

ROWAT'S SPECIAL TEAS.
Complete satisfaction, with no fear of disappointment is experienced by all who drink Rowat's Teas.
50c, 75c, 85c, \$1.10 and \$2.00 a pound.
T. A. ROWAT & CO.
250 Dundas Street, Phone 3051-3052.

Canadian Bureau of Credits
Established 1910.
Collections and adjustments locally or through agents at all points. Liquidation of estates a specialty. Call or write for terms and references.

For the Social Functions---

Dainty Pumps from the world's most exclusive makers are now on exhibition at our store. Styles that harmonize with the new evening frocks. To be faultlessly dressed be sure you wear correct footwear.

Cook's Shoe Store

Eyeglass Supremacy
CONFIDENCE is our ability—strict attention to the smallest detail—knowledge and long experience—these make our glasses supreme.

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

FRENCH IVORY

Inlaid French Ivory Comb, Brush and Mirror Set, coralline, with gold circles.
Comb, Brush and Mirror, blue and gold stripes.
Comb, Brush, Mirror and Manicure Set combined, black and gold stripes, with basket and rose design.
Complete Set, blue band, with rose design.

C. H. Ward & Co.
Diamond Merchants and Jewelers,
386 Richmond St. Phone 1084.

Double Mileage
Puncture-Proof Service.

Art Wilkes
London Tire Repair Dept.
354 Wellington. Opp. McCleary's.

J. FERGUSON'S SONS
176-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse.
Day or Night Service.
Phone 542. Residences, 2056-4101.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 459.
Private Ambulance Service.
Delaware Branch: W. Acre, Mgr.

GEORGE E. LOGAN
FUNERAL DIRECTOR AND EMBALMER.
418 RICHMOND ST. PHONE 1968.
Finest Motor and Horse Equipment.

A. L. Oatman
Formerly Smith, Son & Clarke
Funeral Director
MOTOR AMBULANCE.
Facilities and Service unsurpassed. Office and Funeral Parlors, 115 Dundas. Phone 566.

Filing Cabinets
IN Oak and Steel
Filing Folders, Indexes and Guides, etc.
HAY STATIONERY COMPANY LIMITED
331 RICHMOND ST.

THOROUGH CLEANING.
The Electric Sweeper-Vac has no superior. Gratifying results with the least effort are assured. A demonstration will convince you.
BENSON-WILCOX ELECTRIC CO.
245 Dundas St. Phone 2871.

The London Loan and Savings Company of Canada

Money received on Deposits and Debentures. 4 to 5 1/2 per cent interest allowed.

M. J. KENT, Manager.

OPENING DAYS.
LADIES' NEW HATS
BELTZ & CO.
201 DUNDAS STREET.

NO FOOD IS MORE PERFECT FOR FAMILY USE THAN

Parnell's Bread

Ask for It by Name.



NOTHING more useful and yet something that combines utility with personal adornment. A wrist-watch is considered one of the choice pieces of jewelry that can be worn with any gown or at any occasion whatsoever.

A variety of styles is yours for the asking, at a wide range of prices. Although differing widely in price, each watch is of that sterling quality that has gone far in the making of Young's watches popular.

Priced from \$20 to \$250.

YOUNG'S
Diamonds and Watches.
London. East London.

My! How Everybody Enjoys It---

From the kiddies to the grown-ups everyone enjoys

Johnston Bros.
XXX Bread

right down to the last crumb. Why shouldn't it be good when it's made of the purest ingredients that money can buy and baked by master bakers.
Fresh at your grocer's today.
JOHNSTON BROS. Phone 844

Bristol Essery
COAL AND WOOD.
Phone 1089 630 Maitland Street.

NO MORAL REASON FOR DISCOUNT RATE BETWEEN COUNTRIES

"An Atrocious Thing" Elbert Hubbard II. Tells Ad Club Members.

GIVES FATHER'S STORY
Canadian Dollar Worth Hundred Cents in East Aurora Settlement.

"I think it is an atrocious thing with these two great peoples that the money of one is discounted by the other at times. There is no moral reason in the world for it," Elbert Hubbard II, declared in an address to the Advertising Club last night. "Of course, there is the balance of trade," he continued, "it exists and it always will exist until we wipe out that insidious boundary line that keeps us apart."

The Roycrofters at East Aurora recognize no difference in the currencies of the countries, he stated, and Canadian money is good for one hundred cents on the dollar with them at any time.
The establishment of the Roycroft colony at East Aurora, N. Y., was interestingly related by the son. He modestly explained that he was making no attempt to fill the place of his noted sire, but as his son was merely trying to carry on the work and ideals to the best of his ability. The pursuit of an ideal was the subject on which he was asked to speak.
Ideals are intangible, he said. They are the hopes we strive for and seldom attain. Life should consist and did

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SMASH NUMBER THREE SEES PRICES SLASHED ON ALL

Stoves and Ranges

That means that on every stove, heater, gas stove, or combination range, you receive a straight discount of 30 per cent off. Comparative prices show you the old war-time price. Indeed so low are we selling them that several merchants throughout the country are threatening some action to stop us. Club Plan purchasers receive a discount off regular prices of 20 per cent. See the "Treasure" demonstrated by an expert.

To Give This Sale More Life, the D. Moore Co. of Hamilton, Sent Along An Expert Cook To Demonstrate the Many Advantages of the Treasure Combination Range

Demonstrations Create More Than Passing Interest

There's always something real interesting in a demonstration. It shows that the manufacturer holds a great interest in his product and willingness to spend a little money to show its many advantages.

London is now a city where the combination range has a distinct place in all homes. What with power shortage, at times low gas pressure, the "Treasure" coal, wood and gas range fills the long-felt want.

Take Hamilton, for instance. There are over 2,000 "Treasures" in daily use. Stop a moment, think of the advantage of having but one stove all the year round.

The "Treasure," with tea shelves, minus the high warming closet, but in all ways the same as illustration, sold regularly in the old day at \$142, but Smash No. 3 places it at only **\$100**



MADE IN CANADA

The Last Shipments of Heaters Are Now Here

So far, we have sold three times the heaters as the whole of last year. However, this is the last shipment.

Moffatt Gas Ranges and Stoves at Discount Prices

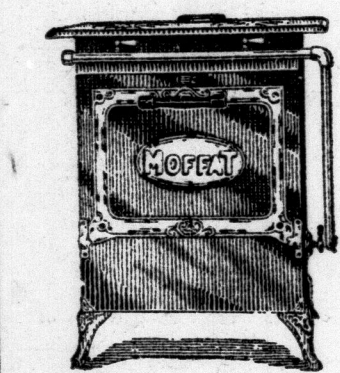
For a number of years we have been headquarters for Moffatt Gas Stoves—and are still going to be—but when we come out and say 30 per cent off everything in the store, it means Moffatt's Stoves, too.

Moffatt's Two-Burner Top and Oven, \$16.10
Regular \$23.00.

Moffatt's Three-Burner Top and Oven, \$18.90
Regular \$27.00.

Moffatt's Four-Burner Top and Oven, \$30.00
Regular \$42.00.

Moffatt's Cabinet Ranges, \$50.20
Regular \$71.50.



RIVAL OAK HEATERS \$19.60
Regular \$28.00.

NO. 14 QUEBEC HEATERS \$19.60
Regular \$28.00.



NO. 16 LARGE SIZE ROYAL OAK \$31.10
Regular \$43.00.

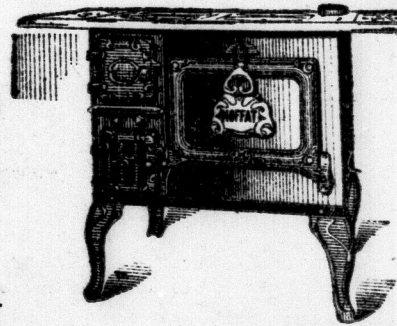
LARGE NO. 16 REGAL OAK, With Splendid Nickel Trim, \$36.90
Regular \$52.50.

Coal and Wood Ranges Subjected to Slash in Price

Every coal and wood range, large and small, have been cut in price.

The large solid cast-iron Matron Range, with splendid large oven, four-hole top, duplex grates, which sold regularly at \$71.50, now moves out at **\$50.20**

ALTA (Moffatt) Coal and Wood Ranges (as illustrated) \$30.00
Regular \$42.00.



Everybody Wants Lower Prices---Thomas' Is the Place To Get Them. Smash Number 4 You'll See on Saturday.

THOMAS FURNITURE CO
240 DUNDAS STREET.

THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS

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GETS WORD OF BIRTH IN CHINA DAY LATER

Cablegram Received by London Clergyman From Daughter in Mission Field.

Although the birth occurred in China but a day previous, Rev. F. A. Stevens, 528 Princess avenue, received word on Monday that he was a grandfather. A cablegram received yesterday announced the birth of a baby to Mr. and Mrs. Harris (nee Stevens) at Lanchow, China. Mrs. Harris was at Lanchow, China, Mrs. Harris was at Lanchow, China, Mrs. Harris was at Lanchow, China.

FINGER AMPUTATED.
Michael Sheedy, 498 Gray street, had the fore-finger of his left hand amputated while at work at the McCleary Manufacturing Company's on Monday afternoon. He was removed to Victoria Hospital at 2 o'clock, where he is reported to be progressing favorably.

POLITICAL PLATFORM FOR G. A. U. V. TO BE UP AT NEXT SESSION

Coal Situation, Housing Problems Will Be Considered—No Fireworks Monday.

Arrangements for a meeting of the Grand Army of United Veterans for Friday, October 29, at 288 1/2 Dundas street, were made at an executive meeting of the organization in their new rooms above the Grand Theatre last night.

London and Port Stanley Railway

Time Table Effective September 7.
TO ST. THOMAS—10:00, 1:15, 7:15, 8:20, 9:20, 10:20, 11:20 a.m., 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20, 11:20 p.m.
TO PORT STANLEY—1:15, 7:15, 8:20, 9:20, 10:20, 11:20 p.m.
Daily except Sunday.
Limited train London to St. Thomas.

association will be proposed. Further information from headquarters at Toronto in reference to what candidates will be backed by them will be sought by the local executive prior to the general meeting. The coal situation and numerous housing commission problems will also be threshed out. It was expected that there would be fireworks at the executive meeting owing to certain conditions which have been prevalent among members for some time, and the press were excluded. F. B. Lavender, secretary of the association, stated to The Advertiser that the fireworks had failed to materialize.

ORANGEMEN CELEBRATE.
The local Loyal Orange lodges will celebrate "The Gunpowder Plot" by attendance at divine services at Dundas Centre Methodist Church on Sunday next. The annual oyster supper will be held in the Adelaide Street Hall on Friday, November 5.

STOCK SOLD WELL AT MOSSLEY SALE
W. W. Scott is Moving in To London to Reside.

Mossley, Oct. 25.—One of the most successful clearing auction sales of the season was conducted by Messrs. Ross & Shaw for W. W. Scott of Mossley. There were fully 500 buyers present from a radius of twelve miles. The cattle consisted of Grade Holsteins of extra quality. The nine head of milk cows, including three 2-year-old heifers, averaged \$123.33 each, and four yearling heifers averaged \$75.50. The best priced cows were a new milker and springer, topping the sale at \$180 and \$172.50, respectively.

MURINE
After the Movies
Wholesome-Cleansing-Refreshing
When Your Eyes Need Care

New Hair Growth

KOTAKO HAIR ELIXIR