Diamonds

Mounted in 14k and 18k gold, and platinum settings. Now is the time to buy, as all our Diamonds are marked in plain figures at the old prices.

Diamonds have advanced, and are sure to be higher in six months.

Necklets and Pendants, set with diamonds .....$15.00 to $800.00
Rings, set in 14k gold .....$10.00 to $500.00
Earrings, pair .....$35.00 to $300.00
Scarf Pins..$15.00 to $300.00
Bar Pins and Brooches.....$6.00 to $150.00

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

London Business College
Corner Dundas and Richmond Streets, London, Ontario.
London's new and up-to-date Commercial School. Day classes 9 to 4. Night classes 7:30 to 9:30, Mondays and Thursdays. Enter any time. J. Morritt, Principal. Phone 7380. N. Stonehouse, Vice-Principal.

Annis' Chocolates
Our Chocolates are made from the finest confections daily in our own candy kitchen, made to retain the full strength and flavor. Healthful as well as delicious. Take home a box today.
Annis' Candy Shop
398 Richmond. Opposite Smallman's.

Eczema Quickly Disappears
when Kins-Haw is applied. No more torturing itch; no more sleepless nights; no more unsightly disfigurements. The skin becomes smooth and healthy. Kins-Haw if used according to directions will do all this for you.
xxv

THE highway of knowledge is for those folks who have a clear vision. If your eye cameras no longer easily adjust their foci; if the outer transparency of the eye called the cornea is improperly convexed so that it does not instantly reflect the light; or if the muscles of your iris-diaphragm do not instantly respond to a change of light you need the attention of our skilled optometrist.

Brown Optical Co.
223 DUNDAS STREET.
xxv

DON'T TRIFLE WITH A COLD
Use Taylor's Throat and Lung Balm, and cure it. 35c, 65c and $1.20, at all
6 TAYLOR DRUG STORES
v

BIG SHOE SALE
Every pair of White and Sport Shoes to be sacrificed at cost. We must have the money, so the shoes have got to go.
CHILDREN'S RUNNING SHOES, 99c up.
SAMUELS' SHOE STORE,
290 Dundas Street. East of City Hall. Phone 6977. Open Evenings.
yv

Dr. Scholl's Foot Appliances Sold Here
They help correct any foot trouble. Why suffer? Come in and talk it over with our graduate foot specialist.
Cook's Shoe Store

"Buy Them Early"
YOUR HALLOWEEN SUPPLIES. Halloween Caps, Festoons, Ghost Seals, Black Cats, Halloween Table Napkins and cards.
Hay's Stationery
London's Leading Stationer.
yv

Your Home
Should be the most cheerful spot in the world to you.
Keep it so by brightening it with New Wall Paper.
COLERICKS'
212 DUNDAS STREET. xxv

ABSORBING STORY OF A WOMAN'S SACRIFICE IN SUPER-PICTURE

Elsie Ferguson in "The Witness For the Defence."

Beautiful women, magnificent scenes of the Orient and thrilling situations held the audiences at the Majestic on tip toe of excitement yesterday during the presentation of "The Witness for the Defence," a motion picture play that is the classic of the screen. Elsie Ferguson has never appeared to better advantage than in the role of Stella Derick. Her beauty and her emotional talent are offset by a role the appeal of which is heavily multiplied by her performance.

The drama derived from the play by A. E. W. Mason is the gripping story of a woman's sacrifice, her escape from the purgatory that this sacrifice brought about and her final happiness with the man she loves only after seemingly insurmountable obstacles have been overcome.

Produced under the direction of George Fitzmaurice, the picture revels in beautiful backgrounds, many of which represent India, a land always associated with the mysterious exotic drama.

Surrounded by the luxury of Indian princes, the wealth of kings, with great caravans bringing her treasures of the Orient, of wonderful skins and feathers and jewels; of great long trains of natives bringing the imported wonderful clothes of Paris and New York; every desire for comfort gratified, treated like royalty, this beautiful woman could find no happiness in life. Far in the jungle, with no other white people to associate with but her drunken husband, pitying the natives, loathing of the sensuously luxurious life she was forced to live, her restraint soon reached the breaking point, and the fatal shot rang out one night which freed her for ever from the horrible life. But the law claimed her as a menace to society, she whose life was as blameless as an angel's, and the law it was which set her forth to a life of torture in the cells. But the "Witness for the Defence" arrived in time, he lied, and saved her, but demanded his price. His purpose was not nobility, but he was a real man, a soldier of fortune, but honorable, and his price brought quick forgiveness, and forgetfulness of the old life of horrors, and opened the gates to a greater happiness and a great love.

MACK SENNET COMEDY IS ONE OF BEST.

Mack Sennett's new Paramount comedy, "Uncle Tom Without the Cabin," is one of the fastest and funniest films ever produced which shows the troubles of the much-kidded one-night stand theatrical troupe. It is filled with new and original situations and gags.

Funny Ben Turpin, Charlie Lynn and Marie Prevost, the beautiful little comedienne, are the principals. Eva Thatcher also comes in on the fun.

Ben is a riot as the manager and self-styled star of the troupe. Marie Prevost as Little Eva and Eliza does some of the best work of her career. The comedy ends like a whirlwind and is one of the funniest ever screened.

BRICK & DUNDAS FASHION SHOW.

Today and Saturday at all performances, Brick & Dundas, well-known merchants, present a fashion show with living models on the stage. The season's latest creations in women's wearing apparel will be shown to the best advantage.

ELSIE FERGUSON
"The Witness for The Defense"
A Paramount Artcraft Picture

At the Majestic again today and Saturday, also a Mack Sennet comedy, News Weekly film, and fashion show on the stage under the direction of Brick & Dundas.

THE MOVE TO HOLD ANOTHER ELECTION ALREADY UNDER WAY

Labor Member-Elect Invited to Confer On Immediate Appeal to People.

HAMILTON, Oct. 23.—The move for another election is already under way, Controller Halcrow, Labor member elect for East Hamilton, declared today. He said he was in receipt of an invitation to go to Toronto for the purpose of discussing the advisability of going to the people again immediately.

"The invitation came from the Toronto Star," he declared. "In the communication I received the names of other Labor members in the new House were used in support of the movement for another general election."

He added that he and Rollo, the Labor man in West Hamilton, and present leader of the Labor candidates, would take no stand until after the caucus here on Saturday.

FURTHER TAXATION IN BRITAIN IS ESSENTIAL

LONDON, Oct. 23.—The House of Lords had its first word today in connection with the financial state of the country. It was in the form of a resolution by Lord Buckmaster, calling attention to the "gravity of the financial position" and suggesting that it was "essential that further taxation should be imposed."

The Hour Beloved By Every Woman---
The Social Hour
Many times you wonder how to be prepared and what to serve. Use your telephone. Perhaps we can help you solve "What to Serve."

We Suggest a Few

FANCY BISCUITS
You will find many delicious flavors in these.

CHOICE OLIVES
An Olive for every taste. Select your favorite.

CHICKEN "A LA KING"
It's creamed and choice.

POTTED MEATS
Ask about them. You have a wide selection.

KEILLER MARMALADE
Loved because of its goodness.

INDIVIDUAL JELLY
Ready to serve at once.

DELICIOUS COCOA
All the leading Brands.

ROWAT'S COFFEE
Recognized as a standard.

ROWAT'S TEA
Pleases Particular People.

CANDLES and SHADES
Decorate your table or rooms

HALLOWEEN
Are you going to have a party or enjoy a night at home? Do you want an assortment of Nuts; some California Walnuts or Brazils?
ORDER THEM HERE.

HALIFAX COD
It's here—the first shipment this season. You'll find it delicious as usual.
3 pounds, 90c; 1 pound, 30c
Shredded, 15c package.

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

CLEVELAND
Port Stanley, Ontario
STEAMSHIP SERVICE
NOW OPERATING.
Trans-Erie passenger and freight service—fast, direct connection between Ontario and Ohio at cheaper than rail rates.
$3.00—Port Stanley to Cleveland.
$5.00—Thirty-day round trip ticket.
Splendid stateroom accommodation.
Motor cars $6 to $10, according to wheelbase.
SAILINGS.
From Port Stanley, Ont.—Tuesdays, Thursday, Saturdays, 11:45 p. m. Connections direct to boat via L. & P. S. R. electric train leaving London 10:20 p.m., St. Thomas 10:50 p.m. From Cleveland—Mondays, Wednesdays, Fridays, 10 p. m. Direct train connections on arrival at 7 a.m. for St. Thomas, London, Hamilton, Toronto and all Canadian points.
For tariffs and reservations consult LONDON & PORT STANLEY RAILWAY, REPRESENTING THE
Cleveland-Erieau Steamship Co.
828 Guardian Building, Cleveland, Ohio. Oct. 31

HAD TO LIE IN BED MOST OF THE TIME

Mrs. Bartels Could Eat Only Milk and Crackers—Is Like New Person Now.

"Of all medicines in the world none can equal Tanlac," said Mrs. Henry Bartels of 706 Van Buren street, St. Paul, Minn., the other day.

"I suffered from indigestion so bad that what I ate wouldn't stay on my stomach," she continued. "I had to diet myself for a long time on milk and crackers, and I lost weight rapidly, going from one hundred and thirty-five pounds down to one hundred and nineteen pounds, an actual loss of sixteen pounds in about three months' time. Gas would form on my stomach, and sometimes rise up into my chest and press against my heart so bad that I could hardly get my breath. I was restless all the time and couldn't sleep good at night. I had awful headaches, and at times I was so dizzy that I couldn't get out of bed in the morning. Finally I got so frightfully rundown that I had to lie in bed most of the time, and have my daughter do the housework. I tried everything to build up my system, medicines, treatments, dieting and everything else I know of, but none of them did me any good.

"One day I noticed in the paper about Tanlac, and decided to try it. And it proved to be the thing I've been looking for. I have taken four bottles now, and it seems to be like a dream the way I've improved. My appetite came right back, and it's the truth I can hardly get enough to eat now. I don't suffer at all from gas or indigestion, and that has made my breathing like it ought to be. I am never restless or nervous, and can sleep all night long, and when I get up I don't feel tired or drowsy like I used to, but feel rested and refreshed. Headaches and dizzy spells don't trouble me any more, and I'm gaining in weight and strength right along. It's wonderful how Tanlac has built up my whole system, and made a new woman out of me altogether. I'm only too glad to tell others about my experience with such a remarkable medicine as Tanlac."

Tanlac is sold in London by Standard Drug, Limited, and by an established agency in every town.

Stop that cough!
don't let it master you, for a continuous cough is dangerous. Attack it with a remedy that will quickly stop irritation of the respiratory organs and at the same time build up the body for permanent resistance. Ask your druggist or dealer for—
Robert's SYRUP OF
35¢ A bottle **Cod Liver Oil & Tar**

The Heart of London
The Workingman's Headquarters for Clothing, Furnishings, Hats, Caps, Overalls, etc., is at The Heart of London, Where Low Prices Reign.

MEN'S SUITS
50 Sample Suits. Regular $25.00, for $18.50
$35.00 Suits, for $26.25
$50.00 Suits, for $37.75

500 SAMPLE
SWEATER COATS
A factory's clearance, all sizes and colors, with and without collars, at a big saving.

Now Is the Time To Buy RAINCOATS
If there's one thing we can give real value in it is Raincoats, because we are wholesalers and retailers and always save our customers the middleman's profit. A mammoth purchase this week of over 250 Raincoats will be on sale. Everyone a real bargain. At ..... $8.90 to $24.65

BOYS' SUITS
$9.00 Suits, for $6.75
$10.50 Suits, for $8.49

Week-End Sale of MEN'S PANTS
800 pairs of Pants at extra value; from the best makers $3.50, $4.25 $4.65, $4.95, $5.95, $6.95

SOCKS
50 dozen Socks, Regular 35c value. Special.. 25c pair

FINE SHIRTS
A manufacturer's clean-up on Fine Shirts; over 100 dozen in this lot, neat blue, black and mauve stripes, sizes 14 to 17.
$2.25 values, for $1.69
$1.65 values, for $1.39

NEW FALL HATS
An opportunity to buy a regular $5.00 Velour Hat at $3.50
20 dozen Felt Hats, in all colors; $3.00 value, for $2.00
5 dozen Felt Hats, real value at $2.00, makes a good Hat for everyday wear. For $1.00

WEGNER CLOTHING CO.
THE HEART OF LONDON
371 Talbot Street, Opposite Market. Open Evenings.
The Real Live Store—Famous For Their Little Prices

150 DUNDAS STREET. PHONE 7060.
W. H. TODD
SHOP OF FASHION-CRAFT
EXCLUSIVE MEN'S WEAR
Lates Arrival—Pure Wool Worsted Jerseys, Assorted Colors, $4.50.

The Raphael-Mack Co.

IF YOU WANT TO SAVE $5 TO $10 SEE THESE VALUES TOMORROW

COATS

---New Styles ---Rare Economies

Never before this season have such splendid buying opportunites been presented, as for this Saturday! In addition to our vast regular stock there are three great special groups at—

$29.50 $35 $42.50

The most recent mandates of Fashion are set forth in this collection. Clever designs, developed in soft, warm wool fabrics—Velours, Silvertones, Plushes, in the new light and dark brown shades, taupe, greys, greens, navy and black. It's a rare chance to buy at a saving; don't fail to share in it!

SUITS

Wool Velours, Silvertones, Wool Serges and Poplins.

These and other soft distinguished weaves are a feature of the Raphael-Mack offering in suits, at—

$35.00

SUITS

New Browns, Greens, Taupes, Burgundy, Navy, Black.

All are equally popular, and in the "Raphael-Mack" stocks there's a wide range to select from, in every shade!

$45.00

$55.00

The swing and dash which mark the displays at this store were never so pronounced as right now. Don't decide on a suit without inspecting the offerings here tomorrow.

The styles emphasize the favor that has been shown for the long, slim silhouette; though there's wonderful diversity in design, so that every fancy may be met exactly.

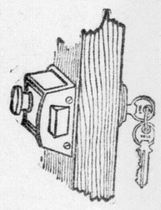
Special Values in Millinery
The selection of your hat should not be delayed. For tomorrow we are showing a special $9.00 hat for **$6.75**
There are many other hats at special prices also.

THE RAPHAEL-MACK CO.
STORE OF POPULAR PRICES. 236 DUNDAS STREET.

The Purdom Hardware Co.
124 DUNDAS STREET. PHONES 2800, 2801.
Agents for "Yale" Hardware, Chi-Namel Varnish, Eureka and Northern Electric Vacuum Cleaners, "Lowe Bros." Paint, "Pryex" Transparent Ovenware.

Canadian Beauty Electric Iron..$6.00
Pelouze Electric Iron $7.00
Perfection Oil Heater $6.50
Majestic Electric Heater $10.00
X-cut Saws, each, $4.00, $4.50 and $5.00
Aluminum Coffee Percolator, ea., $5.00
Bissell Carpet Sweeper .....$4.50 up
Bissell Vacuum Cleaner ...$13.00 up
Waffle Irons, each $1.75
Cobbler Sets, complete, each 98c

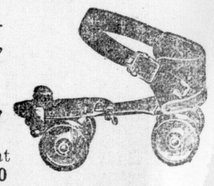
"Yale" Night Latches. Price..75c up
Lanterns, short or long globe ...$1.25
Roller Skates, pair ....$3.00 and $4.00
O-Cedar Mops, each $1.50
Thermos Bottles. Price, each...$1.50
Atkins Hand Saws, each ...$2.00 up
Wear-Ever Aluminum Utensils.
Weather King and Paroid Roofing, roll ....$2.50, $3.00, $3.50 and $4.00
Stainless Steel Table Knives.



Graniteware.
Tinware.
Woodenware
Wire Goods.
Coal Hods.
Ash Sifters.

Carving Sets
1847 Silverware.
Smoking Stands.
Clothes Baskets.
Wringers.
Washing Machines.

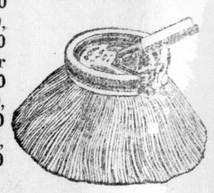
"PRYEX" TRANSPARENT OVEN DISHES for every-day service. Casseroles, Pudding or Baking Dishes, Pie Plates, Bread Pans, Bean Pots, Utility Dishes, etc.



Cut Glass Specials for Friday and Saturday

Cut Glass Berry Bowls. Regular $4.00, at $3.00
Cut Glass Berry Bowls. Regular $3.00, at $2.00
Cut Glass Vases. Regular $5.00, at $3.00
Cut Glass Nappies. Regular $2.50, at $2.00
Cut Glass Nappies. Regular $2.00, at $1.50

Cut Glass Nappies. Regular $1.50, at $1.00
Cut Glass Candy Jars. Regular $2.50, at $1.50
Cut Glass Fern Dishes. Regular $5.00, at $4.00
Cut Glass Pickle Dish. Regular $1.50, at $1.00
Cut Glass Water Set. Regular $7.00, at $5.00
Complete with 6 Tumblers.



Purdom Hardware Co.
124 DUNDAS STREET. PHONES 2800-2801.