

Peel's

The Gift Store
of London

No. 8 Dominion
Savings Building

Announcement

Tomorrow, Saturday
Closing-Out Sale of

MEN'S WEAR

Chance of lifetime to get
Men's Wear at less than man-
ufacturer's present-day cost.

THREE HUNDRED DOZEN

Men's Socks

Silk, Lisle, Cotton and All-
Wool.

35c Socks, per pair 24c

50c Socks, per pair 36c

75c Socks, per pair 49c

\$1.00 Socks, per pair 69c

Men's Heavy Winter-Weight
Elastic Ribbed Combinations,
Penman's, regular \$4.00. Special

..... \$2.00

Men's Heavy Elastic Knit Un-
shrinkable Shirts. Special

..... \$2.00

Penman's 150 Winter-Weight
Natural Wool Shirts. Special

..... \$3.25

Men's Pen-Angle Medium-
Weight Combinations, light
and natural color. Special

..... \$2.00

Penman's 23 Cloud, good win-
ter weight, made from good
quality cotton and wool yarn;

Shirts only. Special .. \$2.00

Penman's 95, natural wool
made of soft finish wool and
cotton yarn, plain weave;

Shirts only. Special .. \$3.00

Men's Heavy Winter Fleece-
Lined, Single-Breasted Shirts.
Special .. \$1.00

50 dozen's Men's and Boys'
Suspenders, \$1.00 per pair.

Special, per pair 59c

75c Suspenders. Special, per
pair 38c

50c Suspenders. Special, per
pair 29c

Boys Suspenders. Per pair
..... 17c and 20c

\$1.50 Fancy Neckties .. 79c

Men's Fancy Dress and Work
Shirts, at 75c, \$1.18 and \$1.75

Overalls and Smocks

Very best material and care-
ful making; sizes 34 to 44
inch waist. Regular \$2.50 to
\$2.75. Special Saturday \$1.52

2,000 PAIRS ONLY

Men's and Boys' Mitts and Gloves

29c, 38c to 99c per pair.

60 ONLY

Men's Cold Weather Caps

Heavy tweed beaver cloth,
silk-faced satin lining. Regu-
lar \$2.75, for \$1.49

Peel's

Gift Store
of London

80 DOMINION SAVINGS
BUILDING,
RICHMOND STREET.

NOTE—We guarantee to
save you 35 to 50 per cent
and up on all Men's Wear
purchased during this One-
Day Sale.

W. C. T. U. TO HOLD ALL-DAY MEETING OF PRAYER ON MONDAY

Kingville, Oct. 15.—A special meeting of the Kingsville W. C. T. U. was called at the Methodist parsonage. After a short devotional service led by Mrs. J. E. J. Millard, the treasurer's report was given, showing that the Ladies' Aid of the Methodist Church had contributed \$15 and the Women's Institute \$17.75 towards the referendum campaign fund. The union contributed the balance of \$50 to be forwarded immediately to the provincial treasurer, with the expectation that more would be forthcoming. Four women's names were suggested as scrutineers for polling day to be submitted to the local referendum committee.

An all-day prayer meeting during election day was arranged to be held in the schoolroom of the Methodist Church, several women from the various churches in the town to be leaders at intervals. A number of visitors were present, showing their interest in the cause of prohibition.

Mrs. Gossel and Mrs. Millard conducted a demonstration polling booth with straw ballots, each woman present casting her ballot correctly.

MRS. PESCOFF SPEAKS AT W. M. S. MEETING

A most interesting and comprehensive address by Mrs. W. E. Pescoff, was the feature of the regular monthly meeting of the Ridout Street Methodist W. M. S. Mrs. Pescoff dealt with the work being undertaken by the W. M. S., both at home and in the foreign year.

GREAT ASSISTANCE TO EXPORT TRADE

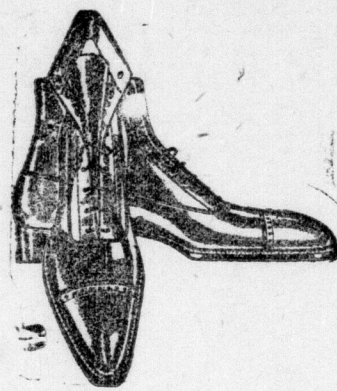
A great shipbuilding program is being undertaken in Canada. Shipping facilities must be enormously increased in order that Canada can properly enjoy the share of export trade which is necessary if the business conditions of the nation are to flourish. The Navy League of Canada is engaged in a patriotic work, preparing Canadian boys to man ships which will carry the surplus products of the Dominion to the world's markets. This is being accomplished through the work of the naval brigades which it has established and is operating in Charlottetown, Halifax, Montreal, Toronto, Saskatoon, Calgary, Victoria and Nanaimo. Other branches must be organized and maintained, for it is very necessary that the younger generation of Canadians should have full opportunity for free training in seamanship. Their service is required in the merchant marine which means so much for Canada's prosperity. Funds for the carrying on of this important work will come from the proceeds of the Nelson Day campaign for \$500,000, of which Ontario's quota is \$225,000, including \$125,000 from Toronto. The drive will take place October 21, 22, 23, and all classes of the community are asked to contribute liberally.

DIES IN N. OXFORD.
INGERSOLL, Oct. 16.—An illness of only four days' duration from pneumonia resulted in the death in North Oxford of Mrs. Edwards, widow of Isaac Edwards. She was in her 61st year.

W. H. Todd

SHOP OF FASHION - CRAFT
EXCLUSIVE MEN'S WEAR

Latest Arrival—King Hats in Browns, Greys, Greens and Fur Felts, 95



Men's Black Gunmetal
Shoe, with snug-fitting
ankle and instep, and
with plenty of foot
room.

\$11.00

Buying Shoes On Confidence

Not every customer is able to study over his Shoe purchases and make himself capable of choosing quality and proper fit in the style he prefers.

You don't need to spend valuable time doing this when you buy Shoes here. You learn, after your first purchase, to have confidence in our statements about our Shoes.

Johnston & Murray

\$10,000 Worth of Furniture

TO BE CLEARED DURING
THE NEXT FEW DAYS

We are remodelling our store. The carpenters, paperhangers and painters are clamoring for room, so we are forced to reduce stock of merchandise on our ground floor at once.

Come! Share in the Special Bargains Offered

We know that we cannot repeat the bargains which we are offering. Many of our customers are securing bargains by buying ahead. Once these bargains are gone there is no opportunity to repeat them. We have saved many dollars for many customers; let us help you in the same manner. Now is the opportune time.

Dining-Room Furniture, Iron and
Brass Beds, Baby Carriages, Springs,
Mattresses and Congoleum Rugs

COME IN AND SEE JUST HOW MUCH WE CAN SAVE YOU.

TRAFFORD FURNITURE CO.

11 MARKET SQUARE.

The Social Hour

The Woman's Delight
The Woman's Dread

Sounds like a contradiction, but is it? Women love the social hour, but often dread the worry about what is best to serve.

Rowat's Grocery takes all the worry out of the social hour by having many suitable articles that please and delight.

We Suggest Only a Few

Our stock includes many
FANCY BISCUITS
You will find many delicious flavors in these.

CHOICE OLIVES

An Olive for every taste. Select your favorite.

CHICKEN "A LA KING"

It's creamed and choice.

POTTED MEATS

Ask about them. You have a wide selection.

KEILLER MARMALADE

Loved because of its goodness.

INDIVIDUAL JELLY

Ready to serve at once.

DELICIOUS COCOA

All the leading Brands.

ROWAT'S COFFEE

Recognized as a standard.

ROWAT'S TEA

Pleasant Particular People.

CANDLES AND SHADES

Decorate your table or rooms

TELEPHONE ORDERS

Always receive careful, prompt attention. The best of goods are selected.

T. A. ROWAT & CO.

250 DUNDAS ST. Phone 3051-3052

DOES NOT KEEP DIAMONDS
You will think it very strange to learn that one of London's jewelers does not keep diamonds. This claim is made by John A. Nash, My Jeweler. He says he does not keep diamonds. He sells them. And he surely does sell them at the most reasonable prices, too. His store is 204 Dundas street, "where you will eventually buy."

CUNARD ANCHOR ANCHOR-DONALDSON

REGULAR SERVICES To Glasgow.

From—
Montreal.....Saturnia.....Oct. 23

Portland.....Saturnia.....Nov. 6

Portland.....Saturnia.....Dec. 4

Portland.....Saturnia.....Dec. 12

To Glasgow via Moville.

New York.....Columbia.....Nov. 8

New York.....Columbia.....Dec. 6

To Liverpool.

New York.....Vasari.....Oct. 27

New York.....Ordnua.....Nov. 1

New York.....Ordnua.....Nov. 15

New York.....Ordnua.....Dec. 6

New York.....Ordnua.....Dec. 13

To Plymouth, Cherbourg.

New York.....Caronia.....Nov. 1

New York.....Caronia.....Dec. 6

To Plymouth, Havre, Southampton.

New York.....Royal George.....Nov. 29

New York.....Royal George.....Nov. 29

To Plymouth, Cherbourg, Southampton.

New York.....Mauretania.....Oct. 28

New York.....Mauretania.....Nov. 22

To Plymouth, Havre, London.

New York.....Saxonia.....Oct. 21

New York.....Saxonia.....Nov. 22

To Piraeus (Greece).

New York.....Pannonia.....Nov. 12

For rates of passage, freight and further particulars apply to local agents or

THE ROBERT REFORM CO., LTD.

GENERAL AGENTS

50 KING STREET EAST

TORONTO, ONT.

THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS

And
Thomas'
Are Having,
a Special
Stove Sale.

Weather Forecast
Lower Lakes and Georgian Bay—
Moderate to fresh northwest
winds; fair and much cooler.

56TH YEAR. NO. 22520

IS THERE IT'S COMING, FOLKS!

It must come and it's coming—that cold weather. Are you prepared for it? Stoves and pipes all up?—or, perhaps, it's a new one you want. In that event you'll be glad to take advantage of the special service Thomas' are giving up to Saturday night. Yes, no matter, a Gas Stove, Heater or Range, we are giving the service just the same.

Up To Saturday Night, Thomas' Are Giving

FREE; ABSOLUTELY FREE

SPECIAL
CLUB
TERMS
THIS WEEK.

\$3.50
Nickel Kettle
With Each
Range.

\$1.50
Coal Scuttle
With
Each Heater.

One
Length of
Pipe
FREE.

OLD STOVE
TAKEN
AS PART
PAYMENT.

APART FROM ALL OTHER VALUES, LET'S POINT
OUT ONE IN PARTICULAR—THIS WEEK ONLY

THOMAS' CLUB PLAN.

WHEN CANADA, the United States, England and all the belligerents found financing difficult they instigated a plan whereby the public (you and everybody else) were enabled to actually buy Government bonds on two deferred payment plans—so much down and so much monthly, until finally the purchasers obtained possession of the "git-edged" bond.

THE ACTION of Thomas' Club plan is identical, only it refers entirely to comfortable pieces for the home—so much when selection is made—the balance over a term of months.

SUPPOSE, NOW, it's a Stove you want, a Chestnut-burner, in our store—pay one-quarter down and the balance over a term of months.

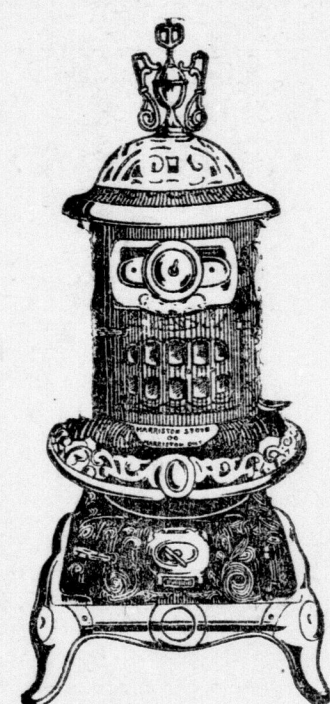
JUST AS WERE bonds more advantageously purchased on a cash or one-payment basis, so do Thomas' offer an attractive feature in the form of a straight discount of 10 per cent on the marked selling price, everything in the store being priced at the Club Plan figure.

NO FEES, no dues, no interest charges, members making all payments at the office.

STOVE DEPARTMENT, BASEMENT.

Complete Heater Outfit

ONLY
\$35



Aside from receiving a large Heater (with feeder), full nickel trim and capable of heating three or four rooms, you receive
4 lengths of pipe.
1 elbow.
1 damper.
1 stoveboard or 1 1/2 yard square of oilcloth with enough steel binding.
Heater set up free of all labor charges.

All for \$35
SCUTTLE FREE.

AS ILLUSTRATED—You'll be pleased to know this is a large Heater, of sufficient size to heat three or four rooms; tastefully trimmed with nickel; copper urn on top; top and bottom skirt rings nickelled; nice doors; 14-inch firepot; shaker grates; cast-iron feeder. But the most pleasing feature is the size of the base, or rather the capacity of the ash receptacle, and it is the one big point in favor of the Royal Oak over others.

PURCHASE your Heater by Saturday and receive the benefit of Thomas' out-of-the-ordinary service.

Parlor Tables, \$2.95.
Tomorrow sees the start of the sale of Mahogany and Oak Parlor Tables (solid quarter-cut oak), in rich, polished finish. At \$2.95

Rag Mats, 95c.

You'd be surprised at the number of the younger set taking advantage of the low sale price on dainty and attractive Hit and Miss Rag Mats. The young ladies find appeal in the soft colors and take delight in anticipating the placing of one in front of their bed or dresser.

Bungalow Changed.

Again has the bungalow been changed. This time a moderately-priced outfit has been selected. Dining-Room Suite, 5-piece Bedroom Suite, Walnut and Fumed Reed Living-Room, with the self-same kitchen.

Blinds, 75c.

That's what they're going for—75c! 3x5 feet and all plain green, on beat quality lines, mounted on strong spring rollers, complete, with brackets, ring and tacks. On sale, each

Shining Brightly

All highly polished and brightly shining are the four rows of Stoves and Ranges. See them this week and you'll wonder where all the stoves come from.

STOVE DEPARTMENT, BASEMENT.

THOMAS FURNITURE CO.

240 DUNDAS STREET

THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS THOMAS

WILSON-JENNEY NUPRIALS.
INGERSOLL, Oct. 16.—A pretty wedding was solemnized at the home of Mr. and Mrs. E. L. Haley, King street west, when the latter's sister, Winifred Jenney, was united in marriage to Robert Wallace Wilson, son of Mr. and Mrs. E. A. Wilson of Dereham. The Rev. E. Sheppard officiated in the presence of immediate relatives and friends. After a trip to points West, Mr. and Mrs. Wilson will reside in Dereham.

DELICIOUS—WHOLESALE—ECONOMICAL
Three good reasons for eating
**CATELLI'S
Milk Macaroni**

DENNISON'S BOGIE BOOK

is brimful of suggestions for your Halloween party. A limited number of these now on sale at Ten Cents.

Hay's Stationery

London's Leading Stationery.

Don't Trifle With a Cold

Use Taylor's Throat and Lung Balm, and cure it. 35c, 65c and \$1.20, at all

6 TAYLOR DRUG STORES

Many People At This Season

Rearrange their homes and redecorate the walls.
The new Wall Papers delight all who plan to decorate.

COLERICKS'

212 DUNDAS STREET, 2XV

Enlarged Portraits

Made in India Ink and Watercolor, Oval and Square Frames, Convex Glass.

Store open Tuesday, Thursday and Saturday Evenings.

Agents Wanted.

Vectis Manufacturing Co.

203 Wellington Street.

Eczema

Quickly Disappears

when Kins-Haw is applied. No more torturing itch; no more sleepless nights; no more unsightly disfigurements. The skin becomes smooth and healthy. Kins-Haw if used according to directions will do all this for you.

London Business College

Corner Dundas and Richmond Streets, London, Ontario.

London's new and up-to-date Commercial School. Day classes 9 to 4. Night classes 7:30 to 9:30. Mondays and Thursdays. Enter any time. J. Morritt, Principal. Phone 7380. N. Stonehouse, Vice-Principal.

THE SOCIAL SEASON

DRAWS NEAR

You will want a new pair of Dainty Slippers. We are ready to show you the season's newest and smartest creations.

COOK'S SHOE STORE

BIG SHOE SALE

Every pair of White and Sport Shoes to be sacrificed at cost. We must have the money, so the shoes have got to go.

CHILDREN'S RUNNING SHOES, 99c up.

SAMUELS' SHOE STORE,

290 Dundas Street, East of City Hall.

Phone 6977. Open Evenings.

Annis' Chocolates

Our Chocolates are made from the finest confections daily in our own candy kitchen, made to retain the full strength and flavor. Healthful as well as delicious. Take home a box today.

Annis' Candy Shop

288 Richmond, Opposite Smallman's.



Diamonds

Mounted in 14k and 18k gold, and platinum settings. Now is the time to buy, as all our Diamonds are marked in plain figures at the old prices.

Diamonds have advanced, and are sure to be higher in six months.

Necklets and Pendants, set with diamonds

..... \$15.00 to \$800.00

Rings, set in 14k gold

..... \$10.00 to \$500.00

Earrings, pair

..... \$35.00 to \$300.00

Scarf Pins. \$15.00 to \$300.00

Bar Pins and Brooches

..... \$6.00 to \$150.00

C. H. Ward & Co.

Diamond Merchants and Jewelers.

386 Richmond St. Phone 1084.