

LATEST STYLES IN PATTERNS AT SAVINGS OF 35 TO 50 PER CENT TO YOU.

Men's Union Worsted and Tweed Suits, in
up-to-date styles; regular **\$15.00** | \$35.00 Suits, in a large range of neat
patterns, sizes 35 to
44 **\$19.50**

RAINCOATS

AT PRICES SLAUGHTERED BEYOND BELIEF, SAVING YOU 35 TO 50 PER CENT ON
YOUR PURCHASES.

\$37.50 Dark Rubberized Tweed,
belted, slash pockets **\$22.00** | \$41.00 Fancy Tweed Waistline;
also Leatherette Storm Coats **\$25.00**



COME AND SEE
FOR YOURSELF.

Nothing
Reserved
Cost and Value
Forgotten

PRICES SLASHED WIDE
OPEN

Heavy Fall Caps, warm winter
bands inside, extra; regular
\$2.35 value, **\$1.50**

Leather-Faced Gloves, water-
proof back, regular \$1.00,
double stitched, with
cuffs **50c**

75c Heavy Cashmerette
Socks, 2 pairs. **90c**

\$1.50 Heather Rib All-Wool
Socks, browns, black
and greys **\$1.19**

Men's Leather-End Strong
Work Braces, regular
75c **50c**

Men's Heavy Ribbed Union
Suits, old lines, regu-
lar \$5.00, for **\$2.95**

All goods are marked
in plain "Canadian"
that you can read.

THE GIANT CLOSE-OUT

120 DUNDAS STREET, LONDON