

NOTICE!

READ THIS AND
HAND IT TO YOUR NEIGHBOR.

It will do you good by saving you money. Our big sale is now going on, do not miss it. Special cut prices for ten days on all fall goods; piles of new goods just to hand—trade winners! See them. Be sure to see our

LADIES' HATS, LADIES' VESTS AND GENTS' COLLARS

we are having a big sale on these three lines. We have the goods and we cut the prices. Trade at Cole's and save money. A large number of cases of new goods just to hand, bought for cash and at cut prices; therefore we are able to offer our customers first-class goods at cut-rate prices. We handle only new goods—goods must be both good and cheap or we do not buy. We try to please all who deal with us; "once a customer always a customer," is the motto of those who come to our store. At any time that you find a mistake in your purchase, kindly return both bill and parcel and we will gladly make it right. Your children will always be waited upon with the same attention as yourselves. Mail orders promptly attended to. Bring your friends with you.

OUR TEN DAYS SALE IS A SALE IN REALITY!

And not an ad. to get you into the store—come and see. If we have not what you want we will soon procure it for you, at a small advance over the wholesale cost. We will give you the same attention whether you buy a spool of thread or a nice silk dress. With every dollar purchase we give a key, one of these keys will open the lock of a Huron Bicycle, when all of the keys have been given out they will be called in and the holder of the lucky key will be presented with **A BICYCLE FREE OF CHARGE!** We ask the privilege of advertising the name of the winner of the prize. We also give **Trading Stamps**—ask for them. This Trading Stamp Co. is a good reliable firm that has done business in Toronto for a long time, and is also highly recommended by the leading merchants there. We will send your parcels and exchange goods with pleasure. Our motto is always "small profits and quick returns." Our expenses are small, so that we can afford to sell cheap. Remember that the spot for Bargains is at

COLE'S CHEAP STORE, 202 DUNDAS STREET, LONDON.

Thursday, October 13th

Special engagement of Edw. E. Rice's
Superb Spectacle,

The Girl from Paris

ORIGINAL NEW YORK PRODUCTION.
GREAT CASTE.

Surpassing "Evangeline," "Excelsior
Jr.," "1492," "Little Christopher."

Prices, 25c, 50c, 75c and \$1.00

SEATS ON SALE TUESDAY.

NEXT ATTRACTION!

WEDNESDAY, OCTOBER 12th

— THE —

Big Boston Success!

CHAS. E. BLANEY'S
LATEST MUSICAL COMEDY

A Female Drummer

"Wouldn't that jar you?"

The most extensive cast ever in farce comedy.

JOHNSTONE BENNETT

The original "Jane."

George Richards	Tony Williams	Eugene Confield
Willie P. Sweatman	Oscar Ferguson	Nellie O'Neil
Payson Craume	Chas. A. Burk	

The Famous

IMPERIAL QUARTETTE

PEOPLE IN 50 THE CAST.

Big Scenic Musical Extravaganza Production.

SATURDAY, OCTOBER 15

Matinee at 2:30.

The New York and London laugh-maker,

What Happened to Jones!

60 laughs a minute for 2½ hours.

Special Prices, - - - 15c, 25c, 35c and 50c
Matinee Prices. - - - - - 15c and 25c

It is strange, but there is a class of people that seem to take an intense delight in bespattering the floor with tobacco juice, and in being boisterous and using profane language. These people should know at once that the courts authorize their immediate expulsion, should the management see fit to exercise its rights.