

Hundreds of Women Are Sharing In

Our Sensational

Price Reductions

20 to 30% Reductions Throughout This Store

Our efforts to bring prices back towards 1914 have brought us a very large volume of business. The past week there have been wonderful evidences that we have provided an event that women have awaited. If you get the genuine savings of this sale you must act quickly, as heavy inroads are being made upon the stocks.



Another Remarable Sale of

SUITS

The season's finest fabrics—tricotines, wool velours, duvet de laine, silvertones, broadclothes and gabardine; richly fur trimmed; some are elegantly embroidered, all beautifully silk lined; navy, black and colors.

All regular \$100.00 Suits now	\$70.00
All regular \$90.00 Suits now	\$65.00
All regular \$75.00 Suits now	\$55.00
All regular \$50.00 Suits now	\$35.00

A Special Purchase of

COATS

OFFERED AT GREAT REDUCTIONS.

Coats made of duvetyne, velour, crystal cloth, silvertone, plushes and broadcloth, with kit cooney, grey and taupe, opossum or beaver collars; richly lined and interlined. All sizes to 44.

Regular \$100.00 Coats, now	\$75.00
Regular \$85.00 Coats, now	\$60.00
Regular \$75.00 Coats, now	\$55.00
Regular \$50.00 Coats, now	\$35.00

NEW DRESSES

For evening, party, afternoon, street and business occasions. A showing of charm and beauty, portraying fashion at its newest and best, and presenting dresses actually worth up to \$60.00. Very special during this sale.

Extra Special In Serge Dresses

Elaborately beaded and embroidered. Special



DOG SHOW PROMISES TO BE GREAT SUCCESS

The evening all-breed dog show to be held in the R. C. Struthers building, at the corner of York and Richmond streets, tonight, promises to be the most successful show ever put on by the London Canine Association, officials announce.

The fact that all local judges are officiating is encouraging many citizens to bring their pets to the show for competition and a very creditable showing in all the breeds is expected. The fact that many of the judges' dogs that have established show records will not be on hand to compete leaves the classes open for some new winners to put in an appearance.

In addition to the regular classes, special classes have been provided for puppies under six months. Last year the small puppies were a feature of the evening show, and even greater numbers are expected to compete this year. There are some handsome cups and special prizes to be won.

The judges are as follows: Magistrate Graydon, Pointers and Setters; F. Simmons, Collies, Yorkshires, Maltese; Pomeranians, Pekingese, Poodles; Geo. Bowman, Newfoundlanders, Russian Wolfhounds, Great Danes, Mas-

tiffs, Bloodhounds, American Foxhounds, Harriers, Cocker, Beagles; F. H. Westbury, Foxterriers, White West Highland Terriers, Scotch Terriers, Manchester, Sealyhams; Russell Collins, Boston Terriers; Chas. S. Webber, Bulldogs, French Bulls, Bull Terriers, Irish Terriers; Dr. E. P. Smith, Alredales.

QUARTET ENTERTAINS AT BYRON SANATORIUM

The military patients at Byron Sanatorium were provided with a delightful entertainment Wednesday evening by the Imperial Male Quartet, consisting of Messrs. Baker, Sedman, Foulkes and Matthews. F. Fitzgerald, manager and director.

The quartet which is splendidly balanced sang with fine phrasing articulation. Mr. Sedman, a late member of the Royal Artillery, a recent arrival in Canada, was heard to fine advantage in his solos. The chaplain, Rev. George Puseley, who presided, paid a warm tribute to their generous services. The cheering of the boys showed their deep appreciation.

Here Is A Real Step Towards Church Union

Four Denominations to Hold Weekly Meetings to Discuss Sunday School Lesson.

Perhaps the first definite step towards a practical church union in the city of London was taken last night in East London, when four different churches in that district united in holding a banquet at the Egerton Street Baptist Church, to discuss the holding of an interdenominational class for the study of the Sunday school lesson each week. Sunday school teachers and officers were present from the Hyatt Avenue Methodist Church, St. David's Anglican Church, Hamilton Road Presbyterian Church, about 100 in all sitting down to supper.

The Rev. A. C. Bingham acted as chairman for the occasion, and ad-

resses were heard from Rev. L. W. Reid, Rev. M. F. Cree, the Rev. Mr. Mess, pastors of the different churches. Sunday School Superintendents Charles Meyrick, Dr. E. M. Copeland, H. M. Monahan and Miss also expressed their views on the new move, with the result that an arrangement has been made for a union teachers' meeting and study class to be held weekly. This will be the first attempt at a practical working out of union ideas, in which four city church denominations have taken part.

A New Jewelry Store for London.

For years London has had several jewelry stores, and a number of them have been doing a fine business. But no one store has been outstanding enough, and just when the time is ripe for a real jewelry store John A. Nash, M. J. Jeweler, does the trick. He has purchased the store at 182 Dundas street, next to the Standard Building, when remodelled he will open one of the finest jewelry stores in Western Ontario. Hints of a London boy, who has made good, while others are contented to move along in the same old way. Nash is up to the task of boosting London, and encourage those who help it. John A. Nash is a quiet, unassuming man, but his store is a real gem. It is a fair, square deal, and his store is 206 Dundas street, "where you will eventually buy."

PRICES HOLD FIRM ON STEEL MARKET

Demand Good in Some Lines—Scrap Metal Trade Very Dull.

In its summary of the iron, steel, metal and machinery markets for week ending November 13, Canadian Machinery and Manufacturing News, Toronto, makes the following statement:

"Business is quiet in the tool, iron and steel market. But in saying that one should take into consideration that at any time this is a quiet season in these lines. Little purchasing is ever done in the steel market during the last half of November and December, and it is hard to say how much this accounts for the present state. Prices are holding firm, though, and if there is any tendency in the U. S. steel market to let prices sag seriously it is not being reflected here. In some lines the demand is good and deliveries not in keeping with the immediate requirements.

"It is doubtful if a decrease in prices would bring much new business into the market just now. As a rule, machinery tools are not sold because the price is attractive, but because they are wanted to do a certain work, buyers preferring to pay the high price and insist on the quality being equally high. Some markets have announced reductions, but the movement has not become general. It had been expected that the meeting of tool builders in New York would be followed by something approaching a general announcement regarding policy and prices for the ensuing year, but so far there has been nothing forthcoming apart from the announcement of the president, that costs were still very high, and would hardly permit of reductions. Tool builders in Canada are in the same position, and it is very doubtful if they can make reductions that would assist sales.

"Buying in the small tool division is small, and the territory is being combed for business more thoroughly than any time since the beginning of the war.

The scrap metal market is becoming known for the business it is not doing, rather than for any volume of trading that is taking place. Prices have been cut to the bone, but the market remains the same, listless and inactive. The big buyers, even at low levels, are not in the market.

WANT POPULAR ELECTION OF ALL HEALTH BOARDS

Memorial To Be Sent Government by Western Ontario Academy of Medicine.

New ways of electing boards of health were suggested at the meeting of the Western Ontario Academy of Medicine at Victoria Hospital last night. Dr. W. J. Tullman moved that the Legislature, and for popular election of boards of health elected, and this motion was carried, after the addition of a rider introduced by Dr. J. Cameron Wilson, to the effect that the city council be asked to appoint for 1921 two aldermen to the board, two members to be nominated by the Academy of Medicine, and the fifth to be appointed by the Mothers' Club Federation or some other organization in the city.

The academy will enlist the co-operation of organizations in other districts to support the memorial to the Government asking for popular election of members of boards of health.

President George McNeil reported that already 125 members of the medical profession in London have joined the academy, and more than half the county physicians have affiliated themselves with it.

The establishment of public health clinics was discussed at considerable length. These clinics will cover prenatal examination and treatment, infant welfare, child welfare and treatment of tuberculosis, cancer and other diseases, as necessary demands.

Dr. W. J. Tullman stated that 30 per cent of the people of the United States were doing without medical attention, and that statistics would probably show just as high a percentage of citizens in Canada dispensing with the services of the medical profession. The medical profession must take up public health work, or else state medicine is not many years away.

Universal examination of all citizens was a matter for the future, he said, but it was clearly the duty of the medical profession to take steps towards which enlightened public opinion was travelling. It remained in the hands of physicians to decide whether that service should be demanded by the Government or given voluntarily by the profession.

The public health clinics will not be entirely free, the people preferring to pay something, he stated. A fee of \$25 a day and expenses was suggested as the pay for clinicians.

VASA PRIHODA, WORLD'S GREATEST VIOLINIST, COMES TO LONDON

NEXT WEDNESDAY EVENING.

London First City Outside of New York To Hear Him.

Several violinists have brought from Europe, and justified here, big reputations in the last few seasons, but none comes with a greater name than Vasa Prihoda, the youthful Bohemian, who comes to the Grand Opera House next Wednesday evening under the auspices of the London Musical Art Society.

Dr. Paganini played as well, he certainly could have played any better," was the exclamation of Toscanini at the court in Milan which marked the beginning of Prihoda's rapid rise to fame. The concert had been arranged by Maestro Bagnoli, formerly a conductor at the Metropolitan Opera House, New York, after hearing the young Czech play in the little restaurant, La Grande Italia, and that hearing was purely accidental.

Prihoda had come to Milan with one companion, a penniless and friendless, almost as a war refugee from Prague. It was on Christmas Day, 1919, and the two youths were hungry. Prihoda had approached Signor Ferrario, proprietor of the restaurant, to play at a concert for food and a little money. He had borrowed a violin from a member of the orchestra and won Bagnoli's immediate attention.

A week later, Prihoda's name had appeared in the papers. There followed a series of concerts that made his fame secure, and then came invitations from many countries in Europe and North and South America. Fortune Gallo, the grand opera impresario, offered him the post of soloist in the principal cities of the United States and Canada. But first, he decided to visit his native land, and he was hailed as the greatest violinist of his time, and it is this reputation which his early appearance here will sustain.

Prihoda's overnight leap from comparative obscurity to fame was without exacting preparation. Before the war interrupted his career, he was already marked as a great success in the Conservatory of Prague, the famous institution from which have come Kubelick, Land, Nernst, Ondrick and Cocian, and where he studied under Maestro Marak. But Bohemia, like the rest of the Central Empire, offered no opportunity to the young artist after the war, and he remained for him to seek in Italy the chance he got a year ago. Seats go on sale at Grand box office Monday morning next at 9 a.m.

HOME DIRECTOR DIES.

London, Nov. 12.—William Baker, honorary director of Dr. Barnardo's Home, and well known in Canada, is dead.

I SUFFERED FIVE YEARS

Finally Was Restored to Health by Lydia E. Pinkham's Vegetable Compound.

Paris, Ont.—"For five years I suffered from pains caused by displacement of my organs and in my back. At the end of this time I was unfit for work and was taking different medicines that I thought were good. I saw the advertisement in the papers of Lydia E. Pinkham's Vegetable Compound and took it faithfully. I am now in perfect health and do all my own work. I recommend it to others, and give you permission to publish this letter in your little books and in the newspapers as a testimonial."

—Mrs. D. CASSADY, Box 461, Paris, Ont.

Why women will continue to suffer so long is more than we can understand, when they can find health in Lydia E. Pinkham's Vegetable Compound. For forty years it has been the standard remedy for female ills, and has restored the health of thousands of women who have been troubled with such ailments as displacements, inflammation, ulceration, irregularities, etc.

If you want special advice write to Lydia E. Pinkham Medicine Co. (confidential), Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.

OBTAINING OF FUNDS FOR SUB-STATION BY BILL GIVEN APPROVAL

New Structure Will Save City \$4,000 to \$5,000, Mr. Buchanan Figures.

BANDSTAND FOR PARK

Should Be Brick, Thought—Best of Water Found in East End.

The proposed plan to include \$35,000 in the city of London bill for the building of a hydro sub-station in the east end of the city, so that the power can be distributed to better advantage, was approved by the members of the public utilities commission at a meeting on Thursday afternoon.

It was claimed that such a move would save the city from \$4,000 to \$5,000 a year. The direct line would still run through the old sub-station, but instead of running to the hydro station at Ridout and Horton streets, to be distributed to the different portions of the city, the power would be directed to the new station which would supply the power to the east end of the city. The hydro station on Ridout street would then only supply the power to the south, north and west portions of the city. It was stated that this would save lines and other expenses connected with the present plan of distribution.

A recommendation was carried instructing Mr. Buchanan to prepare plans for a new band stand to be built in Victoria Park. It was suggested that the new stand should be built of brick, and of a permanent nature. It is to be larger than the old one. Mr. Buchanan announced that he had written for plans.

According to word received by Mayor E. S. Little, two bear cubs which have been presented to the city by the estate of the late George Taylor, who was at one time mayor of this city, are on the way here from New Liskeard. The cubs are of the black bear breed, which are common to Northern Ontario. The large bear now at the zoo will probably be disposed of the spring.

Near Completion.

Mr. Buchanan announced that the new reservoir will be completed next week. If favorable weather prevails, an official opening will be held. According to an analysis of the water obtained in East London, near the Empire brass works, and the Toasted Corn Flakes Company's property, made by an analyst of an outside firm, the water proved to be better in the matter of purity than any obtained in the city. Further tests will be made to determine a quantity of water. The water was obtained from a depth of 150 to 200 feet. If it is found that a sufficient quantity of water can be obtained to warrant the drilling of wells, they will be the deepest in the city.

Mr. Buchanan announced that a good plan to adopt by the commission would be to supply water readers with a uniform. One of the members thought that a cap would be sufficient. After some discussion Mr. Buchanan was requested to get a price on coats and caps, and report to the commission at the next meeting. Because of complaints that men have obtained access to houses on the pretense that they were meter readers representing the hydro department of the public utilities, Mr. Buchanan was prompted to take some action in the matter. All meter readers are supplied with a badge to identify them but it is believed that they should wear some distinctive uniform. Then it would not be necessary for citizens to request the man to show his badge.

To Cure a Cold in One Day.

Take Grove's LAXATIVE BROMO QUININE tablets. The genuine bears the signature of E. W. Grove. 30c. jxvt

ALLOWANCES TO BE PAID IN FEW DAYS

Mothers in This District To Get First Payment, Commission Announces.

Rev. T. D. McCullough, secretary of the Social Service Council, announced this morning that within the course of a couple of days the first payments to mothers with dependent children will be made by the mothers' allowance commission. The mothers who will receive their first payments are in the municipalities of London, Guelph, Preston, Kingston, Owen Sound, Woodstock, Oxford and York County.

The commission at Toronto informed Mr. McCullough that it was doing its utmost to expedite matters and deal with the indorsed application in order. Mr. McCullough pointed out just what sum of money was involved in making these first payments.

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YOU BELIEVED IN ME IN 1917; I HAVE NOT CHANGED

W. G. Charlton

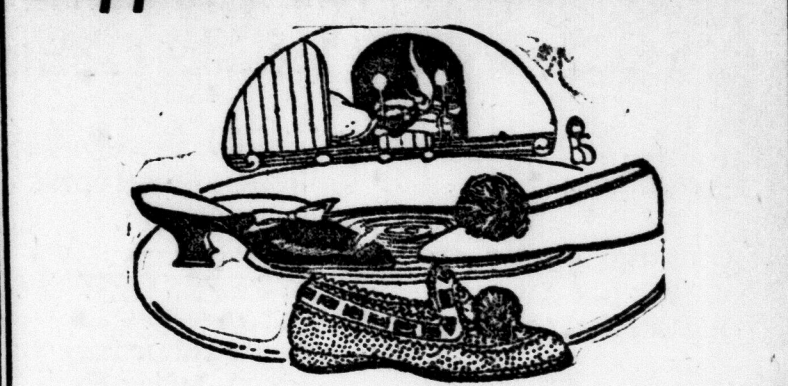
Thursday, Nov. 18 — Aylmer. Hon. Mackenzie King, W. C. Kennedy, M. P., and W. G. Charlton.

Friday, Nov. 19—Port Stanley.

Saturday, Nov. 20 — Aylmer, Star Theatre.

Nov. 22.

Slippers for House Wear



It's a long time since we have been able to show you so many styles and novelty effects as are being shown. A favorite is illustrated. It's but one of the many which we will be glad to show you at any time.

We have always taken a lot of care in selecting a large assortment of colors, and this year has surpassed any previous record, and we feel satisfied that we have the style and color to suit your particular requirement.

Ladies', \$1 and up; Men's, \$1 and up; Children's, 60c and up.



Thomas Dundas Taught His Daughter to Save

Adelaide Dundas received from her father a weekly allowance of \$3.00.

Six months ago she asked him to increase this to \$5.00. He did. At the same time he opened a Huron & Erie Joint savings account thus: "Thomas and Adelaide Dundas, or either, or survivor."

\$5.00 has been deposited each week in the account. Adelaide has managed to get along with \$3.50 a week. The difference for six months appears at her credit in her passbook.

Huron & Erie Joint Savings Accounts encourage children to save.

The Huron & Erie MORTGAGE CORPORATION

"Older than the Dominion of Canada"

Richmond St., Opp. Postoffice, Chas. J. Clarke, Manager.

Market Square, Opp. Walter T. Westby, Manager.

Dundas St., Opp. Rectory St., A. H. Whitlow, Manager.

T. G. MEREDITH, K. C., President.

HUME CROVYN, General Manager.

- - COWAN'S - -

No inferior goods come in or go out of this store. It would be well to keep this in mind when you are in need of high-quality goods. Take a look at this summary of the things you need:

GARBAGE CANS.

All sizes, \$2.00 to \$6.50 each

ASH SIFTERS.

Wood sides 45c each
Tin sides 50c each
Galvanized iron 60c each
Dustless Ash Sifters, each \$5.00 to \$8.00

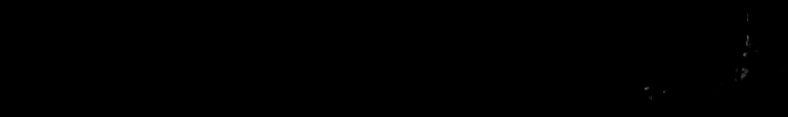
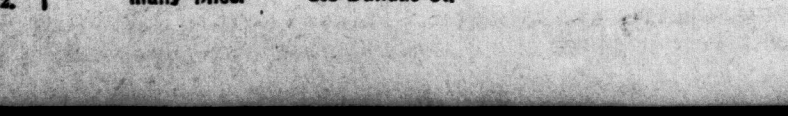
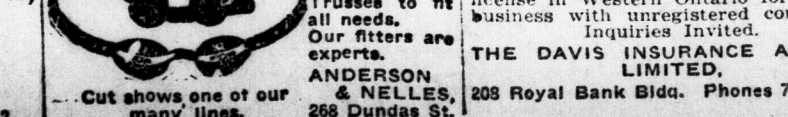
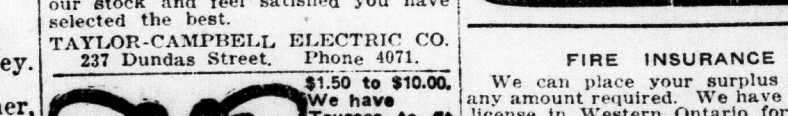
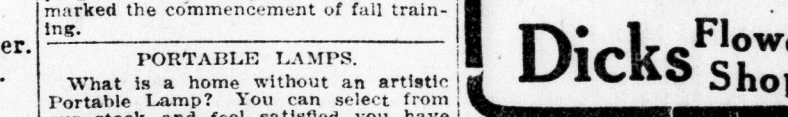
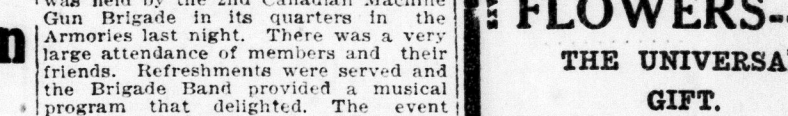
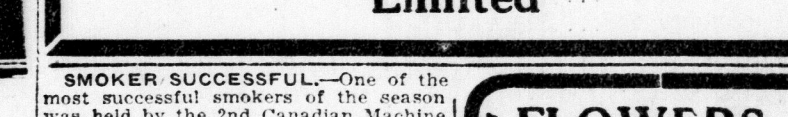
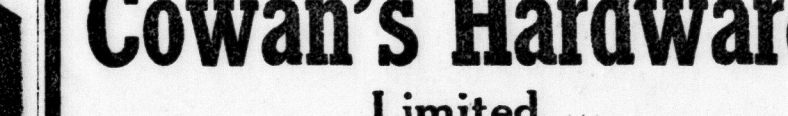
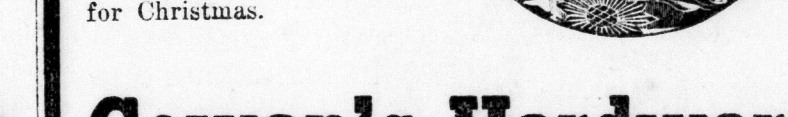
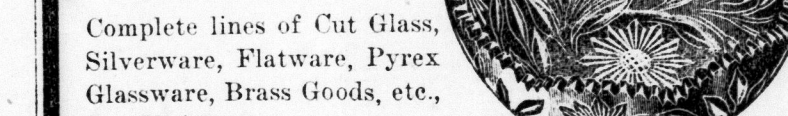
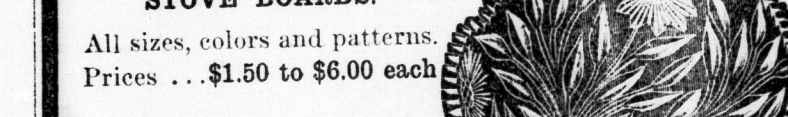
COAL SCUTTLES.

Black Japanned, plain 75c
Black Japanned, hood \$1.25
Galvanized Iron, plain \$1.50
Galvanized Iron, hood \$1.75

STOVE BOARDS.

All sizes, colors and patterns. Prices \$1.50 to \$6.00 each

Complete lines of Cut Glass, Silverware, Flatware, Pyrex Glassware, Brass Goods, etc., for Christmas.



Every Hat To Be Sold at HALF PRICE
On Friday and Saturday at
JOHNSTONE'S 224 Dundas Street

