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We design and cut all our made-to-order garments. There is individuality to the style and cloth.

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Merchant Tailors,
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LEADING FUNERAL DIRECTORS AND EMBALMERS
Private Ambulance in Connection.
104 DUNDAS ST. PHONE 459.
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Residence on Premises.
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PHONES 543, 373, 2058.
OPEN DAY AND NIGHT.

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London Conservatory of Music and School of Elocution

Winter term begins Wednesday, Nov. 10. Pupils may enroll at all times. Exams. at end of term.
Certificates and diplomas granted.
Phone 110. Address, 353 Dundas street, F. L. WILCOX, A.R.C.O., Mus. Rec., 2nd Principal.

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Coal and Wood Office? Kindly send me a load of your

Delaware, Lackawanna and Western Scranton Coal
I find it's the best coal in the city for heating and cooking. All sizes. Fine large lumps for ranges, only \$6 per ton. Phone 51. Office, Horton and William streets.

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WOOD
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WE SELL THE
Delaware and Hudson's
Celebrated Lackawanna Coal
Burns bright, no clinkers. Best quality of domestic lump for grates 12 or 16 inch; slabs \$1 50 per load. 12 or 16 inch blocks \$2 00 per load.

Green Coal and Wood Co
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HAIR CUT 15c. SHAMPOO 15c.
CHILDREN'S HAIR CUT 10c.

WM. PUTMAN
UPSTAIRS.
Cor. Richmond and Dundas. 221



LOOKING INTO THE EYE

Our Method of Examination of the Eyes is Perfect.

Our skill in fitting glasses is widely known, and our prices are much lower than the same quality can be bought for anywhere.

We are not jewelry store opticians, but specialists, whose whole time is devoted to the CARE OF THE EYES.

Do not be misled. Your eyes are too valuable to trifle with. Consult us and benefit by the great care and attention that all our patients receive.

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In new building, steam heated, at reduced rental. Apply at once
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CITY

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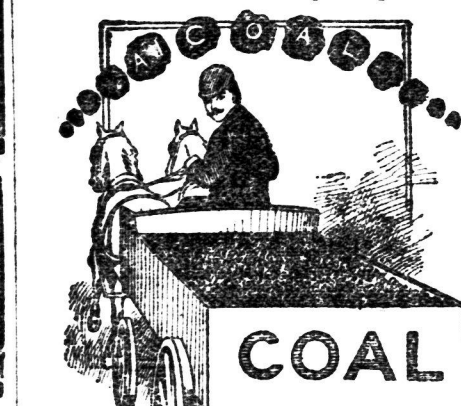
Hamilton's Porter is fully aged. It is the best. Ask for Hamilton's when you are buying.

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212 DUNDAS STREET
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Some have fallen into the habit of procrastinating. Not a wise thing to do. GET YOUR COAL BIN FILLED NOW. Do not wait until snow flies, and order from us.
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685 YORK STREET.
PHONE 1224.

Good Coal Above Everything Else



That is our motto. That means it has no dirt or slate to give you lighter weight to the ton—it's all coal. Try a load of our "Succotanna"; it always gives satisfaction.

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Owes its popularity in the best homes solely to merit.
Unvarying in purity and quality. It's the only loaf that particular people find uniformly satisfactory.

JOHNSTON BROS.
Phone 944

LONDON AND DISTRICT

—Anniversary service will be held in the First Congregational Church tomorrow. The new pastor, Rev. E. H. Peatfield will have special subjects at both services.

—Mr. C. Baker, nurseryman, was showing a decided novelty in the winter plant line yesterday. Mr. John M. Daly purchased from him a very valuable Christmas rose plant which flowers continuously from November to March in the open air. The flower is white, with touches of color around the petals. It is shaped like a rose, and the leaves are very hardy and tough.

Principal Waller Ill.
Owing to illness, Rev. Principal Waller of Huron College, will be unable to take the services at Port Stanley Anglican Church tomorrow, and his place will be filled by Mr. C. C. Brett, of Huron College.

Post-Nuptial Reception.
Mrs. J. Bernis Smith (nee Teale), will hold her post-nuptial reception on Tuesday, Nov. 16, from 3 till 7, at 172 John street, and will receive afterwards on the first and third Fridays.

Four Days of Services.
A four-days' religious service will be held in the Methodist Church, Melrose, beginning Tuesday afternoon, Nov. 6. There will be two services each day, at 2:30 and 7:30. The Rev. Messrs. Dewey, Freeman, Hazen and Baird will preach in the order named.

Sings Well at Ten.
The Rochester Democrat and Chronicle in an editorial commenting on the sensation created by the appearance of Master Douglas Stanbury in that city recently, said: "Douglas Stanbury has a fine contralto voice, and is gifted with unusual musical talent." This little 10-year-old singer appears for the first time in London at a concert in Knox Presbyterian Church on Monday evening next.

Woman's Institute Meeting.
The next meeting of Lobo Woman's Institute will be held on the afternoon of Nov. 17 at the home of Mrs. Alex. Wilkie. Miss Lillian Steinhoff, who spent the summer abroad, will give an account of her stay in Paris. Splendid papers of interest to every housekeeper are being prepared, and all ladies are cordially invited to come and spend a pleasant afternoon.

Mr. Cushing Leaves London.
Mr. Daniel E. Cushing, who for the

GENTLEMEN!
We would like you to see our Gillette Safety Razor Sets. Pocket Outfit, neat and convenient for travelling men. See the swell combination outfit, in neat morocco case, selling at \$5 00 and up.

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The Quality Jeweler,
380 RICHMOND STREET.

FOR SATISFYING COAL
Phone 470 Day; 469 Night
John Mann & Sons
401 Clarence St.
425 York St.

BREAD BREAD BREAD

One thing everyone needs is GOOD BREAD.

PARNELL'S
Will supply you with this kind of Bread, fresh daily, and delivered at your door.

LET PARNELL BE YOUR BREAD-MAN.
PHONE 929 AND 1390

No Advance!!!

RUBBER, and all goods made of RUBBER, have been steadily advancing, during the past few months.

Having previously contracted for our year's supply, our usual low prices still prevail, and we are prepared to let you reap the benefit of our purchasing.

Our prices show NO ADVANCE!

Cairncross & Lawrence
Chemists and Druggists,
216 Dundas St. London.

past two years has been a member of the editorial staff of the Free Press, was pleasantly surprised last evening when his associates presented him with a handsome set of military brushes prior to his departure for Hamilton on Sunday. Mr. Cushing has accepted a position on the staff of the Hamilton Spectator.

71st Anniversary.
The 71st anniversary of the First Congregational Church will be observed by special services tomorrow. Rev. E. H. Peatfield will preach at both the morning and evening services. The anniversary teaming will be held on Monday evening next at 6:30.

Want Libraries Open on Sundays.
Toronto Globe: It was decided at last night's meeting of the Rational Sunday League to inaugurate a campaign for the opening of Toronto's public libraries for a limited time on the Sabbath day. Statements made at the meeting were to the effect that a number of people had urged such action. The meeting held that as 100 to 150 church libraries were open on Sundays, non-churchgoers should have a chance to use the public libraries. The chair was occupied by the president, Mr. Enoch Thompson.

The Late Mrs. O'Dell.
The death of Mrs. Fanny V. wife of Mr. F. A. O'Dell, occurred Thursday, Nov. 11, at Stilestown, in her 75th year. The late Mrs. O'Dell was ailing for over a year, and about three months ago fell and broke her hip, from which she never fully recovered. The deceased was of a retiring disposition, and highly respected. She was born in the village of Nilestown, being a daughter of the late Henry Reynolds, and leaves a husband, one son and three daughters. Mr. Harry O'Dell, of Aberdeen, Wash.; Mrs. F. Siles, Toronto; Mrs. T. B. Scott, Owosso, Mich.

Happy Faces Testify to the Good Qualities of our COAL



Winter Overcoats
\$7.50 \$9.00 \$10.00 \$12.00
Four Special Lines
Opened Today
GRAHAM BROS.

and Mrs. T. B. McCormick, Burwell street, this city, who will have the sympathy of a large circle of friends. The funeral will take place from her late residence on Sunday afternoon at 2:30 p.m., service at 2 o'clock, to the Dorchester Cemetery.

ST. JOHN'S NEWS ITEMS

New Bridge Nearly Completed — W. G. Taylor Will Run for Deputy Reeve.

The new bridge which has been under construction on the Proof Line near St. John's was recently completed and the road is now opened for traffic. The new bridge is one of the handsomest and most substantial of its kind in the district.

Mr. W. G. Taylor, who for some time has been urgently requested by the electors of the district to become a candidate for first deputy reeve, has finally announced that he will accede to the wishes of his friends.

Rev. Dr. Munroe, of Bethel Presbyterian Church, has officiated for Rev. Mr. Mahan while Mr. Mahan was absent on district service.

Mr. William McNaughton, who had his hand so badly injured recently in a threshing machine, is recovering nicely. The Misses Geary, of con. 5 have gone on a visit to the city and will probably spend the winter there.

JOSEPH A. HODGINS DEAD

Proprietor of the Hodgins House Died Last Evening.

Joseph Alfred Hodgins, proprietor of the Hodgins House, died in Victoria Hospital last evening, after an illness extending over many months. Mr. Hodgins had only been critically ill for about a week, and the news of his death will come as a surprise to many of his friends. Mr. Hodgins was born in this city 33 years ago, and had always resided here. Since the death of his father, which occurred last year, he had assumed the management of the Hodgins House. Besides his wife, Mr. Hodgins is survived by two little children; one brother, Isaac, of this city, and one sister, Mrs. Archie McLaughlin, also of this city. The funeral will be held on Monday afternoon to Woodland Cemetery.

NORTH MIDDLESEX LIBERALS

Convention Is To Be Held in Ailsa Craig on Tuesday.

The Liberals in North Middlesex will hold a convention in Ailsa Craig on Tuesday afternoon next. A large attendance is anticipated. A number of prominent Liberals in the riding are mentioned for the honor of contesting the riding.

PATENTS GRANTED

The following patents have been issued recently through the agency of Fetherstonhaugh, Dennison & Co., patent solicitors, Star Building, 18-20 King street west, Toronto, Ont.: D. W. Allman, U. S. A., water heaters; Ferguson & Hay, U. S. A., necktie holders; B. J. Leckie, U. S. A., switch mechanism; J. D. Olin, U. S. A., nest gas plants; S. J. Pink, U. S. A., brick press; J. F. Richardson, U. S. A., telegraph; W. Trotter, U. S. A., electric word justifier; N. H. Bell, Canada, gate for railway crossing; Wm. C. McLeod, Canada, pumps; W. Scheurmann, Canada, balancing device for centrifugal engine; G. A. H. M. R. Australia, self-sealing caps; Ferguson & Hay, France, necktie holders; B. Leckie, Great Britain, switch mechanism; J. H. K. McCollum, France, internal combustion engine; G. A. H. M. R. Australia, self-extinguisher; J. F. Ross and A. R. Brenner, Great Britain, self-sealing can.

For Edison and Columbia machines and records, call at Williams' Piano Company, 261 Dundas street. 23c

The Cousins homestead, on Wellington road, is to be offered for sale on Nov. 17. Particulars can be obtained from poster and newspaper advertisement. 11g 12x

C. P. R. Parlor Car Service.
The Canadian Pacific morning train leaving London at 7:45 a.m. carries an up-to-date parlor car. Seat rate, London to Toronto, 50 cents. This car returns on train leaving Toronto at 2:45 p.m.

The fast train leaving London at 12:45 p.m. arriving at Toronto, 2:50 p.m., also carries parlor and buffet cars. Similar equipment is carried on the Montreal Express, which leaves London at 5:45 p.m. Finest accommodation and fastest time on C. P. R. trains. Call at city ticket office, 161 Dundas, corner Richmond. 22c

Wedding turnouts our specialty. Moderate rates. Hueston's Livery.

Pianos to Rent.
Pianos to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas street. 1f

Carefully screened — uniform in size — best heating coal we can find.
To top it off: prompt delivery is a hobby of ours.
Let us add your photo to our gallery of pleased customers.

Webster & Kernohan
PHONE 1383.

A GREAT CHANCE!

You have perhaps never had such chances to buy splendid Christmas gifts as now. This great enlarging sale at both Diamond Hall Stores is certainly an event. A glance at the following lists of Diamonds, Watches, Bronzes, etc., will convince you that we mean what we say.

Orders by mail from out of town, if accompanied by money order, will be filled at once if goods are not already sold. If they are sold money will be returned at once.

50 Alarm Clocks,
regular price \$1,
at, each - - - **50c**

Any one may secure any article sold at 20 per cent discount by paying deposit and paying balance before this sale is closed. Make selections at once.

At both our stores on Saturday, Monday and Tuesday will be found on our counters odd pieces of Sterling Silver, Gold-Filled Brooches, Scarf Pins, Silver-Plated Goods of various kinds at prices in many cases at

ONE-THIRD TO ONE-HALF COST PRICE.

These are all regular Diamond Hall goods, which will be sold out before our alterations get under way. Remember that everything not enumerated in our advertisements is subject to a straight 20 per cent discount.

Diamond Rings

Solitaire Diamond Ring. Price \$6.50, sale price \$4
Solitaire Diamond Ring. Price \$7, sale price \$5
Solitaire Diamond Ring. Price \$10, sale price \$6
Sapphire and 2 Diamonds. Price \$12.50, sale price \$7
Solitaire Diamond Ring. Price \$15, sale price \$9
Solitaire Diamond Ring. Price \$17.00, sale price \$10
Solitaire Diamond Ring. Price \$18.00, sale price \$11.50
Solitaire Diamond Ring. Price \$20.00, sale price \$12.50
Solitaire Diamond, flat setting. Price \$20.00, sale price \$14.00
Twin Diamond and Pearl. Price \$42.00, sale price \$30.00
Turquoise and 6 Diamonds. Price \$50.00, sale price \$36.50
Ruby and 2 Diamonds. Price \$120.00, sale price \$91.00

Table Cutlery

1/2 dozen Plated Tea Spoons. Price \$1, sale price 60c
1/2 dozen Plated Tea Spoons. Price \$1, sale price 60c
1 dozen Plated Dessert Spoons. Price \$4.00, sale price \$2.00
1/2 dozen Plated Dessert Forks. Price \$2.00, sale price \$1.00
1 dozen Nickel Dessert Forks. Price \$2.00, sale price \$1.00
1 dozen Best Quality Dessert Spoons. Price \$6.00, sale price \$4.00
1/2 dozen Best Quality Rogers Dessert Spoons. Price \$6.00, sale price \$4.00
1/2 dozen Best Quality Dessert Forks. Price \$6.00, sale price \$4.00
2 sets Rogers' 1/2 doz. Knives and 1/2 doz. Forks. Price \$5.50, sale price \$3.75
1 set Rogers' 1/2 doz. Knives and 1/2 doz. Forks. Price \$5.00, sale price \$3.50

Watch Specials

Boys' Stem-Wind Watch. price \$1.50, sale price 90c
Ladies' Gun-metal Open-Face Watch. price \$7.50, sale price \$4.50
Ladies' 10-k Gold-Filled Watch. Price \$12.50, sale price \$7
Gents' Sterling Silver Plain Hunting Watch. Price \$12.50; half-price \$6.25
Gents' 10-k Gold-Filled Watch. Price \$10.00, sale price \$8.00
Ladies' Sterling Silver Fancy Chatelaine. Price \$15.00, half-price \$7.50
Ladies' Sterling Silver Fancy Ruby Chatelaine. Price \$15, sale price \$8.00
Ladies' 14-k Gold-Filled, P. S. Bartlett movement Watch. Price \$15.00, sale price \$10.00
Ladies' 14-k Gold-Filled Illinois Movement Watch. Price \$24, sale price \$16
Ladies' 10-k Solid Gold, Waltham movement. Price \$20, sale price \$12.50
Ladies' 10-k Solid Gold Elgin Movement Watch. Price \$25, sale price \$15.00
Gents' 10-k Gold-Filled Rockford Movement Watch. Price \$20.00, sale price \$12.40
Gents' 14-k Gold-Filled Illinois Movement Watch. Price \$29.00, sale price \$17.50
Gents' 14-k Crescent Gold-Filled Waltham Movement. Price \$30.00, sale price \$18.25
Ladies' 14-k Heavy Solid Gold, 16-jewelled movement. Price \$36.00, sale price \$24.10
Ladies' 14-k Solid Gold Illinois Movement Watch. Price \$28, sale price \$17

Tiffany Glass and Bronzes

Tiffany Glass Vase. Price \$2.75, sale price \$1.38
Tiffany Glass Vase. Price \$3.00, sale price \$1.50
Tiffany Glass Flower Pot. Price \$4, sale price \$2.00
Tiffany Glass Vase. Price \$5, sale price \$2.50
Tiffany Glass Flower Pot. Price \$5, sale price \$2.50
Tiffany Glass Fruit Stand. Price \$6.50, sale price \$3.25
Bronze Statue. Price \$3.50, sale price \$2.25
Bronze Statue. Price \$3.50, sale price \$2.25
Bronze Statue. Price \$5.50, sale price \$3.00
Bronze Statue. Price \$5.50, sale price \$3.00
Bronze Statue. Price \$9.00, sale price \$5.00
Electric Bronze Statue. Price \$12, sale price \$7.00

W. G. YOUNG, 214 and 674 Dundas St. Two Stores—Two Sales

Don't Putter Around

Fifteen or twenty minutes every morning poking out clinkers and slate and putting yourself in a bad temper the rest of the day.

Buy Hunt's Hot-Stuff

The Fuel without a fault. Our Coal makes warm friends. Try it.

Hunt Bros., Ltd.
OFFICE—363 RICHMOND ST. Phone 123
YARD—WATERLOO and M.C.R. Phone 412

LADIES
should be careful concerning the choice of their corsets, and should certainly have them made to their own special requirements. This is essential to both perfect health and elegant appearance. Call on MISS QUINN, 24 Dundas street, London.

LOGICAL.
She—Whoever started that habit of calling a boat "she"?
He—Probably the first man who tried to steer one.



ROSS' Store for Women

LADIES' TAILORED COSTUMES, CLOAKS, ETC. COATS.

By its completeness, its exclusiveness and effective designs, and the unequalled economy it presents the purchasing public, our stock leads in popularity.

Competition controls our price, but our aim and standing, and the reputation which we have to maintain alone controls the excellence of our merchandise.

196 Dundas Street, LONDON, ONT.

FRUIT FROM BRITISH COLUMBIA.
Time works many changes. Last week fifty boxes of fancy apples were shipped from Kaslo for exhibition in England.

R. K. COWAN
BARRISTER, SOLICITOR, ETC.,
County Bldg., next Court House, London