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That's what you get when you buy a

HYDRO Electric Heater

Clean, quick, handsome and durable. Get one today. All Prices, from \$4.50 up.

Phone 3180.

The Hydro Shop

WE REPAIR

Hot Water Bottles Just as Satisfactorily as Tires.

LONDON Tire Repair Depot

A. WILKES.
354 Wellington St. Opp. McClary's.
PHONE 2334.

DRUGLESS EYE EXAMINATION

Combining That of Oculist and Optician.

Brown Optical Company

SPECIALISTS. Phone 1877.
223 Dundas St.

PIANO TUNING

Have your piano tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tunings, \$2.00.

Mason & Risch, Ltd.

Phone 1268. 248 Dundas Street.

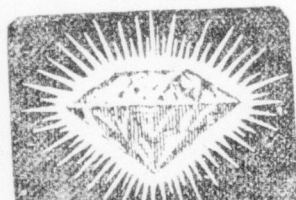
Taylor's 6 Cut-Rate Drug Stores sell at the lowest cut prices every day in the year.

IN OUR TEA ROOM you will always find the best of Pure Foods, carefully prepared and daintily served.

PETERS, LONDON.

USE CONNELL'S COAL!

Phones 770 and 1096.



DIAMOND RINGS, \$5.00 TO \$500.00.

C. H. WARD & CO.

Diamond Merchants and Jewelers.
386 Richmond Street. Phone 1084.

Autumn at the Shore

A few days or a week at the shore will work wonders with the busy man or woman who finds it impossible to take an extended vacation.

The St Charles

offers every possible inducement to those seeking rest and relaxation. Write for booklet and terms.

Newlin Haines Co., Atlantic City, N. J.

Phone 150 or 53

Ask for our decoration man. He will tell you new and original ways of decorating the home or the store or hall for Halloween or any festive occasion. We will do the work if you wish.

Hay's Stationery

173 DUNDAS STREET.

Delaware, Lackawanna and Western Coal Company's

Seranton Coal

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY

PHONE 348. 19 YORK STREET.

THE LONDON LOAN and SAVINGS COMPANY OF CANADA

A lows

4% on Deposits
5% to 5½% on Debentures

COR. DUNDAS AND PARK AVENUE.

It's False Economy to Bake Bread At Home

When bread of the quality and purity of

Parnell's

can be purchased at EIGHT CENTS for 24 ounces.

Parnell's is made of the finest ingredients money can buy, and because there are thousands of loaves baked every day we can afford to sell it at three ounces for one cent. Try a loaf of it today.

PARNELL

The Breadman

PHONES 929, 1330.

Shoes of Quality for Women

Shoe styles for fall and winter, 1916-1917, cover a very extended range of fashions and designs. Our present stock contains a variety that will meet the needs of every woman. We endeavor to show you types of shoes that will convey to you the general style tendency. Above all, we have perfect comfort-giving lasts and patterns, that assure perfect satisfaction to the wearer. Our stock is so extensive, and contains such a multitude of different styles that every woman will find her kind of shoes here. We cordially invite you to visit our shoe showings.

Pretty Shoes for Particular Patrons at Popular Prices.

J. P. COOK CO.
The Store that Serves You Best
Two Stores - DUNDAS & RICHMOND STS.

Bread Question-- QUALITY

—Not how cheap, but how good. Our bread is made with this supreme idea in mind.

If you do not use it you do not use the best. Judge for yourself.

JOHNSTON BROS. XXX BREAD

At grocers, or delivered. Phone 944.

FINANCE BOARD WILL CONFER OVER DEBENTURES

No Action on Port Stanley Railway Until Meeting.

The board of control, at its session yesterday afternoon, discussed the issuing of \$125,000 in debentures for the London and Port Stanley Railway, but decided to take no action on the form of debentures, etc., until a conference was held with the finance committee.

George Fleider, who had the contract for the William street sewer, gave up his interest in the work, and it will be completed by the city.

City Solicitor Meredith submitted an agreement with the township of Westminster on the High street sewer, and was ordered to be circulated among the property-owners in that district. If it is sufficiently signed the work will proceed.

Several minor matters were disposed of.

GIVEN WRIST WATCH.

Pte. Alex Sinclair of the 131st British Columbia Battalion was pleasantly surprised Friday evening by a number of relatives at the home of Wm. Floyd, 142 Oxford street, when they presented him with a wrist watch. He also received a number of other handsome gifts from relatives. Pte. Sinclair left today for Halifax.

IF YOU FEEL that an investment in trained advertising ability would be good for your business, consult

Federal Advertising Service

Telephone 5422.
312 Dominion Savings Building,
LONDON, ONT.

ROWAT'S

COFFEE 50c Per Pound

T. A. Rowat & Co.

250 Dundas St.—Phone 3051-3052.

WOMEN'S CATHOLIC CLUB OPENS FOR THE SEASON

Bishop Fallon Praises Members for Work They Are Doing.

The formal opening for the season of the Women's Catholic Club attracted a large number to St. Peter's Hall last evening, men as well as women. President Philip Pocock of the Men's Catholic Club presided during the opening program, the chief feature of which was an address by His Lordship Bishop Fallon. Bishop Fallon outlined the objects of the club, commending the members for the good work done in the past in the way of promoting sociability in the Catholic community of London. He emphasized the fact that the club is an institution which does not belong to St. Peter's Parish alone, but to the whole Catholic citizenship of London. In this connection, he urged the importance of increasing the membership. In conclusion, he announced that the Women's Club, of which Mrs. R. C. Barille is president, will hold a social evening once a week throughout the season, on Fridays.

Pleasing solos were rendered by Miss Isabel Coles and Gilbert Reynolds, and a violin number by Marie Coughlin. A hearty vote of thanks to his lordship was extended by Mr. Pocock on behalf of the Women's Club. Rev. Father McKenna, rector of St. Peter's, was also on the platform.

Following the program, refreshments were served upstairs and a social hour enjoyed.

The attendance exceeded expectations, and the members of the executive are feeling quite jubilant over the success of opening night.

LONDON DOCTORS MAY GO OVERSEAS SHORTLY

High Position Has Been Accepted by Dr. Hadley Williams.

A number of doctors from London and district may shortly go overseas with Dr. Hadley Williams, who has just accepted the position of director of the Ontario Military Hospital at Orpington, England. He was recommended for this high position by the investigating committee of the Ontario Government, now in England, and the offer was made to him. He has accepted the position, and is now awaiting instructions as to when to go overseas. The position carries with it the rank of lieutenant-colonel.

The hospital at Orpington is one of the largest in England, having already a capacity of over 2,000 beds. It is being constantly enlarged.

Dr. Williams may take overseas with him a staff picked by himself. This has not been definitely decided yet, but there are several doctors he would like to take over to aid him in the work, and an announcement regarding this will likely be made shortly.

GOES TO TORONTO.

A. T. Taylor, physical director of the local Y. M. C. A., left for Toronto this morning, where he will represent the O. E. A. at the annual meeting of the C. A. A. U. held there today.

TORONTO FAT STOCK SHOW.

Farmers who have choice stock to market shortly would do well to enter in Toronto Fat Stock Show, Union Stockyards Toronto, December 8 and 9, 1916, and secure some of the big premiums offered in addition to market price of their animals. This show has been coming to the front very rapidly, and carries the best and largest exhibition of fat butcher stock in Canada, and this year promises to be better than ever.

CHANGE OF TIME, CANADIAN PACIFIC RAILWAY, OCTOBER 29.

General change of time will take effect on the Canadian Pacific Railway Sunday, October 29. For particulars apply to ticket agents. H. J. McCullum, city passenger agent.

We are agents for Presto-Lite.

We repair all makes of rubber. We do satisfactory work. WE KNOW HOW.

London's Rubber Man

186 KING—REAR. PHONE 5174.

TIRED EYES

If you knew what relief our well-fitted glasses are to tired, strained eyes you would be sure to VISIT US AT ONCE.

John S. Barnard, Optician.

194 DUNDAS STREET.

D., L. and W. Anthracite

The Coal That Satisfies

Best prepared. Highest efficiency. Lasts longer. No clinkers. Greatest comfort. Most economical.

Heaman & Son

YORK AND BURWELL STREETS

Phone 312.

EYES EXAMINED

By a system that insures definite results. Glasses made in our shop so equipped and conducted that glasses are right.

Carlyle TREBILCOCK OPTICIAN
233 Dundas St. Phone 2351.

Edison Performs Miracle!

Cleveland Audience of 2500 hears Marie Rappold's Voice Re-created

CLEVELAND PRESS, OCT. 12, 1916.—PAGE 14.

Soul Versus Mechanics

By Wilson G. Smith.

LET me state at the outset that this is not an ad., a boost or a boom. It is simply the statement of honest conviction—another instance of a man convinced against his will.

I went to Grays armory Wednesday night pretty well convinced that a machine was not the habitat of soul, that all mechanical contrivances for the reproduction of music were at the best only an approximation, that the soul of art could not be satisfactorily reproduced, that personality and individuality were indistinguishable to humans.

I came away thoroughly persuaded of my error and am willing to admit that there are quite a number of things concerning which I am in error—darkness, if you so wish to call it. My only redeeming quality is my willingness to be convinced. I might add, too, that such is one of the qualifications of a critic.

Rappold and Edison Phonograph Co.-Stars.

What I write about all happened at the concert given by Mme. Rappold, Metropolitan star, assisted and truly emulated by the new Edison phonograph, one of the master achievements of that wizard of invention.

When I saw the stage bare of any accompanying instrument, I asked the New York representative how Mme. Rappold was going to sing satisfactorily without accompaniment.

He pointed to the two cabinet phonographs upon the stage and said, "Wait."

I indulged in the smile credulous and waited. In due time Mme. Rappold appeared, and, standing beside one of the phonographs, alternated with it in interpreting some of her recorded songs.

And, truly, it was a difficult matter to distinguish the real voice from the recorded one.

Naturally, the reproduction was in miniature, but the quality, character and individuality was there in a remarkable degree.

If anything, the record was clothed with a richer richness due to all probability to a curtailment in brilliancy.

Acute Ear Needed to Tell Difference.

Excerpts from Puccini, Verdi.

Wagner and Bach-Gounod were sung unisono by the Metropolitan star and the phonograph record, and when the lights were lowered—as they were in some instances—it took an acute ear to distinguish between the original and the reincarnated.

Violin selections were played on the record by Spalding, with Mr. Polk assisting with an instrument in hand, and again the marvel of soulful reproduction was apparent.

What caused further amazement upon my part was the reproduction of a piano solo with such faithfulness of the characteristics of the instrument as heretofore I had deemed impossible.

The only failure of full realization was in the reproduction of orchestral effects.

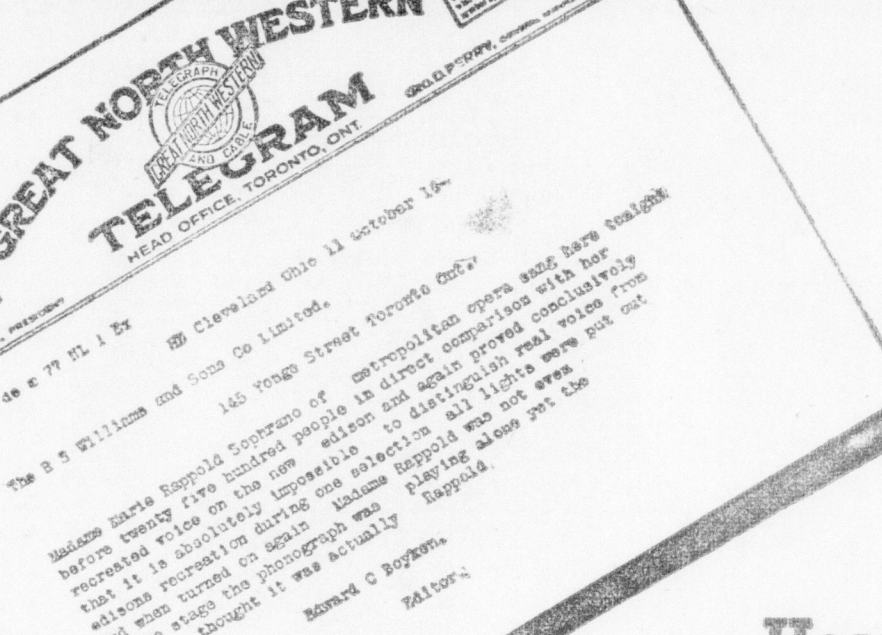
Wizard Edison has yet to encompass the complete-cities of massed sound. And when he does that, his invention will possibly lose that intimacy and refinement of expression it now possesses. As it is, he has added to artistic commodities one of the marvels of the age.

WHAT IS AN INTERVIEW?

If you were to ask me what an interview is, I would say it is a conversation between two people, one of whom is a reporter and the other is a person of interest.

Now, if you were to ask me what an interview is, I would say it is a conversation between two people, one of whom is a reporter and the other is a person of interest.

Now, if you were to ask me what an interview is, I would say it is a conversation between two people, one of whom is a reporter and the other is a person of interest.



Hear This Test

Come to our store to-day and hear Madame Marie Rappold on the NEW EDISON, as she sang at Gray's Armory in Cleveland. You may hear her in "Ave Marie," in which she made a most wonderful impression, with Albert Spalding, America's greatest Violinist, playing the Obligato. You are cordially invited to come in to hear this world-famous Metropolitan Star and other famous Artists on the New Edison.

We Are Licensed to Sell the New Edison.
WM. McPHILLIPS. The Edison Shop. 189 DUNDAS ST., LONDON

ROSS' LIMITED

LONDON and EDMONTON



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Skill in buying Fur Pelts, skill in making Furs and Fur Garments is most essential in the Fur business, and makes all the difference between reliable Furs and unsatisfactory Furs. Our method of buying direct from the trapper and controlling the manufacture until it is handed to the wearer insures the best possible value, as well as the highest grade of Fur Pelts.

Fur Coats, Fur Sets, Fur Muffs, Fur Stoles, Fur Neckpieces

In rich profusion in our salesrooms. We welcome your inspection.

Ready-to-Wear Garments

SPECIAL VALUES IN SUITS—Made from the very latest Paris models, in purple broadcloth, ermine trimmed, green and brown broadcloths and gabardines, fur-trimmed. Prices\$12.75 to \$32.50

NEW WAISTS AND NECKWEAR.

166 DUNDAS STREET. PHONE 1319.

The DIFFERENCE

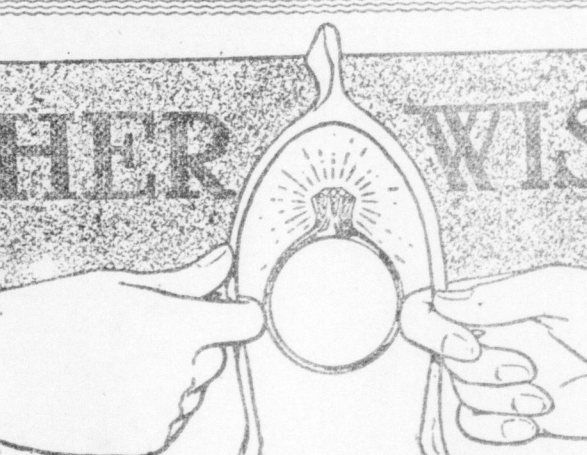
Efficiency	Inefficiency
WORK	WASTE
SAVE	SPEND
Passbook	Waste
Invest	Hardship
Success	Discomfort
Comfort	Failure
Happiness	Old Age

"Where Savings Are Safe."



LONDON (Two Branches) and ST. THOMAS

T. G. Meredith, K.C., President. Thomas Cronin, General Manager



DIAMONDS!

It requires years of education and constant practice to determine, with any degree of accuracy, the value of diamonds. Their value depends not only on their weight, size, color, shape and brilliancy, but also upon a combination of these qualities.

A Few Fall Specials Worth Seeing

LADIES' SOLITAIRE\$25.00, \$35.00, \$50.00 and \$100.00

LADIES' FANCY PLATINUM DINNERS, in Diamond, Sapphire, Emerald and Pearl combinations. Special values, \$45, \$65, \$75, \$175

YOUNG'S—DIAMOND HALL

LONDON. EAST LONDON.