

Our Special Offer

Nothing pleases the eye more than a garment with artistic lines designed to give grace and individuality to your figure.

A **MADE-TO-MEASURE** Suit or Separate Coat, made by our expert tailors, is sure to charm.

Leave your order now while the season is here and get what is most becoming to you at most reasonable prices.

Our label guarantees satisfaction.

See our new **NEEDLEPOINT CLOTH** with a beautiful pile and luster that makes such an exclusive coat when trimmed with Fox, Beaver or Squirrel.

Call in and inspect our range and receive quotations.

ROSS' LIMITED
MANUFACTURERS

Special Order Department, Second Floor
PHONE 1319 196 DUNDAS STREET

SUNDAY SERVICE BATHS
SHOWERS 35c
9 a.m. to 1 p.m.
NATIONAL BARBER SHOP
ORVAL J. STRACHAN, 197 Dundas St.

WISE ADVERTISERS

are always keen for something new that will put that little touch of additional appeal that gets results. You will find it interesting to have us tell you about the advertisers we are serving.

WE MAKE HIGH-GRADE PRINTING PLATES, COLOR AND LINE ENGRAVINGS AND BEN DEY WORKS.

THE WESLEY COMPANY
FARMERS' ADVOCATE BLDG.,
122 Carling St., London, Ontario

Games, Playing Cards, Favors and Masks.

PEEL'S AT RED STAR NEWS CO., 10 MARKET LANE

Rowat's Coffee

Its Popularity Proves Its Worth.

75c Pound

Try a Pound Today.

T. A. Rowat & Co.

250 Dundas St. t. Phones 3051-3052

Dependable Fuel

Hawken-Lang

Coal Co.

PHONE 522.

Our fitters are experts. \$1.50 to \$10.00. We have Trusses to fit all needs. **ANDERSON & NELLES** Dundas St.

Cut shows one of our many lines.

WHILE THEY LAST
\$3.75 **SLABS** \$7.00
Load 2 Loads

GILLIES Cor. Adelaide and Bathurst
PHONE 1312. ywt



PARNELL'S BUTTER-NUT BREAD

Rich as butter, sweet as a nut. Every one of the thousand of loaves consumed daily is a good advertisement for it.

Every loaf every day tells its own 'Quality' story. Try it. You'll enjoy it. Our salesmen will be glad to call on you.

Made only by
PARNELL the Breadman

PHONE 929.

SMALL BLAZE AT BARRACKS.

A small fire, originating from a chimney at Wolseley Barracks, was quickly extinguished by No. 4 detachment last night. The call was put in at 7:32 p.m. Chemicals were used to quell the flames. Little damage was reported.

BRITAIN BLAMES PENDULUM SWING

Papers Comment On Canadian Election—Do Not Think Issues Did It.

REGRET EXPRESSED

Special to The Advertiser by a Staff Correspondent.

London, Oct. 30.—The high commissioner's office is besieged today with inquiries concerning the Canadian election. Both astonishment and regret are expressed at the defeat of Premier King and so many of his ministers. Such heavy Liberal losses were unexpected, and the opinion expressed here is that they are due to a mechanical swing of the popular pendulum against the party in office, rather than to any definite issue.

PREMIER KING LAUDED.

Associated Press Despatch.

London, Oct. 30.—"Nine cabinet ministers of Canada defeated." This is the legend appearing on more than one newspaper contents bill on the streets of London tonight. London has indeed awakened rather tardily to the importance of Canadian elections. The absence of any clear-cut imperial issue was doubtless responsible for the comparative lack of interest in the earlier stages of the contest.

Lord Beaverbrook's Standard tonight says that Premier Mackenzie King has recently been subjected to violent and unfair attacks by another London newspaper, and that these attacks seem to have been dictated by American influences, calculated to give the British public the impression that Premier King possessed anti-imperial proclivities. The Standard declares that this idea is quite erroneous, and never had any foundation. In fact, Mr. King is a man of the very highest character and of strict integrity, says the paper, which remarks that the same might be said of Mr. Meighen.

"The dominion is highly fortunate at this juncture," says the Standard, "in having as leaders men whose lives and actions discourage the baser side of politics. Mr. Meighen has also had to suffer some quite unjustifiable detraction in this country. He was the minister in the late government of Sir Robert Borden, who negotiated the agreement whereunder the Grand Trunk Railway was taken over."

The Standard thinks the election may involve the retirement of Hon. P. C. Larkin from the Canadian high commissionership in London, and says this "would be greatly regretted, both in London and Ottawa." The paper adds some complimentary references to Hon. Mr. Larkin's work here.

Lord Rothermere's Evening News claims that the Conservative victory means that there will be closer contact between Canada and the mother country than has obtained under the Mackenzie King administration. There may be an increase in the dominion tariff, with a corresponding increase in the British preference.

The Evening News claims that the outcome of the dominion general elections is partly due to the unsatisfactory position of the Canadian National Railways. The paper notes that while the income tax in Canada is regarded by the Canadians as high, it is only about one-fourth that of Great Britain.

The Westminster Gazette says the Conservatives won their seats in the dominion elections yesterday chiefly at the cost of the Progressive party, which is now one-third of its size in the last parliament. This has caused so definite a swing to the Conservative side that the Gazette wonders what have been the motives of the electors scattered over such a large area, and says the motives are difficult to understand.

PATENAUDE WOULD USE SIMILAR TACTICS AGAIN

Conservative Leader in Quebec Declares People Did Not Consider Issues.

Canadian Press Despatch.

Montreal, Oct. 30.—Hon. E. L. Patenaude today issued the following statement to the press:

"The election fight has just been completed. We placed before the people a program of political action stamped throughout with sincerity and patriotism. Our declarations and our acts bear full testimony to this fact."

"The leaders of the Liberal party of our province, instead of discussing the questions submitted to the electorate by the prime minister—the reform, emigration, the railways, the tariff—preferred to rouse political

passions and called on our compatriots to vote against conscription. Let them now bear the responsibility."

"The appeal to prejudice won over doctrines. Our province ceded to this appeal, whereas the rest of the country judged the questions of the hour on their merits and chose new administrators."

"We are proud of the doctrine we preached, and if we had to commence again we would conduct the same campaign, using the same vigor and no less dignity. This doctrine will bear its fruits, and we even know that a great number of those who could not vote with us because of prejudices which had been strewn along their path do not the less ac-

cept our policy in its entirety, and that they will end by giving it their support."

Quality Vulcanizing Only

ART WILKES
London Tire Repair Depot.
354 WELLINGTON STREET.
Opposite McCleary's. ywt

N. J. GRIFFITH & CO.
FUNERAL SERVICE.
PRIVATE CHAPEL.
164 DUNDAS ST. PHONE 429.
N. J. Griffith A. C. Irvine

GEO. E. LOGAN
FUNERAL HOME
571-573 DUNDAS STREET.
PHONE 1961. ywt

J. FERGUSON'S SONS
R. R. Ferguson, Manager.
174 TO 180 KING STREET.
FUNERAL DIRECTORS
AND EMBALMERS
24-Hour Service.
Phones: Office 543; Res. 2056W. ywt

Carlyle TRECILCOCK OPTICIAN
3 Dundas Street. Phone 2351

FOR THE SMALL CHILD AND FOR THE HOME



SIZES 2-3-4 YEARS



Diminutive In Size But Immeasurably Important and Chic

—In the Infants' Shop—



SIZES 2-3-4 YEARS

COATS for the SMALL BOY

Mannish Coats of woolen material; raglan sleeves; vent at the back; belts all around or in the back only; pockets and deep collars; sizes 2, 3 and 4 years. Prices \$7.50 and \$8.75

HIS SUIT

SUNDAY OR PLAY DAY

warmth of those little Round Hats time of year; two-piece; straight, short trousers \$2.50 to \$5.00

HIS HAT

should be a Jockey Cap, or for more warmth one of those little Round Hats with the ear lugs. There are also Tams or smart tailored hats. 98c to \$3.00

To-day I saw

The many articles that comprise the Harringtons Baby Outfit. There are towels soft and lovely to the touch. They really resemble a heavy check-cloth, they are so light. These come in the bath towel size as well as the face towel.

But Harringtons not only manufacture towels but square cot pads, binders, feeders, swabs and many other things that the baby needs. They are all antiseptically sealed in packages—the best is not too good for the baby.

And do you know that these same outfits that I was looking at today are also used in the Royal Nursery, and no wonder because they are made of hygienic absorbent gauze from specially twisted yarns and after they are washed they become soft and fluffy, giving the material the touch of finest wool.

These are all in the Infants' Shop on the fourth floor and the price is within the range of all.

Judith

COATS for YOUNGER SISTER

Fur-trimmed, gathered into a yoke, or hanging straight from the shoulder, in Rose, Fawn, Brown, Powder Blue and Almond Green. \$4.50 to \$13.50

HER DRESS

SUNDAY OR PLAY DAY

Should be of Jersey, French Flannel or Balbriggan. Pantie Dresses trimmed in contrasting shades or made like mother's. Balbriggan Dress with wee pockets, and the colors are Rose, Blue and Fawn. \$3.95 to \$6.00

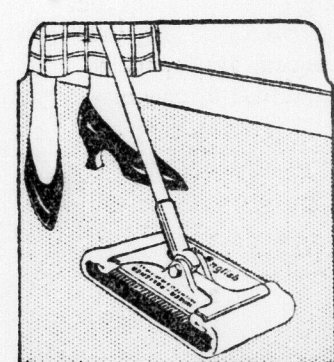
Save Your Floor and Linoleum from Fall and Winter Weather by Waxing or Varnishing Now



SPECIAL—300 POUNDS REFLEX WAX, in 1-pound cans, for floors or linoleum, 29c Fifty 5-pound pails Reflex, each \$1.35
OLD ENGLISH FLOOR WAX for floors, linoleum or furniture 40c, 75c, \$2.75
OLD ENGLISH BRIGHTENER AND LIQUID WAX for cleaning and polishing all waxed surfaces 40c, 75c, \$1.75 sizes

OLD ENGLISH WAXER-POLISHER

Applies the wax and polishes the floor. Special Waxer-Polisher, including one tin Wax and one tin Brightener \$3.60
15-pound weighted Polishing Brush, in good quality bristle. Special, including one pound Wax \$2.50



FOR WORN OR SOILED FLOORS

Painters' Ground Color for undercoating on grained or stained floors. Special. quarts, 98c; half gal., \$1.89; gal., \$3.69



NEPTUNITE COLOR VARNISH

In light and dark oak, mahogany, walnut, etc.

NEPTUNITE CLEAR VARNISH for floors, furniture, linoleum or woodwork.

PRATT & LAMBERT'S NO. 61 VARNISH in clear and colors.

LOWE BROS.' HIGH STANDARD FLOOR PAINT dries with a smooth, glossy finish; walnut, tan, mahogany, gray and yellow.

FRENCH NOTEPAPE
Lovely Texture and Quality.
Stationery Dept., Main Floor

SMALLMAN & INGRAM
LIMITED

ROAST CHICKEN DINNER
Milk-fed Roast Chicken course dinner, 65c.—Today.

The Wrong Bread Will Spoil the Best Meal!

Be sure you get the right kind—insist on

NEAL'S GOOD WHITE BREAD

the bread favorite of homes, restaurants and hotels throughout Western Ontario.

Ask your grocer for a loaf—or obtain one from our wagon that passes your door every day.

— Phone —

Neal Baking Co., Ltd.

Bread Factories at
Windsor, London, St. Thomas, Sarnia.



"IT'S your eyes, dear." Advise your husband if he complains of headache and other ailments that it may be his eyes and that he should consult with our able optometrist.

Carlyle TRECILCOCK OPTICIAN
3 Dundas Street. Phone 2351

The Funeral Undertaking Establishment

that has formerly been conducted by N. J. GRIFFITH is now

N. J. GRIFFITH and COMPANY

It has been rumored that Mr. N. J. Griffith has given up the business, but this is not correct.

However Mr. A. C. Irvine, who has had more than seven years' experience in funeral directing in Eastern Ontario, has purchased an interest in the business. N. J. Griffith & Co. are in a position to give the same service as has formerly been given in the past.