

Send Your Christmas Box Overseas Now!

The Boys Will Welcome It As You Do Peace

For your convenience we have prepared lists of articles to fill boxes at prices from \$2 up. Mail before November 15.

Biscuits

We have many varieties from which to select. Some are put up in packages and tin boxes. From 20c to \$1.25.

OVERSEAS BUTTER

Canadian Creamery Butter de-lights "Over There." It is put up in hermetically sealed boxes. It's always fresh, when opened. 75c Per Tin.

Specials

We have Soups, Meats and Vegetables, as well as other special articles for "The Boys." Ask about these.

LET US HELP YOU SELECT.

250 DUNDAS STREET. **T. A. ROWAT & CO.** PHONES 5051-5052.
Canada Food Board License No. 8-824.

THE CANADA AUTO DEVICES CO. **PARTRIDGE TIRES ARE PREFERRED.** 50 DO THOSE WHO HAVE THEM.

CANADA FOOD BOARD License Nos. 8-8240, 8-8241.

We Deliver. Order Early, Please

Everybody wants Good Potatoes, especially if putting away a quantity for winter use.

We can supply you with first-class, good day Caradoc Potatoes, guaranteed to please you.

Per bushel\$1.40
Per bag\$2.10

Also Turnips, Carrots, Parsnips, Cabbages, Celery, Cauliflowers, Sweet Potatoes, Cranberries, Oysters, Grapefruit, etc.

John Diprose
South London Store:
160 Weymouth Road. Phone 1297
266 Dundas Street East.
Phone 2262.

Kiddies' Shoes

We are proud of our stock of footwear for the wee tots, and solicit your inspection. Our prices, too, will appeal to your pocketbooks.

KAUFMAN'S
226 DUNDAS
"GOOD SHOES CHEAP." EXV

We Do Not Want To "Sell" You Shoes; We Want You to "Buy"

All we ask is that you use your own judgment when buying shoes. We are not here to "sell" shoes, we want you to "buy" shoes. There's a difference. We carry in stock every size and style so that you will find little difficulty in getting just the shoe you want, at the price you want to pay. BUT REMEMBER, we set a standard of quality, and no shoe that falls below that standard enters our doors, for they are not worth the price you are asked to pay. Buy Good Shoes; it pays.

Cook's Shoe Store



DIAMONDS

Diamond Rings from \$5 to \$350, including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS,
386 Richmond Street.

"FIRE"!

When you buy a Victory Bond it is as if you put a gun to your shoulder and fired a round into the Hun armies.

ANNIS
CANDY SHOP
383 RICHMOND STREET,
Canada Food Board License No. 10-5253.
EXV

How Are Your EYES?

BROWN OPTICAL CO.
EYE SPECIALISTS
AND OPTICIANS
212 DUNDAS ST. Phone 1877

Those Beautiful Papers

that adorn the walls of rooms you admire will not prove to be expensive for your home. Make an inspection and inquire about cost. You will find it pays to redecorate.

Colericks'
212 DUNDAS STREET. EXV

LISTOWEL TO RAISE BAN.

LISTOWEL, Nov. 7.—As the influenza is abating the board of health will permit church services next Sunday, and the schools to reopen on Monday.

Rev. J. M. Nichol has been appointed by the board of education to fill the place of Mr. George Bray, who has gone to Kitchener to live.

WHY NOT TRY

SAMUEL'S Shoe Store

for your fall shoes and rubbers? The best place to save money on your footwear. Out of the high-rent district. 280 DUNDAS STREET. Two doors east city hall. Open evenings.



The Giant Clothing House Is Selling Out Stock

Amounting to \$50,000 of Winter Clothing, comprising Overcoats, Sweater Coats, Men's Suits, Underwear, Extra Pants, Fine Shirts, Raincoats, Work Shirts, Overalls, Hats and Caps.

The people are coming from all directions to attend this sale. Low prices tell. Everything marked at last year's prices, as this stock must be sold.

\$3,000 Worth of OVERCOATS. Blues, blacks and greys; good heavy materials; \$18.00, \$18.50, \$23.50. Worth a whole lot more.	\$3,000 Worth of MEN'S SUITS. Serges, worsteds and tweeds winter weight, \$14.95, \$19.50, \$23.50. Worth half as much again.
\$3,000 Worth of PANTS. Values up to \$3.50 at \$5.50 Values up to \$6.50 at \$4.50 Values up to \$5.50 at \$3.95 Values up to \$4.25 at \$2.95	\$4,000 Worth of WORK SHIRTS. Values up to \$2.25 at \$2.10 Values up to \$2.10 at \$1.95 Values up to \$1.85 at \$1.65 Values up to \$1.65 at \$1.50

Two Specials For Saturday

100 DOZEN SOCKS.
The well-known Giant "Foot-Warmer," this quality sell-ing everywhere for 50c. Saturday only, 3 pairs for \$1.00

WORK SHIRTS.
The well-known Giant Shirts, black with white stripe, all sizes, selling in most stores for \$1.65. Our price, \$1.25.

ISSUED BY THE CANADA FOOD BOARD. Not Deprivation but Conservation is what is asked of you.

The Giant Clothing House

120 DUNDAS STREET. Mark the Place and Mark It Well. LOOK FOR THE BIG BLACK AND YELLOW S. O. S. SIGN. OPEN EVERY EVENING UNTIL 7 O'CLOCK.

Genuine Bargains in Good Shoes



We Have 300 Pairs of Sample Shoes Made By Classic

These Shoes are the pick of one of the best factories and are in brown calf, black calf, vic kid and patent calf, laced and buttoned styles. Some French heels and some low walking heels. Lines selling at \$8.00, \$9.00 and \$10.00. Sizes fitting 2½, 3, 3½, and 4 for \$4.95

Ladies' Patent Buttoned and Laced Boots

Broken lines of high-priced boots, which we are clearing out—not all sizes, but most sizes from 2½ to 6. These lines are Goodyear welted soles, fine cloth tops. Splendid boots. Regular \$5.00 for \$2.95

Growing Girls' Brown Calfskin Laced Boots

English style, with low flat heels, heavy soles. Some Neolin style, and some leather. Newest style. Worth \$6.50

Ladies' Grey Kid Laced Boots, fine grey cloth tops, neat semi-French heels, plain vamps. All sizes. Regular \$7.50 for \$5.95

Growing Girls' Black Calfskin Laced Boots. Heavy leather soles, also some with Neolin style and rubber heels—low heels. Splendid boots. Worth \$5.00 for \$3.95

Girls' Heavy-Weight Dongola Kid Boots. Good soles and heels, wide-fitting last. Splendid boots. Sizes 8 and 10½. Laced or buttoned. These shoes are worth \$2.25, for \$1.29

Ladies' Fine African Brown Vic Kid Laced Boots, high tops, French heels, plain toes, very dressy last. All sizes. Worth \$7.00 for \$4.95

(Same Line in Fine Black Kid.)

Men's Dark Brown English Style Laced Boots

Neolin style soles and rubber heels. Wonderful value

Worth \$7.00 for \$4.95

Boys' Dark Brown English Style Laced Boots, Neolin style soles with rubber heels. Sizes 1 to 5. Worth \$6.00 for \$3.95

Men's Brown and Black Work Boots. These are genuine whole stock. Solid leather soles and heels; heavyweight. Wonderful wearers. Sold elsewhere at \$5.50, for \$3.95

6 only Genuine Leather Club Bags. These are real walrus grain leather, with heavy double handle, brass lock and catches. Size 18 inches. Selling regular for \$9.50, for \$6.00

Agnew's Boot Shop

182 DUNDAS STREET

Stores at Hamilton, Brantford, Woodstock, London, Stratford, Kitchener, Hagersville.

TYPEWRITER SICK?

Call us up. We are professional doctors on all makes of machines. Work guaranteed. Typewriter Inspection Company, Room 4, London Loan Building. Phone 4759.

Issued by the Canada Food Board. We can eat the scores of other foods we have besides wheat. It's a small matter to change our diet to help Victory.



Our Prices Defy Competition

This is continually proved by the steady flow of customers to The Heart of London Store.

We are offering extraordinary values for Saturday in

OVERCOATS SUITS SHEEP-LINED COATS PEAJACKETS MACKINAW COATS UNDERWEAR SWEATERCOATS PANTS FUR FELT HATS

Hundreds of these Genuine English Quality Hats, worth \$2.50, for \$1.25. Other Hats at \$2.50, \$3.00, \$3.50.

Twenty-five cents saved on every pair of Overalls bought here.

Wegner Clothing Co.

THE HEART OF LONDON. THE REAL LIVE STORE. Famous for Their Little Prices. 371 Talbot, Opposite Market Open Evenings

1919 Pocket and Office DIARIES

ALL SIZES—ALL PRICES.

Hay's Stationery

WARDSVILLE LAD FALLS.

WARDSVILLE, Nov. 7.—Word was received today that Pte. William Jackson, Wardsville, was killed in action.

Chase the Chill

WITH A \$10 MAJESTIC ELECTRIC HEATER.

Western Ontario Electric Co.
237 Dundas Street. Phone 4071. Taylor's 6 Out-Rate Drug Stores

son, son of W. B. Jackson of St.

Thomas and grandson of Mrs. William Atkinson, Wardsville, was killed in action.

Dr. Morin's Syrup of Hypo-

phosphites

A Real Nerve and Tissue Food. \$1.50 Bottles for 98c. at

OPHTHALMOMETER.

The Surest Test for Your Valuable Eyes

Victory Bonds

You'll Surely Buy.

JOHN A. NASH, M.Y. JEWELLER.
208 Dundas Street, Opposite Gammage's Graduate Opticians.

The Purdom Hardware

124 DUNDAS ST. CHI-NAMEL STORE. PHONES 2800, 2801.

Friday and Saturday Specials

100 Extra Heavy Galvanized Waste Cans. These will make good ash containers or waste cans. Worth \$3.00 each, at \$1.83 each

OLD DUTCH CLEANSER. Regular 15c, at 9c a can

Still at the Old Price! Perfection Oil Heaters

Think of the convenience! When the below zero days arrive, when the kiddies come home from school and dad from work, chilled to the bone, when the guest-room must be pressed into service, when there's illness in the home, and a thousand and one other items, such as the coal situation, etc., a Perfection brings quick, clean, radiant warmth! Get yours now before the price goes up.



Use Chi-Namel Varnish

For refinishing your furniture and woodwork and floors. Made in clear and many different colors. Price25c a can up

Grain Your Floors and Woodwork With Chi-Namel

This complete graining outfit, enough to grain 100 square feet, only costs \$4.50.

Weather King Roofing

Is made of the very best long-fibred felt and saturated with pure asphalt. No tar. No paper. Prices: 1-ply, \$2.50; 2-ply, \$3.00; 3-ply, \$3.50.

The Purdom Hardware Co.

You'll Save Money Here On Saturday

EVERY WOMAN IN THE LAND WANTS TO SAVE MONEY. SHE WANTS TO GET QUALITY GOODS AS CHEAPLY AS SHE CAN. MARA'S IS THE PLACE TO DO THIS. GLANCE OVER THIS LIST OF BARGAINS FOR THIS WEEK-END, THEN COME AND FEAST ON THESE BARGAINS.

AMERICA MAID CROCHET COTTON 10c A BALL. WEEKLY BULLETIN ALL LEATHER STRAP PURSES 98c EACH.

HOSE, 13c PAIR 75 dozen Ladies' Plain Black Cotton Hose, seamless and fast black, sizes 8½ only, regular 35c. Sale 2 pairs for 25c	BLANKETS 57 pairs Best Cotton Blankets, extra large size, white and grey, pink or blue borders, today's value \$4.50. Sale \$3.75 pair Bed Pillows, covered with art ticking 75c each	SERGE 20 pieces English Serge, all pure wool and unspotted, 38 inches wide, colors of navy blue, green, red and black, today's value \$2.71. Sale \$1.98 yard
LARGE-SIZE VESTS 27 dozen Ladies' Extra Large-Size Vests, full fashioned and splendid weight, some slightly imperfect, regular \$1.00. Sale 69c	BOYS' UNDERWEAR Boys' Pleece-Lined Underwear, shirts or drawers, sizes 24 to 32, regular 75c. Sale 59c each	CASHMERE GLOVES Ladies' Cashmerette Gloves, fast colors, in shades of grey, white and black, sizes 6 to 8. Special 48c pair
MEN'S REAL LINEN HANDKERCHIEFS. 25 dozen Irish Linen Handkerchiefs, hemstitched, nice fine quality, regular 39c. Sale 25c each (Only six to each customer.)	HATS Ladies' Fall Hats, comprising velours, velvets, plush, all new styles. To clear \$2.50 each Misses' Velvet Hats, trimmed, all colors. Sale \$1.98	NINON HALF PRICE Ninon, best quality, 40 inches wide, colors of yellow, white, green, old rose, pink and tan, regular \$1.50. Sale 79c yard
MARABOUT FUR Marabout Fur trimming for Coats and Suits, two inches wide, in colors of mole, black, brown and grey. Very special \$1.98 yard	CARPET ENDS 50 New Carpet Samples, all 1½ yards long, best quality. Sale 98c Rug Fringe to match ends 20c yard	MEN'S WORK SHIRTS Men's Iron Brand Work Shirts in colors of black and blues, with yoke, sizes 14 to 17, made very large. Special 98c
COMBINATIONS, \$1.98 20 dozen Ladies' Fine Combinations, part wool, in colors of cream and white, some slightly imperfect, regular \$3.00. Sale \$1.98	FELTOL Feltol, the new floor covering, in block and floral designs, heavy as linoleum 60c square yard Feltol Squares for stoves \$2.40	PLUSH FLANNELETTE Plush Flannelette for nightshirts, full 36 inches wide, lovely pattern, wear guaranteed. Special 35c yard
FLANNELETTE GOWNS 5 dozen Ladies' White Flannelette Nightgowns, long sleeves, high neck. Special \$1.25	BRUSSELETTE RUGS Brusselette Rugs for living-rooms, beautiful designs and colors, size 3x4 yards, regular \$25.00. Sale \$17.50	BONNETS Angora Bonnets for baby, with silk strings, two styles \$1.50 Mitts to match 50c
SILK SHIRTS 12 only Silk Shirts, made up in the latest styles, colors of old rose, navy blue, black and grey, plain silks and poplins, regular \$10.00. Sale \$5.00	LADIES' PULLOVERS Pullover Sweater Coats, made by the famous Viser Knit, with large sailor collar, all colors and combinations, regular \$12.50. Sale \$8.50	KIMONOS Ladies' Eiderdown Kimonos, made empire style, in colors of red, blues, tans, greys and blacks. Special \$2.50
		LLAMA HOSE 50 pairs Llama Cashmere Hose, seamless and fast black, sizes 8½ and 9. Sale 50c pair

MARA'S - Opposite Market Lane