

SEND GREETINGS TO PADUA "U"

Western Board of Governors
Note Sept.-Centenary.

FROM NEW WORLD TO OLD

Illuminated Message to Be Sent
To Italian School.

Seven hundred years ago, a century and a half before the discovery of the New World, nearly a century before the fall of Constantinople, and the Empire of the East, the University of Padua was founded in the Italian city of that name.

Yesterday Western University's board of governors, representing one of the world's youngest universities, sent greetings to the ancient institution now celebrating its sept-centennial. The greetings will go forward in illuminated missal form, signed by the governors and faculty members, in which Western "U" will express its affection for one of the great institutions that fostered the rebirth of culture in what is now termed the renaissance period of history, in which the darkness of medievalism fled before the dawn of modernity.

BRITISH BUSINESS FIRMS SUFFER AS RESULT OF HIGHER POSTAL RATE

LONDON, Oct. 26.—(Canadian Press Cable).—Business houses here which have much correspondence from Canada continue to suffer exasperations at the number of letters surcharged upon arrival here, due, seemingly, to the new Canadian rates of postage to Great Britain not being yet grasped by the senders of the letters. The postage rate on letters from Canada to the British Isles is now 4 cents for the first ounce and 3 cents for each subsequent ounce.

The English business community continues to gird against British postal service on account of economies connected therewith which, it is alleged, are not true economies, but merely restrictions upon the revival of business. The postmaster-general, Rt. Hon. F. G. Kellaway, in the House of Commons last night gave assurance that the matter would receive consideration as soon as the postal finances permitted. This was taken as cold comfort.

The Social Season Is Now Starting

See our charming exhibit of slippers, pumps and oxfords.

COOK'S SHOE STORE.

"Hello, 944"

Take down the
receiver now
and order

Johnston Bros.

Words cannot begin to describe the flavor of this delicious Bread.

XXX Bread

Johnston Bros. PHONE 944.

WEGNER'S

Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTERS.

Exclusive Manufacturers' Agents for the best Canadian makes of Overalls.

Wegner, The Heart of London

OPEN EVENINGS.



Give YOUR Eyes
the power to see quickly,
clearly and without strain.
Our scientifically fitted
glasses worn now will
protect and preserve your
eyesight for the future.

Trebilcock Optician

233 Dundas Street Phone 2351,
Two Doors East of Majestic.

HOW ARE YOUR EYES?

Consult our specialist and have a thorough examination. Our Dr. Brown has had over 25 years' experience in prescribing glasses that give satisfaction.

Brown Optical Co.

223 DUNDAS STREET. PHONE 1877
Montreal, London, Windsor.

STRATFORD BRAKEMAN SUFFERS INJURED FOOT

Frank King, a brakeman on the Grand Trunk, residing on Rebeco street, Stratford, received a painful injury to his right foot when he was thrown from the top of a box car, which jumped the track near the race course, west of Egerton street, yesterday afternoon about 5 o'clock.

A freight from Stratford had just arrived and a number of cars were being placed in the shunting yards when the car on which King was riding jumped the rails in some manner and leaped over to one side at a precipitous angle, so that he was unable to retain his footing.

Dr. Clegg, the G.T.R. physician, was called and had the injured man removed to Victoria Hospital.

WALL PAPERS

Now is the time to choose your Wall Papers for home decorating. Our present showing includes the most beautiful tones and designs.

Call at our showrooms and see this display.

Colericks'

"Where Art Abounds"
212 DUNDAS ST.

You Lose

A taste treat you have been longing for every day you miss trying PARNELL'S new loaf of

T-ZER

(Tease Her)

BREAD

Order a trial loaf to-day from your grocer or by phoning us.
PARNELL BAKING CO.
Phone 929.

ALARM CLOCKS

Large Size Alarm Clocks \$1.75 to \$5.50
Small Alarm, Baby Ben, New Haven, nickel with radium and white dials \$6.00 and \$7.00
Small Square Alarm Clocks, in nickel, gilt and gun-metal \$4.00

All Clocks guaranteed.

C. H. WARD & CO.

Diamond Merchants,
Jewelers and Opticians.
386 Richmond Street.
Phone 1084.

WOODLAND MAUSOLEUM

Honor your dead by providing a resting place for the body which the ravages of time and the elements cannot destroy.

LONDON MAUSOLEUM COMPANY
Phone 6730. 215 Royal Bank Bldg.

GEO. E. LOGAN

FUNERAL DIRECTOR AND
EMBALMER.
418 Richmond St. Phone 1068.
Finest Motor and Horse Equipment

A. L. OATMAN

Corner King and Colborne Sts. Phone 586
THE FUNERAL HOME.
tu.th

N. J. GRIFFITH

Funeral Director and Embalmer.
104 Dundas Street, London.
Residence on premises. Phone 459

CHICAGO TRADE BOARD TO ERECT NEW HOME

CHICAGO, Oct. 26.—Plans for a new \$6,000,000 building to house the Chicago Board of Trade, replacing the present structure, built in 1884, were announced to-day.

EARTH SHOCKS IN ITALY.
MILAN, Oct. 26.—Earthquake shocks

were felt in the cities of Massa and Carrara, on the Tuscan Coast of Italy, last night. Considerable damage was done and the frightened people of both cities camped during the night in open fields. Dispatches from Florence state that a cyclone has ravaged that city.

SUNDAY SCHOOL WORK.
MAPLETON, Oct. 26.—E. Mills, of Toronto, addressed a large audience in the Church of Christ on Sunday school work on Sunday.

LADIES' APPAREL

At Manufacturers' Prices

Garments that are correctly representative of the latest productions of the style centers of Paris and New York

Our designers are ever alert to the essential features in dress vogue and adapt to the local demands of our Canadian patrons all the most acceptable and becoming changes in good dress.

Reliability of fabrics and workmanship is also a most essential feature of satisfactory garments. This we meet by affixing to every article offered a descriptive card explanatory of the fabric, along with the firm's label, which is our guarantee to the purchaser.

COATS

In All-Wool British Fall and Winter Fabrics

BURBERRY STYLE

Colors navys, oxfords, browns, greens, heather mixtures, grays and plaids. At our manufacturing price \$32.50 to \$37.50

Clearing Sale of Plush Coats Salt's Plush Coats

Regular \$40.00, clear \$27.35
ing at
Regular \$45.00, clear \$31.25
ing at
Regular \$50.00, clear \$39.00
ing at
Regular \$55.00, clear \$44.00
ing at

FUR-TRIMMED SALT'S PLUSH COATS.

Regular \$45.00, clear \$32.50
ing at
Regular \$40.00, clear \$30.50
ing at
Regular \$50.00, clear \$36.00
ing at
Regular \$65.00, clear \$50.00
ing at
Splendid lot of Frieze and Chinchilla Coats, special sale \$13.95

CLEARING SALE OF SUITS, in fur-trimmed and plain, at manufacturers' prices.

Fur-Trimmed Suits, regular \$75.00, clearing \$50.00
Fur-Trimmed Suits, regular \$100.00, clearing \$80.00
at
Plain and Embroidered Suits, regular \$35.00, clearing at \$20.00
Plain and Embroidered Suits, regular \$80.00, clearing at \$60.00

A Few of the Latest Distinctive Garments
For Evening Party Wear

Evening Gowns

Blue Duchess Satin Gown, trimmed with gold net lace panels on side and sleeves. Price \$33.50

Pink Duchess Satin Gown, trimmed with silver net lace on skirt, bodice and sleeves, finished with silver tassels, soft girdle finished with rose-buds. Price \$38.75

Maize Taffeta Gown, trimmed with gold net lace on skirt, back and front of bodice, and finished with gold tassels and strips of black velvet, self-girdle with rose-buds. Price \$38.00

Nile Green Duchess Gown, trimmed on skirt, back and front of bodice and over shoulders with mother-of-pearl embroidered net, draped overskirt and girdle finished with mother-of-pearl buckle. Price \$50.00

Black Evening Gown of crepe, back satin trimmed heavily with jet lace, embroidery on skirt, back and front of bodice and sleeves, finished with large girdle of figured cire ribbon. Price \$68.00

ROSS' LIMITED

PHONE 1319. 186 DUNDAS STREET



October
28 & 29

Friday and Saturday Bargains

October
28 & 29

PATENTS

50c Canadian Hair Dye 34c
25c Fluid Magnesia 18c
50c Mulsified Coconut Oil Shampoo 33c
15c Magic Corn Salve 10c
40c Castoria 28c
50c Fruit-a-tives 32c
\$1.00 Sal Hepatica 78c
75c Abbey's Salts 58c
25c Nature's Remedy Tablets 16c
Wincarnis \$1.50
75c Bisurated Magnesia 48c
75c Milk of Magnesia 50c
15c Original Dutch Drops 10c
50c Blaud's Iron Pills 33c
\$1.50 D. D. D., extra strong \$1.18
30c Laxative Bromo Quinine 22c
15c Kkovich Health Salts 2 for 25c
25c Carter's Liver Pills 16c
50c Chase's Food 32c
Try Fig-Sen for a family laxative 25c

Toilet Articles

Evan Williams' Henna Shampoo Powders 2 for 25c
75c Elcaya Creams 62c
30c Cuticura Soap 19c
Jason's Ladies' Girdle \$2.60
Hudnut's Violet Sec. Toilet Water \$1.80
50c Pond's Vanishing Creams 33c
Mary T. Goldman Hair Color Restorer \$1.50
Corson's Perfume and Creams.
Piver's Azurea and other Odor Face Powders 78c
Armand's Cold Cream Face Powders \$1.00 box
Camphor Ice, tube or box 15c
Mermaid Hair Nets 3 for 25c
Pepsodent Tooth Paste 32c
Aristocrat Toilet Creams 50c

MIXED

5c Chocolate Bars 6 for 25c
5c Chewing Gum 3 for 10c
5c Fruit Flavored Charms 2 for 5c
Borden's Eagle Brand Milk 22c
Ivory and Lifebuoy Soaps 8c
Snap 18c
White Star Hand Cleaner 2 for 25c
Gillett's Lye 2 for 25c
1-lb. cans Talcum 18c
50c Brooks Baby Barley 2 for 50c
25c Brooks' Baby Barley 2 for 25c
Strong's Cleaning Compound for delicate fabrics 25c
Get your boy an Ingersoll Watch, at half price
Eureka Silver Soap 3 for \$1.00
Merck's Hydrogen Peroxide 15c, 25c, 40c

STRONG'S PURE BAKING POWDER

is made from the purest cream tartar and English bicarbonate of soda. Contains

NO ALUM
NO PHOSPHATES
Used in all good homes.

50c lb.

25c 1/2-lb. 13c 1/4-lb.

It is used in every health institution in the city.

SHAVING NEEDS

Mennen's Shaving Cream 32c
Day Dream Talcum 35c
Shaving Strops 33 1/2% off
Gem Safety Razor Blades 39c
Woodbury's Shaving Stick 25c
35c Erasmie Shaving Stick 22c
35c Na-druc-o Shaving Stick 20c
Colgate's and Williams' Refills 35c
Aristocrat Shaving Lotion 35c, 60c
Rubberet and Simm's Shaving-brushes All Prices

FOR BABY

Merck's Zinc Stearate 25c
Boric Acid in shaker cans 20c
B. & B. Baby Talcum, in picture cans 25c
Clear Rubber Toddler Pants 78c
Johnson's Baby Powder 25c
Johnson's Baby Cold Cream, Baby Hot Water Bottles, Baby Sponges, Nipples, Brushes and Combs, Bibs and Traycloths, Baby Soaps, Feeders, Creams, etc.

There is every reason why you should have your dispensing done here.

The quality and freshness of our Drugs and Chemicals, with the fact that competent graduates only dispense your prescriptions, should convince you that you should have your prescriptions compounded here.

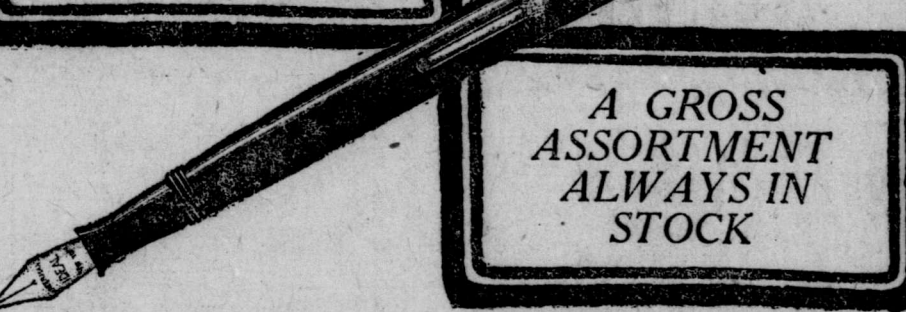
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S. S. S. STRONG'S SPRUCE SPECIFIC

A splendid remedy for Coughs and Colds.

35c
BOTTLE

Waterman's Ideal Fountain Pen



A GROSS
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ALWAYS IN
STOCK

Trusses

We carry a complete line of Trusses, Supporters, Crutches, Bed Pans, sick room supplies of all kinds.

Graduate nurses register.

A. B. S. C. TABLETS (100 in bottle)	INFANTS' DELIGHT SOAP 3 cakes for	Reg. \$1.10 T A N L A C per bottle	C. B. Q. Cascara Bromide Quinine (for Colds)	SANITARY TOWELS (for Women)	ACETYL-SALICYLIC (Acid Tablets) (Aspirin) 4 doz. for 25c
16c	21c	78c	17c	69c	

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ESTABLISHED 1874

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DISPENSING CHEMISTS