

TABLE DELICACIES

Of Choicest Quality Will Be Found at Rowat's.

You can at all times depend on goods being of the highest standard.

SWANSDOWN FLOUR

Insures against cake failures
50c Package

WHEATSWORTH

"Whole Wheat Graham Crackers" containing all the vital food elements found in the wheat grain.
25c Package

OVERSEAS APPLES

A Christmas gift of choice Ontario apples would be appreciated by your friends in the old country. An attractive box of selected fruit delivered to any address in England.
\$7.00 Per Box
ORDER EARLY.
Literature mailed on request.

BITTER-ORANGE PULP

Ready sliced Seville Oranges in hermetically sealed tins. No peeling or soaking required.
\$1.25 Tin

GRUYERE CHEESE

Delights the taste with its rare appealing flavor
85c Box

T. A. ROWAT & CO.

GROCERS — IMPORTERS

Established 1887.

250 Dundas St. Phone 3051-3052



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.

338 RICHMOND ST.
Phone 1084.

EASTMAN KODAK

FILMS and SUPPLIES

We make a specialty of Developing, Printing and Enlarging amateur snapshots. Twelve-hour service and perfect pictures.

TAYLOR'S Drug Store

390 RICHMOND ST.

Half Block South of Dundas.

A PERFECT LOAF

PERFECTION is a matter of painstaking care. Our ideal has been the perfect loaf of Bread. Every day we come nearer to this ideal.

De Luxe Bread

is as nearly perfect as we can make it. Wrapped to preserve its tender goodness, each loaf keeps its delicious flavor intact.

Made of the highest grade ingredients which make it extra rich in vitamins—that mysterious food element that means so much to your health.

WE ALSO MAKE PURITY BREAD.

R. Fairful

262 OTTAWAY AVE.
PHONE 944.

Western Fair Visitors Welcome To Our Store—Meet Your Friends Here.

WRAY'S Jewelry

LIMITED.
234 DUNDAS STREET.

BLACKSMITHS COAL

Delivered to all parts of the city.

ORCHARD'S

45 York St. Phone 384.

PHONE CARTER'S FOR

TRUCK COVERS COAL BAGS

We make everything made of canvas.

Phone 6197. 351 Gies St.



You can't make a mistake when you buy Edison Mazda Lamps

J. H. POLLOCK

397 Clarence St. Phone 8762W.

To be on the lookout for just the right investment—watch the Want Ad.



Special Lenses

No two pairs of eyes are exactly alike. Consequently every individual who needs glasses needs special lenses. Particularly in this so in the case of children. Build up their vision by letting us fit them with lenses that will protect their vision.

"WE SEE THAT YOU SEE."

BROWN

Optical Company

Vision Specialists.

223 Dundas St. Phone 1377

Branches—Windsor

Established 26 years.



LONDON OPTICAL CO.

HAVE YOUR EYES EXAMINED.

A. M. CAMERA, OPTOMETRIST.

Dominion Securities Building, Richmond Street, Phone 6180.

Clearing Sale

25 Taffeta Silk Dresses

At and Under Half Price

ON SATURDAY MORNING

These dresses represent the styles of the hour and are most suitable for Misses' party wear.

The colors are Taupe, Brown, Navy, Light Blue and Black.

Regular \$27.50 to \$35.00. Clearing at \$15.95

Clearing 11 Raincoats

IN TWEED AND GABARDINE

Regular \$12.75. Clearing at \$6.95

Regular \$17.75. Clearing at \$10.00

Regular \$14.50 to \$15.00. Clearing at \$7.75 to \$8.95

1 Silk Slicker Raincoat, regular \$16.75, for \$5.00

Fall and Winter Coats

5 High-Class Barred Velour Coats, in brown, blue, henna and green

Regular \$35.00 to \$37.50. Clearing at \$19.75

3 Navy Bolivia Coats

Regular \$45.00 to \$50.00. Clearing at \$19.85

ROSS' LIMITED

MANUFACTURERS.

Phone 1319. 196 Dundas St.

TRADE MARK THE HEART OF LONDON REGISTERED

High Grade Overalls and Work Shirts.

Money-Saving Event

The big sale is on. We secured our share of Bob Long's million dollar failure, and these goods are included in our wonderful list of bargains.

Our Saturday Bargains Draw Immense Crowds.

MEN'S SUITS \$14.69, \$19.50, \$25.00 and \$29.50

BOYS' SUITS \$9.95

MEN'S PANTS \$2.98, \$3.98, \$4.98

BOYS' KNICKERS 98c, \$1.19, \$1.50, \$1.95

BOYS' WORSTED STOCKINGS 49c and 59c

BOYS' CAPS 20 dozen at, each 95c

100 DOZEN MEN'S BRACES Regular 75c value 50c

38 DOZEN FINE SHIRTS \$1.19, \$1.25, \$1.50

Regular \$5.50 to \$3.95 \$1.95

40 DOZEN SAMPLE HATS value for \$2.95

38 DOZEN FUR FELT HATS Regular \$5.50 to \$3.95

You save 25c on every pair of Overalls bought here.

Wegner Clothing Co.

The Heart of London—Famous for Their Little Prices.

Open Evenings - 371 Talbot St., Opp. Market, London.

The New Fall Merchandise

AN IRRESISTIBLE CHALLENGE TO DISCRIMINATING SHOPPERS

Throughout the store there is everywhere apparent extraordinary opportunities for shoppers to acquire personal and home items of maximum value at minimum prices. New fall merchandise of decided attractiveness is at its highest interest. Displays are complete. It is wisdom to purchase now for the greater part of the season ahead.

Flowered Petticoats, \$1.39 Saturday.

Five dozen fancy flowered Saten Petticoats, have double stitched seams, with elastic band at waist. The deep accordion pleated flounce shows an inset of plain color taffete. Colors rose, green or tan. Lengths 32 to 36. Special \$1.39

Flannelette Blouses, Saturday \$1.59

Two styles, made of fancy striped flannelette, a plain tailored style, with collar to be worn high or low and a Peter Pan model. Both these styles have full length set-in sleeve with stitched button cuff. White ground with dainty colored stripes. Bust 36 to 46. Special \$1.59

Creamed Almonds, Saturday 28c Pound

100 pounds Fresh Creamed Almonds, while they last Saturday 28c pound
Chocolate Bars, plain or nut filled 6 for 25c
O'Henry Bars 3 for 25c

The Hurlingham Coat

Fills Many Requirements

Remarkably appropriate to wear briskly out into a crisp fall day are these top coats of English plaid or plain mixtures. Expert, mannish tailoring, too, is emphasized.

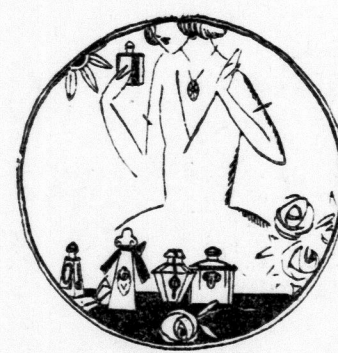
The Hurlingham Coat, made from English cloths in plaids or plain weaves, in gray, brown, olive, raglan or set-in sleeve, patch or slashed pockets; pleats in back, all seams bound and well tailored, half lined. Prices \$52.00 to \$67.50

General Utility Coat in heavy reversible coating, leather buttons, raglan sleeve, patch pockets, half lined, belted. Price \$35.00

Utility Coat in reversible coating, raglan sleeve, slashed pockets and breast pockets. Unlined, belted. Price \$28.50

Girls' Coats, sizes 12 and 14 years, in reversible coating, half lined, breast pockets and slashed pockets, raglan sleeves, in lovat tweed. Prices \$18.00 and \$19.00

FREE AT TOILET COUNTER



Free, with every jar of Ingram's Milkweed Cream, a full-size box of Rouge in different shades, light, medium or dark.
Lyman's Violet Bath Salts 65c bottle
1-lb. tin Talcum, Lily of the Valley or Violet 25c tin
Stillman's Freckle Cream 75c jar
Sempre Giovine (the pink complexion cake) 75c box
Emulsified Coconut Oil Shampoo 50c bottle
Watkin's Mulisified Coconut Oil Shampoo 50c bottle
Coconut Oil Shampoo Powder 50c bottle
15c package or 2 for 25c
Dorin Rouge, in brunette, framboise or rose 39c box
French Castile Bars, 2 1/4-lb. Special 39c
Main Aisle.

Chintz for Comforters, 29c

A yard-wide Chintz of nice quality, the popular red with paisley and other designs; also plenty of choice in newest coloring in floral and paisley patterns. Time to make new comforters now, 36 inches 29c
Buy the "S. & L." Satisfactory Bath in large comforter size, opens up 6 1/2 feet, lovely quality, medium, 80c each; full weight \$1.20

New Crepes, 35c

A shipment recently opened up of those fine English Lingerie Crepes in pink, sky and white, also in white only, is shown; the ever popular seersucker weave. The values here are very good indeed. So many uses are there for crepe weaves, children's rompers and dresses, as well as ladies' underwear and nightgowns. The goods that is easily washed and needs no ironing 35c yard

Saturday Selling in Basement

Satisfactory Toilet Paper 5 for 40c
Sani-Crepe Toilet Paper 13 for 40c
Diamond Toilet Paper, 30c roll
Cottage Toilet Paper 40c roll; 4 for \$1.50
Sunlight Laundry Soap 15 for \$1.00
Gold Soap 13 for \$1.00
P. & G. Soap 13 for \$1.00
S. & L. Soap Chips, 2 pounds 29c
Princess Soap Chips, pound 19c
Aluminum Roasters \$1.49
Aluminum Percolators \$1.98
Brillio, for cleaning aluminum 15c, 20c and 35c
Corn Brooms 39c

36-Inch White Flannelette, 35c

For ladies' nightgowns, underwear, and especially favored for the children's use. Get into warm garments with the cool weather, and it pays to make them yourself. We offer two really remarkable values for Saturday shoppers, in good Spero Flannelette, one of Britain's best makes.
20-inch 30c; 36-inch 35c

GAINSBOROUGH MILLINERY, ADVERTISED ON PAGE 9, IS ON SALE IN OUR MILLINERY DEPARTMENT.



"Master-Tailored" Smallman & Ingram, Leishman

SUITS AND OVERCOATS

\$25, \$35, \$45 to \$85

Hundreds of men who recognize the superiority of these tailored clothes will instantly appreciate what we mean by having your clothes reflect good taste, for with our service goes the finer foreign and Canadian wools—and style that meets every man's preference. Clothes that are guaranteed to give you the fullest measure of satisfaction.

UNDERWEAR, PYJAMAS, HOSIERY

The new fall and winter stocks are arriving daily, comprising a most complete stock in high-grade furnishings for men.

Underwear, \$2.50

Splendid weight for now and later; elastic ribbed combinations, knitted from selected yarns; unshrinkable; sizes 34 to 44. Suit \$2.50

Pyjamas, \$2.50, \$3, \$3.50

Made of soft fleecy flannelette, in splendid patterns for night wear; neatly trimmed; a large selection to choose from. All sizes.

Imported Cashmere Hosiery, 95c

Fine quality Wool Socks for men, in plain or ribbed, lovat and heather mixtures; clocked or plain; 9 1/2 to 11 1/2. Per pair 95c

TURNBULL'S "CEETEE"

In light, medium and heavy weights, made of fine Australian wool, unshrinkable combinations \$3.50 up
"Pesco" Scotland Silk and Wool Combinations \$11.50

BOYS' BLOOMER SUITS, \$11.95

Another lot of these splendid Wool Suits for boys; reinforced for real hard wear; smart new fall styles, and an extra pair of bloomers with each suit. Special \$11.95

SMALLMAN & INGRAM LIMITED

Restaurant, Fourth Floor.
Quick Service.
Course Dinners, 40c and 65c.

Soda Fountain, Main Floor.
For Sundaes, Sodas, Light Lunches, etc.