

OPEN EVENINGS
DURING THIS EVENT
EXCEPT SATURDAYS.

JOHN A. NASH "MY JEWELER"

OFFERS

OPEN EVENINGS
DURING THIS EVENT
EXCEPT SATURDAYS.

\$30,000 Worth of Kimberley Diamonds In the Next Ten Days at 20% and 25% Off **\$30,000**

We had an opportunity to return these if we wished, as they arrived late for summer business. But here they go to the citizens of London at a small percentage on cost. This sale will last for 10 days. A deposit will secure any Diamond till Christmas. Think of it! Perfect Blue White Diamonds, right now when you want them, at 20 and 25 per cent off. Not after Christmas, but right now, so you can secure them for Christmas.

FANCY RINGS 25% Off

LADIES' FANCY CLUSTERS

Regular \$500.00.	Special price	\$375.00
Regular \$300.00.	Special price	\$225.00
Regular \$250.00.	Special price	\$187.50
Regular \$195.00.	Special price	\$146.25
Regular \$150.00.	Special price	\$112.50
Regular \$100.00.	Special price	\$75.00

FREE!

To all who visit this sale valuable booklet "History of the Diamond."
—My Jeweler.

FREE!

SINGLE STONE RINGS 20% Off

Fancy Tiffany, over 1½ carats.	Reg. \$700.	Special price, \$560
Fancy Tiffany, over 1¼ carats.	Reg. \$600.	Special price, \$480
Fancy Tiffany, over 1 carat.	Reg. \$485.	Special price, \$388
Fancy Tiffany, over ¾ carat.	Reg. \$275.	Special price, \$220
Fancy Tiffany, over ½ carat.	Reg. \$250.	Special price, \$200
Fancy Tiffany.	Regular \$100.	Special price, \$80

We sell only PERFECT BLUE WHITE DIAMONDS. Difference in price is because of size of stone or setting, as qualities are all equal.

12 only Fancy Tiffanys, Green and White Gold. Regular and Specials at \$50.00. Sale price extraordinary, **\$35** while they last

VISIT THIS SALE AND WEAR DIAMONDS.

182 Dundas St.

JOHN A. NASH

182 Dundas St.

A SMALL DEPOSIT
SECURES ANY DIAMOND
TILL CHRISTMAS

"MY JEWELER"
WHERE YOU WILL EVENTUALLY BUY

A SMALL DEPOSIT
SECURES ANY DIAMOND
TILL CHRISTMAS

HOLD PASSENGERS IN QUARANTINE

Quebec, Nov. 19.—(By Canadian Press.)—As a result of the discovery of one case of smallpox among the cabin passengers on board the Canadian Pacific steamer Montclair a few hours before she reached the Grosse Ile quarantine station, 34 miles below this city, early Saturday morning, the vessel was held up for 32 hours while the 221 cabin passengers were obliged to disembark, and they will be detained on the island for an indefinite period, awaiting the discretion of the medical authorities for their release.

The steamer Montclair sailed from Liverpool for Quebec and Montreal on Friday, Nov. 10, and after a hard passage fighting a strong head wind, she was making her way up the St. Lawrence when, within seven hours of Grosse Ile, J. M. Webber of Bridgend, Wales, aged 24, who was on his way to Western Canada with his bride, developed symptoms of smallpox.

WOMAN KILLED BY TRUCK.
Toronto, Nov. 19.—Mrs. Mary E. Cody, of Toronto, was killed on Saturday night, when struck by a truck as she was crossing the street. The driver of the truck, George Parkinson, was able to satisfy the police that he was not culpable.

MARQUIS OF CREWE TO SUCCEED HARDINGE

London, Nov. 19.—The Marquis of Crewe has been appointed ambassador to France in succession to Baron Hardinge, who is retiring from the diplomatic service.

SEEK \$1,000,000 FOR FIRE AREAS

W. H. Alderson States Representatives Will Make Appeal To People of Province.

Special to The Advertiser.
Cobalt, Nov. 19.—Premier Drury, members of the northern fire relief committee and 80 mayors and presidents of boards of trade and chambers of commerce, passed through Cobalt on their way through the fire-swept area of Northern Ontario. A special train left Toronto Friday night, at the joint expense of the federal and provincial governments, with representatives from all parts of Ontario taking the trip for the purpose of showing them at first hand and impressing upon them the destruction caused by the recent holocaust and the urgent need of the fire sufferers of New Ontario to carry them through the winter. Chairman W. H. Alderson, of the fire relief committee, states that an appeal will be made to the province, through the representatives on their return, for the sum of \$1,000,000, to be expended in rehabilitating these areas. "It is hard for the people of old Ontario," he said, "to realize to the fullest extent the terrible devastation of the fire area and the suffering of the people. Help is needed, and needed urgently, to carry these people through the winter." Enough money could be raised for their relief, he states, by the various towns and large cities increasing their municipal tax by one mill or by the raising of 25 cents per capita. The general fire relief fund, so far, has been found quite inadequate to provide clothing and shelter and general relief to these people during the winter. Premier Drury met the special train at Aurora last night, where he was addressing a meeting. It is expected that he will be with the party during the entire trip. He reiterated the statements of Mr. Alderson of the urgent need for relief. The towns of North Cobalt, Haliburton and New Liskeard are to be visited by the party. On Sunday the areas of Uno Park, Thornloe, Earleton, Kenabek, Englehart and Charlton will be inspected. On Monday the party will be taken to Cochrane, Iroquois Falls and Montclair, returning to Toronto the same night. The members of the fire relief committee with the party are: V. P. Alderson, chairman; Mayor G. C. Coppley, Hamilton; Mrs. M. Souter, North Bay, and George Bridger and A. M. Young of Toronto.

TORONTO GIRL DIES FROM GAS FUMES

Toronto, Nov. 19.—Overcome by gas from a defective heater, Ethel Cunningham, a 15-year-old Toronto girl, was found dead in the bathroom of her home today. The girl had evidently felt the effects of the gas and had tried to get out of the room. Her body was discovered by her sister, lying just inside the bathroom door. An inquest will be held tomorrow.

PAYS \$1,000 FOR BREACH OF O.T.A.

Kitchener Hotelman Found Guilty of Having Whiskey On Premises.

Special to The Advertiser.
Kitchener, Nov. 19.—Charles Brohman, president of the Breslau Hotel, was fined \$1,000 in police court here yesterday, when he was found guilty of having liquor on the hotel premises. License Inspector Steinhilber stated that with the provincial officers he visited the hotel last week and found a man standing in front of the bar drinking something from a small glass. He stated that as soon as he entered the bar-room Brohman, who was behind the bar, took a bottle from underneath the counter and made a dash for the back of the house. The inspector chased him and caught him just as he dashed the bottle into the sink. They collected enough of the stuff before it got away to produce evidence of whiskey in court. Brohman said the bottle was left in the hotel by a traveler who did not give his name, and that he was throwing it away when the inspectors happened in. President W. H. Breithaupt, of the Waterloo-Wellington Railway, explained today the reason why he is seeking a 25-year franchise from the city of Kitchener. His reason is simply because he wants that length of time to assure the success of his proposed extension of the railway on to Guelph. He stated he had enough capital behind the enterprise now to warrant going ahead. If the city grants him the 25-year franchise, The Horticultural Society of Waterloo is making preliminary arrangements for the starting in the spring of a town-wide campaign to rid all vacant lots of weeds and unsightly growth, and to plant gladioli in their place, which is the floral emblem selected by the town council. In connection with this campaign, all residents will be urged to grow an abundance of gladioli, so that the town may become distinguished for the growth of this particular flower.

USE OF CLIPPERS COSTS BARBER \$5

Hamilton, Nov. 19.—Samuel Langer does not like to have a barber use clippers when his hair is being cut, and when he insisted on Irwin Hudson using scissors, Hudson began to apply the clippers with increased vigor. There were more remonstrances and more vigorous application of the clippers, and then Langer called for help. This was on Friday. Magistrate Jells heard the story at police court Saturday, when Langer charged the clipping barber with assault. Hudson said there was no assault, but that Langer caught his foot in the chair, and did not object to the use of the clippers. "Do you use the clippers frequently?" asked the magistrate. "Oh yes, always," said Hudson. "That settles it. You are fined \$5," said the court.

Feed your product more vitamins

BRIGHT color on big spaces may create interest in a picture, but it lacks four-fifths of the advertising vitamins that send people into a specific retail store to buy goods.

The retail distributor must have advertising that builds up confidence in the product; that can educate new customers; that can make them desire new things to eat and wear and enjoy; that finally sends them to the counter with cash in hand. Thirty years ago, Mr. P. C. Larkin sought anxiously for a link between his brand, the retailer and the buying public. He found one that has never broken.

"I thought of telling my story in a single newspaper," he writes, "which I did and soon saw results. The single medium soon became two, and then a dozen, and now many hundreds on the American continent alone, where practically every daily newspaper of any importance carries Salada Tea Company advertisements."

There is only one common power that can influence buyers for our local merchants and the national advertiser. This is the Daily Newspaper in our trade area. The retailer who impresses this fact upon the manufacturer turns over his stock quickly and profitably.

Issued by the Canadian Daily Newspapers Association, Toronto.

PLAYER'S NAVY CUT CIGARETTES



"Real Satisfaction"

Package of 10—20¢
"20—35¢
Enamel Tin—50—90¢
"100—\$1.75