

NOTICE! NOTICE! NOTICE!

② It will do you good by saving you money. Our big sale is now going on, do not miss it. Special cut prices for ten days on all fall goods; piles of new goods just to hand—trade winners! See them. Be sure to see our

LADIES' HATS, LADIES' VESTS AND GENTS' COLLARS

we are having a big sale on these three lines. We have the goods and we cut the prices. Trade at Cole's and save money. A large number of cases of new goods just to hand, bought for cash and at cut prices; therefore we are able to offer our customers first-class goods at cut-rate prices. We handle only new goods—goods must be both good and cheap or we do not buy. We try to please all who deal with us; "once a customer always a customer" is the motto of those who come to our store. At any time that you find a mistake in your purchase, kindly return both bill and parcel and we will gladly make it right. Your children will always be waited upon with the same attention as yourselves. Mail orders promptly attended to. Bring your friends with you.

OUR TEN DAYS SALE IS A SALE IN REALITY!

And not an ad. to get you into the store—come and see. If we have not what you want we will soon procure it for you, at a small advance over the wholesale cost. We will give you the same attention whether you buy a spool of thread or a nice silk dress. With every dollar purchase we give a key, one of these keys will open the lock of a Huron Bicycle, when all of the keys have been given out they will be called in and the holder of the lucky key will be presented with **A BICYCLE FREE OF CHARGE!** We ask the privilege of advertising the name of the winner of the prize. We also give Trading Stamps—ask for them. This Trading Stamp Co. is a good reliable firm that has done business in Toronto for a long time, and is also highly recommended by the leading merchants there. We will send your parcels and exchange goods with pleasure. Our motto is always "small profits and quick returns." Our expenses are small, so that we can afford to sell cheap. Remember that the spot for Bargains is at

COLE'S CHEAP STORE, 202 DUNDAS STREET, LONDON.

NEXT ATTRACTION!

Thursday, October 13th

Special engagement of Edw. E. Rice's
Superb Spectacle,

The Girl from Paris

ORIGINAL NEW YORK PRODUCTION.
GREAT CASTE.

Surpassing "Evangeline," "Excelsior
Jr." "1492," "Little Christopher."

Prices, 25c, 50c, 75c and \$1.00

SEATS ON SALE TUESDAY.

Office open from 9 a. m. to 9 p. m. *

Doors open for matinees at 2 p. m.;
curtains rises 2.30 p. m.

Evenings.—Doors open at 7.30; and
curtains rises at 8.15 p. m. sharp.

Tickets can be reserved two days in
advance without extra charge.

Seats can be secured by mail, tele-
phone or telegraph. Telephone 732.

Carriages can be ordered at the Box
Office or of the chief usher.

For all lost articles, apply at the
Box Office.

Physicians are requested to register
at the Box Office, leaving seat number,
as this will enable Ushers to find them,
if called for, without disturbing the
audience.

If the individual members of an
audience would stop to think for just
an instant, they would undoubtedly
appreciate the fact that the habit of
rising from their seat and leaving the
theatre before the curtain falls, is a
most annoying one, and one that
should be stopped. We therefore beg
our audiences to kindly remain in their
seats until the close of the perform-
ance.

SATURDAY, OCTOBER 15

Matinee at 2:30.

The New York and London laugh-maker,

What Happened to Jones!

60 laughs a minute for 2½ hours.

Special Prices, - 15c, 25c, 35c and 50c
Matinee Prices. - - - 15c and 25c

Children in arms not admitted to
to evening performances. Children
three years old or over, full price.

Patrons will confer a favor by re-
porting to the management any in-
civility or inattention on the part of
the employees, and annoyances of any
nature.