Issued for the Benefit of the Buying

STOP and **SHOP** Where You Get the Bargains

21-Piece Fine China Tea Set, Bridal Rose	Tungsten Bulbs Grade A, 40 and
\$5.39	3 for 89¢
Brown English Decorated Tea-	3 for 19¢
for Brooms, size 6-cup size 49 ¢	16 bars Comfort Soap,
medium weight,	\$1.00 Whisks, good
Kitchen Tumblers, dozen,	serviceable size and grade
45¢ Dome Fasteners.	25¢ Razor Blades for
per card,	Gillette Razors, dozen, 68¢
SPLENDID VALU	E IN NOTIONS

170 good quality, assorted sizes, Hairpins, in fancy box 12 60 Assorted Needles for darning and sewing, package.... 126

Safety Pins.	Fancy Cake
guarded points.	Plates floral
4 cards 176	Plates, floral decorations, ver
	special, at
Shoe Polish 2 in 1, per tin,	19¢
2 in 1, per tin,	134
10¢	English China
104	Egg Cups,
200 yards Coates'	6 240
Sewing Cotton	Cups and Saucer
3 spools 21¢	thin white Eng
3 419	lish ware. Ovid
Perle Crochet	shape, reg. 25c,
Cotton	Saturday,
	15¢
3 balls 12¢	Red Rose Tea,
Playing Cards.	Special pound
extra quality, fine	package.
ivory finish, per	
package,	54¢
25¢	Magic Baking
	Powder, lb. tin,
Dozen packages;	330
\$2.88	Condi
Umbrellas.	Candles,
straight and	10 for 10¢
fancy handles.	Gillett's Lve.
for women, and	2 for 25¢
plain crook styles	
for men, excep-	Rinso,
tionally good	7¢
	Contille Co-
\$1.19	Castile Soap,
10-Inch China	6 for 25¢
Dinner Plates.	Palmolive Soap
special at, each,	• • •
12¢	- 10 P
124	And 1 cake free.

Waste Paper Baskets of Willow well made, special, at 50¢, 75¢, \$1 00

300, 13	¢, \$1.00
500 samples Eng Plates, Cups an etc., extra special at	d Saucers. Bowls.
New Chocolate Bars, large size, 6 for 25¢ 75c Linen Writing Paper, in fancy box and ribbon tied, 49¢ Dream Books show meaning of dreams,	50-page Numbered Counter Check Books 3 for 25 ¢ Force Cups for kitchen and bathroom, saves plumbers' bills 39 ¢ 60c Pure Fresh

Ground Coffee. Our XXX Special. 10¢ Men's Leather 45¢ 49¢ Radio Antenna 100 feet Straw Cuffs for Butchers 43¢ 2 pairs 10¢ Powder Pads, regular 25c. Saturday 18c.

Doll Carriages, all steel and black enameled, leatherette back and sea over 12 inches long with 14-inc beautifully dressed doil with pictu hat, curly hair, sleeping eyes, and stockings, extra special for \$1.49

Writing Pads, size 5x8, each	Radio Set,
pad has 40 pages	in oak cabinet
of fine writing	with cover.
paper	Two tuning
	switches, crysta
6 pads 25¢	and head set, 100 feet of
School Bags	antenna wire.
	two insulators,
65¢ to \$1	the head set,
Half dozen	2,000 ohms
H. B. Pencils	is extra good
with Rubbers and	producing strong,
double pencil	loud signals
box. Special	receiving range
	up to 25
25¢	miles. Special
10c English Royal	\$7 E0
Bouquet Soap,	\$7.50
per dozen cakes	
	Radio Dials
50¢	25¢

Steel Clothes Dryers, six arms, for kitchen use, regular \$1.50. Saturday 39 5c Wax Paper Alarm Clocks, 8 rolls 25¢ loud clear bell, equipped with Toy Brooms, Special shut-off lever and guaranteed for one year, Special 10¢ Wright's English Coal Tar Soap 2 for 25¢ \$1.49 Lux, for washing. 5 packages Bathtub Plugs for basin or 50¢ 4¢ and 9¢

Odd Cups White English ware. Per dozen Boy Scout Haversacks. 50¢ 95¢ Electric Heaters—The heating ele-nents are guaranteed for one year, ach heater has copper reflectors

Majestic

\$10.00 \$15.00

We will expect to see you at this sale. Free souvenirs to every child.

PEEL'S Richmond Street

Well-Known New York Critic Says Canadians Lovers of Good Music

DO the Canadians love music? Of course, they do, says Mr. S. L. Debalta, New York musical critic, here for De Feo Grand Opera

Mr. S. L. Debalta, a contributor to Musical America, the New York Times and other publications, is in London since last night in the interests of the De Feo Grand Opera Company, which is to give short season of grand opera next week at the Grand Opera House, beginning Wednesday, Oct. 18.

Mr. Debalta was found at the Tecumseh House busy preparing his campaign to win the support of the local music lovers for the coming season of grand opera.

"Before I landed in Canada," said Mr. Debalta, "I was told that your country was not musical: that this divine art had no chapel nor worshippers here, at least very few. I came here for the first time two months ago on a mission for a syndicate of French and American newspapers to study the country from a political, economic and intellectual angle. Thanks to the courtesy of Mr. J. M. Gibbon, the president of the Society of Canadian Authors, and at the same time director of publicity of the Canadian Pacific, who was emulated in his kindness by Mr. Whiteside, the literary angel of the Canadian National Railways, the freedom of the country was granted to me, and I crossed it from south to north and from east

"What I have seen and heard amazed me. In my mind-the forcibly limited mind of a globe-trotting journalist-Canada, with a larger population, is destined to take its place among the leading countries of the world: you already possess the solid foundation of a sturdy constitution; the arteries formed by your wonderful railroad system, like the blood avenues in a healthy human body, give ample proof of a wonderful vitality.

Interested in Progress. "Owing to my natural leanings, I was quite interested in finding out how far you have progressed in the domain of art, in music especially. The management of the Canadian National Exhibition honored me by inviting me as a special guest to Music Day. I learned there in less than 24 hours more about musical Canada than I could have done otherwise in months, it appeared quite evident to me that the love of music in the land of the beaver was as strong as in America or elsewhere: but due to a reduced population, smaller means and longer distances between cities, the development is naturally not quite as advanced here.

"It was at the National Exhibition that I came across De Feo and his opera company. I have known Mr. De Feo for many years as the most courageous and one of the cleverest opera impresarios of the day. The tremendous success of his company at the exhibition did not surprise me; the Toronto papers were right in proclaiming it 'the sensation of the Canadian National Exhibition.'

"I always thought that opera should not remain a luxury for the few who can afford the high prices that are usually exacted for it. The nightly attendances of 7,000 and 8,000 at the Coliseum convinced me that the masses wanted opera. Mr. De Feo thought so, too, and thus we decided to embark on this Canadian venture with the highly artistic intention to give everybody in this country a taste of lyric

Have Large Company.

"With a company composed of artists from the Metropolitan Opera House of New York, the Covent Garden of London and the Grand Opera of Paris, the De Feo Grand Opera Company is now touring this country and-what is almost incredible-gives grand opera of the highest quality at prices usually charged for traveling dramatic and musical comedy shows. And, mind you,, we carry 90 people, three carloads of brand new scenery and costumes, an orchestra of our own, and we give a gorgeous performance at two dollars and a dollar and a half an orchestra seat!

"How is it possible? Well, I really do not know. It would hardly be possible, I am sure, if it were purely a commercial enterprise, with material gain as the sole object in view. But this is not the case; I want to be believed when I say that behind this gigantic enterprise there is an ideal, the noble aim of educating the masses and encouraging the development of music in this country.

"We want and we bid for everybody's patronage; we have made the prices so low as to give nobody an excuse to stay away; and if we succeed in covering our expenses—the trifle of over \$9,000 a week-we will be satisfied and compensated for our missionary work. We hope for the gratitude of the Canadian music lovers, and if we get it we will make opera a yearly event in every city, large or small. we have visited. There is no reason why Canada should not be on the same footing as other countries when it comes to entertainments

PATRONS AT GRAND

Charming Elaine Hammerstein Displays Versatility in Remarkable Role.

Screen fans who appreciate a good story, well acted and equipped with ideas of how everything is sing to turn out, will revel in "Evidence," featuring that charming and versatile star, Elaine Hammerstein, supported by Niles Welch, which opened a Thursday night, With five acts of headline vaudeville a Harold Lloyd comedy and news topics of the day, the program offered is one of the best seen here this season.

"Evidence," a picture of swift passages and highly entertaining qualities, depicts clearly and without any attempt at deception the shallowness of a class of aristocracy. It tells a story of the stage and society, and proves that a girl of spirit and inventiveness can overcome cunning and opposition in a manner that seems at times an almost impossible

As Florette the actress, Miss Hammerstein is given a splendid opportunity of displaying her versatility and her ability for emotional acting. Married into an aristocratic family, a line of cleavage is soon established by the offensive manner of the snobs, who try to make life unbearable for the girl, whom they consider an intruder. There comes into the picture an actor who seeks revenge for having been filted, and in a despic- tremendously interested in the new is encouraged by a jealous female of the profession, who has hoped to the laughing reply.

After the villain of the story traps position, one of the male snobs who OF has opposed his nephew's marriage, comes upon the scene. With an air of triumph over the apparent indiscretion of the girl, the man is quickly police be known by the variety of put on the defensive, and is mighty willing to make an immediate compromise. The wit of the woman has just chosen a standard uniform triumphs in a manner that brings the which has been approved by Attor-

Niles Welch is an able supporter as the husband of Miss Hammerstein, mounted type. Constables and serand Holmes Herbert as the aristo- geants will in future wear blue serge cratic uncle who would spoil the uniforms, broad Stetson hats and marriage, and Ernest Hilliard, the black Sam Browne belts with reactor villain, are also at their best. volver holsters. Staff inspectors will The Great Salona and Company wear three gold stars on the shoulder, present an act in vaudeville that is provincial inspectors two, and disspectacular as well as it is interest- trict inspectors one. Inspectors will ing in every detail. Illusions, spirit wear brown Sam Browne belts insictures, and a remarkable exhibition stead of black. of mind-reading combined to make

preciative audience. As a character singing comedienne, AS RESULT OF HAZING Virginnia Millman delighted with her elever interpretations and the rendering of the latest selections. In this of a bit of hazing done by two Vicact Miss Millman makes six com- toria College freshmen, one of the plete changes of costume.

shock and bruises about the arms and shoulders.

The matter has caused an outburst of indignation, and is being taken up by the Women's Undergradually heals the skin. Sample box Dr. asse's Ointment free if you mention this per and send 2c stamp for postage. Oc. as all dealers or Edmanson, Bates & Ca.

kind now playing Canadian time the Carlisle Duo in Western roles excel as Australian whip and boomerang artists. They give a remarkable exhibition of dexterity in the use of long-lashed stock whip and the Am-

rican lariat. As sensational novelty athletes the Gauthiers showed something new in parallel bar work and bag punching. while Fordie and Dean made a hit is

ory. Well acted and equipped with surprise finish" to baffle their **MOVED ON THURSDAY**

three-day engagement at the Grand Miss Christabel Took Charge in Toronto-Mother Spoke in London.

> Coming to London on Thursday to address the Women's Canadian Club, Mrs. Pankhurst was obliged to turn her back on very important operations in her family circle. It was moving day in the famous Pankhurst family, which has so happily transplanted itself to Canadian soil. and fitted in admirably in constructive work for the betterment of the

> nation. "Fortunately for me," said Mrs. Pankhurst, with her winsome smile, I had a most capable substitute to leave behind, my daughter Christabel, who has been with me all summer. She is in charge of the mov-

"And the little adopted war orphans, what of them?" asked The Advertiser.

"Very much excited over moving, house, and, needless to say, very much in the way of everybody," was

After the villain of the story traps the bride in a most compromising STANDARDIZE UNIFORMS PROVINCIAL POLICE

TORONTO, Oct. 12.-No longer will different sections of the provincial their uniforms rather than by their similarity. General Victor Williams "happy ending" to a most satisfac- ney-General Raney and will shortly be issued to all the men on the force.

There is a slight leaning toward the

the offering well received by the ap-

TORONTO, Oct. 12.-As a result girls in the junior class is under a Heralded as the only act of its nurse's care, suffering from nervous

OVERCOATS!



STRIPE SUITS

Fine Pencil Stripe All Wool Suits

made from men's suitings, smartly

styled and made; new brown

CHILDREN'S BLUE \$9.98

Heavy pure wool nap or chin-

chilla cloth, red flannel lined, brass

buttons, emblem on sleeve; sizes

shades; all sizes, 26 to 36.

Super values indeed, if ease of selling is the test. Men buy them at sight, for they're the values of 1914 in the latest and smartest shades and patterns

Plaid back coatings and raglan sleeves, the two predominant features of the season. You'll find them in every price range above.

Let your eyes be the judge—they'll find you a coat here—at a price you'll be glad to pay.

\$19.50, \$24.50, \$29.00 \$34.50, \$39.00 Hand-Tailored Models at \$45, \$48, \$55.

Fine Pure Wool English Worsted Suits at \$29

You haven't seen suits like these at less than \$35, we know-handsome new blue and white pencil stripes, brown pencil stripes and a splendid heavy plain gray serge, two and three button coats, well tailored, in shape-retaining manner. We have all sizes, 35 to 42, for Saturday's trade.

Blue Serge Suit Specials \$29.00, \$34.50

Two big specials that are getting us big business; pure wool qualities; fine botany finish; fast indigo

Smartly made two and three button coat models, that will hold their shape till worn out. There's a \$5 saving on every suit. Perhaps you would be glad to save it.

Fall Weight Overcoats One-Third to One-Half Off

Thank the warm weather for these chances to save from \$5 to \$10 on an always useful medium weight

\$7.50 Tweed Slipons worth \$15. \$14.00 Tweed Slipons worth \$25, \$28. \$14.50 Gray Cheviot standard, reg-

Special Sale of Women's and Girls'

Winter Coats

New Bromleigh style winter coats for girls of 12, 14 and 15 years. Made

with Raglan sleeves, belt, fancy patch and insets pockets, vent in

back, half lined. Colors lovat brown and greenish mix-

Women's and misses' dressy coats of all-wool duvetyn, full lined, with

fancy brocade lining, back and collar handsomely embroidered with silk soutache braid. Colors, brown, taupe and castor. \$27.50

New fall skirts in fancy plaids and stripes, box pleated. Colors, navy

and sand, black and white, navy and white, brown and navy, gray

In the Millinery Department

200 sample hats in black, navy and brown, and combinations of all the

Big Hosiery Values

Women's all-wool cashmere hose, with ribbed top, black only, 89c

Clearance of women's English heather cashmere hose in plain and

ribbed styles, some full fashioned. These are the finest quality Botany

Underwear Special

Clearing sale of women's fleece-lined vests and drawers. These gar-

ments are of nice weight and not too bulky, and are finished with

fine, soft fleece. Gray shade. Sizes. Regular value \$1.25.

On sale at

all sizes. Pair

tures. Very special value.....

Sizes up to 44. Exceptional value at.....

and black. Lengths 28 to 34. Regular \$8.50 value. On

sale at

newest shades. Prices of these hats range from \$6.50 to

\$19.75 Gray Cheviot standard, reg-

\$22.50 English Coverts Slipons, worth \$35.00.

FURNISHING SPECIALS

\$5.98-Fine, Pure Wool, Fancy Check Sweater Coats. Worth \$8.50.

\$3.98 Fine, Heavy, Pure Wool Sweater Coats, in plain Cardigan weave.

\$1.19 Boys' Pull-Over Sweaters, navy blue, brown and maroon; sizes 24 to 32. \$1.85 Boys' Finest Pure Wool Worsted and ash-

mere Jerseys, button shoulder and V-neck 69c Men's Pure Wool Worsted Socks, Penman's make, black, gray and heather shades.

STANFIELD'S UNDERWEAR

Headquarters for this famous, reliable maker's goods. Heavy All-Wool Shirts and Drawers.

\$1.50, \$2.00, \$2.50, \$3.00

Fine Combinations, in worsted, wool, and silk

Heavy Cotton and Wool Ribbed Shirts and Drawers, in most all sizes; \$1.25 values.....

Big Work Goods

Heavy Cotton Flannel Work Shirts. \$1.19 Heavy Wool Flannel Shirts, military, gray, and navy blue Heavy All-Wool Ribbed Socks, grays and tans Big line of Work Gloves and Mitts: 75c

Kitchen Union-Made Work Shirts, \$1.65 Heavy Stripe, Union-Made Bib Overalls;

all sizes

HEADLIGHT OVERALLS

Women's Combinations

One of our best selling lines is a fine ribbed cotton combination in cream shade. This is a medium weight line and is made in four styles, with flat lock seams. Sizes 36 to 44. We assure you that these garments will give you satisfaction in comfort and wear \$2.98 and \$3.50

Warm, Cosy Blankets and Comforters

The coal shortage and howling winds will mean very little to you if you're well provided with warm bed coverings. Just now our stocks are brimful of woolly blankets and warmth-without-weight comforts. A few moments of your time and the expenditure of a very reasonable amount will assure hours of comfort later on.

All-wool blankets, soft finish, pink and blue borders, whip-All-wool blankets, made from fine combed yarn, pink and blue borders, large size. Per pair..... Extra heavy all-wool blankets, whipped ends, large size.

Extra value at Super-quality Scotch wool blankets, extra large size. This make of Super-quality Scotch wool blankets, extra land blanket has a world-wide reputation for quality. Special-

Large stock of Flannel-ette Blankets, per pair \$2.39, \$2.50, \$2.75, \$2.95

Special purchase of Cotton and Down-filled sample Comforters, in plain and panel styles. Excellent quality coverings and well filled

Something new in a Silkaline Comforter with Satin Panels. \$7.98 Blue, Rose and Gold. Large size.....

Winter Coatings

A coat made of these soft, downy, all-wool materials, with reversible plaid back, will assure you of comfort and wear. 58 inches wide, in plain shades and heather mixtures. Velveteen, in Black, Navy, Burgundy, Gray and Brown.

Very special value at..... New, All-Wool plaid skirtings, in many shades and color

LONDON EAST R. J. YOUNG & CO.

LONDON