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iott and F. Bartlett.

Deafness WILSON EAR DRUM CO., Incorporate



XMAS CARDS, FOLDERS & SEALS

in every home. Now's the time—don't deia.

Get busy while everybody is eagerly preparit for Christmas. SEND NO MONEY. W.

TRUST YOU. You seil the goods, then scaus the money, and we will at oner forward yourds.

THE GOLD MEDAL. CO.

311 JARVIS ST., TORONTO, ON'T Dept. L. A. 27X. (22nd year in this bus ness.)

leavy Going Likely For Petrolea-London Game

d's Crew Are Confident of Win and Another Lease of Life -Hard Oils, Fresh From Two Weeks' Rest, Need Game Also, So Royal Clash Is Promised.

ever terms when they have the Sarnia Imperials at home next week.

However, the London crew aren't giving away a thing. They realize that the visitors won't act a bit like a light lunch when they get out there, and also that they'll have a full afternoon's

ast week at Sarnia was a feature of

the game and this should again tell in the heavy going this afternoon. According to latest reports, W. Mc-Cart and R. LeSuer will handle the fixture, and, if no change is made, ar efficiently handled game is assured.

ROARIN' GAME

lications are that the going over ever terms when they have the Sarnis recumseh Park for the Petroleaon fixture this afternoon is going ! e heavy and that the features of be heavy and that the features of game will be muddy ones. Heavy light going, both crews have about same weight, and the clash promised this season. The Hard Oils had two weeks' rest now, and, ides, had a good chance to study London play at Sarnia last weeks, so they are mighty confident of ting back a win with them. Bees, they need this game badly, too, win here would put them on more

Ammunition!

Just received a full line of J. M. C. Shotgun and Rifle

Cartridges

The Sporting Goods Store of London.

GOOD RACES MARK ROCKPORT CARD

Que Zinn Is in Spectacular Finish After Bad Breaks in 2:15-Is Booked For Grand Circuit.

paid off at \$11.40 for \$2. CLEVELAND, Oct. 31.—Shrill shrieks

Summaries: :

2:15 Trot. Purse \$400.

of glee punctuated the staccato of East Sheet, b.m. by Main sheet also that they'll have a full afternoon's work disposing of them.

On form both teams appear pretty even, but the London crew have not appeared at their best in any game they've participated in this year, while Petrolea trotted out about everything they had in the last clash. Tomorrow a full squad is available, with Smith and Ross alternating on the kicking, and Fisher a big factor in getting down under any punting that may be done. The line plunging of the locals last week at Sarnia was a feature of pounding hoofs at Rockport this afternoon, for with very few exceptions, each heat turned in a longshot, and the public was happy, for the pari-mutuels were turning out a golden stream to those who like to find the sleepers.

Good races were the rule. The classes were well filled, and heats hotly contested. Iva Zim, favorite, to win the 2:15 page pulled off another startling. tested. Iva Zim, favorite, to win the 2:15 pace, pulled off another startling performance, when after breaking twice in the final heat, she came up from last and won out in the stretch by barely more than a head. Her performance was even more astounding than that of a few days ago, when she came in third after having broken hadly.

sleek bay performer until next year, for PARIS. Oct. 31.—The annual meeting of the Paris Curling Club vas held last to the Bennett stables at North Randal, there to wait for the ice races in Canada. Chances are she will be taken direct SARNIA'S C. I. LINE of the Paris Curling Club was held last night. The meeting was an exceedingly large turnout, and prospects are bright for the roaring game this coming winter. The following officers were elected: Patrons, Senator Fisher, John Harold, M. P., Scott Davidson, F. Smoke and T. J. Dunn; president, R. Creedon; vice-president, E. W. Burt; Secretary, James Sinclair; treasurer, John Lilley; Ontario tankard skips, paid off at the rate of \$19.80 for \$2. Cavan and George Tate; district Dave Cavan and George Tate; district The wise money was dumped aboard.

SARNIA, Oct. 31—The probable line-to the first of the day, when she will be taken direct to the Grand Circuit next spring. Undoubtedly she has a future.

East Sheet paid the best price of the day, when she won the second heat of the 2:15 trot. Those who backed her to win received \$57.50 for their \$2 tickets, while a second place backer got back \$22.80 for his pasteboard.

Britton Fine Re Releance in the R

David C. stepped out and won it handily. His supporters realized \$12.40 for an investment of \$2. Peter Thornhill coming in third in this heat pald \$12.60 for a \$2 show ticket. Bintara lost his support when he rushed in fifth in the second heat, with the result that he was neglected when the third heat came along. He finished second, with the mutuel price \$11.80 for \$2. J. W. S. was much the best in the free-for-all pace, aithough Robert E, tried hard to head him. Robert E, won the first heat, but only by a whisker. J. W. S. had plenty in reserve for the final two heats, and won going away each time. Roy Dillon managed to keep on his feet in the second heat of the 2:15 pace and won it, when Iva Zimm faltered and almost broke. He returned \$15.20 for \$2. Maud Grundy, second, paid off at \$11.40 for \$2.

(Brohman)

David C., b.g. (MsGuire

Bintara, b.h., (McDevitt) Britton Finch, b.g., (Tallman)
Peter Thornhill, b.g., (Mallow)
Lena Moko, b.m., (Laport)
Alacer B., b.g. (Abrams) Alacer B. b.g. (Abrams)

Time 2:16½, 2:15½, 2:17

Free-For-All, Purse \$400.

J. W. S. b.g., by J. S. G., (Purse)

Robert E., b.g., (McCoy)

Rascal, b.g., (Ray)

Soloman Boy, b.g., (Bennett)

Time 2:09½, 2:09½, 2:10½,

Dave Cavan and George Tate; district paid off at the rate of \$19.80 for \$2. cup skips, George Gourlay and J. J. The wise money was dumped aboard The wise money was dumped aboard Gabler, M. W.; Sproule, O. W.; Weston, Bintara for the first heat, whereupon spare; Turnbull, spare, Morrison, spare.

BENNY LEONARD TO DEFEND

NEW YORK, Oct. 31.-Agreeing to risk his world's lightweight boxing title at 140 pounds, Benny Leonard will meet Jimmy Duffy of Lockport, N. Y., in a 15-round contest with a referee's decision at Tulsa, Okla., November 15, it was announced here tonight. The title which has changed hands at various weights from 135 pounds up, has never before been fought for at this high weight.

ST. THOMAS GOLFERS LIKELY TO OPEN LARGER LINKS

ST. THOMAS, Oct. 31.—Finding that the club is growing considerably and that the present course is entirely unsatisfactory, the members of the Elgin Golf and Country Club have decided to look elsewhere for a course, and in the very near future it is expected negotiations will be closed for the purchase of one of the sites now under consideration. That the present course ust outside the city at the east end of Talbot street will be abandoned has been definitely decided at a meeting of the golf club held this week.

The Advertiser is informed from a reliable source that among other sites The Advertiser is informed from a reliable source that among other sites now under consideration are the Spohn's Flats at the end of Weilington street, a plot of land near Union and a beautiful site just beyond the Kains Hill a mile or so outside the city. The most favored site at the present time, owing to its close proximity to the city, is the Spohn's Flats.

SHAG'S TRICK TACTICS ARE UPHELD BY QUEEN'S PROF.

MONTREAL, Oct. 31.—Owing to the numerous criticisms written regarding the trick plays used by McGill rugby team, Coach Shaughnessy wrote to Professor Malcolm of Queen's University, who referred the game between Queen's and McGill on October 18, for an opinion. In his reply, Referee Malcolm states that in his long experience as an official in the Inter-Collegiate Rugby Union, that he has never officients over a more sportsmanlike or Rugby Union, that he has never officiated over a more sportsmanlike or gentlemanly aggregation of players than those of the McGill team.

In speaking of the trick plays, and alleged offside interference, Mr. Malcolm goes on to state that all the plays conform with the interpretation placed on the interference wile at a speaking on the interference rule at a special meeting of the board of referees of the Inter-Collegiate Rugby Union early in the autumn. He gives Shaughnessy the autumn. He gives Shaughnessy credit for taking advantage of opportunities offered, but in no way finds fault with any of the plays used in opening holes in the line of scrimmage for the purpose of bucking.

A. H. WILSON PRESIDENT

OF WOODSTOCK CURLERS WOODSTOCK, Oct. 31.—The Woodstock Curling Club has organized for the coming season with the following officers: Honorary presidents, E. W. Nesbitt, M. P., and Fred. Millman; president, A. Wilson; vice-president, George Adams: secretary, F. A. Smith; treasurer, W. S. Hastings; management committee, Fred. Harrington, C. W. Davidson, A. N. Longstreets, A. H. Watson, A. Pearson, W. S. McCurdy and executive; ice committee, George Adams, F. J. Ure and Alex, Gardener; chaplain, A. T. McNeill; auditors, C. W. Hendershott and A. N. Longstreet; representatives to O. C. A., F. Harrington and W. L. McWhinnie.

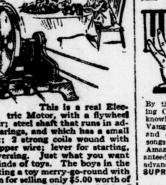
Last season this club won their district in the Ontario Tankard—the first time it was accomplished here in 25 years.

\$500 FINE IS IMPOSED

FOR BREACH OF O. T. A. ST. CATHARINES, Oct. 31.—John Wylie, proprietor of the Ellis House, was fined \$500 and costs by Magistrate Campbell today on a charge of selling liquor in breach of the Ontario temperance act. The charge followed a search of the premises by police officials, acting on information received from the wife of a local businessman, who declared that she had followed her husband into the hotel and, after he had received a drink, had taken his glass and tasted it, discovering it to be whiskey.



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SANTA CLAUS

HUNDREDS OF OTHER PRIZES. In order to enter this Contest you must find Santa Claus, mark the place with an X, and forward it to me, together with your name and address, when I will at once write and tell you if it is correct, and also send you particulars of one simple condition that you must fulfill before you are entitled to a prize. This condition is very easy, and need not cost you one cent of your money to fulfill. Send your answer now to

LADY DAINTY, DESK 10, TORONTO.

L. C. I. BASKETBALL. Middle I. defeated Middle V. las night in the Collegiate gym. The game was accompanied by much cheering as the teams struggled for the lead. The game ended 13-10 in favor of Middle

Bverything you need for school work, in a strong, light, brast trimmed Eaton-made fibre case to keep and carry all the other things. The set includes: 12 Dixon pencils, 1 pencil clip 1 fountain pen and filler; 3-piece drawing set: 6 drawing pins; 1 hardwood 12-inch ruler; 2 50-page menon pade 1 box water-color paints; 12 golors and brush; 1 box (14 oil crayons; 1 painting book; 1 printing outfit; 6 sheets blotting paper; 6 Charlie Chaplin Scribblers; 1 Japanese inlaid pence box 1 solid rubber ball; 1 combined ink and pencil craser; 1 beautifully colored bird cards; 20 up-to-date Canadian victorards; 6 ink tablets to make 3 bottles of ink; combination gaseheets for the following games: Chess, Checkers, German Priso Puzzle, Dominoes, Fox and Geese, Authors, Nine Men Morris. The grand complete school outfit given for selling only \$5.00 worth of CARDS FOLDERS AND SEALS.

CARDS FOLDERS AND SEALS body huvs them, because they are be artistically embossed. Everybody buys them, because they are better and cheeper than any store can show. Cards and Folders, 6 for 10c. Seals, 10c. a packet of 28. You can sell them in every home. Now's the time—don't delay. Get busy while everybody is eagerly preparing for Christmas. SEND NO MONEY. WE TRUST YOU. You call the goods, then paring for christmas. SEND NO MONEY. WE TRUST YOU. You call the goods, then JARVIS ST.. TORONTO, ONT., Dept. .L. A., 4X. (22nd year in this business.

Saturday Night Special SOLD ONLY FROM 7:30 TO

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Made by Manufacturer who Gives a Guarantee With Every Pair. These are the Season's Left-Overs in the warehouse and Some Seconds. They are here in Tan. Black, Grey, Navy and White. All sizes, 9½ to 11
Worth regular \$1.35 pair,

AT 2 PAIRS FOR 95c

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"He Profits Most Who Serves Best" Serving "the best" that we could possibly serve has laid the foundation for this wonderful business of ours-has made it grow from a small "hole in the wall" a few years ago to the biggest and most up-to-date bicycle business in Canada today.

A. F. Sheldon, the world's greatest business authority, in his lectures in the Auditorium last night says that a business gives returns to a man according to the amount of genuine service he renders the public. "Service" has ever been our aim since we started in business, whether you purchased from us a 5-cent tube of cement or a \$60 Red Bird Bicycle. The sale is not completed on our part until we have given you satisfaction that satisfies you, and then we are satisfied.

This class of service is possible only when individual attention is given each purchase. We know that when you purchase from us a

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you are going to get the best bicycle service in Canada. Just ask any of the thousands of satisfied Red Bird Bicycle Riders in London and district today. We go to the extreme limit to give you service. Come in and get acquainted with it.

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Order your Red Bird now for delivery Christmas.

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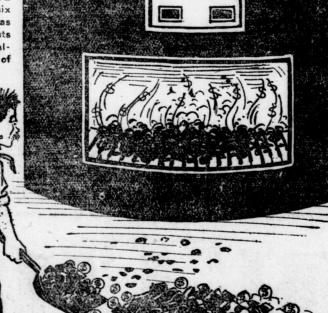
NUKOL is 95 per cent. anthracite and 5 per cent. oil binder, burning without clinkers or slate. The waste is less. Nukol burns well without much draft-lasting longer than coal. Some users of NUKOL in the United States claim that six tons of NUKOL will burn as long as eight tons of coal. NUKOL costs less per ton than coal-and is calculated to save about one-quarier of your fuel bill.

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"We are 90 per cent. short of furnace coal," says the Deputy Fuel Administrator for Ontario. . "Turn out your NUKOL as soon and as fast as

In response to the Fuel Administrator. NUKOL has doubled its contract to 3,000,000 tons of coal screenings, and secured options on two river properties containing many millions of tons of coal screenings.

NUKOL plans to build more factories, and turn out NUKOL and dividends rapidly. It will pay you to investigate NUKOL as a permanent, profitable investment.

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