Quality in Goods-Quality in Ser-

vice-Quality in Reasonable Price-

Bovril---Use It Daily

25c, 45c, 50c, 85c and \$1.40

Finnan Hadde

Make arrangements for a regula

Ri ey's Toffee

40c per pound.

English Goods

Brown & Polson's preparation

SEMOLINA, GROUND RICE, CORN FLOUR, OF BY CORN STARCH,

Paisley Flour, 25c per package.

Fresh Biscuts Do you wish some Old Country Biscuits? We have them. Always a supply of Fresh Domestic Biscuits

From 20c to \$1.25 a pound.

Phone Orders

Receive the same care and attention as though personally given.

T. A. Rowat & Co.

250 Dundas St. Phones 3051, 3052

Quality in Delivery.

THE

ELECTRIC

All Prices, From \$4.50 Up

The Hydro Shop

LISTEN! Flour is Advancing All

the Time A good time to buy is now. We

handle all kinds. Grapefruit

We have extra choice Grape fruit now, 3 for 25c. The finest Jersey Sweet Potatoes, 6 pounds for 25c.

Order your Oysters from

WILLIS & CO. EYESTRAIN

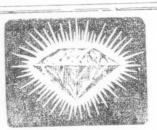
Brown Optical Co. 223 Dundas Street. Phone 1877.

Autumn at the Shore A few days or a week at the hore will work wonders with he busy man or woman who nds it impossible to take an ctended vacation.

The St Charles

Newlin Haines Co., Atlantic City, N. J.

Square Deal Taylor Saves You Dollars!



C. H. WARD & CO. Diamond Merchants and Jewelers. 386 Richmond Street. Phone 1084.

USE CONNELL'S COAL!

Phones 770 and 1096. HIT BY YARD ENGINE

Ealing Girl's Auto Was Smashed at Adelaide Street Crossing.

Although they were not seriously inured, Miss Birdie and Miss Bertha Store, where we carry a full line of Yeates of Ealing received a severe Leather Goods? We can save you money shaking up when the automobile on Trunks, Bags and Suitcases, for we which they were driving was struck buy direct from the manufacturers at by a light yard engine at the Adelaide their best prices. atreet crossing of the Grand Trunk, in a large choice, and painstaking at

The four wheels of the automobile Remember the lines and the service. were broken and the car dragged for some distance, luckily not overturn-

WEDDING DECORATIONS. The floral decorations that enhanced the beauty of the home of Mr. and Mrs. John M. Moore of 478 Waterloo street on the occasion of their daughter's wedding were designed and sup-plied by Dick's, the Quality Flower

Shop. This firm is at all times well supplied with fresh novelties and settings for home and church decora-

HOMESEEKERS' EXCURSIONS TO

WESTERN CANADA. The Grand Trunk Railway system issue round-trip homeseekers' tickets at very low fares from stations in Canada to points in Manitoba, Saskatchewan and Alberta each Tuesday until Oct. 31, inclusive via North Bay, Cochrane and Transcontinental Route or via Chicago, St. Paul and Duluth and are good re turning two months from date of issue. Through tourist sleeping cars are operated each Tuesday for Winnipeg, leaving Toronto 10:45 p.m. via Transcontinental route without change. Reserva-tions in tourist sleepers may be obtained at nominal charge on application to any Grand Trunk ticket office. The Grand Trunk Pacific P/ilway is the shortest and quickest r/ute between Winnipeg Saskatoon and Edmonton, with smooth roadbed, electric-lighted sleeping cars, and most rapidly-developing section of Western Canada. Before deciding on your trip, ask Grand Trunk agents to furnish full particulars or write C. E. Trining, district passenger agent, Tonto, Ont. Oct.5,10,13,17,20,24,27,30

-Quality Store

Buy your groceries at this store and when you cannot come your-self, and still want to know that you are getting the most desirable goods, and save money, telephone our order. You can always depend on genuine satisfaction.

Try our 50c Black Tea-the best value in London.

Snowflake Marshmallows, per package 10c

PHONES 1024 AND 3323.

Try this store for Breakfast

Harry Ranahan 515 RICHMOND STREET.

EDUCATIONAL CLASSES AT Y. W. C. A. PROVE POPULAR

of the Young Women's Christian Association held yesterday afternoon in the

HELP FOR PRISONERS

Donations for Fund Are Coming in Steadily.

The QUEEN CITY SPECIAL-LON-DON TO TORONTO VIA CAN-ADIAN PACIFIC.

Guelph Junction, West Toronto and Parkdale. The equipment is first-class every way, consisting of first-class aches and parlor car. Particulars from Canadian Pacific ocket agents, or H. J. McCallum, C. A., corner Dundas and Richmo

IN MONTHLY PAYMENTS.

[Canadian Press.] Toronto, Oct. 19.—Hon. T. W. McGar llars which the Government recent ecided to place at the disposal of the atriotic fund would be paid over h twelve equal monthly instalments.

Two Shoe Stores -With Basement Makes-

Real Store Service is to be had here The engine was westbound, coming tention by competent salesmen. You'l the yards from behind the dind shopping here a comfort, and ou prices are always right with the market



THO STORES - DUNDAS & RICHMOND STE

Keepin Step--with Economy

With the advanced prices in Raw Material you will find it more profitable to BUY than to BAKE.

OUR CAKE FEATURE FOR SATURDAY, ANGEL FOOD with Fancy Toppings, 15c each OUR CANDY FEATURE is sure to bring a HAPPY SMILE to Candy Lovers. BUTTERCUPS23c lb.

Regular 30c. Before going home, after the matinee. or when you are through shopping, come in and have Afternoon Tea. Something Special every day.

WOMEN GARDENERS PLAN TO INCREASE SUPPLIES OF FOOD

Association Formed for District Has Practical Aims.

CULTIVATE BACK YARDS

Many of the Members Had Excellent Results This Year.

The agricultural committee of the Vomen's Emergency Corps of No. 1 tury plant. In something like six the committee has blossomed out into Monthly Reports From All Depart- "The Women's Gardening Association ments of Organization Encouraging of London," with an impressive list of At the monthly meeting of the board aims and objects, and an executive

A Surprised and Pleasing Smile Always Follows

WEGNER'S SPECIAL WEEK-END OFFER

Great Woolen Mills Sale of 3,000

EXTRA SPECIAL-Heavy, Grey Sweater Coats (Men's), with Collar, BE WARM AND SMILE AT THE WEATHER.

The Heart of London [Giant Clothing House

371 Talbot Street. Opposite the Market.

Open Evenings. WE SAVE YOU MONEY.



120 Dundas Street. West of Kingsmill's. Out of the High Rent District. Danish Language Spoken Here.

'NOT HOW CHEAP-BUT HOW GOOD''

Quality First-Always

IS THE POLICY AT MITCHELL'S DRUG STORE.

We have served the public 70 years, and our goods have always given satisfaction. A few of

MITCHELL'S CELEBRATED REMEDIES

Cough Syrup-One for adults, also one for children. Dyspepsia Cure. Family Liniment. Beef, Iron and Wine. Rheumatic Mixture. Neuralgia Liniment. Eye Water. Asthma Remedy. Gargle. Influenza Cure. Headache Powders.

B. A. MITCHELL

Gothic Hall Drug Store

114 DUNDAS STREET.

TWO PHONES 623 and 5516.

A Surprised and Pleasing Smile Always Follows

WEGNER'S Special Week-End Offer

GREAT WOOLEN MILLS SALE OF 3,000 SWEATER COATS.

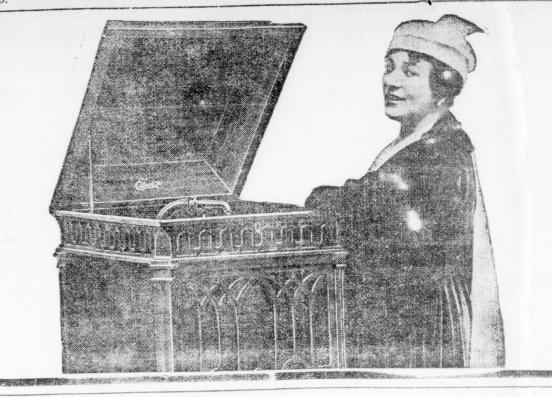
\$3.25 value, with collar\$2.19 \$4.25 value, with collar\$3.29 \$5.25 value, with collar\$3.95 \$6.25 value, with collar\$4.95 \$7.00 value, with collar\$5.49 EXTRA SPECIAL—Heavy Grey Sweater Coat (men's) with collar, smiling price\$1.49

The Heart of London | Giant Clothing House 371 Talbot St., Opp. the Market. OPEN EVENINGS.

WE SAVE YOU MONEY.

BE WARM AND SMILE AT THE WEATHER. 120 Dunda-, West of Kingsmill's. Out of the High-Rent District. Danish language spoken here.

Can Do the Work.



Reproduced from an actual photograph of MARIE RAP-POLD, the famous soprano of the Metropolitan Opera, singing in direct comparison with Edison's Re-Creation of her voice and proving that one is indistinguishable from

Tomorrow Is Edison Day

The great inventor's favorite invention is a new musical instrument with which, the New York Tribune says, he "has snared the soul of music."

It is the phonograph with a soul. It is the instrument which literally Re-Creates all forms of music,

Special Concert Tomorrow

O show how perfectly this wonderful new instrument Re-creates the greatest voices and the artistry of the greatest instrumentalists, we give a special concert Edison Day.

Come to our store at any hour in the afternoon and you will hear the literally reincarnated voices of the great Metropolitan Opera stars-Destinn, Matzenauer, Case, Rappold. Heinrich, Urlus, Middleton and Goritz, as well as Zenatello and Chalmers of the Boston Opera Company, and also the masterly bowing of Spalding, America's greatest violinist, and Carl Flesch, the wonderful Hungarian violinist. Come at any hour.

W. McPHILLIPS

189 Dundas St.

The Edison Shop.

FAREWELL FOR SOLDIERS Salvation Army Bade 153rd Battalion the city

at a meeting in the Citadel on Clar- There is nothing that adds to the

London.

HOME PLEASURES.

Baby Bonnets

Seven dozen Baby Bonnets, of white cord velvet, embroidered crepe, silk poplin, etc., daintily trimmed with ribbons and rosettes; were 50c and 60c. Saturday choice 39c

Girls' Hats

Ready-to-Wear Two-Toned Velvet Hats for small school girls, in saxe, navy and black. At \$1.00

Girls' Coats

Brown and Navy Curl Coats for girls, brand new style, very warm and handsomely made. Five and six years\$4.00 Seven years\$6.00 Eight years\$6.50 Nine years\$8.00

Dress Goods

Wool Serge Dress Goods, suitable weight for middy kirts and dresses. blue or black; 65c quality. At, per yard 480

Gloves

French-Sewn Kid Gloves, in tan, white and black, also white washable loeskin. At, per pair\$1.00 REAL FRENCH KID GLOVES in black, white, tan and white with black stitching. At, per pair......\$1.35

Bedspreads White Crochet Bedspreads, large size, hemmed ready for use, 48 only. On sale Saturday, each\$2.00 HONEYCOMB BEDSPREADS, with deep fringe. Here is a quilt that will

wear a lifetime almost. At\$2.25 Stout Sizes in Silk Waists

Habutai Wash Silk Waists, specially made in stout sizes 41 to 53; collar can be worn high or low. At......\$3.50

New Idea Patterns 10c.

239, 241, 243 Dundas St

Be Prepared with Hosiery, Underwear and Other Warm Things.

WOMEN'S FLEECED COTTON HOSE, heavy weight, fast black and seamless. Special, per pair......25c WOMEN'S RIBBED CASHMER-ETTE HOSE, warmly fleeced, 1-1 rib, a favorite. At, per pair35c Or three pairs for\$1.00

WOMEN'S PURE WOOL CASH-MERE HOSE, secon is, of the wellknown Penman's make, seamless and fine; we have exactly the same line in firsts at 75c. You get these while they last at, per pair59c WARM GLOVES AND MITTS for

children, in scarlet, navy, white, grev and black. According to size, 25c to 50c FLEECE LINED PETTICOATS, made of black sateen, with warm of red fleece; a comfort to anyone who feels the cold. At\$1.50

EXTRA LARGE SIZE FLANNEL-ETTE NIGHTGOWNS for stout women, high neck and long sleeves, made of heavy white flannelette. Special \$1.19 WOMEN'S HEAVY WOOL VESTS AND DRAWERS, with a small percentage of cotton, making them un-

shrinkable, white or grey. At, per gar-

ment 79c HEAVY FLEECED VESTS AND DRAWERS for women and misses, good winter weight, white or grey. At, per garment 50c WOMEN'S FLEECED COTTON VESTS AND DRAWERS, white or grey. Per garment29c MEN'S NIGHTSHIRTS.

Extra Large Heavy Weight Flannel-

long, English make; sizes 15 to 17. At

Sample Winter Suits Just In

LONG FULL COATS-Flaring and riffling, with all the new touches. These ar samples of winter weight suits, made of heavy and warm materials: brown, navy grey and black. No two alike, Choose your winter suit Saturday and save at least Second Floor.

Lister's Seal Plush

We can meet every call for Seal Plushes in our present selection, the genuine Lister's make that have the appearance of real seal, splendid to wear and will make up handsomely. We were fortunate to secure our supply at old

\$5.00, \$5.75, \$6.50, \$8.50, \$10.00 yard.

Corsets

Front laced or back laced models, made of strong white coutil, low bust and new line hips, four hose supporters. At \$1.50 HATS, \$1.98.

Black and Colored Velvet Hats, untrimmed and ready-to-wear. A special bargain \$1,98