



Prices are tumbling at The Heart of London

\$20,000
Stock Of
PANTS

That sounds big. It's a lot of pants, but we have the goods and they must be sold. Come and see the big piles on the tables.

2--Big Lots--2

For tall men, short men, fat men and thin men.

TABLE NO. 1.

Pants, values up to \$6.50, for

\$3.69

Pants, values up to \$8.50, for

\$5.00

Don't buy Cottonade Pants when you can get tweeds, near worsteds and mixtures at the same price.

SOCKS

Extra Heavy
Winter
Weight,
Regular 85c
Value,
2 Pairs for
90c

50 Dozen Sample

Gloves and Mittens

At Half Price
50c, 75c, \$1,
\$1.25, \$1.50

Men's Hats

Short lines and odd lots of Fur Felt Hats, value up to \$5.00 for

\$2.29

You save 25c on every pair of Overalls bought here, because we are in the Overall business RIGHT.

Wegner
Clothing Co.

The Heart of London.
Famous For Their Little
Prices.
371 Talbot Street, Opposite
Market.

F-U-R-S

OF DISTINCTIVE STYLE AND
QUALITY

BELTZ & CO.

Hay's Officer Says:

The weather is far from
seasonable, but to insure
delivery now is the time to
order your

**Personal
Greeting
Cards**

Our many exclusive de-
signs are ready, but to-day
is none too soon to order.

331 Richmond
St. Note
the new
address
and be sure it's
Hay's.

Hay Stationery Co.
LIMITED

**Moorcroft
Ware**

Moorcroft Ware, in the
pomegranate design; rich,
dark, autumn tints of red,
blue and brown; every piece
handmade and signed by
the maker.

Bowls \$6.50 to \$12.50
Vases \$11.50 to \$16.00

C.H. Ward & Co.
Diamond Merchants and Jewelers
286 Richmond St. Phone 1064.

J. FERGUSON'S SONS,
178-179 KING STREET,
Funeral Directors and Embalmers.
Handsome Motor Car or Horse
Equipment.
Day or Night Service.
Phones: Office, 543; residence,
2056-4101.

New Perfection Coal Oil Heaters



We have just received a supply of
New Perfection Coal Oil Heaters, in
japanned and nicked trimmings.
Prices \$9.50 and \$10.50. They are
light and easily carried from place
to place—inexpensive and ample
heat for health and home comfort in
any room.

Ash Sifters (dustless), strong ash can, large
sifting tray \$5.00 and up
Ash Sifters (common) 45c each
Stovepipes, 6 and 7-inch lengths 35c each
Stovepipes, elbows, 6 and 7-inch 40c each
Stovepipe Enamel 15c and 25c can
Aluminum Paint 25c and 35c can
Coal Scuttles 75c to \$1.75 each
Furnace Shovels 15c to 45c
Furnace Shovels 15c to 45c

J. G. Steele & Co. Hardware

PHONE 750.
261 DUNDAS ST. SOUTH SIDE, NEAR
WELINGTON
Agents for Martin-Senour 100% Pure Paint.

**Big Week-End Sale of Bedroom
and Dining-Room Furniture**

Starting to-morrow morning we will put on sale our entire stock of High-Grade
Dining-Room and Bedroom Furniture. Come in and make your selections now. We
stand behind every transaction with a guarantee of satisfaction.

**LOOK! SOLID QUARTER-CUT OAK
DINING-ROOM SUITE GOES FOR - \$150**

Suite consists of Buffet, Colonial design, 6 Dinners, upholstered in genuine leather,
Extension table. You must see this bargain to appreciate the saving.

Bargains in Bedroom Furniture

White Enamel Dressers, Chiffoniers and Wash Stands, all at marked-down prices.

QUARTER CUT OAK

Dressers \$45

Less than to-day's manufacturers' prices.
Golden oak finish, highly polished, mirror
20x40 inches. Only a few on sale at this
price.

**SAVE \$40 ON
THIS WALNUT
BEDROOM SUITE**

This elegant Walnut Bedroom Suite con-
sists of Dresser, Chiffonier, Dressing Table
and Bed. Worth \$275, now on sale at \$235

REUPHOLSTERING AND PACKING FURNITURE A SPECIALTY.

Wm. Trafford Furniture Co.

11 MARKET SQUARE

129 DUNDAS STREET

**MANY APPLY FOR
RETAIL LICENSES**

Merchants Complying With the
New Regulations

EFFECTIVE NOVEMBER 1

Special Luxury Tax Stamps
Have Been Forwarded

OTTAWA, Oct. 28.—(Canadian Press
Dispatch.)—Applications for licenses as
required by the new regulations under
which the luxury taxes will be collected,
are being received in great numbers by
the district inland revenue offices and
it is expected that there will be few
merchants without their licenses when
they open their stores for trading on
the morning of November 1. On that
date the new regulations will be in
force and merchants on selling any
article on which the luxury tax is to
be collected must attach to the wrap-
per sufficient stamps to cover the tax.
These stamps must be perforated in a
special machine which is being supplied
by the department of customs and in-
land revenue.

STAMPS FORWARDED.
Special stamps for the purpose have
been forwarded to all banks and inland
revenue offices and it is expected that
the collector of customs in each dis-
trict will have on hand one of the best of
the perforating machines to supply
every merchant in his district. No
charge is made for the use of the per-
forating machine, but merchants must
secure a license, the fee for which
is \$2.

On and after Monday, November 1,
all merchants required to carry a
sufficient supply of stamps and use
these for the collection of luxury tax
on articles sold by them. Penalties
are provided for those who fail to ob-
serve the new regulations by trading
without a license and without using the
luxury tax stamps on and after Novem-
ber 1.

**CHANGES ANNOUNCED
IN INGERSOLL FIRM**

Lieut.-Col. Deacon Succeeds J. Ander-
son Coulter as President Morrow
Screw and Nut Company

INGERSOLL, Oct. 28.—Anderson
Coulter for the past 25 years connected
with the John Morrow Screw and Nut
Company here, and for the past 20 years
president and general manager, has
resigned and will take a long vacation.
Lieut.-Col. F. H. Deacon, of Toronto,
has been appointed president. Mr.
Deacon has been a director of the com-
pany for the past 20 years. H. F.
Stoneman, who has been treasurer and
purchasing agent for several years, is
appointed acting general manager. Mr.
Stoneman is a former London man, son
of Frank H. Stoneman, for many years
superintendent of the Wortman & Ward
Company here.
An old resident, Mrs. Michael Sher-
lock, passed away to-day after a long
illness, in her 78th year. She was a
former resident of Dereham, and was a
native of Hamilton.

**WALTON INQUEST IS
ADJOURNED TO NOV. 5**

SARNIA, Oct. 28.—The inquest into
the death of W. Walton, killed in a
motor accident about two weeks ago,
when an automobile in which he was
riding crashed into a freight train at
Christina street, was to-night ad-
journed for a second time until Friday,
November 5.

The following were examined to-
night: Harry McKeever, J. Holbrook,
J. Dingwell, W. Jacobs, Gordon Potter,
F. Hiple and W. McIntosh. The wit-
nesses stated that they could smell
whisky around the wrecked car, but
no bottles were in evidence.

Robt. Millan, who was driving the
car at the time of the accident, will
testify at the next hearing. Miss
Clara Shipman did not appear at the
inquest to-night, but will be summoned
to the next session.

**BORDER DISTRICT RANKS
LOWEST IN HOSPITALS**

WINDSOR, Oct. 28.—Andrew W.
Bowlby, former president of the Cham-
ber of Commerce, has been selected to
lead a campaign for funds with which
to build an addition to Grace Hospi-
tal, operated by the Salvation Army.
That there is need of more hospital ac-
commodation in the border municipali-
ties was shown this afternoon by Dr.
P. Adams, medical officer of health,
who, in speaking to members of the
Chamber of Commerce, pointed out
that this district ranks lowest in hospi-
tals than any other in Ontario.

Start Early
to Shop
Saturday

GRAY'S, LIMITED

Store Hours: 9 a.m. to 6 p.m., Saturdays Included

Start Early
to Shop
Saturday

Big Events At This Store Saturday

Another Saturday teeming with bargains and on items of every day importance. NOW
IS THE TIME TO BUY. Take advantage of these great savings offered, in seasonable goods.
Some of these specials are limited in quantity, making it advisable to shop in the morning.

As In New York, Every
Woman Wants

VIOLETS
**Corset Bouquets of
Artificial Violets**

Daintily arranged with
silk cord fastenings. Marked
for quick selling on Satur-
day at .. \$1.00 per bouquet
Millinery Department,
Fourth Floor.

**RIBBON
BARGAINS**

TAFFETA RIBBON, all-silk,
extra quality, suitable for
sashes, ties and hair ribbon; a
big range of colors; 2 1/2, 3 and
3 1/2-inch. Regular 35c and 40c,
Saturday special at, .. 29c
a yard

4, 4 1/2, 5-inch, regular 60c,
65c and 75c, Saturday
special, yard

WRIST WATCH RIBBON,
heavy black cord.
Price, yard

Main Floor.

3 Big Bargains Dress Goods Department
Second Floor

CHARMEUSE—Rose, orange and two shades of green; width 40
inches. Regular \$4.50.

WASH SATINS—White with colored floral designs; 36-inch. Reg-
ular \$3.50.

WASH SATIN—Plain color, maize only; 36-inch.

SHIRTING SILK—White with dainty colored stripes; widths 36
inches. Regular \$2.50.

BROCADED SILK—In self colors of blue, gold, rose and pink; 42-
inch. Regular \$3.50.

STRIPED TAFFETA—Purple and green. Regular \$2.75.

PAILLETTE SILKS—Plain colors of wistaria, gray, brown, green,
navy and black.

Saturday

All at

One Price

\$2.00

a Yard

No Tax

A Bargain in Wool Dress Goods

Broken lines, including All-wool Serges, Striped Worsteds and

Armures, in browns, greens, reds, blues, navy and black. Regular

\$2.00 to \$2.50 yard. An opportunity to buy these goods at old-time

prices.

\$1.65

a Yard

A Bargain in Tweed Suitings

All-wool Tweeds, 58-inch, \$4.50 value, medium weight cloth,

suitable for boys' suits, for fall coats and separate skirts (one

width to skirt); neat patterns, in browns and grays. Don't miss

this bargain.

Saturday
Selling at

\$2.58

a Yard

4 Big Bargains in Gloves, Hosiery and Corsets—Main Floor

GLOVE SPECIAL

KAYSER SILK GLOVES,
black with self or white
points, white with black
points; sizes 6, 6 1/2, 7. Regu-
lar \$1.25 and \$1.50, Satur-
day special at, .. 79c
pair

SILK HOSE

SPECIAL

PURE THREAD SILK

HOSE, plain black, gray and

navy, fancy heather mix-
tures, also Drop-stitch Hose.

Regular \$2.50 values, on sale

on Saturday at, .. \$1.29

pair

CASHMERE HOSE

SPECIAL. 50

DOZEN

BLACK CASHMERE

HOSE, Penman's make,

slightly imperfect. Regular

\$1.50 value, on sale

Saturday, pair

59c

CORSET SPECIAL

Corsets of fine coutil, me-
dium bust, long hip, four

hose supporters; sizes 19 to

30. Saturday spe-
cial price, pair...

1.79

6 Big Bargains Staple Department—Main Floor

MILL ENDS

WHITE FLANNELLETTE

(1 to 10-yard lengths)

39c quality

for, yard

50c quality

for, yard

39c

90 DOZEN

ODD TOWELS OR DISHCLOTHES

Ready hemmed for use, suitable for

barber towels, steam cloths, etc. Note

the price

Three 25c

\$1.00 per dozen

MILL ENDS

DARK AND LIGHT STRIPED FLANNELLETTE

1 to 8-yard lengths, suitable for

gowns, pyjamas, quilt covering, etc.

39c quality

for, yard

45c and 50c quality

for, yard

39c

FULL SIZE

COMFORT BATTS

\$1.25 and \$1.50

PER BATT.

MILL ENDS

DENIMS, plain black, blue and

khaki; also **TWEED STRIPED COT-**

TONADE. Worth 65c and

75c yard, sale price, yard

50c

COTTON BATTS

The best value at the

price, 1-lb. batts. Roll

39c, 45c

Big Bargains in Women's Ready-to-Wear—Third Floor

A BLOUSE

BARGAIN

CREPE DE CHINE WAISTS,
tucked or fancy hemstitched
pattern front, convertible col-
lar or V neck, long sleeves.

Regular \$5.75, Satur-
day, sale price

\$4.75

BLACK TAFFETA UNDER-

SKIRTS, pleated flounce of
flowered pattern.

Very special

\$2.59

BARGAINS IN

KNITTED GOODS

LADIES' AND MISSES'

PULLOVERS, paddy, rose and

nile green. Regular \$6.00, Sat-
urday, to clear

\$2.95

LADIES' FANCY KNT ALL-

WOOL PULLOVERS, shawl

collars, colors of paddy, old

rose, american beauty and

mauve. Regular \$6.25, Sat-
urday, to clear at, .. \$3.95

SCARFS, all wool (samples),
excellent assortment, large and

small. To clear

\$1.00

KNITTED UNDERSKIRTS,
heavy union, in gray with red

or blue stripes. Sat-
urday special

98c

LADIES' COAT DRESSES of navy serge, trimmed

with military braid and buttons, vest of turquoise, tri-
colette; sizes 18 and 20. Saturday, to

clear at special price

\$25.95

MISSES' ALL-WOOL CHEMISE DRESSES, trimmed

with cloth buttons and silk girdle, colors of brown and

black; sizes 16 to 20. Regular

\$21.00, Saturday, to clear at

\$17.95

2 ONLY, SERGE SUITS