

# GIANT SNAPS

In Clothing and furnishings; just in time for the cold snap. A great big saving on seasonal goods and a stock of \$30,000 to select from. Follow the crowds to the men's big West End Store on Saturday and buy where your money goes farthest.

**LOT NO. 1—SUITS.**  
\$13.50 Men's Suits...\$9.95  
\$16.50 Men's Suits...\$11.95  
\$20.00 Men's Suits...\$14.95  
\$23.50 Men's Suits...\$16.95

**LOT NO. 2—PANTS.**  
\$3.25 Men's Pants...\$1.95  
\$4.50 Men's Pants...\$2.95  
\$5.50 Men's Pants...\$3.95  
\$6.50 Men's Pants...\$4.95

**LOT NO. 3—RAINCOATS**  
\$10.00 Raincoats, for...\$5.95  
\$12.50 Raincoats, for...\$7.95  
\$15.00 Raincoats, for...\$9.95  
\$16.50 Raincoats, for...\$11.95

**LOT NO. 4—SWEATER COATS.**  
\$3.25 Sweater Coats...\$1.95  
\$4.25 Sweater Coats...\$2.95  
\$5.25 Sweater Coats...\$3.95  
\$6.25 Sweater Coats...\$4.95

**LOT NO. 5—FINE SHIRTS**  
\$1.00 Men's Shirts...60c  
\$1.25 Men's Shirts...\$1.00  
\$1.50 Men's Shirts...\$1.25  
\$1.75 Men's Shirts...\$1.50

**LOT NO. 6—WORK SHIRTS**  
\$1.10 Work Shirts...95c  
\$1.25 Work Shirts...\$1.10  
\$1.35 Work Shirts...\$1.25  
\$1.50 Work Shirts...\$1.35

**LOT NO. 7—UNDERWEAR**  
Fleece-Lined Underwear, special, per garment...60c, 75c, \$1.00  
Penman's, 71, sizes 34 to 40. Per garment...60c  
Penman's heavy ribbed, all sizes to 44. Per garment...85c, \$1.25, \$1.50

**LOT NO. 8—SOCKS**  
10 dozen pairs Men's All-Wool Worsted Socks; only two to a customer. Worth regularly 85c, on Saturday only, pair...50c  
Llama and Cashmere Socks, worth up to 75c, for, pair...50c  
200 dozen All-Wool Hanson Socks...60c, 75c, 85c pair

**LOT NO. 9—GLOVES AND MITTENS**  
One lot of Men's Fine Lined Cape Gloves. Regular \$2.75, for...\$2.25  
One lot of Work Mittens, worth up to \$1.35, for...\$1

**LOT NO. 10—HATS**  
\$2.50 Men's Hats, for...\$2.00  
\$3.00 Men's Hats, for...\$2.50  
\$3.50 Men's Hats, for...\$3.00

**LOT NO. 11—CAPS**  
25 dozen Men's Sample Fur-Band Winter Caps. Up to \$1.50 value...\$1.00  
3 dozen Sample Fur-Band Caps, worth up to \$2.00, for...\$1.50

**LOT NO. 12—OVERALLS**  
We have 600 dozen of them. You save 25c on every pair of Overalls bought from us during this sale.  
Carhart's, Walker's, Trainman, Railroad Signal, Great Mogul, Wegner's Special, Big B, Leather Label, Tecumseh, J. M. D. Prices \$1.25, \$1.50, \$1.75, \$2.00, \$2.25 a pair. Sizes 32 to 52.

**LOT NO. 13—BRACES**  
35c Men's Braces, for...25c  
50c Men's Braces, for...43c  
We specialize in Stanfield's Unshrinkable Underwear, Red Label Brand; in sizes 34 to 50.

Ask for advertised articles and save money.

**COME EARLY AND OFTEN!**

**GIANT Clothing House**  
The Real Live Store, Famous for their Little Prices.  
120 DUNDAS STREET.  
PHONE 1844.

Look for the big Arrow Sign and name over the door before you enter.  
Wholesale and retail dealers in Raincoats, Gloves and Mittens.  
The largest High-Class Workmen's Outfitters in Western Ontario.

## Overseas Boxes

We Can Help You Make Them Up.

Come in and see our made-up samples and our long list of useful suggestions.

**TO FILL YOUR BOX**  
Toffee, Chocolate, Chocolata, Biscuits (1 and 3 lb tins), Biscuits (specially wrapped), Gum (overseas packages), Fruit Cake (1 and 2 lb tins), Maple Sugar, Maple Butter, Prepared Cocoa, Canned Tongue, Sliced Pineapple, Prepared Coffee, Powdered Milk, Concentrated Soups, Malted Milk Tablets, Marmalade, Layer Raisins, Strawberry or Raspberry Jam, Wrapped Loaf Sugar.

**CORRUGATED BOXES**  
Strong as leather, light as a feather. Will hold 7 or 11 pounds.  
Prices 12c and 15c.

**RIPE OLIVES**  
Order a bottle this week. They sell regularly at 35c.  
**ON SALE 19c PER GLASS**

**CHOICE CODFISH**  
We have the best, thick, Halifax Codfish packed. You'll agree they're fine.  
1-lb. box 25c. 3-lb. box 75c.  
Shredded, 15c per package.

**NO-EG**  
A SUBSTITUTE FOR EGGS.  
Use it in all your cooking. It's economical. Reduces egg cost to about 17c.

**PHONE YOUR ORDER**  
Your goods will please the same as though you personally selected them.

**T. A. ROWAT & CO.**  
250 DUNDAS ST. PHONES 3051-3052.

## Save Money On Your MILLINERY

See our large assortment of beautiful Trimmed and Untrimmed Hats. Latest styles and novelties. WE SAVE YOU \$2.00 ON EACH HAT.  
Handsome Plush Coats at \$18.50.

**People's Bargain Store**  
761 DUNDAS STREET. 18u

## DIAMONDS

Diamond Rings from \$5.00 to \$350.00, including single Diamond Rings, three and five diamonds and many fancy settings in the newest designs.

Exclusive designs in Necklets, Pendants, Bar Pins, Scarf Pins, Cuff Links, Tie Clips and Brooches.

**C. H. WARD & CO.**  
Diamond Merchants and Jewelers.  
388 RICHMOND STREET. Phone 1084.

## Service Station

OPEN DAY AND NIGHT. EQUIPMENT AND WORKMANSHIP UNEQUALLED

**Reliance Garage**  
Phones: Day 5313, Night 3168.  
299 DUNDAS STREET. 7012

## Western Ontario Electric Co.

237 Dundas Street. Phone 4071.  
Inspect our new line of fixtures and lamps before purchasing. Estimates given on wiring free. A full stock of flashlights.

## Hard Wood ANDERSON

See the latest in Quality Note Papers made by Eaton, Crane & Pike Co.

**Hay's Stationery**  
173 DUNDAS STREET.  
Phones 150 or 53.

## W. B. HOLLAND

YORK AND BURWELL STREETS.  
Boiled Crab, regular 25c per tin...25c  
Minced, per pound...15c  
2-lb. pail Domestic Shortening...75c  
Grape Nuts, 2 packages...25c  
Choice Java Cheese, per pound...35c  
Cooking Apples, per basket...65c  
Sweet Potatoes, 4 pounds...25c  
PHONE 5623.

**English Rheumatism Capsules**  
are guaranteed to relieve the worst rheumatic pains in six hours; 60c.

**Taylor's 6 Out-Rate Drug Stores**

## GOING TO STRATHROY.

MOUNT BRIDGES, Nov. 1. — A pleasant evening was spent at the home of Miss Eliza Giam, when the members of Miss Giam's Sunday school class met and presented her with a handsome ivory toilet set. Miss Giam is leaving for Strathroy Hospital to take a training course. Miss Giam has been an employee of the postoffice here for five years.

## HAY'S STATIONERY

### SOLDIERS' GIFTS

Are You Ready? We Are!

The Government has asked us all to get our boys' Christmas boxes ready for mailing early in November. If ever our boys needed encouragement and pleasant reminders it is this year, and we have prepared to meet the demand in advance.

### Overseas Mailing Boxes

for England and France. No sealing, strongest made. Two sizes...13c and 15c

Twine, Tissue and Wax Papers.

### Writing Pads and Envelopes

with the flags. The thin linen kind. Pad and package for...25c

Clutch Pencils, Indelible Pencils, Combination Pen and Pencils, Playing Cards, in Leather Cases, Drinking Cups, Writing Portfolios, Diaries, Wallets, Bibles, Testaments, Prayer Books, Cribbage Boards, Checker Boards (Pocket Size).

### Fountain Pen

Waterman Ideal \$2.50 to \$10  
Capitol Pens...\$1.00  
Coin-Self Filler...\$1.50  
Ink in safety cases, Ink Tablets. Our stock is complete.

### Christmas Cards

We have the finest assorted stock in the city. Seals, Tags, Labels, Holly Ribbon, Inclosure Cards, Gold and Colored Twine, Table Napkins, Christmas Tissue Paper and Decorations.

## Hay's Stationery

—Please Shop Early—  
173 DUNDAS STREET. Phones, 150 and 53.

## WEGNER'S

"The Heart of London"

### TENTH ANNUAL 60 Days' Sale

A SALE THAT HAS STARTLED LONDON

With the extraordinary values offered from this \$60,000 stock of Men's Clothing and Furnishings. This annual sale is a money-saving event in London.

**OVERALLS**  
"Big B" Brand, "Tecumseh" Brand and "Railroad Signal" blue and white stripe, with bib; regular price worth up to \$2.00. Special for Saturday...\$1.50 a pair  
We have in stock over 600 dozen pairs of all makes of Overalls. Come in and make your selection.

**UNDERWEAR**  
15 solid cases of Underwear on sale.  
Two-Piece Suits, per garment 69c, \$1, \$1.25, \$1.50, \$2, \$2.25  
Combination Suits...\$2.00, \$2.25, \$2.50, \$3.00, \$3.50  
These include Stanfield's, Penman's and "Tru-Knit."

Suits...\$12.50 to \$22.50  
Overcoats...\$12.50 to \$22.50  
Pants...\$1.95 to \$6.50  
Sweater Coats, \$1.95 to \$11.50  
Raincoats...\$5.95 to \$14.50  
Overalls...\$1.25 to \$2.25  
Neckwear...25c to \$1.00

Also another line of Knockabout Sweaters just arrived. Be on hand on Saturday for big bargains in Sweater Coats. Nothing better in Canada. Special prices...\$1.19 to \$3.95  
Others as high as...\$12.50  
Look for the big black and yellow sign, opposite the market. Remember, a dollar saved is a dollar earned.

## WEGNER'S

The Heart of London. 371 TALBOT STREET. Phone 1849. Open Evenings.

### If You Want Quality Meat at Bargain Prices Come Here Tomorrow!

We have prepared one of the most tempting Saturday meat sales in the history of this store. When you consider that the meat sold here is the high quality, Government inspected, Ingersoll brand, you will appreciate the low prices offered. We advise early shopping to save disappointment.

Ingersoll Picnic 28 cents Pound  
Hams, Small Size  
SPECIAL.  
SIRLOIN - 30c Lb STEAK  
BREASTS 22c Lb.  
SPRING LAMB  
Saturday Night All Meat on Our Counters Sold at Cut-Rate Prices.

## WILSON'S

Phones 5600, 5601

# Annual Winter Graniteware Sale at the Purdom Hardware

124 Dundas St. Phones 2800-2801

## NO SECONDS ALL FIRST QUALITY GOODS

FRIDAY AND SATURDAY ONLY

**SEAMLESS PAIS**  
10 dozen Blue and White Granite Seamless Pails with lids. Worth regular \$1.50 each. Sale price...49c

**LARGE GRANITE FRY-PANS**  
25 dozen Large Granite Fry-Pans. Worth regular 85c. Sale price...34c

**3-QT. GRANITE KETTLES, WITH LID**  
25 dozen 3-quart Granite Kettles with lid. Worth regular 85c. Sale price...39c

**OVAL GRANITE BAKE DISHES.**  
25 dozen Blue and White Granite Oval Bake Dishes. Worth regular 60c. Sale price...23c

**FOOD CHOPPER**  
A necessity in the kitchen. Price...\$1.50 up

**COAL RODS**  
Made of galvanized iron and japanned. Price...60c up

**ASH SIFTERS AND FURNACE SHOVELS**  
Ash Sifters...25c up  
Furnace Shovels...90c each

**COTTON GLOVES**  
Made of heavy material. Price, per pair 13c; 2 for 25c

**LANTERNS**  
Price...\$1.25 each

**HOOVER SUCTION SWEEPER**  
1 only, slightly used. Regularly worth \$88.50. Complete, for only...\$50.00

**CHI-NAMEL GRADING OUTFIT.**  
Contains enough to grain 100 square feet, at the small cost of \$4.50 a set

**JOHNSON'S FREEZE PROOF, 5-lb. Package for \$2.00.**

**JOHNSON'S CARBON REMOVER**  
Prices \$1.00, \$1.75, \$3.00.

**THE CANADA ROTARY ASH SIFTER**  
Will save tons of coal for you. Try one now. Price...\$5.00

## The Purdom Hardware Company

**LOCAL CAMPAIGN TO BE PUT ON IN AID OF ITALIAN RED CROSS**

Objective of Canvass Will Be Ten Thousand Dollars.

L. Porter Moore, divisional director of the Italian Red Cross campaign, arrived in London last evening and completed arrangements by which a canvass in aid of the Italian Red Cross will be put on simultaneously with the Y.M.C.A. campaign. It is hoped to raise at least \$10,000 in London for Britain's ally. Mr. Moore recently conducted the campaign in Brantford, where \$4,000 was obtained.

Had it been possible a separate campaign in aid of the Italian Red Cross would have been put on here, but owing to conditions this cannot be done and the Y.M.C.A. workers decided to assist Mr. Moore in every way.

Since war over \$75,000 has been collected in Western Ontario for the Italian Red Cross, Mr. Moore expects that \$100,000 will have been secured by November 30.

"At this time, coincident with the unfortunate and unexpected reversals suffered by the Italian arms, due to lack of guns, munitions and supplies, it is particularly gratifying to know that Canada, and notably this section of Ontario, has given so largely during the past months to the support of the Italian Red Cross Society in the field," said Director Moore. "This money is certainly playing a part in the present crisis."

In the western tip of the Ontario peninsula, it is anticipated that the balance needed to reach the goal of \$100,000 for the Italian Red Cross Society will be raised. London, Windsor, Sarnia, St. Thomas, Chatham and Woodstock are among the larger cities where campaigns doubtless will be held.

**ZOO IS COSTING \$1,000 A YEAR TO MAINTAIN**

ST. THOMAS, Nov. 1.—A move is under way, following an expression of opinion, led by Ald. Handford at a recent meeting of the parks committee, to return the animals at the Pinafore Park zoo to their former owners until the conclusion of the war. More than \$1,000 is spent for the upkeep of the animals each year.

**You Can't Pass These.**  
Peters Saturday Features are growing more popular every week.

**ROSEBUDS**  
Every Woman's Favorite  
Caramel outside with a rosebud cream centre.  
Regular 40c lb. On sale 33c lb.

**QUEEN CAKE**  
The housewife's favorite  
20c Each.

**PETERS TEA ROOM** is the most cosy, homelike place to take afternoon tea.

**JOHNSTON & MURRAY** London St. Thomas

**THRIFTY HABITS COUNT FOR SO MUCH**  
These Days of Soaring Prices  
HERE'S HOW YOU CAN SAVE ON FOOTWEAR.  
Your Feet Will Look Charming  
in these bright kid, with kid top, Louis heels and light soles. Special  
\$6.95  
ALSO \$5.95.

**Boys' High Top Shoes**  
in tan or black, with strap and buckle tops— heavy double wear soles  
\$3.00 to \$4.95  
according to size.  
Men's High Tops, \$4.50 to \$9.00.

**NEW TONY RED MILITARY BOOTS**  
in Russian Calf, with broad military heel—stylish as well as serviceable and comfortable shoes.  
\$6.45  
ALSO IN ALL BLACK KID AT \$4.95