

**Picture Framing**  
The cost of framing in our picture framing department is surprising. Every new wood, new style, and new finish is here to choose from.

**GRAVES'**

**We'll Keep You Warm**

**WEGNER CLOTHING CO.**  
Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

**London's Largest Workingmen's Outfitters**

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Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

**London's Largest Workingmen's Outfitters**

**Sweater Coats**  
IN ALL COLORS.

For the Whole of London. Over 2,000 Coats, the largest stock we've ever carried. We made this mammoth cash purchase from the Monarch Knitting Co., of St. Catharines, at 50c on the \$1.00. The shipment has been divided into lots, and will be sold as follows:

- LOT 1—Up to \$1.25 value, without collar . . . **69c**
- LOT 2—Up to \$1.50 value, without collar . . . **95c**
- LOT 3—Up to \$2.00 value, with collar . . . **\$1.49**
- LOT 4—Up to \$2.75 value, with collar . . . **\$1.95**
- LOT 5—Up to \$3.75 value, with collar . . . **\$2.69**
- LOT 6—Up to \$4.75 value, with collar . . . **\$3.69**
- LOT 7—Up to \$5.25 value, with collar . . . **\$3.95**
- LOT 8—Up to \$5.50 value, with collar . . . **\$4.69**
- LOT 9—Up to \$7.50 value, with collar . . . **\$4.95**
- LOT 10—Up to \$9.50 value for . . . **\$7.39**

**15 Doz. Men's Trousers**  
Value up to \$3, for **\$2.25**

**Sample Hat Sale**  
15 Doz. Sample Soft Hats Up to \$3 Value Sale Price. . . . **\$1**

Exclusive manufacturers' agents for the best Canadian and American makes of Overalls.

**371 Talbot Street**  
OPPOSITE MARKET.  
Open Evenings. Phone 1849.

**C. H. WARD & CO.**  
Diamond Merchants and Jewelers

**NEW ADDRESS**  
**386 RICHMOND**  
Phone 1084

**FLOWER BEADS**  
In ten different colors. See them in their before buying. 19-inch strings . . . \$1.50 22-inch strings . . . 2.00 45-inch strings . . . 3.00 The store with the stock and one price the year round.

**W. J. Wray & Co.**  
234 DUNDAS ST., LONDON, ONT.

**Your Eyes May Need Help**  
Consult Our Specialists.  
**THE BROWN OPTICAL CO.**  
Dundas Street. Phone 1877.

**Pre-Season Sale FURS**

**BELTZ & CO.**  
Practical Furriers

**QUALITY STORE**  
This store is a pleasure place to visit. There is always something new in pure foodstuffs for you to consider. It is noted for its cleanliness and its brightness. Our prices for first quality goods are the lowest, our phone service good, our delivery prompt.

**Cresca Olive Oil**  
The world's purest Olive Oil, per bottle . . . 30c, 50c, \$1.00  
Genuine Japanese Crab Meat, per tin . . . . . 65c

**Coffees**  
Our Special Blend is one of the best advertisements we have. Use it once, always use it. Per lb. 45c  
Our No. 2 Blend of Coffee is good coffee. You may pay more money for not as good quality. Per lb. 35c

**Harry Ranahan**  
515 Richmond Street  
Phones, 1042 - 3323

**FEDERAL PORTFOLIO AHEAD OF SIR ADAM**

Ottawa Influence Shown in Selection of Premier—More Cabinet Changes Soon.

[Special to The Advertiser.]  
TORONTO, Oct. 1.—The dropping of Sir Adam Beck from the Ontario cabinet is taken by some who claim to be acquainted with Conservative machinery as an assurance that a Dominion portfolio is awaiting the new formation of the cabinet. The Ontario cabinet is expected to take over the development of hydro-electric power in all the provinces and form a Dominion Power and Utilities Commission. Sir Adam Beck was in Ottawa last night, and is reported to have declined to discuss the change in the Ontario cabinet, while the official statement issued at Queen's Park is to the effect that he had requested to be relieved of cabinet responsibilities.

The influence of the present Federal cabinet in the formation of the new provincial cabinet is reflected in more ways than the dropping of Sir Adam Beck. Hon. W. H. Hearst for the premiership, is the nomination of Hon. Frank Cochrane, minister of railways and canals, who, it has been understood, had the refusal of the premiership of Ontario.

**Sir Adam's Activity.**  
Sir Adam Beck, while having worked ardently through the influence of the great public utility which he headed for the return of the provincial administration, is believed to have rendered this service for the interests of the Dominion Council, and with a view to the hydro commission being merged into a Dominion commission.

Sir Adam's splendid activities did not stop with the return of the past administration. Immediately the Federal cabinet became seized of the gravity of the European war, he became active in the purchase of remounts for the Canadian military service.

**Soon More Changes.**  
The arrangement of the new cabinet is obviously temporary and the allotment of portfolios has been done with an eye to eliminating party friction. It cannot long remain in power and pressure only induced him to stay in the Government.

Eastern Ontario has only one representative, Hon. R. F. Preston, and a later reorganization will likely see T. W. McFarley go into the legal branch and G. Howard Ferguson given a post.

**Three By-Elections.**  
The date for the by-election in West Elgin will probably be decided tomorrow after the new cabinet is sworn in and constituted to do business.

The other by-elections in West Hamilton, Col. Hendrie's former seat, and Dundas, formerly represented by Sir James Whitney, have not yet been considered.

**MAY HAVE DIED IN SWAMP.**  
Kingston, Oct. 1.—Residents of Collins Lake fear that John Barnes, who mysteriously disappeared a few weeks ago, became emmeshed in the marshy lands that surrounded his home and was submerged.

**Seen the Comfort Shoes For Women**  
They are made in all shapes and sizes to remedy any case of tender feet. Come in and inspect them.

**J.P. COOK CO.**  
The Store that Serves You Best  
147 Dundas St. West, Toronto 57

Remember These Addresses:  
252 DUNDAS ST.  
344 RICHMOND ST.

**Standard Drug Stores**  
At **PETERS SHOPS**

**Cake Special**  
Imperial Cake, on Saturday . . . . . **21c**  
This is a good one and a bargain at the price.

**Candy Special**  
Toasted Marshmallows, Walnut Marshmallows, on Saturday, per lb., **23c**  
You know how splendid our Marshmallow is.  
And many, many other goodies.

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You know how splendid our Marshmallow is.  
And many, many other goodies.

**ENEMY'S CENTRE BROKEN IN EAST**

German Losses Reach 20,000 in Battle at Druskieniki.

**FAIL TO CROSS NIEMEN**  
Czar's Troops Capture Augustowo and Koptzyewo and Much Booty.

[Canadian Press.]  
LONDON, Oct. 1.—11:35 p.m.—A Petrograd dispatch to Reuter's Telegram Company says: "In the Suwalki district, from the left flank of the Germans, the Russians foiled two desperate attempts to force a passage of the Niemen River, between Olita, on the north, and Druskieniki, on the south. Military critics point out that with the capture of Augustowo and Koptzyewo, the Russians have broken the German centre. "The German line extended from Osowetz to Simno, and the Russians, with great bravery, have expelled the Germans from their entrenchments on the lakes, which are divided by only from two to five miles of dry land. "According to the newspaper, the German losses at Druskieniki amounted to 20,000. The Russians have mined the roads, so that many German guns have been embedded and lost.

**Special Battery of Trophies.**  
PETROGRAD, Oct. 1.—Via London, 9:55 p.m.—The special correspondent of Reuter's Telegram Company, who has just returned from one of the Galician battlefields, reports that from Lublin southward he found the country devastated and deserted, and the villages burned or razed to the ground.

At Tomaszow depots for Russian troops of war had been improvised in barns among the villages, which are of hovelized, quick-timers and mortars, many of which had not even been fired, and the majority of which were undamaged. The Russians proposed to establish a special battery of artillery with these guns.

**Rushing More Troops.**  
ROME, Oct. 1.—(Paris), Oct. 1.—9:58 p.m.—According to dispatches reaching here, all the Bohemian and Moravian railroads are congested with German troops and war material, which are being transported to the Russian front. Germany is making a supreme effort to face the Russian advance and all civilian transport has been forbidden.

Dispatches from Vienna say that the Austrian staff is entirely dependent upon that of Germany, which has assumed the supreme command in the campaign against Russia.

**BRITISH REINFORCEMENT WORRIES THE GERMANS**

Berliner Tageblatt, However, Attempts To Keep Up Faith in Victory.

[Canadian Press.]  
AMSTERDAM (via London), Oct. 1.—9:25 p.m.—The Berliner Tageblatt in a leading article says: "The German people await anxiously, but with confidence, further news from the French war theatre. The news of the great advance of the French troops against the flank of our line would not unbalance us. We know that our front line is protected by broad echelons (line behind line, the south end of one overlapping the north end of the line ahead), which are ready to oppose such an enterprise. "Even if the French or English forces advance still further in a north-westerly direction, they will always encounter echelons, which our command-eers have kept back in expectation of such advances. "British Reinforcements Felt. "The influence of the British reinforcements makes itself more and more felt. They are effective to impede us, but the results will not be lasting. Victory must be ours all the same. If it is gained after difficulties, it will be all the more worth while. "The centre of the battle front is silent, listening breathlessly to the struggle on both wings. Around Verdun a decision comes nearer, we have forced our way through the forest of Argonne, but found on the heights on the west of the Meuse a strong position, which the enemy had prepared. The French are experts at building positions in their rear. "French Prepared Before War. "We know that such positions were, as far as possible, constructed long before the outbreak of the war. "After expressing the opinion that the German armies between Verdun and the Argonne constitutes a great menace to the French, the article continues: "But the obstinacy of the French attack, which always returns, and the advance against us deserve just appreciation, and will have taught a lesson to all who expected an easy time."

**ZEPELIN PUT TO FLIGHT BY AIRSHIP**

LONDON, Oct. 2.—12:50 a.m.—A dispatch from Antwerp to the Reuter Telegram Company says that a Zeppelin was reported last night successfully over Moll, Bethy, Turnhout, Bourg-Leopold, Merxplas, Brecht, Corstmalie and Westmalie and at 3:30 in the morning it dropped bombs near Fort Broesehem without serious damage. It then approached Antwerp but was put to flight by the forts.

**CAPTAIN W. A. CECIL IS KILLED IN ACTION**

[Canadian Press.]  
LONDON, Oct. 1.—10:15 p.m.—Captain The Hon. William Amherst Cecil, of the Grenadier Guards, son and heir of Baroness Amherst, of Hackney, has been killed in action. His name is the only one appearing in the list of casualties issued tonight, under the heading of killed. Otherwise the report records one officer died of wounds and that other officers, previously reported as missing, are now known to be prisoners of war.

**COAL FOR THE WEST.**  
Fort William, Oct. 1.—Coal receipts of private companies of Fort William and Port Arthur are up to date approximately 500,000 tons, which is about 200,000 tons less than 1913 receipts to October 1. Receipts of C. P. R., C. N. R. and Fort William Dock Companies are correspondingly less in comparison to last year's receipts.

**Rowat's Coffee**  
"THE BEST TO BE HAD."  
The quality of Rowat's Coffee maintains it always in the lead as the best to be secured at the price.  
**50c Per Pound**

**ROWAT'S TEA.**  
Our Special Blends of Tea please people who are particular. We sell it in bulk but every ounce will be "tea quality."  
30c, 40c, 50c, 60c and \$1 a pound.

**COD FISH**  
The very finest Cod to be obtained. A real treat. Put "Cod" in your order.  
**HALIFAX COD.**  
1 and 3 lb. boxes, 20c and 60c.

**ACADIA COD.**  
In 15c and 30c packages.  
**SHREDDED COD.**  
In 10c packages.

**OUR BISCUIT SUPPLY.**  
"A Biscuit For Every Taste."  
Over one hundred varieties from the choicest ingredients, including many choice Canadian and English Biscuits that have just been placed in stock. Your favorite is sure to be here.  
From 20c to \$1.00 a pound.

**PHONE ORDERS** Receive the same care and attention as though personally given.

**T. A. Rowat & Co.**  
PHONES—3051 AND 3052.  
250 DUNDAS STREET.

**DRUGS Patents and Toilet Articles At Bargain Prices**

Friday, Saturday and Monday.

- 10c Health Salts . . . . . 8c
- 20c Hydrogen Peroxide . . . . . 9c
- 50c Hydrogen Peroxide . . . . . 39c
- 25c Tooth Brushes, transparent handles . . . . . 14c
- 20c Carbolic Tooth Powder 10c
- 10c Shaving Soap . . . . . 5c
- 15c Transparent Glycerine Soap . . . . . 9c
- 15c Buttermilk Soap . . . . . 10c
- 25c Peroxide Tooth Paste, 19c
- 25c Belladonna Plasters, 12 1/2c
- 25c Carter's Pills . . . . . 14c
- 25c Electric Liniment . . . . . 14c
- 25c Kiler of Pain . . . . . 14c
- 25c Mecca . . . . . 17c
- 25c Mentholatum . . . . . 17c
- 25c Nature's Remedy . . . . . 17c
- 25c Baby Own Tablets . . . . . 17c
- 50c Gin Pills . . . . . 28c
- 50c Dodd's Pills, Pink Pills, Make-Man Tablets, Fruit-A-Tives, Red Cross Kidney Pills, Zam-Buk, Chase's Nerve Food, etc., each . . . . . 34c
- Or . . . . . 3 for \$1.00 (By Mail, postage free.)
- 50c Liquid Sulphur . . . . . 34c
- 50c Canthrox . . . . . 43c
- 75c Am-O-Tone, Dry Shampoo for the hair . . . . . 39c
- 25c Green Soap . . . . . 19c
- 50c Hays' Hair Health . . . . . 34c
- 50c Herpicide . . . . . 34c
- 50c Sage and Sulphur . . . . . 34c
- 50c Parisian Sage . . . . . 34c
- 50c Pinex . . . . . 39c
- 25c Syrup White Pine 2 for 25c
- 25c Williams' and Oakley's Talcum Powders . . . . . 19c
- 50c Nestle's Baby Food . . . . . 39c
- 10c Crepe Toilet Paper 4 for 25c
- \$1.00 Sargol . . . . . 79c
- \$1.00 Burdock and Sarsaparilla at . . . . . 69c
- \$1.00 Warner's Safe Cure, 69c
- \$1.00 Pinkham's Compound 69c
- \$1.00 Eno's Fruit Salts . . . . . 69c
- \$1.00 Syrup Hypophosphites at . . . . . 69c
- \$1.00 Beef, Wine and Iron, 39c
- 10 cases 200 bars Vinolia Castile Soap, regular 35c, at 22c
- 200 pounds Absorbent Cotton, per pound . . . . . 32c

**FALL PROVED FATAL TO MINTO FARMER**

[Special to The Advertiser.]  
HARRISTON, Oct. 1.—Alex. McEachern, of Minto Township, while engaged in helping his neighbor, Alex. McEldan, to shingle his barn, slipped and fell to the ground with fatal results this afternoon. Deceased was in his 72nd year, and as a pioneer of the township was well known and highly respected. He was a progressive farmer, and owned one of the best equipped farms in the section. He was an elder in the Methodist Presbyterian Church, a Liberal in politics and a member of Harriston A.O.U.W.

He is survived by his widow, four sons and four daughters. Martin at home, John, George, Daniel, Toronto; and Rev. Norman McEldan, M.A., pastor of the Presbyterian Church, Brampton; Mrs. Duncan Sinclair, Arthur Village; Mrs. George Broughton, Minto; Mrs. Wm. Parish, Palmerston; and Miss Florence, of the Nurses' Home, Harriston.

**WHEN YOU WANT TO LAUGH—EAT!**

And If You Want to Eat Without Food Fears Take a Stuart's Dyspepsia Tablet After Each Meal.

Laughter, smiles and mirth never go with a "caved-in" stomach. Fancy a man afraid of his food laughing! There is nothing so haunting as the raw sick stomach. It is nothing to be mirthful about.

**PARIAN IVORY**  
comes from France. Owing to European war, these articles are scarce and prices higher. We were fortunate to secure two complete sets of import samples—Mirrors, Brushes, Combs, Manicure Articles, etc. These are on sale at about wholesale prices. Any that are slightly soiled or scratched are at sacrifice prices. This is your opportunity to get high-class goods at bargain prices.

**Saturday Special**  
Chocolates, Assorted Nuts and Creams, Regular 50c pound, at . . . . . 29c  
Fresh-made Molasses Candy, per pound . . . . . 30c  
5c Sterling Gum and Flag at . . . . . 3 for 10c

**Anderson & Nelles**  
DRUGGISTS,  
268 Dundas Street.  
Corner Wellington and Dundas

**Palace Livery**  
ROSS & BOSS,  
Carriages for funerals and all other occasions. Automobile service.  
519 DUNDAS STREET. PHONE 838.

**USE CONNELL'S COAL.**

**CHIVAS**  
Confectionery and Restaurant

Special attention is given in our dining-room upstairs, where we are serving a full three-course dinner and supper for 25 cents, or six tickets for \$1.15. Also lunch at all hours.

**NEILSON'S CHOCOLATES**  
THE ULTIMOST IN CHOCOLATE DELIGHT.  
The Chocolates that are Different.

**3,500,000 MEN READY FOR BATTLE AT CRACOW**

PARIS, Oct. 2.—12:20 a.m.—The Rome correspondent of the Havas Agency says a despatch from Petrograd to the Giornale d'Italia, states that in the great battle which is imminent in the region of Cracow, Galicia, the Russian strength will be 1,000,000 men with powerful artillery, under the command of Generals Rozsky, Brussloff and Dimitrieff.

LONDON, Oct. 2.—4:10 a.m.—It is officially announced at Vienna, according to a Rome despatch to the Exchange Telegraph Company, that the Austro-German army concentrated at Cracow, numbers 2,500,000 men.

**IN CHARGE OF OFFICE.**  
During Dr. A. J. Wycokoff's illness, his dental practice will be in charge of Dr. D. P. Sutton, of Toronto.

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**NEILSON'S CHOCOLATES**  
THE ULTIMOST IN CHOCOLATE DELIGHT.  
The Chocolates that are Different.

**Friday and Saturday Savings**  
AT  
**PURDOM'S HARDWARE**  
PROMPT ATTENTION TO MAIL AND PHONE ORDERS.  
**The Chi-Namel Store**

**ASH CANS.**  
All made of heavy galvanized iron.  
Price . . . . . **75c up**

**X-CUT SAWS.**  
Genuine King Cutter X-Cut Saws; every Saw guaranteed.  
5-ft., each **\$1.65**  
5 1/2 ft., each **\$1.75**  
6-ft., each **\$1.85**  
Complete with handles.

**COAL HODS.**  
All made of first-class material.  
Price . . . . . **30c up**

**CHEMICAL CLOSETS**  
"The Tweed" Sanitary Liquid Chemical Closet is odorless when in use, sanitary at all times and only requires attention once a month. Price **\$18**

**HAMMERS.**  
6 dozen Hammers, worth 40c.  
Now . . . . . **23c**

**MOPS.**  
The Celebrated Wizard Mop, triangle in shape.  
Price . . . . . **\$1.25**  
Polish is made of the Oriental Oil.  
Price . . . . . **25c up**

**PAINT NOW**  
**MELLOTONE**  
is the new and up-to-date Paint for interior decorations. It is sanitary and can be washed. Per quart . . . . . **65c**

**WEATHER STRIPS**  
Now is the time to put Weather Strips on your doors. The Yale Locks are all burglar-proof.  
Price . . . . . **2c**  
a foot up.

**ASH SIFTERS.**  
500 Ash Sifters. Saves many a ton of coal. Price **20c** each.

**ROOFING.**  
Use Weather King Roofing to replace your old roof.  
1-ply . . . . . **\$1.60**  
2-ply . . . . . **\$2.10**  
3-ply . . . . . **\$2.60**  
Complete with caps and cement.

**JACK-KNIVES.**  
500 English Jack-knives, regular 60c. This week, **25c** each.

**CHI-NAMEL GRAINING PROCESS**  
You can grain your own floors and woodwork complete for 2c a square foot.  
Tools only . . . **\$3.50**  
Sets only . . . . . **45c**  
**WONDERSHINE.**  
Reg. 25c, now **10c**

Our expert Lady Demonstrator of Lowe Bros.' Mellotone Paint is again here, and would be glad to interview you, if interested.

**The Purdom Hardware Co.**  
124 Dundas St. 123 Carling St.  
Phones 2800-2801

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124 Dundas St. 123 Carling St.  
Phones 2800-2801

**R. J. YOUNG & CO.**

**Ladies' New Black Coats**  
for Fall and Winter Wear in Fine French Kersey Cloth, Black Curis and Zebelines, lined throughout. Collar and cuffs of black velvet and self-trimmed. Raglan and set in sleeves. Special

**Sale Price \$15**

**Sealette Coats**  
Ladies' New Sealette Coats in three-quarter length with raglan sleeves, full satin lined.

**Only \$20.00 and \$25.00**

**Very Special**

One rack only of Ladies' Tailor-made Suits in black, navy, brown and grey mixed tweeds—not every size in each color. Sizes are mostly 34, 36 and 38. These are regular \$15.00, \$18.00, \$20.00. To clear at . . . . . **\$10.00**

10 dozen only Ladies' White Knitted Vests for winter wear. Sale price . . . . . **39c**

25 dozen Ladies' Heavy Knitted Fleece-lined Vests and Drawers in white and grey. Very special value, per suit . . . . . **98c**

25 dozen Ladies' Black Cashmere Hose. Sizes 8 1-2 to 10. Ribbed hose for winter wear. Regular 50c for . . . . . **25c**

**VERY SPECIAL.**  
Sale of Ladies' Winter Weight Combination Suits in white only. Size 36 and 38 only for . . . . . **85c**

27-inch velvet corduroy in brown, ruby, saxe. On sale for . . . . . **39c**

2 pieces Bath Toweling with fancy stripe. Saturday only . . . . . **5c**

White Union Blankets, colored border whipped ends. Size 60x80. Saturday special, per pair . . . . . **\$2.39**

Fine Twill Table Linen, 60 inches wide, handsome design, special quality. Saturday. Price . . . . . **37 1/2c**

10 pieces dress goods in brown, navy, black, copenhagen, gray, tan. 42 inches wide. Special . . . . . **48c**

Plaid dress goods, 54 inches wide, the very newest combinations. Splendid for odd skirts. Very special for . . . . . **\$1.00**

36-inch Black Pailette Silk. Just as good value as you could get at wholesale price now. Just one piece only. Sale price **96c**

**R. J. Young & Company**