

Pleasant Warmth for the Sick- Room

If there's sickness in your home, you'll find the best and quickest way to heat the sick room is with a

"HYDRO" Electric Heater

All Prices From
\$4.50 Up

PHONE 3180.
The HYDRO Shop

PERSISTENCY in Publicity Begets Confidence and Business

That's why we are talking with you every day about our business. We are well prepared with ample stocks for business in Shoes, Trunks, Bags of all kinds, Suitcases, and Leather Novelties, and we offer no apology for telling you of our stock and store service. Did you ever stop to think of the great service a well-conducted store gives the community?

Is it not a great convenience to be able to supply yourself with what you need as soon as the need becomes apparent? Have you ever thought of the privileges competition in trade make it possible for you to enjoy in your own city? That it is not necessary for you to entrain for metropolitan centres of trade to satisfy your tastes for fine things as well as the actual necessities? Buyers of the stocks carried in our city stores are as discriminating as they are careful to buy just what they believe their patrons will want. The ability to do this is not to be had in one or two years' experience. It is the result of several years' careful observation of what people have bought during the years gone by.

THIS WELL-KNOWN SHOE STORE has been carried on for many years. Our buyer goes over past sales, carefully studying what has given our patrons the greatest satisfaction; which manufacturer produces the most reliable footwear, and buys to give the purchaser in our store the best value possible in wear and general satisfaction.

We aim to earn and hold the title we carry "The Store That Serves You Best."

BUY SHOES HERE
AND YOU GET
VALUE.
UP-COOK CO.
The Store That Serves You Best
Two Stores - DUNDAS & RICHMOND STS.

EYESTRAIN RELIEVED

CONSULT OUR SPECIALISTS.

Brown Optical Co.

223 Dundas Street. Phone 1877.

Autumn at the Shore

A few days or a week at the shore will work wonders with the busy man or woman who finds it impossible to take an extended vacation.

The St Charles

offers every possible inducement to those seeking rest and relaxation. Write for booklet and terms.

Newlin Haines Co., Atlantic City, N. J.

Square Deal Taylor Saves You Dollars!

D., L. and W. Anthracite

The Coal That Satisfies

Best prepared. Highest efficiency. Lasts longer. No clinkers. Greatest comfort. Most economical.

HEAMAN & SON

Phone 312. York and Burwell. ywt

Delaware, Lackawanna and Western
Coal Company's

Scranton Coal

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY

PHONE 348. 19 YORK STREET. ywt

**THE LONDON LOAN and
SAVINGS COMPANY
OF CANADA**

Allows

4% on Deposits
5% to 5 1/2% on
Debentures

COR. DUNDAS AND PARK AVENUE. ywt

ROWAT'S COFFEE 50c Per Pound
Pleases people who are particular.

F. A. Rowat & Co.
250 Dundas St.—Phone 3051-3052.

Inside the Crust of the Big Loaf

Tender, sweet, moisture-holding, the kind the Kiddies want "more of."

Give Them Less
Cake and More
of

Parnell's Bread

PHONES 929-1390.

The Home of Waltham Watches

We are special agents for Waltham Watches, and carry a full line of them in stock all the time. \$10.00—Gents' Military Wrist Watch, heavy leather strap, sterling silver case. \$15.00—Ladies' exceptionally fine Wrist Watch, all gold strap. \$40.00—Ladies' 14k. Gold Wristlet, with high-grade movement. High-grade movements for all railroads, \$32 to \$30.

YOUNG'S

DIAMOND HALL,
LONDON, EAST LONDON.

AT HOME IN EVERY
TOWN.

JOHNSTON BROS. XXX BREAD

The great nourisher
and body-builder. Eat
it and enjoy better
health and digestion.

Phone 944 and a
wagon will call.

APPOINTED MANAGER.

W. R. Snook of 273 Ottawa Avenue
has been appointed manager of the
Little Big Bargain House, 314 Dundas
street.

ROSS' LIMITED

London :: Edmonton

FURS

From Trapper to
Wearer Direct

Absolutely reliable Furs, at
manufacturer's prices, are what
we are placing on sale before
our patrons.

RIGHT IN STYLE
RIGHT IN QUALITY
RIGHT IN PRICE

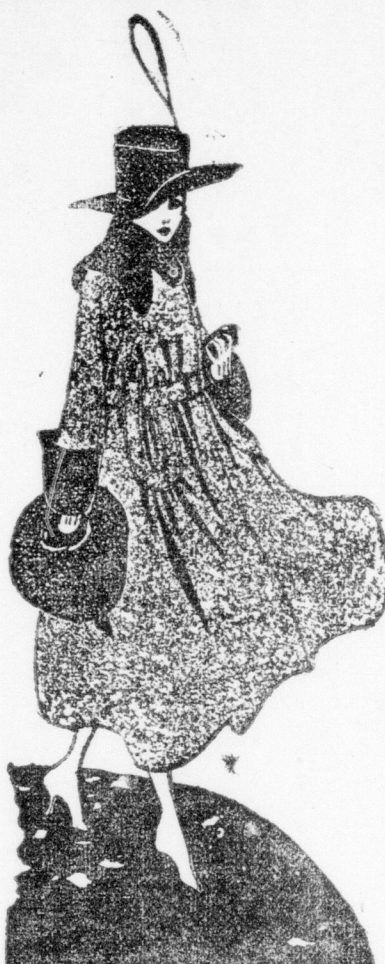
This our label guarantees on
every article or money will be
refunded.

We are daily having some of
the very latest designs in Fur
Sets and Coats coming from our
own workrooms.

BLACK FOX SETS
BLACK LYNX SETS
SABLE SETS
WOLF SETS
HUDSON SEAL COATS
ATURAL MUSKRAT COATS

Ermine Sets

Stoles, Muffs, Shawls, Neck-
pieces, in all the newest designs,
now in our showrooms.



LADIES' SUITS AND COATS

Several very exclu-
sive Fur-Trimmed Suits
in new browns and
greens, have just come
from our workrooms.

Fur-Trimmed Plush
Coats. These are just
out; \$28.50 up to \$37.50

New Waists
Just to hand. Very
exclusive and dainty.

196 Dundas Street
Phone 1319



TAYLOR'S GUARANTEE

Every preparation sold over "Square Deal." Taylor's name is absolutely guaranteed to CURE you or it costs you nothing. You take no chances at Taylor's. At the Taylor Stores you get just what you ask for. Taylor never tries to substitute or sell you anything "just as good."

Taylor is the only druggist in London to tell you that he, and every man employed by him, is a Canadian, of British parentage. You cannot afford to take chances in war times. Ask your druggist about his nationality today.

Bargains for Thursday, Friday and Saturday

PRICES THE SAME AT ALL SIX STORES

50c Dr. Cassel's Tablets.....32c
50c Fruit-a-tives.....27c
50c Anti-Uric Tablets.....38c
25c Hydrogen Peroxide....2 for 25c
\$1.00 Tasteless Cod Liver Oil.....69c
25c Electric Oil.....14c
\$1.00 Nuxated Iron.....57c
65c Pint Pure Olive Oil.....49c
25c Danderine.....15c
50c Pinex.....36c
50c Peroxide Vanishing Cream.....24c
50c Peps.....36c
\$1.50 Syrup of Hypophosphites.....79c
50c Milkweed Cream.....29c
35c Syrup of Figs.....18c
75c Peppermint.....59c

English Rheumatism Capsules

are guaranteed to relieve the
worst rheumatic pains in six
hours and to cure permanently if
given a fair trial. They cure the
cause of all forms of rheumatism
by removing the uric acid from
the blood. They cannot upset the
most delicate stomach. Price, 50c
per box.

25c One-pound Talcum.....13c
35c Best White Liniment.....19c
50c Florida Water.....33c
50c Pebecco Tooth Paste.....38c
25c Fluid Magnesia.....14c
15c Pots Vaseline.....9c
\$1.00 Allenbury's Foods.....89c
25c Mennen's Talcum.....11c
\$1.00 Emulsion Cod Liver Oil.....66c
50c Emulsion Cod Liver Oil.....33c
100 A. B. S. and C. Tablets.....14c
25c English Corn Stick.....17c
5c Spearmint Gum.....3 for 10c
\$1.00 Household Rubber Gloves.....49c

AGENTS FOR WILLARD'S and
NYLO CHOCOLATES.
ALWAYS FRESH.

Taylor's Throat and Lung Balm

Taylor can make any cough
symp, but he prefers to make the
best. Throat and Lung Balm is
at least five times as strong as
ordinary cough syrups, mixtures,
etc. It acts on the eliminating
organs of the body as well as on
the throat and lung passages, and
in this way enables the system to
throw off the worst cough or cold
without upsetting the stomach.
Gives prompt relief in asthma and
bronchitis. Price, 25c a bottle,
and your money back if it fails to
cure.

N. B.—We have no agents in
London. You can get the genuine
only at Taylor's Six Stores.

Taylor's Cream of Roses

An ideal lotion for chapped
hands, chapped skin, wind burn
and all irritations of the skin. It
does not contain one particle of
oil or grease, and cannot promote
the growth of hair on the face.
Sold in bulk at 5c per ounce.

London Agents for
VINOL
the great Cod Liver Oil and Iron
Tonic. Pleasant to take.

Cigars at Half Price

10c Japs, Rex, Santa Claras, Old
Abes, Humps, Havana Perfectos,
Flag Heads, Arabs, etc., 5 for 25c
5c Panatelas.....10 for 25c
Be sure that box will reach the
trenches in time for Christmas.

25c Toothbrushes.....13c
60c Dr. Chase's Ointment.....39c
35c Listerated Tooth Paste.....24c
25c Catarrhozone.....17c
25c Bromide Quinine Tablets.....14c
50c Sargene for the hair.....38c
25c Witch Hazel Cream.....16c
25c Carter's Liver Pills.....2 for 25c
25c Assorted Talcums.....11c
50c Dodd's Kidney Pills.....29c
25c Shiloh.....15c
50c Household Ointment.....28c
\$1.00 Best Beef, Iron and Wine.....49c
25c Carbolic Tooth Paste.....14c
35c Elliman's Embrocation.....24c

Real Bargains in Rubber

\$1.75 Red Rubber Hot Water
Bottles.....89c
\$2.25 Chocolate or Red Hot Water
Bottles, two-year guaran-
tee.....\$1.59
75c Combinations for Hot
Water Bottles.....59c
\$2.00 Fountain Syringes.....\$1.39
\$5.00 Dr. Morin's Guaranteed
Whirlsyringe.....\$2.49
\$2.75 Whirlsyringe.....\$1.69

25c Beecham's Pills.....17c
35c Wild Strawberry.....22c
25c Compass Oil.....15c
25c Nature's Remedy.....13c
\$1.00 Dr. Morin's Kidney Tonic.....49c
\$6.00 Honest John Trusses, genu-
ine (main store).....\$3.49
50c Canthrox.....38c
25c Foot Elm.....14c
60c 1-lb. Absorbent Cotton.....32c
25c Playing Cards.....16c
50c Peerless Hair Restorer, for
grey, faded hair.....29c
10c Egg Shampoo.....5c
10c Dutch Drops.....3 for 10c

**THERE IS A TAYLOR
STORE NEAR YOU**

TAYLOR DRUG CO.

LONDON'S GREATEST CUT-RATE DRUGGISTS

Main Store—399 Talbot Street, Opposite Market—Phone 1194

EAST BRANCH—652 DUNDAS STREET. PHONE 663.

NORTH BRANCH—CORNER RICHMOND AND CENTRAL AVENUE. PHONE 4151

SOUTH BRANCH—CORNER HORTON AND WELLINGTON STREET. PHONE 379

HAMILTON ROAD BRANCH—COR. HAMILTON RD. AND ANDERSON. PHONE 405

LONDON SOUTH BRANCH—CORNER CRAIG AND WORTLEY. PHONE 1920

HACKETT BAND CONCERT

The concert held under the auspices
of Hackett Pipe and Drum Band in
Duffield Hall last evening was largely
attended and a great success. E.
T. Beery, K.C., presided, and in the
course of an address mentioned the
large number of Orangemen who are
now on overseas service.

The program included a piano solo
by C. Lenz, (ing. Wm. Letchford;
reading, Miss R. Hodges; duet, Miss
V. Daly, and Mr. L. Saunders; whist-
ling selection, Mr. McDermott; comic
song, P. McPhail; solo, Miss Pearson;
recitation, Miss Mona Revington; song,
Mr. Lawrence; solo, Miss J. Milliken;
comic song, W. H. McKee; recitation,
Miss F. Billington, and numbers by
the orchestra.

The committee in charge was Messrs.
J. W. Carson, Joseph Murray, A. Nev-
in and Thomas Fox.

LINEN SHOWER.

Practically all the members of the
staff of the Bell Telephone Company
participated in a linen shower, which
was given in honor of Miss Alice Gould
one of the most popular young ladies
on the staff, on Tuesday evening. The
shower was given by Miss Mamie
Wilson at her residence, 421 Hill street.
Miss Gould is to be married soon, and
will reside in Toronto.

EXETER GRANTS \$1,000.

EXETER, Oct. 18.—The town council
has donated \$1,000 to the British Red
Cross Society, to be paid by Trefalgar
Day.

A NAME?

"Uneda"—"Kodak"—"Mazda"—
there are dozens of them famous. We
originate trademarks and brand
names.

Federal Advertising Service

Telephone 5452.
312 Dominion Savings
Building,
LONDON, ONT.

MAJOR HARRY THORNLEY

MARRIED IN ENGLAND

Young London Officer Was Recently
Wounded While in France.

Word has just been received of the
wedding in London, England, of Major
Harry Thornley of this city, son of
Mrs. May E. Thornley, and Miss Beat-
rice Mary Gabel. Major Thornley
went overseas with the 23rd Battalion
and later transferred to the 3rd
Pioneers. A short time ago he was
wounded while on active service in
France, and only recently left the hos-
pital. His bride is a native of old
London.

UNION MOTHERS' CLUB

Quarterly Meeting Will Be Held Next
Monday Evening.

The quarterly meeting of the Union
Mothers' Club will be held in the Ryer-
son school on Monday evening, October
23, at 8 p.m., when the speaker of the
occasion will be Principal Rogers of
the collegiate institute. Mr. Rogers'
subject will be "Home and School
Problems."

The Union Mothers' Club is suggest-
ing the following subjects for con-
sideration by the individual clubs dur-
ing the coming winter:
(1) Study of the constitution, aims
and objects of the Mothers' Clubs and
parliamentary procedure; (2) Char-
acter building, or how habit bears on
character; (3) household economics;
(4) the nervous child; (5) the English
language; its use and abuse; (6) Home
and school; (7) Religion in the Home,
or Sunday at home; (8) The father's
part in the discipline of the child; (9)
The growing girl and athletics.

DEATH OF PTE. GARDNER.
INGERSOLL, Oct. 15.—The death of
Peter Gardner, a young man who had
spent practically his whole career in
Ingersoll, occurred on Tuesday in Lon-
don. His death followed an extended
illness and was not unexpected, as his
condition had been critical for some
time. He was in his 33rd year and
had been connected to some extent
with athletics in the town. For sev-
eral years he figured in baseball
circles, usually playing first base.

Phone 150 or
53

Ask for our decoration man. He
will tell you new and original ways
of decorating the home or the store
or hall for Halloween or any festi-
ve occasion. We will do the work
if you wish.

Hay's Stationery
173 DUNDAS STREET.

**Have Your Rub-
ber Boots
Repaired Now.**

Have your batteries
restored now. Have
your rubber tires re-
paired now, by the
man who knows how.

London's Rubber Man
186 KING—REAR. PHONE 5124.

EAT CANDY
and be happy on CANDY DAY,
October 14. You'll be happiest
if it's PETERS.

**Auto Tires Repaired
Here**

and done right;
12 "years" ex-
periences.
London Tire
Repair Depot.
A. WILKES,
354 Wellington St. Phone 2334.
Opposite McClary's. ywt

FRY'S COCOA

USE
**CONNELL'S
COAL!**

Phones 770 and 1096.

ABOUT YOUR EYES
CONSULT US.

**Carlyle
TREBILCOCK
OPTICIAN**

PHONE 557. 215 DUNDAS.
See Tuesday and Saturday Ad.

**CEETEE
UNDERCLOTHING**
Guaranteed Not To Shrink.

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Diamond Merchants and Jewelers.
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