TOUCHES THE RIGHT SPOT. ROWAT'S Coffee is of known excel-nce. Its extensive use by discrimi-ating consumers is the best evidence. Its pleasing character. If you enjoy offee which is 100 per cent good all the me, drink ROWAT'S and know com-

T. A. ROWAT & CO. 250 Dundas Street. t Phone 3051-3052



The Gold Lorgnon -aristocrat of eyeglasses -charming, useful, convenient. Handy for shopping; excellent for party

casions. We have some

eautiful new styles. Carlyle EBILCOC OPTICIAN

Dundas Street. Phone 2351. Two Doors East of Majestic.

A Club Bag You'll Be Proud To Carry

Visit our basement and see the charming display of those "just a little better" Club Bags, so aristocratic in appearance that you will be proud to carry one on your journey. The ideal gift.

Cook's Shoe Store

FRENCH IVORY

Iniald French Ivory Comb, Brush and Mirror Set, coraltour, with gold circles.

Comb, Brush and Mirror, blue and gold stripes. Comb, Brush, Mirror and Mani-cure Set combined, black and gold stripe, with basket and rose de-

Complete Set, blue band, with rose design.

C. H. Ward & Co. Diamond Merchants and Jewelers 386 Richmond St. Phone 1084.

QUALITY UNSURPASSED. Our guarantee goes with every elec-trical appliance that leaves this store. Boods of History COX ELECTRIC CO., Phone 2671,

A. L. Oatman. F. W. Hunter. A. L. Oatman Formerly Smith, Son & Otarke Funeral Director MOTOR AMBULANCE. Facilities and Service unsur-passed. Office and Funeral Par-lors, 115 Dundas. Phone 536.

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AND EMBALMER 418 RICHMOND ST. PHONE 1968

N. J. GRIFFITH FUNERAL DIRECTOR AND EMBALMER. 104 Dundas Street, London. idence on premises. Phone 459. Private Ambulance Service. aware Branch: W. Acre. Mgr.

J. FERGUSON'S SONS

176-178 KING STREET. neral Directors and Embaimers. ndsome Motor Car or Hearse Equipment. or Night Service.

Double Mileage

Art Wilkes

Canadian Bureau of Creditz

The London Loan and Savings Company of Canada

Money received on Deposits and Debentures. 4 to 5½ per cent interest allowed.

M. J. KENT, Manager.

OPENING DAYS. LADIES' NEW HATS

201 DUNDAS STREET.



OTHING more useful and yet something that combines utility with personal adornment.

A wrist-watch is considered one of the choice pieces of jewelry that can be worn with any gown or at any occasion whatso-

A variety of styles is yours for the asking, at a wide range of prices. Although differing widely in price, each watch is of that sterling quality that has gone far in the making of Young's watches popular.

Priced from \$20 to \$250.

Diamonds and Watches. London. East London.

Watch Health Improve Strength Increase Living Cost Go Down----

IF YOU MAKE Johnston Bros.

the feature of every meal. Fresh at your grocer's today

EXCHANGE RATE AND SPECULATION STOP

EXPORT OF BUTTER Wholesale Merchants Worry **Over Present Trade**

Conditions. MONTREAL, Oct. 22 .- The export of outter is now practically non-existent are exercised over their position. Canada produces more butter than she can consume, it is claimed, and she must export the balance. Some butter has been exported to European countries it appears, but Canada's big customer for butter is Great Britain and the price set by the British Government is considerably too low for merchants here unless they are willing to take a heavy loss. The rate of exchange is the main factor that prevents sales, but besides that is speculation, which it is claimed, has caused merchants to lay in heavy stocks at unduly high prices.

NO OFFICIAL WORD OF RIORDON PULP CO. PLAN

MONTREAL, Oct. 2. - Directors of the Riordan Pulp and Paper Company adjourned today, after protracted consideration of the improtracted consideration of the impending share capital reorganization of the enterprise. No official statement was forthcoming, but it is believed in well informed circles that holders of the present securities will be asked to approve of a plan likely to be decided upon by the directors, to issue three and a half shares of no par value stock for each share of old of a par value of \$100 presently held.

DIED IN SARNIA. MELBOURNE, Oct. 22.—Dr. A. T. Brown and Mrs. Brown left today to attend the funeral of the former's father, Francis Brown, who died on Thursday at his home in Sarnia at the age of 85 years. He was born in Yorkshire, England, and came to Candal when seven years of age and lived Yorkshire, England, and came to Canada when seven years of age, and lived in Montreal for a number of years. Mr. Brown was a member of the Methodist Church for over 60 years, a class-leader and an active temperance worker and a member of the general missionary committee of the London Conference. He leaves five sons and three daughters: Rev. A. T. Brown, pastor of the Methodist Church, Melbourne; Rev. A. H. Brown of Woodslee; Rev. G. E. Brown, Conklin, Michigan; Albert J. of Sarnia, Joseph B. Brown of Port Huron, Mrs. George Shepardon of Port Huron, Mrs. George Shepardon of Sarnia and Mrs. A. Tomlin of Port Huron.

QUEER TELEGRAM. GREENVILLE, S. C., Oct. 22.—"Sam, I heard you is dead; if you is, telegram me; if you ain't, send me \$10." This is the copy of a telegram received here recently by a negro, John Collins, from another negro living in North Carolina, Collins, who was about recovered from recent gunshot wounds, drafted this answer: "I is dead, your ten will be oplied to a coffin."

PEELINGS ESSENTIAL. PEELINGS ESSENTIAL.

CHICAGO, Oct. 22.—Apple and potato peelings are quite essential to the diet, according to Dr. S. R. Boynton, of Bellingham, Wash., who read a paper before the Society of Physical Therapeutists at the Hotel La Salle. Sour milk and oatmeal, he said, also were to be recommended. And the reason the Scotsman was so hale and hearty, he added, was because he lived on oatmeal and the grace of God.

COFFEE PRICES ARE

Many Other Grocery Lines Are Coming Down Also.

The following comment on the mar-ket situation as regards food stuffs appears in Canadian Grocer this

ket situation as regards food statis appears in Canadian Grocer this week:

There are not many price changes manifested in the markets during the week. The tendency on most lines of commodities is for a gradual movement downward. Business and collections are reported satisfactory by wholesalers and retailers, although buyers continue to confine purchases to day to day requirements.

to confine purchases to day to day requirements.

Montreal—Slightly easier prices are quoted this week on beef; beef cattle have been arriving in better supply. The change is not large, amounting to one or two cents a pound on certain cuts of meat. The egg market holds very firm at the high prices. Butter shows a strong market with an advance of one cent per pound. The lard market is very strong and shortening is also strong in sympathy with the lard market. The market for cooked meats has fallen off in demand owing to the cooler weather. Sugar is in a very unsettled condition. There may be a very sharp change in the prices within a few days and on the other hand—present prices may hold for some time. There

is a reduction of ten cents a gallon on the price of molasses. There is a general reduction in the price of nuts. Figs are lower and the quotations on evaporated apples show a reduction of four cents a pound. California dried fruits will this year be scarce and very expensive. Some Norwegian sardines are one dollar a case cheaper. The tea market shows more strength for the better grades. Coffee is expected to decline another cent a pound by the first of the month.—Lamp chimneys are 25 and 35 cents a dozen dearer. Toronto—The markets generally continue to show indications for a gradual downward movement, although with the exception of cereals few price changes have been effected. Business on sugar has been practically suspended pending the outcome of the conference between the Government and the refiners. Many wholesalers are offering sugar below the present market price. It has been intimated from a reliable source that sugar would be ruling at a lower basis by the end of the week. The raw sugar market during the week. The raw sugar market during the week has been quiet with rather a steady undertone. The weak condition on the grain market is reflected in the market for cereals and a further decline can be expected. Cornmeal and rolled oats has shown another decline during the week.

Little Daughter of Mrs. Geo. Spotton, Wingham, Has Sad Experience.

[Special to The Advertiser.] WINGHAM, Oct. 22.—Running her home from play about 6 o'clock this daughter of ex-Mayor and Mrs. George Spotton, found her mother dead on the ouch. At first the little girl though her mother was asleep and made an effort to rouse her, but getting no response ran to a neighbor's for help, which was at once given, and a doctor called, who pronounced life extinct. Death had evidently followed a sudder attack of heart-failure, for Mrs. Spotton was down town apparently in her ton was down town apparently in her usual health at 4:30 p.m. Ex-Mayor Spotton, who was in Toronto, was immediately notified. The deceased lady was the daughter of Mr. John Glen of Listowel, in which town she was born. coming to reside in Wingham about 17 years ago. She is survived by her husband, one daughter and her father. Arrangements for the funeral have not yet been made.



First selection in Furs means much in richness of appearance as well as serviceable

Our showing now comprises the choicest of the season's pelts, and early buying secures many advantages unobtainable later on.

Hudson seal pelts, lined either

with best pussy willow silk or

rich Swiss brocaded satin. A

large roll collar and deep cuffs

of best selected dark Canadian

beaver and half belt with con-

trasting buckle, greatly add to

the appearance and cosiness of

this most serviceable and pleas-

ing garment. Price: 28 inches

long, \$450.00; 32 inches long, \$478.50; 36 inches long, \$517.00;

Hudson Seal Coat, 36 inches

long, half belt, large roll collar

and deep cuffs of Alaska sable

and lined throughout with

pussy willow silk. Price \$539.00

long, lined with Swiss brocade, half belt, slash pockets, large

roll collar and deep cuffs of best

quality Canadian beaver. Price

Hudson Seal Coat, 36 inches

long, lined with Swiss brocade, full belt, large roll collar of

Australian opossum, deep Hudson seal cuffs, Price...\$547.25

HOSIERY

All-Wool Heather Hose

Price \$2.25 Pure Silk Hose. Price..

..... \$2.00

Hudson Seal Coat, 40 inches

40 inches long, \$550.00.

NO. 160 STYLE This model made from firstchoice, selected, rich-colored

Hudson Seal Coat, 32 inches long, with large roll collar and deep cuffs of ringtail opossum, half belt and lined throughout with flowered silk poplin. Price

profits.

All prices given are

based on our own man-

ufacturing cost, so that

our customers may, be

able to purchase direct

and save all middle

LL PRICES QUOTED

INCLUDE LUXURY

..... \$451.00 Plain Near-Seal Coat, made of selected skins, large roll collar and deep cuffs and lined with flowered silk poplin. Price\$275.00

Natural Canadian Muskrat Coat, 32 inches long, lined with pussy willow silk, large roll collar and half belt of Hudson seal and deep muskrat cuffs. Price\$275.00

Australian Opossum Cape. Price ,..... \$77.00

Beaver Capes. Price \$82.50 Hudson Seal Tie, trimmed with ermine. Price\$57.75

Hudson Seal Muff, trimmed with ermine. Price\$57.75

SCARFS

New Silk Scarfs, in fall shades, in plain and striped



Ladies' Wear Department

CHOICE, EXCLUSIVE MODELS, IN THE LATEST STYLE, ARE DAILY COMING FROM OUR FACTORY AND ARE ADDED TO OUR SHOWROOM DISPLAY. ALL ARE OFFERED AT MANUFACTURERS' PRICES.

This No. A33 style, made in best English broadcloth, serge, tricotine or velour, richly trimmed with fur, silk lined and embracing all the features of the most recent American productions. We are offering in navy, black, brown, taupe, reindeer, etc.

Price, tax included \$70.00

Taupe Broadcloth Suit, with effectively embroidered and beaded side effect, convertible seal collar, with front and back panel trimmed with banding of seal, finished with contrasting buttons and lined with brocaded silk. Price\$100.50

Navy Serge Suit, coat is made in box effect with inverted pleat in back and neatly embroidered buttons, full belt, convertible collar and lined with silk. Price \$65.75

Navy Serge Suit, made with small box pleat in back, trimmed with silk stitching and fancy buttons, full belt, convertible collar and lined with silk. Price \$42.00 Brown Velour Suit, back of coat is made with small pleats and

trimmed with buttons, full belt, geated pockets and lined with silk. Price \$45.50

Taupe Bolivia Cloth Coat, back is made with loose panel effect with banding of embroidery and trimmings of balls, beautifully embroidered sides, complete sash, large cape collar with gathers and banding opossum, fancy cuffs, and lined throughout with flowered silk poplin.

collar, and lined throughout with silk. \$70.75 Navy Velour Coat, made with loose back, pockets and cape collar trimmed with stitching. Price \$34.50

NECKWEAR New Lace Collars, in filet and embroidered nets. Prices \$1.50, \$2.00, \$2.50, \$3.00

BLOUSES

White Crepe de Chine Blouses, with tuck fronts and convertible collars. Price \$10.50 and \$11.25

Extra Heavy Quality Crepe de Chine Overblouses, in colors of navy and peach.

White Habutai Silk Blouses, with convertible or sailor collar. Prices \$5.50 to \$9.00 White and Navy Georgette Blouses, with kimono sleeves. Price \$6.75

GLOVES

Chamoisette Gloves, in black, white, sand and grey. Price\$1.00 and \$1.25 Kayser Silk Gloves, in all shades. Price \$1.00, \$1.75 and \$2.00

Phone 1319

196 Dundas Street

TRIED TO CROSS ROAD AHEAD OF AN AUTO: CHILD'S HIP BROKEN

[Special to The Advertiser.] [Special to The Advertiser.]
WINGHAM, Oct. 22.—Running across
the road in front of her home this
evening, Margaret Armstrong, youngest daughter of Rev. Mr. Armstrong, of
the Methodist Church, was knocked
down by an auto and one of her hips
fractured. Medical assistance was
called and the fracture set and the
child is reported to be resting easily.
It is stated that the little girl saw the
auto, but thought she could get across
in front of it.

MALE TEACHER'S SALARY MUST BE INCREASED TO

Declared Minister of Education Address to Teachers at Stratford. STRATFORD, Oct. 22.—Hon. H. R. Grant, minister of education, spoke briefly at the closing session of the teachers' convention today. He referred to the few men in the teaching

Into a Crockery Teapot

Put a teaspoonful of the genuine

for every TWO cups. Pour on freshly BOILING water and let it stand for five minutes. THE A \$2,000 MINIMUM RESULT will be the most perfect flavoured tea you ever tasted.

profession and declared that if men were to continue as teachers, the minimum salary would have to be increased to \$2,000.

The needs of the rural schools for development in domestic science, manual

What Makes Good Bread?

It's not just the skill of the baker. It's not just the oven. It's not just the flour. It's not just the recipe-but a combination of all.

Parnells

is the result of that combination in perfect form.

The best of flour--The finest of ovens

A tried and tested recipe, and an army of skilled bakers.

TRY A LOAF TODAY.

PARNELL BAKING CO.

PHONES 929-1390.

Little Eyes Open Wide



There's nothing like NEAL'S. Both between and a It fulfills all our claim to the letter

Bunn the Baker of Neals

To keep the growing child eating—and eating proper food—is an important problem in raising a family.

GOOD WHITE BREAD

is a favorite with the little folks. It not only creates an appetite, but is a wholesome, easily-digested food that keeps children healthy and robust.

Decide today on less pastry and more Neal's Bread.

Phone 1313-2173 for Better Eating.

NEAL BAKING CO., Limited

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