

ROWAT'S COFFEE
The best procurable. Please particular people.
55c PER POUND
250 Dundas St. W. Phone 5551-1051
Canada Food Board License No. 5-1225

20 SHIPS COMPLETED.
WASHINGTON, D. C., Nov. 12.—Twenty vessels totalling 101,000 dead-weight tons, were delivered to the United States shipping board from American shipyards during the first week of November. This is the greatest number of completed ships delivered in any week and brings the grand total of completed vessels to 507.

We are making a fine, fresh lot of

Peters Swiss Chocolate
with nuts and raisins for Thursday's selling.
NOT ONLY A CANDY BUT A SWEETMEAT.
See Our Windows.
PETERS SHOPS
Canada Food Board License 11-875.

Consider That Extra Dollar--
A pair of shoes at a dollar more may wear twice as long as a similar-looking pair at a dollar less. It is almost impossible for anyone not closely connected with the making of shoes to tell whether the quality is there, so you rely on the honesty of your dealer to see that you get that quality. Buy here and you run no risk of getting bargain counterfootwear, for we sell only shoes that come up to a certain standard of quality. Don't let prices be your shoe-buying guide.
"BUY GOOD SHOES—IT PAYS."
Cook's Shoe Store
The least we can do, but that we must do! Buy Victory Bonds.

DIAMONDS
Diamond Rings from \$5 to \$500, the most magnificent and many fancy settings in new designs.
C. H. WARD & CO.
DIAMOND MERCHANTS
386 Richmond Street.

Chase the Chid
WITH A 510 MAJESTIC HEATER.
Western Ontario Electric Co.
237 Dundas Street. Phone 4071.

Carlyle TREFILCOCK
PHONE 2351. 233 DUNDAS.
Two Doors East of Majestic Theatre.

HOW DO YOU KNOW
the condition of your battery? Let our experts look it over and tell you how long it will be before it gives out. You'll be glad.
BEASON-WILCOX ELECTRIC CO.
264 Dundas Street. Phone 2671.

How Are Your Eyes?

BROWN OPTICAL CO.
EYE SPECIALISTS AND OPTICIANS
154 Wellington Street, Phone 2324.
A. WILKES, Opp. McClary's.

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man
346 DUNDAS STREET. BROCKMAN PHONE 5124.

Our RETREADED is QUALITY Work, Not the Average.

London Tire Repair Depot
154 Wellington Street, Phone 2324.
A. WILKES, Opp. McClary's.

Taylor's Throat and Lung Balm
Is Guaranteed to Stop That Cough.
35c—65c—\$1.20.

Taylor's 6 Cut-Rate Drug Stores

London Loan and Savings Co.
OF CANADA
MONEY TO LEND
Government Bonds Negotiated
Only \$58.55 required for \$100.
Special Debenture.
M. J. KENT, Manager.

Individuality
is the keynote of our success as millinery and fur designers in London.
BELTZ & CO.

Silverware
Our stock of Silverware is interesting, especially in the Christmas season. Our window of Silverware will interest you, and if you do not see anything to suit in the window, come in, and one of our clerks will be glad to show you anything we have.

YOUNG'S
LONDON.

THE SAME DELICIOUS UNIFORM LOAF DAY IN AND DAY OUT!
Let us bake your daily bread at least cost than you can bake at home.
Johnston Bros.' XXX BREAD
Relieves you of time and expense, and furnishes you with fresh, crisp, palatable bread, just when you want it. DON'T BAKE! It always comes more—and XXX Bread comes to your home in uniform, day in and day out.
Delicious! Wholesome!
JOHNSTON BROS.
Phone 444.
Canada Food Board License 5-253.

VETERANS OF FRONT LINE PREPARING TO JOIN PEACE PARADE

Plans to This Effect Are Already Under Way.

Preliminary steps have been taken already for the organization of a distinctive feature of the parade that is certain to be held in London when peace has been signed, sealed and delivered. It will consist of all the London members of the "We've Been in France" club. The men who have been in the actual theatre of war will claim first place in the procession, and first come the crippled men in motor cars who are unable to march. Then will follow the men who are able to march. They will let the people know who they were with a desire to create friction with other returned men but to the public know who, where and how many have served in the trenches or in the lines immediately behind the trenches. The men are not depending on anyone else to make the arrangement. They are going to organize the new parade club themselves and will make known their plans through the Advertiser.

There should be a most satisfactory feature of any parade, and the public will have an opportunity to show its interest, to put it mildly, by the men who were in the fighting zone and almost to a man suffered wounds or other disabilities that forced them to return.

The "We've Been in France" men will appreciate an co-operation from motor car owners, for there is nothing like proper advance preparation, as they learned in the trenches when heavy fire behind the infantry was mighty thin and ammunition dumps few and far between.

TRACTOR DEMONSTRATION

On Friday, Nov. 15, the Ontario Garage and Motor Sales, Limited, are demonstrating the Cleveland Tractor on the farm of Mr. James Carmichael, 10, 10 1/2, London Township. Farmers interested in tractor work should attend this demonstration.

THE BATH CITY OF AMERICA.
The mineral baths of Mount Clemens, Michigan, are noted for the treatment of rheumatism and kindred disorders. Mount Clemens has eleven public bath houses and many hotels and boarding houses, and the baths and hotels are open the entire year. Now is an ideal time to visit "The Bath City of America," which is best reached via the Detroit Trust Railroad System. For full information apply to any Grand Trunk ticket agent or C. E. Horning, D. P. A., Toronto.

IF THEY HELP OTHERS? Why Will They Not Help You?

Never give up until you have tried Tonal-iron Capsules. TONAL-IRON CAPSULES have cured others, and they will cure you, if suffering from any of the following: Anaemia, Blood, Nervousness, Nerve and Muscle Weakness, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Troubles, Pains in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Diseases Peculiar to Women, Menstrual Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline. Price 50c a box. They are also wonderfully efficient in building up the system after Spanish influenza or pneumonia. Remember, these are capsules and are easily dissolved in the stomach a few minutes after taking.

There is no remedy on the market like anything else. It contains iron in its purest form, and is so potent and other ingredients that act on the stomach, bowels and liver.

Sold and guaranteed at all first-class drug stores, or mailed anywhere on receipt of price. Tonal-iron Company, Box 34, London.

VICTORY BONDS

are the certificates of our freedom. Buy to the limit.
Federal Advertising Agency
T. H. VULL.
Dominion Savings
LONDON, CANADA.

OVER HALF-MILLION DOLLARS RAISED IN LONDON YESTERDAY

London is making her final war effort in the Victory Loan, and is proud of yesterday's jubilant citizens, who subscribed \$537,000, making the total for the city \$2,027,700 to date. It was by far the best day of the campaign, and the entire Loan headquarters staff was in high festive last night.

The salesmen declared it was the best day yet, and that all classes of citizens seemed to be anxious to buy more bonds. "Repeat" sales were numerous, showing that the people realized it was their last chance to get in on a sterling silver investment. The teams brought in \$253,500 in subscriptions.

The military boys are still buying heavily and last night saw their total reach the sum of \$211,000. Major Frank Spry of militia headquarters staff, who has charge of the loan at Queen's Park and Carling Heights, stated last night that the soldiers were not through yet, and that quite a few thousands would be added to their total before the loan closes Saturday night at midnight.

Secretary Michael Kaplan of the industrial group worked far into the night catching up with the "industrial" applications with which he was doing London's workmen dug down over \$200,000, making the industrial total \$743,250, and a lot more to come yet.

Yesterday's results were extremely gratifying to Loan headquarters, as it was feared that, owing to the excitement and relief caused by the signing of the armistice, the public might not maintain its previous great interest in the loan.

"Yesterday's total is a great tribute to the determination and patriotism of the people of London," said Chairman George M. Reid last night. "The city is doing wonderfully well, and I expect that in the three remaining days of the campaign they will see to it that London gets an honor flag for having gained its objective. The citizens are co-operating with the canvassers and I know that the public will not pass up this gilt-edged investment that is being offered it."

Still a Necessity.

"The fact that an armistice has been declared," continued Mr. Reid, "caused some people to remark that the Victory Loan was no longer a necessity, but the fallacy of this is obvious, those conversant with the situation. It is not to be six months ago, before the final terms are adjusted, and during that time our boys must be fed and clothed as well as paid, and we've got to support them with the Victory Loan."

It is essential right now as much as ever that the Canadian people bend every effort to making the loan a success. In addition to this, and more so, touching us is the fact that this money must be raised to bring the boys home from the trenches. The slogan "Bring the boys home with the Victory Loan" is applicable at this moment.

The County of Middlesex had another good day, but is still far short of its objective. Yesterday County Organizers received 290 applications through the mail for \$147,450, making the Middlesex total \$1,308,450.

Alisa Craig, a good Scottish housewife, by considerably over-subscribing its objective of \$35,000, by \$13,100. Today it is expected will be a big one by both city and county alike.

WAR SERVICE BADGES AWARDED TO MANY

Class A and B.
A. D. Fisher, Middlesex; W. B. Douglas, Galt; D. Hare, Masonic Temple, London; J. Rouke, St. Mary's; J. Ashton, 356 Wellington street, London; C. M. Freeman, 23 Bruce street, London; C. S. Newman, 11 Sycamore street, London; L. S. Hopwood, Byron Sanatorium, Byron; C. J. Matthews, 143 Elizabeth street, London; J. Lister, Woodstock; F. A. Lewis, Woodstock; C. R. Munnoch, 105 Waterloo street, London; J. Magford, R. 4, Goderich; C. Margre, Chesley; E. E. Newman, Pampadakis, 48 Dundas street, London; E. L. Pepper, 321 Battle street, London; A. Pettit, Guelph; W. J. Rudolph, Port Albert; T. M. Riggs, Stratford; J. Couihart, Guelph; E. Hills, Byron Sanatorium, Byron; G. C. Watson, Toronto; J. Harrington, Galt; C. Morgan, Kitchener; W. S. McDonald, Edmonton, Alta.; W. D. Browne, Guelph; W. Rawson, 329 Van street, London; E. J. H. Wyson, R. 2, Woodstock; A. C. Murley, Guelph; P. Fidd, Toronto; C. W. G. Smith, St. Thomas; J. R. Wilmer, Galt; J. R. Pitt, Wallaceburg; W. M. Ruddick, 77 Anderson street, London; L. Lewis, St. Mary's; W. F. Lang, Union; A. Lawrence, Detroit, Mich.; W. A. Leamey, Woodstock; C. H. Mignier, R. 2, Kingsville; J. Meares, Chatham; F. Tennant, Kincardine; E. Watson, 1140 Richmond street, London; W. F. Peart, Watford; J. F. Peasey, St. Thomas; W. Phillips, Cleveland, Ohio; R. E. Rulton, 48 Mount Pleasant avenue, London; J. McInnes, 799 William street, London; T. Porter, Galt; E. H. Polkey, Walkerville; H. H. MacDonald, R. 2, Bluevale; T. J. Jolly, 1832 York street, London; U. C. Kealey, Thamesford; C. V. Ledbetter, Galt; H. R. Leiner, Galt; W. A. Wickham, Ingersoll; C. R. Beckerton, Windsor; J. Lloyd, Byron Sanatorium, Byron; P. V. Powell, Windsor; E. Smith, R. R. 1, Glencoe; A. Galbraith, Detroit, Mich.; P. J. Leach, St. Mary's; A. Currie, Oak Am Singh, Kitchener; C. J. Bennett, 111 Hannah, 140 Rectory street, London; W. Fulton, 12 Sycamore street, London; B. D. Erskine, 243 Talbot street, London; F. Southern, 159 Bruce street, London; E. H. Shanks, Guelph; H. W. Drew, Chatham; F. Davey, 107 Wreay street, London; E. H. Crispin, 639 William street, London; E. H. Warden, Que.; R. R. Anderson, 155 Wellington street, London; W. W. Baker, Lambeth; R. A. Glencoe, Capt. R. D. Blandford, 507 Elm street, London; J. C. Benson, Sandwich; J. C. Clarkson, Philadelphia; J. C. Rogers, 53 Adelaide street, London; J. Lavender, Galt; J. Williams, 2 Duke street, London; J. W. Williams, 507 Elm street, London; J. C. Mason, Copple, Nipissing, Ont.; M. C. Mather, 507 Elm street, London; T. Tambling, P. O. London; J. C. Wilson, Tambling P. O. London.

DOROTHY DALTON AT THE MAJESTIC TODAY, FRIDAY

Also News Weekly, Comedy and Jack King in Vaudeville.

Miss Dalton is an actress of remarkable ability which she has evinced in numerous characterizations in such notable picture successes as "Tyrant Fear," "The Mating of Marcelle," "The Kaiser's Shadow," and "The Girl in the Trenches," but in none has her artistry been so manifested as in this superb photoplay.

The scenes of "Green Eyes" are located in the south, and it is filled with dramatic episodes, all vibrant with real thrills and tense heart appeal.



DOROTHY DALTON in "Green Eyes" An Adventure Picture

There is a fine admixture of comedy which will be relieved by all admirers of this popular star, and the production and add to the prestige of Thomas H. Ince, the producer, and his fine staff of assistants.

In addition to the above production, 2 news weekly and a 2-reel comedy, "Sheriff Nell's Rustle," will be shown Friday and Saturday Charlie Chaplin's "The Musical Tramp," a great farce.

On Saturday Vivian Martin will be featured in "Her Country First."



Miss Pickford will appear at the Majestic Theatre next Monday, Tuesday and Wednesday in her greatest, "Johanna Eliasta."

LIBERAL WOMEN CHOSE DELEGATES TO MEET CHIEFTAIN

Preparations Made for Western Ontario Liberal Association Meeting.

There was a large attendance at an emergency meeting of the executive committee of the London Women's Liberal Association, held on Wednesday afternoon in Hyman Hall, for the purpose of electing delegates to attend the convention of the Western Ontario Liberal Association on this city on Tuesday next, November 19, at which Sir Wilfrid Laurier is to be the guest of honor.

Liberalism in the city is entitled to a representation of six official delegates, three from the men and three from the women's associations. Mrs. W. N. Manning, president, Mrs. George S. Gibbons, honorary president, and Miss Isabel Armstrong, first vice-president, will represent the latter.

The annual meeting of the Women's Liberal Association will be held on the evening of November 23, when, in addition to the election of officers, future activities of the organization will be planned.

ence, Detroit, Mich.; W. A. Leamey, Woodstock; C. H. Mignier, R. 2, Kingsville; J. Meares, Chatham; F. Tennant, Kincardine; E. Watson, 1140 Richmond street, London; W. F. Peart, Watford; J. F. Peasey, St. Thomas; W. Phillips, Cleveland, Ohio; R. E. Rulton, 48 Mount Pleasant avenue, London; J. McInnes, 799 William street, London; T. Porter, Galt; E. H. Polkey, Walkerville; H. H. MacDonald, R. 2, Bluevale; T. J. Jolly, 1832 York street, London; U. C. Kealey, Thamesford; C. V. Ledbetter, Galt; H. R. Leiner, Galt; W. A. Wickham, Ingersoll; C. R. Beckerton, Windsor; J. Lloyd, Byron Sanatorium, Byron; P. V. Powell, Windsor; E. Smith, R. R. 1, Glencoe; A. Galbraith, Detroit, Mich.; P. J. Leach, St. Mary's; A. Currie, Oak Am Singh, Kitchener; C. J. Bennett, 111 Hannah, 140 Rectory street, London; W. Fulton, 12 Sycamore street, London; B. D. Erskine, 243 Talbot street, London; F. Southern, 159 Bruce street, London; E. H. Shanks, Guelph; H. W. Drew, Chatham; F. Davey, 107 Wreay street, London; E. H. Crispin, 639 William street, London; E. H. Warden, Que.; R. R. Anderson, 155 Wellington street, London; W. W. Baker, Lambeth; R. A. Glencoe, Capt. R. D. Blandford, 507 Elm street, London; J. C. Benson, Sandwich; J. C. Clarkson, Philadelphia; J. C. Rogers, 53 Adelaide street, London; J. Lavender, Galt; J. Williams, 2 Duke street, London; J. W. Williams, 507 Elm street, London; J. C. Mason, Copple, Nipissing, Ont.; M. C. Mather, 507 Elm street, London; T. Tambling, P. O. London; J. C. Wilson, Tambling P. O. London.

Class B.
G. H. Wyatt, 744 Princess avenue, London; R. J. Goyer, Detroit, Mich.; J. Hooper, Highgate; A. B. Hole, 67 Palmer avenue, London; H. D. Ross, Cleveland, Ohio; J. R. Fulton, 48 Mount Pleasant avenue, London; H. Vickerma, 711 Hurry; S. Lake, Kincardine; A. Jackson, Windsor; G. E. Heenan, Byron Sanatorium, Byron; C. H. Northeast, Woodstock; E. J. Pritchett, 3 Guelph street, London; W. Baine, 135 Wortley road, London; J. Chapman, 697 Queen's avenue, London; F. Corley, Stratford; A. G. Tanner, 24 Elm street, London; R. Ansley, Detroit, Mich.; A. H. Bartley, 3 Sanatorium, Byron; C. A. Fraser, Ingersoll; J. Perrin, Chatham; W. E. Brown, Hildesheim; P. S. Harkness, Courtland, Warner, 360 York street, London; W. Weller, 256 Adelaide street, London; H. Wilkinson, 791 Colborne street, London; E. E. Ewerth, 132 Duchess avenue, London; H. Roberts, Tambling P. O., London; Major J. W. Shaw, Clinton.

Class C.
J. A. Hill, 44 Park avenue, London; J. J. Fox, 405 Fall Mall street, London; H. Elitton, R. R. 3, Komoka; P. Courtenay, 15 Alfred street, London; R. Cole, St. Thomas; J. R. Clunas, St. Thomas; W. Carter, 647 William street, London; J. E. Baskwill, Goderich; S. Bailey, Kitchener; W. J. Rhodes, Detroit, Mich.; C. Scher, Byron Sanatorium, Byron; W. C. Tremear, Highland Park, Mich.; C. W. Tyler, Woodstock; G. S. Wood, York; R. Neunauer, Sarnia; P. H. Lawson, 426 Piccadilly street, London; F. Linco, Galt; J. Harvey, St. Thomas; A. Olson.

36 Terence street, London; P. A. Bryan, 31 Stirling street, London; W. J. Alkous, Ingersoll; W. J. Armstrong, Sarnia; E. Ingersoll; W. J. Fage, Guelph; L. E. Pryor, Sarnia; D. C. Cleave, Harrison; F. J. Mills, 1041 King street, London; W. H. Walsh, 232 Central avenue, London; R. J. McGregor, Chatham; J. A. Kelly, Sarnia; F. Hamilton, Bridgeport; C. J. Overland, Guelph; S. Orsosh, Kitchener; W. Rogers, York and Clar-Kitchener; G. White, Hamilton; W. McNaughton, Sarnia; A. R. MacPherson, Stratford; R. R. 2 Colborne; C. E. Courtwright; G. E. Gaud, Chatham; W. Wyatt, Sweetgrass, Montana; M. L. Thompson, Detroit, Mich.

Former United States Senator Mason, Pioneer IN PURE FOOD AND DRUGS LEGISLATION, FATHER OF RURAL FREE DELIVERY SYSTEM SAYS NUXATED IRON

Increased His Power and Endurance So Much, That He Feels It Ought To Be Made Known to Every Nervous, Run-Down, Anaemic Man, Woman and Child.

What Senator Mason Says

Gentlemen: Chicago, Ill.

I have often said I would never recommend medicine of any kind. I believe that the doctor's place, however, after the hardest political campaign of my life, without a chance for a vacation, I had been starting to court every morning with that horrible tired feeling one cannot describe. I was advised to try Nuxated Iron. As a pioneer in the pure food and drug legislation, I was at first loath to try an advertised remedy, but after advising with my medical friends, I gave it a test. The results have been so beneficial in my own case, I made up my mind to let my friends know about it, and you are at liberty to publish this statement if you so desire. I am now 65 years of age, and I feel that a remedy which will build up the strength and increase the power of endurance of one at my age, should be known to the world.

Yours very truly,
Wm. C. Mason

The Bread that wins favor is the bread that is well made, tasty and nutritious.

PARNELL'S BREAD

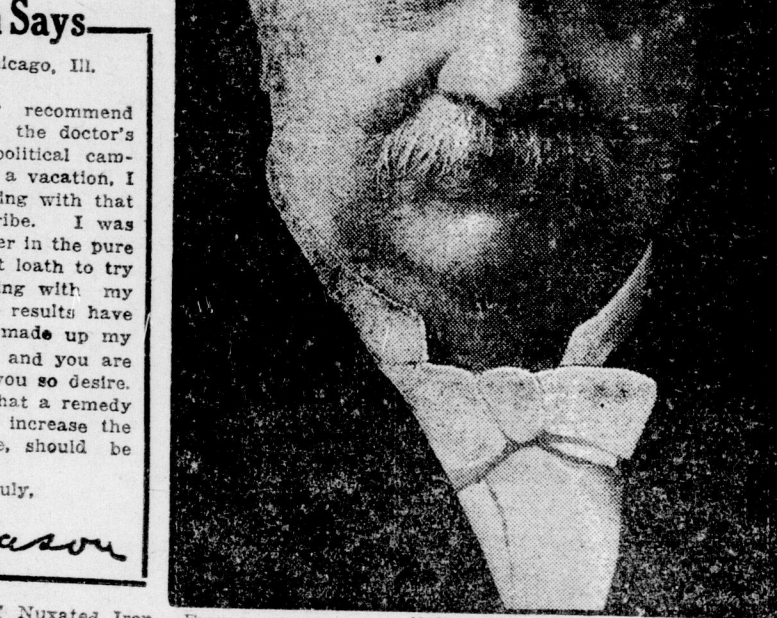
Is in favor in the majority of homes of London and district. Try a loaf today.

PARNELL The Breadman
PHONES 229-1390. Canada Food Board License No. 5-065.

Former United States Senator Mason, Pioneer IN PURE FOOD AND DRUGS LEGISLATION, FATHER OF RURAL FREE DELIVERY SYSTEM SAYS NUXATED IRON

Increased His Power and Endurance So Much, That He Feels It Ought To Be Made Known to Every Nervous, Run-Down, Anaemic Man, Woman and Child.

Opinions of Dr. Ferdinand King, New York Physician and Medical Author; Dr. James Francis Sullivan, Formerly Physician of Bellevue Hospital (Outdoor Dept.), New York, and the Westchester County Hospital; Former Health Commissioner Wm. R. Kerr of the City of Chicago and Others.



MANUFACTURER'S NOTE:—Nuxated Iron, which was used by Senator Mason with such surprising results, and which is prescribed and recommended by physicians, is not a secret remedy, as it is made of well known and standard ingredients. Unlike the older iron tonic preparations, it is easily absorbed and does not irritate the stomach, make them black, nor upset the stomach. The manufacturers guarantee successful and entirely satisfactory results to every purchaser, or they will refund your money. It is dispensed in this city by Standard Drug Company, Limited, at 509 Dundas Street, W.

Senator Mason's statement in regard to Nuxated Iron was shown to several physicians who were requested to give their opinions thereon.

Dr. Ferdinand King, a New York Physician and Medical Author, said: "I heartily endorse Senator Mason's statement in regard to Nuxated Iron. There can be no vigorous iron men without iron. Pallor means anemia. Anemia problems must give his opinion more than ordinary weight."

While Former Health Commissioner Kerr is not himself a physician, still his experience in handling public health means iron deficiency. The skin of anemic men and women is pale; the flesh flabby; the muscles lack tone; the brain fails, and the memory fails, and often they become weak, nervous, despondent and melancholy.

Dr. James Francis Sullivan, formerly Physician of Bellevue Hospital (Outdoor Dept.), New York, and the Westchester County Hospital, said: "Senator Mason is to be commended on handing out this statement on Nuxated Iron for public use. There are thousands of men and women who need a strength and blood builder, but do not know what to take. It is my opinion that there is nothing better than Nuxated Iron—Nuxated Iron—for enriching the blood and helping to increase the strength and endurance of men and women who burn up too rapidly their nervous energy in the strenuous strain of the great business competition of the day."

Former Health Commissioner Wm. R. Kerr, of the City of Chicago, says: "I have taken Nuxated Iron myself and experienced its health-giving and strength building effect, and in the interest of the public welfare I feel it my duty to make known the results of its grain tablets of ordinary Nuxated Iron. I am well past my threescore years, and want to say that I believe very own great physical activity is and has been due today to my personal use gained."

Iron is absolutely necessary to enable your blood to change your food into living tissue. Without it, no matter how much or what you eat, your food merely passes through you without doing you any good. You don't feel the strength out of it, and as a consequence you become weak, pale and sickly looking.

Just like a plant trying to grow in a soil deficient in iron. If you are not strong or well you owe it to yourself to become strong and healthy by taking Nuxated Iron. See how long you can walk without duty to make known the results of its grain tablets of ordinary Nuxated Iron. I am well past my threescore years, and want to say that I believe very own great physical activity is and has been due today to my personal use gained.

From the Congressional Directory published by the United States Government: "Wm. C. Mason, Senator from Illinois, was elected to the 51st Congress in 1887, to the 52nd Congress in 1891—re-elected for the 53rd Congress, 1892—Elected Senator to the 55th Congress, 1897 to 1909."

Senator Mason is now Congressman from the State of Illinois. Senator Mason's championship of Pure Food and Drugs legislation, his fight for the rural free delivery system, and his strong advocacy of the rights of the masses as against trusts and combines, make him a national figure at Washington, and endeared him to the hearts of the workingman and the great masses of people throughout the United States. Senator Mason has the distinction of being one of the really big men of the nation. His strong endorsement of Nuxated Iron must convince any intelligent, thinking reader that it must be a preparation of very great merit, and one which the Senate feels is bound to people everywhere, otherwise he could not afford to lend his name to it, especially after his strong advocacy of pure food and drugs legislation.

Dr. George F. Baker, formerly physician and surgeon in Monmouth Memorial Hospital of New Jersey, says: "During convalescence from SPANISH INFLUENZA (La Grippe) I find Nuxated Iron to be of great benefit."

ROSS LIMITED
—MANUFACTURERS—

FURS

Direct From Our Furriers' Hands at Manufacturers' Prices
Hudson Seal Coats

Guaranteed select, in all sizes, styles and lengths, plain, box and semi-fitted, plain and trimmed. Prices... \$197.50 to \$350.00

Natural Northern Canadian Muskrat Coats

All sizes, plain and seal trimmed. Prices... \$110 to \$150

Black Fox Sets
Black Lynx Sets
Sable Sets
Mink Sets
Hudson Seal Sets
Raccoon Sets, Etc.

Also Single Muffs, Stoles, Neckpieces, Capes, etc.



LADIES' APPAREL
OUR DESIGNERS ARE PRODUCING THE LATEST IN SUITS
IN VELOUR, SERGE, GABARDINE, POPLINS, TRICOTINES, SILVERTONES, ETC.
COATS
The newest, in Silk Plush, Plain and Trimmed Coats; all sizes.
BLOUSES
New Blouses, in silk, georgette, crepe de chine and voile.
SILK HOSIERY, GLOVES AND NECKWEAR.
PHONE 1319. 196 DUNDAS STREET.

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JOHNSTON & MURRAY London and St. Thomas