

ROWAT'S COFFEE

Unless you are drinking Rowat's coffee, you do not know the real delights of this beverage at its best. Try a Pound Today—70c.

T. A. ROWAT & CO.

30 Dundas Street, Phone 3051-7052.

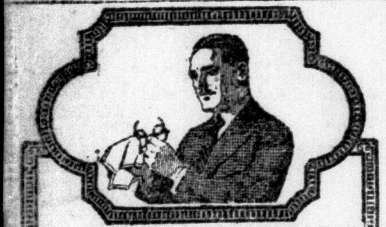


DIAMONDS

A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold. Rings from \$25 to \$1,250.

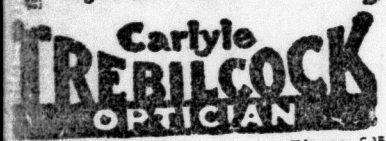
C. H. Ward & Co.

Diamond Merchants, Jewelers and Opticians.
386 RICHMOND STREET.
Phone 1084.



Proof of Proficiency

Every day brings new endorsements of our services. Our glasses combine a measure of efficiency, durability and economy that is satisfying to the wearer.



Carbyle Optical

23 Dundas Street, Phone 2581.
Two Doors East of Majestic.

Wray's Jewelry

LIMITED.
Have the stock of jewelry and photographs at prices to suit all purchasers.
234 Dundas St., London, Ont.

Quality Vulcanizing Only.

ART WILKES

London Tire Repair Depot.
354 WELLINGTON STREET.
Opposite McClarys.

100% PURE WHOLEWHEAT BREAD

Most of the SO-CALLED WHOLEWHEAT FLOUR sold is not genuine WHOLEWHEAT FLOUR.

Practically all of such flour has important elements removed in the milling process, so that it will keep over an extended period of time.

For This Reason---

When you bake your own brown bread—YOU ARE NOT ASSURED THAT YOU HAVE THE GENUINE WHOLEWHEAT BREAD.

BUY BROWN'S 100% PURE WHOLEWHEAT COMMUNITY BREAD, and you can rest assured you have the genuine.

Exclusive Agents.

CLARK'S ECONOMY STORES
719 RICHMOND ST. 169 ADELAIDE ST.
754 DUNDAS ST.

BELTZ & CO.

ARE SELLING

Fur Coats

\$45.00, \$55.00, \$65.00 and up
Practical Furriers.

WHOLE WHEAT BREAD

made from 100 per cent whole wheat flour is one of the delicious, nourishing loaves now being made by

Parnell

This whole wheat loaf is unusually nourishing, and is just the thing to build good health upon.

Order a Trial Loaf Today.

Parnell Baking Co.

Phone 929.

The London Loan Company of Canada
MORTGAGES AND REAL ESTATE AGREEMENTS PURCHASED
M. J. KENT, Manager.

"Just Around the Corner"

Christmas is just around the corner; better phone 5600 now, our salesman will call with sample of exclusive

CHRISTMAS PERSONAL GREETING CARDS

Today is none too soon.

PHONE 5600.

THE HAY Stationery Co.

LIMITED.
331 Richmond St.

Orii Tea Shop

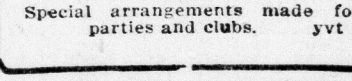
PROVINCIAL HIGHWAY CRUMLIN

Refreshments of all kinds.

SPECIAL

CHICKEN DINNER.
WEDNESDAYS AND SUNDAYS, 5 P.M. TO 9 P.M.

Provincial highway bus passes the door.
Special arrangements made for parties and clubs.



We have Trusses to fit all needs.
Our fittings are perfect.
\$1.50 to \$10.00.
ANDERSON & NELLES.
268 Dundas St.

Cut shows one of our many lines.

SET DATE FOR NEW ZEALAND ELECTION

Premier Massey Stresses Necessity of Naval Protection On Pacific.

LONDON, Oct. 30.—(Canadian Press Cable.)—Reuters' Wellington correspondent cables that it is understood general elections will be held in New Zealand on Dec. 9, and will consist of three-cornered contests between Reform, Liberal and Labor candidates.

Premier W. F. Massey has issued an election manifesto stressing the necessity for some arrangement with Great Britain and the other Dominions concerned for proper naval protection on the Pacific. He also advocates a vigorous immigration policy providing for substantial encouragements in the form of assistance to citizens of the United Kingdom desiring to settle in New Zealand.

The premier declares that a stand must be made against anything in the nature of revolutionary socialism.

DISCUSS COMMERCIAL TREATY WITH FRANCE

PARIS, Oct. 30.—The Canadian minister of finance, Hon. W. S. Fielding, began a series of conferences with M. Dior, French minister of commerce, and representative of the foreign office, this afternoon in the Quai d'Orsay, with a view to settling various commercial questions of mutual interest to the two countries.

The conversations will probably possibly result in a formal agreement or treaty affecting the trade between Canada and France.

Hon. Ernest Lapointe, one of the Canadian delegates to the international labor conference in Geneva and minister of finance and fisheries in the Ottawa government, is expected to participate in the conferences.

FINISH WORK OF PAVING STREETS

Approximately 40,000 Yards of New Road Laid At Stratford.

Gang Leaves For Walkerton To Start New Contract.

Special to London Advertiser.

STRATFORD, Oct. 30.—Approximately 40,000 yards of road were paved in the city within two months by a gang of 30 men, employees of a paving company of Toronto, who left Stratford today for Walkerton, having completed their contract here. The streets paved here were: Erie, St. Patrick, Huron, Britannia, Cobourg and Rebecca. The gang was favored by exceptionally fine weather throughout the time of its contract.

Stratford's annual fall clean-up week commences tomorrow and continues until Friday. The city works department is arranging to collect the rubbish.

Clara Preston, who leaves next month for Honan, China, where she will be associated with Dr. Dow in missionary work, was presented with a traveling bag by trustees and officers of Knox Church.

Death came suddenly to Mrs. Arthur Conway here, aged 35 years. Born in Kitchener, Mrs. Conway, nee Liffin, came here after her marriage. Her husband, two children, her mother, Mrs. M. Liffin, Kitchener; one sister, Mrs. F. Bamberger, and four brothers, Frank, New York; Joseph, Otto and Heaman of Kitchener, survive.

Sunday night in North Easthope death came to Mrs. Philip Petrie, aged 81. She was a life-long resident of the township. She is survived by three daughters, Mrs. C. Heinbuch, South Easthope; Mrs. J. Heinbuch, Stratford; and Mrs. W. Aikens; seven sons, John, Henry and Joseph of South Easthope; Philip, William, Frank and Edward of Stratford; three sisters, Mrs. Mullen, Detroit; Mrs. J. Kritz, Walkerton; and Mrs. W. Adair, London; one brother, Joseph Burger of South Easthope.

A survey of pupils of the public and separate schools show that there are 164 Johns, 114 Margarets, 113 Williams, 97 Georges and 93 Marys, with many other names.

BLAZE DAMAGES BLENHEIM HOME

Authorities Unable To Discover Cause of Mysterious Fire.

Special to London Advertiser.

BLENHEIM, Oct. 30.—The fire brigade was called out this afternoon about 4 o'clock in answer to a call from the residence of William Newson. Mrs. Newson sent in the alarm. She discovered that a large pile of scrap lumber close to the residence was all afire, and how it became so was a mystery, as both residences between which the pile was burning for fuel. The other residence is that of Frank Wilkie, and there was no person at home at the time, Mrs. Wilkie being up town. It is thought that had the fire had a few minutes more headway the results would have been serious as several frame houses are close together at this place.

An interesting charge was heard this afternoon before Magistrate Arnold of Chatham, county magistrate here. There was a dispute between John Mattimore and James McCracken as to who was the owner of the property. Mattimore had a surveyor run the line and had the line marked by posts set in cement. McCracken, together with his brother George and a brother-in-law, Lynch, removed the posts. A criminal charge was laid against them for doing so. Crown Attorney H. D. Smith prosecuted, O. L. Lewis defended and R. L. Gosnell looked after the interests of Mattimore. After taking some evidence the case was adjourned for one week to get the evidence of the surveyor. The amount of land in dispute was around two feet in width across one lot.

Mrs. John B. Pickering passed away Sunday morning after a brief illness at her home at the age of 64 years. Deceased was taken seriously ill a few days ago from heart trouble, and, although she rallied, her condition was from the first considered serious. She was highly esteemed by all who knew her. She leaves, besides a husband, one son, Wesley.

SHIP 10,000,000 TONS OF ORE

SUPERIOR, Wis., Oct. 30.—Ten million tons of ore, the largest tonnage shipped through Superior since the period of depression following the war, has been sent down the lake from the three docks here this season, it was announced today.

Orders Ku Klux Klan Be Expelled From Kansas.

KANSAS CITY, Mo., Oct. 30.—Richard J. Hopkins, state attorney-general, has been instructed to institute immediate action to expel every official of the Ku Klux Klan from the state of Kansas. The instructions came from Governor Henry J. Allen.

In a speech delivered Saturday night the governor denounced the Klan as a secret order operating without obeying the laws of the state by seeking a charter through the secretary of state, as other fraternal organizations have done.

The New Velette Dresses, \$25

Unusually Beautiful and Distinctive

"Velette," a new silken fabric with a tricolette back, giving that weight and flexibility so desirable with this season's modes. Some very smart styles are shown in this new material; some simply draped. The newest possible styles in straight-line slipover models, in bobolink, navy, flame, copen and mohawk, faced with contrasting colors. Girdles are festooned with novelty cabochons. A good selection. All one price \$25.00

Also a special grouping of smart models in canton crepe in navy and black, with draped effects. Priced at \$22.50

Second Floor.

Corduroy Lounging Robes

In Attractive Array of Colors

These are of lovely soft quality, in copen, purple or American Beauty, made in breakfast coat style and others plain straight models. The collar and cuffs are of self-trimmed with stitching. Girdle at waist line. Unlined, price \$7.75; lined, \$13.50



Quilted Kimonos, Vests and Jackets

Warm, cosy Japanese Quilted Kimonos, showing satin and silk beautifully embroidered in dainty floral patterns on collar, cuffs and down front; in American Beauty, purple, rose, copen, brown or black. Prices \$12.50 to \$15.00

Quilted Silk Jackets in all the bright and dainty shades, full length sleeve with turn back cuff. Price \$4.50

Quilted Silk Vests with full length tight sleeve, trimmed with fancy stitching, in black, copen and purple. Price \$3.00

Quilted Silk Vests, without sleeves; neat fitting, opening down front with loop and buttons. All shades. Price \$1.49

Quilted Silk and Satin Boudoir Slippers, trimmed with white fur at top or white pom pom. In all shades. Prices 98c to \$1.25

His Master's Voice

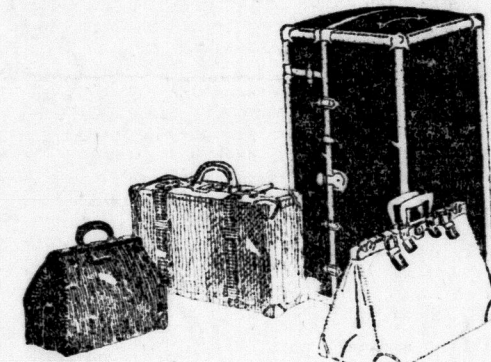
Victor Records

Now 75c.

HEAR THIS ONE:

Why Should I Cry Over You, Fox Trot;
Blue, Fox Trot, the Virginians.
No. 18933—Double-sided.

Your Traveling Traps for the Holiday or Week-End Trips



How much pleasure is added to your holiday trip with the satisfaction of knowing that even your luggage bears the stamp of approval and is in keeping with every detail of fashion. The bags we are showing will add a touch of refinement to your holiday outfit. Our stock of traveling goods is complete. See these in the Basement.

Trunks, Club Bags and Suit Cases

Genuine Leather Club Bag, walrus or seal grain, heavy nickel-plated lock and drop catches; three-piece bag; heavy seven-in steel frame, leather-lined 18-inch, \$13.50; 20-inch, \$14.50

Split Cowhide Club Bag, made of especially fine split leather; brass lock and drop catches, sewn-on leather corners; cloth and leather-lined; colors brown and black \$7.00, \$8.75

Genuine Leather Club Bag, walrus or seal grain, brass lock and catches; heavy cowhide corners, Keratol-lined. Our special at \$6.49

Fiber Suit Case, made on a strong steel frame, leather corners and inside straps; shirt fold in the lid, sewn on; swing handle, some with heavy cowhide outside straps. Prices \$3.75, \$4.00, \$5.50

Fiber Suit Case, made on a good strong steel frame; steel corners, locks and bolts, fancy linings. Specials at 22-in., \$1.75; 24-in., \$1.85; 26-in., \$2.00

Fiber Covered Trunks, covered and bound with vulcanized fiber, made on 3-ply veneer box, fiber-lined; heavy brass lock and bolts; an extra strong trunk; steamer and square sizes \$14.50 to \$30.00

Canvas-Covered Steamer and Square Trunks, covered with waterproof canvas and bound with heavy hardwood slats; fiber-lined. Prices \$8.00, \$9.00 to \$15.00

Metal-Covered Trunks—This Trunk, which is covered with a light steel and finished in two colors, green and brown, makes a very strong but cheap trunk. Price \$6.75, \$7.00, \$7.25

SEE THE NEW GURNEY ELECTRIC RANGE Basement.

SMALLMAN & INGRAM LIMITED

ELECTRIC APPLIANCES
Irons, Toasters, Heaters, Grates, Etc. Basement.

URGES PERMANENT SEAT FOR CANADA

Hon. Ernest La Pointe Stresses Right of Nation At Geneva Conference.

GENEVA, Oct. 30.—Ernest La Pointe, Canadian minister of marine and fisheries, and a member of the Canadian delegation to the International Labor Conference, today strongly defended the right of Canada to a permanent seat on the legislative council.

He also vigorously opposed inclusion of the United States among six countries which would be given permanent seats in the legislative council under the proposed expansion of the council from 24 to 32 members. Canada and India now hold permanent seats, but both would be excluded in the reorganization. Mr. La Pointe urged that military strength should not be regarded as a standard. "If lack of military force has placed Canada below other countries, I am proud of it," he said.

Opposing inclusion of the United States.

LOCATE DRUGS IN CELL OF PRISONER

MONTREAL, Oct. 30.—Robert Louis, a convict serving an 18 months' sentence for being in possession of narcotic drugs, was this morning sentenced to an additional year by Judge Perraud, who ascertained that he had another supply secreted in his cell at Bordeaux jail.

FORMER LONDON MAN KILLED BY AUTOMOBILE

MONTREAL, Oct. 30.—Run down by an automobile at White Plains, N. Y., while crossing the street on Tuesday evening last, Luke Robinson, superintendent of the Montreal Park and Island Railway Company from 1905 to 1908, died on Saturday in White Plains Hospital. Several ribs had been broken, and there were also internal injuries to the head.

Mr. Robinson rose from a platform employee of the street railway system of London, Ont., to a large business of his own in New York.

He leaves a wife and three daughters.

SEEK EXTRADITION SELF-STYLED EARL

Canadian Authorities Will Make Effort To Bring A. J. Greig Back To Aylmer.

CHARLEVOIX, Mich., Oct. 30.—Canadian authorities will seek to extradite A. J. Greig, should he be acquitted by the circuit court jury now hearing his trial here on a charge of larceny and embezzlement. It was announced today by Sheriff George Weaver. The sheriff said he had received a warrant, charging that the "Earl of Dunblane," as Greig styles himself, "fraudulently converted to his own use" money paid by a resident of Aylmer, Ont., for alleged worthless securities.

The trial progressed slowly today, the entire session being taken up by cross-examination of Frank J. Noonan, formerly a clerk in Greig's Detroit office, who was called upon to identify items in the accounts of the defunct Title Guaranty and Trust Company, which was organized by Greig.

GEO. E. LOGAN
FUNERAL DIRECTOR AND EMBALMER.
418 Richmond St. Phone 1968.
Finest Motor and Horse Equipment.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 459.

J. FERGUSON'S SONS
176-178 KING STREET
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse Equipment.
Day or Night Service.
PHONES: 2056W-556J
Office 543.

TWO KILLED WHEN PLANES COLLIDE

HONOLULU, Oct. 30.—Lieutenants Thomas V. Byrnes and Sergeant Ross Owens, Sixth U. S. Pursuit Squadron, Luke Field, were killed and Captain T. W. Allen and Lieutenant A. F. Hebbard, Schofield Barracks, were injured, when two army airships collided today.

BUSINESSMEN OF LONDON

IT MAY MEAN THOUSANDS OF DOLLARS TO YOU TO HEAR

Arthur Black Farmer

B.A., L.V.

IN HIS LECTURES ON

THE PSYCHOLOGY OF CHARACTER AND HEALTH

SALESMEN—How many prospects do you fail to close? Why? You can learn to size up your prospect from appearance and hand writing, how to secure a hearing, arouse interest, close the sale. Hundreds of salesmen have doubled or trebled their results by applying a single good idea.

Two Toronto salesmen from one house credited large sales to inspiration from one of Mr. Farmer's lectures.

A Detroit oil salesman credited Mr. Farmer's first two class lessons with his success in securing a concession worth thousands of dollars to him.

EMPLOYERS—What does it cost you to "hire and fire"? From \$200 to \$1,000 for each change at least. You can reduce this cost by 30 per cent to 75 per cent. You can avoid training those who cannot make good.

ALL PEOPLE—Who suffer from indigestion, constipation, heart trouble, rheumatism, or who fear tuberculosis, diabetes, tumor or cancer, learn to build a new body by right living.



ARTHUR BLACK FARMER, B.A., L.V.

FREE Tonight: The Psychology of Persuasion

DECIDE NOW TO MAKE A NEW START FOR HEALTH, HAPPINESS AND SUCCESS.

Masonic Hall, TONIGHT AT 8