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And We Will Serve You Right
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FURS HUDSON SEAL COATS LEAD

There are no Fur Garments in the trade at the same price that will stand comparison with Hudson Seal, for rich appearance, durability, soft cozy comfort and lightness of weight. The color of Hudson Seal is perfectly fast and can be easily matched with new skins after 12 years' wear if any remodeling is desired.



These garments are entirely Canadian and the product of our own Province of Ontario, which admittedly is the best quality in the market.

We are fortunately placed, being able to purchase the raw product direct here and manufacture them on our own premises, so that we can sell

AT MANUFACTURERS' PRICES, DIRECT TO THE WEARER.

The new garments this season are longer and have ample sleeve room, with a liberal wrap-over front, fastened either with self buttons or fancy ornamental clasp. They can be worn with either belt or girdle or without and look correct in style. Collars are made in large shawl, roll or square. Some are shirred on the outside band. Many of the models are richly trimmed on collar and cuffs with contrasting furs.

Prices range upwards from **\$335**

EVERY GARMENT ABSOLUTELY GUARANTEED.

PILE FABRIC COATS

Are the New and Correct Garments For the Coming Season

There has not been a fabric for many years that has so absolutely captivated admirers of good apparel for ladies as these new weaves of pile fabric.

According to their several textures they are named Gerona, Fashona, Veldrosa, Brytonia, Burolanie, Veldora, etc.

We fortunately are in close touch with the manufacturers of these materials and can place before our patrons this high-class merchandise.

AT MANUFACTURERS' PRICES

Exclusive Brown Fashona Coat, with collar of Lucille brown fox, ample sleeves, with bands of reversed material with design of fancy cable stitching. The skirt is made in same style, with reversible material and fancy cable stitching. This garment has wrap-around front, with double fastenings of striped material and large faceted patterned ornaments, with bright steel-bands, lined with matched Hecla crepe. Price **\$84.50**

Very new model Coat, in taupe gerona, most artistically hand-embroidered on sleeves and front and back of coat, with French knots and chain stitchings. This garment has the new circular flounced sleeves and skirt, which produces the latest perfect apron front effect. This coat is fastened with large inset ornament and has the wrap-over front. Sleeves, collar and bottom of coat are finished with fox Vienna fur. Price **\$125**



Black Veldora Coat, lined with Hecla crepe, trimmed on square cuffs and collar with genuine sable. The square collar on this garment has the new shirred band effect and slightly flared cuffs. Wrap-over front is fastened with large fancy barred clasp. The back is finished with cable stitching. The sides also have artistic cable stitched diamond finishing. Price **\$60**

Brown Fashona Coat, with new loose mandarin sleeves and large square choker collar, lined with brocade, fastened with large button and self loop fastening, combined with self tie. This garment is richly embroidered on sleeves and collar with self colored floss embroidering silk. Price **\$52**

ROSS' LIMITED
MANUFACTURERS.
PHONE 1319. 196 DUNDAS STREET.

SUGGESTS WHOLE FLOCK OF LITTLE CITY HALLS

Mayor Waxes Jocular in Offering Solution of New City Hall Problem.

In a jocular mood today, Mayor Wenig offered an alternate solution for the new city hall problem. He would ask the people if they would approve of branch administration buildings—at least one in each ward. "We could leave the present hall as it is," commented the mayor, "and divide up the proposed \$600,000 in sections. Then we could build one hall, at a cost of say, \$100,000 or so just at the entrance of Victoria Park, and just across from where Ald. Douglass lives. That should suit him."

"Then we could put another branch hall next to the registry office or somewhere near Ald. May's grocery store. That would please him, no doubt. Then another one up the street further on York street for Ald. Greer would be an excellent move, and should meet with the latter's approval."

Read the Advertisements
WISE SHOPPERS DO IT



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.
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Diamond Merchants, Jewelers and Opticians.
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You know you have the best.
1-3 off present prices.
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THE MILK QUESTION NUMBER FOURTEEN

Has your milkman the machinery with which to properly brush-scrub his bottles, wash and rinse them in three temperatures of running water from cold to scalding hot, and then sterilize and dry them with live steam?

Silverwood's Have

Silverwood's Milk
CREAM
ICE-CREAM
BUTTER
BUTTER MILK
all of the same high quality

Silverwood's Milk is perfectly pasteurized, bottled by machinery in sterilized bottles, capped automatically, and delivered to you cold—safeguarded to your very door.

Phone 6100 For
Silverwood's Milk Service

BRANSBY WILLIAMS TO SPEAK IN LONDON

World-Famous Actor Will Address Local Rotary Club.

Tomorrow's postponed meeting of the Rotary Club is expected to be one of the most important of the season. The speaker will be Bransby Williams, known internationally as the ambassador of Rotary.

Mr. Williams comes to London as star and manager of the company which is presenting "David Copperfield," at the Grand Theatre tomorrow evening.

A member of the Rotary Club of London, England, he has visited hundreds of clubs on this continent, and his message is expected to be of unusual interest.

RICHMOND ST. PAVING PLEASES ALD. M'KAY

Thinks Work Has Been Well Done Despite Adverse Criticism.

Ald. Frank McKay, labor alderman from ward three, voiced his opinion today that if all the street railway allowance had been constructed as well as the Richmond street work now under way, the street railway would be in excellent condition.

Ald. McKay was one of the members of the board of works who attended Sir Adam Beck's recent gathering at the corner of Pall Mall and Richmond streets, and he does not consider that any of the complaints are of such a serious nature as to occasion alarm, even if not acted upon.

And he insists that none of these recommendations have been effective, despite a report to the contrary credited to the chairman of the works committee, Ald. L. H. Douglass.

"There has certainly been no action in that respect," he assured. "There could be none without a meeting of the committee. No official meeting has been held, and Ald. Douglass is not authorized by the committee to order any changes in the work, if he has done so."

"Sir Adam's suggestion that the entire track allowance be paved at the same time is a good one, but it could hardly be done on Richmond street unless we closed the street and tied up traffic entirely. That would be inadvisable now, if at all."

"Their suggestion about putting the cedar blocks to either side rather than directly under the rail was also good, but as a matter of fact, many of them were so placed, although at the point where we held our meeting such was not the case."

Ald. McKay has always advocated the city's purchase of the street railway, but still recommends that the provisions of bylaw 916 should be adhered to, and the purchase price fixed by arbitration.

Helpful Hints in HOUSEWARES

THE EQUIPMENT OF THE MODERN, CONVENIENT KITCHEN IS NOT COMPLETE WITHOUT

WEAR-EVER COOKING UTENSILS

EVERY WOMAN KNOWS THEM, AND EVERY KITCHEN NEEDS THEM

The Wear-Ever Aluminum Ware is light in weight, and as bright as a new silver dollar. It will not rust, crack or chip, and is uninjured by sudden changes of temperature. The outside is polished, but the inner surfaces are subjected to a special process which makes them more impervious to discoloration from foods, or water which contains iron.



Shining Kitchenware for Your Pantry Shelf

These Are Just a Few of the Convenient and Lasting Wear-Ever Utensils From Which You May Choose.

TEA KETTLE

When "Polly puts the kettle on," it must have been a Wear-Ever. One of the seamless Tea Kettles with a sheet spout, tight-fitting cover and adjustable bail handle with the twisted wire hand grip, which doesn't conduct the heat. They come in five sizes, which are priced at..... **\$3.80 to \$5.00**

TEAPOTS

And surely Polly served the tea in a Wear-Ever Tea Pot. They are seamless, with a wooden knob and handle, in three graduated sizes:
1-quart, priced at **\$3.85**
1½-quart, priced at **\$3.85**
2-quart, priced at **\$4.20**

ROASTERS

Wear-Ever Seamless Double Roasters, in two sizes. Rack ¾-inch from bottom, with ventilator and beaded edge, which keeps the heat in.
In preserving time they are often used for canning by the cold-pack system. They hold respectively 7 pint and 7 quart jars. Priced at **\$5.20, \$5.50**

DOUBLE BOILERS

Just the thing for cooking porridge. They come in four sizes, with side handle. Prices range from **\$2.35 to \$4.00**

PIE TINS

Deep Pie Tins for the cream pies, 28c, 40c

FRY PANS

Heavy household Fry Pans on special sale at **\$1.69**

PRESERVING KETTLES

Very convenient are these Kettles of varying capacities, with the special finish which makes them less liable to discoloration from fruit juices.
8-quart Kettle, \$1.69, Cover, 55c.
10-quart Kettle, \$1.98, Cover, 60c.
12-quart Kettle, \$2.19, Cover, 65c.
14-quart Kettle, \$2.69, Cover, 70c.
These Preserving Kettles are on special sale at the listed prices. The Covers may be purchased separately.

Canning Helps for Good Housekeepers

You remember the sad discovery of Old Mother Hubbard! When she got to her cupboard, she found it was bare. To prevent a similar experience, you are probably preserving and canning and pickling while the season offers you such a variety of fruits and vegetables. Peaches and plums and peppers, and tomatoes and cauliflowers and spoons and racks and rubber rings. You will find these conveniences and many others in our Basement.

Granite Preserving Kettles, in Imperial Enamel Ware, with sizes ranging from those which hold 10 quarts, priced at \$1.15 to those holding 18 quarts at \$2.00.
Canning Racks which hold fruit jars securely in place, and lift them from the bottom of the boiler so that they cannot crack. They have convenient handles, and will fit an ordinary boiler. Priced at 75c.
Colanders, re-timed by a double process which prevents rust 60c
Strainers, Wear-Ever Aluminum 60c
Rubber Rings \$1.15 and \$1.30
Wire Strainers 40c and 70c

With convenient kitchen utensils it is surprising how much more quickly and easily the work goes. The good housekeeper will find in our Basement many inexpensive devices which shorten her hours in the kitchen.

Basement.

MARTHA JANE,
Home-Made Chocolates,
60c Box.

SMALLMAN & INGRAM
LIMITED

RESTAURANT
GRILL SERVICE—
Continuous.

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ANTHRACITE SIZES
Egg, Stove, Chestnut, Pea, Scranton and Maderia Hill
BITUMINOUS COAL
Steam, Lump, Domestic, Cannel, Pocahontas Egg, No. 3 Vein
Blacksmith, George Creek
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LONDON OPTICAL

HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, OPTOMETRIST.
Dominion Savings Building, Richmond Street. Phone 6150.
APPOINTMENT ADVISER.
Canadian Press Dispatch.
Ottawa, Sept. 18.—Dr. A. S. Moorehead, Toronto, has been appointed chief medical adviser with headquarters at Toronto, of the Central Appeal Board dealing with soldiers' pensions.

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Personal attendance, lady assistant.
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Our fittings are experts, \$1.50 to \$70.00. We have Yarns to fit all needs.
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268 Dundas St.

Smithing COAL

Prompt delivery to all parts of the city.

Orchard's

45 York St. Phone 384

CHEAP GLASSES ARE NOT CHEAP

What makes a pair of Glasses valuable is the BRAINS used in furnishing them. Those who know how to place a value on their services. Knowledge is worth money. Our prices are as low as is consistent with best quality and satisfactory individual attention.

Brown Optical Co.
223 Dundas St. Phone 1877.
Branches at Hamilton, Montreal, Windsor.

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Say It With Flowers.
DICKS' FLOWER SHOP.

TOYS, DOLLS, SOUVENIRS.

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10 MARKET LANE.