

ROWAT'S COFFEE

If you relish Coffee with that rich flavor and aroma try Rowat's, the finest procurable.
70c POUND.
T. A. ROWAT & CO.
30 Dundas Street. Phone 3051-3052.
The urgent needs of folks round about are expressed through the Want Ads.

NEW COLORS

INDIAN RED, GINGER OR CHUTNEY.

Ladies' Hats

BELTZ & CO.

START SALE OF BUILDING LOTS ON FOXBAR SURVEY

Bert Weir to Dispose of Fine Residential Survey of South London.

Foxbar Survey, the property of Lieut.-Col. W. M. Gartshore and known as the finest residential subdivisions in London, has been listed for sale by Bert Weir, according to recent announcements made.

The street plan has been laid out in an original plan, completely new to London, with possibilities for an exceptionally beautiful and up-to-date appearance.

Col. Gartshore has been at great pains, both with time and money, to get away from the old style angle streets, and the easy terms upon which this property can be sold makes it a very attractive proposition.

The grounds are made more attractive by reason of the fact that the pavements and street cars run practically to the door, and it is in close proximity of Tecumseh School.

Until this year, the sale of building lots in London has been at a standstill, and Mr. Weir states that there have been more lots sold from his office in 1922 alone than in the six years previous, and that the spring of 1923 will see a great demand for building lots.

\$5,000 BLAZE ON FARM NEAR WALLACEBURG

Joe Bogaert Loses Outbuildings, Crops and Machinery in Early Morning Fire.

Special to London Advertiser. WALLACEBURG, Oct. 6.—A big fire took place at the farm of Joe Bogaert, a Belgian, on the Dufferin avenue, this morning about 3 o'clock. Some young men returning from a dance at Wallaceburg first noticed the flames coming from the outbuildings of the farm and hastened to the spot. The Wallaceburg fire department were called, but owing to the farm being some distance from a hydrant and shortage of hose prevented much assistance being given, and further owing to the headway which the fire had made, very little could be done to save the buildings, which were burned to the ground.

It is fortunate that owing to the wind the house was placed in no danger, however, the loss which is approximately \$5,000, and is partially covered by insurance, include loss of all outbuildings, unthreshed grain and machinery. The cause of the fire is unknown.

SCHOOL CHILDREN ENTER CONTEST

Scores of school children in every school district of the Dominion are competing these days in the national school essay competition on forestry and tree-planting, inaugurated recently by the Canadian Forestry Association.

Questions as to the forest resources of Canada, the damage done by forest fires, what trees to choose for planting, and how to plant them are being asked by a multitude of young people, and the resultant information is being applied to the essay competition. Three substantial cash prizes are being given in each province, and the effect of the national effort to stimulate juvenile interest in the forest resources of the country and the multiple benefits of tree planting has secured the hearty indorsement of all the departments of education, which are giving every co-operation.

MOTORS

OVERHAULED—REPAIRED.
ELECTRIC MOTOR REPAIR CO.
349 Talbot Phone 7174.

Jackson Grace, BUILDING CONTRACTOR.

Brick work and cement foundations a specialty, also houses raised and moved, sidewalks, cellar floors. 253 Grey, Phone 37.

For the Autumn Bride

Wedding Announcements and Invitations Engraved or Printed.

HAY Stationery Co. LIMITED.

331 Richmond St. Phone 5600, 37

Orri Tea Shop

PROVINCIAL HIGHWAY.

CRUMLIN

Refreshments of all kinds.

SPECIAL CHICKEN DINNERS

WEDNESDAYS AND SUNDAYS, 5 P.M. TO 9 P.M.

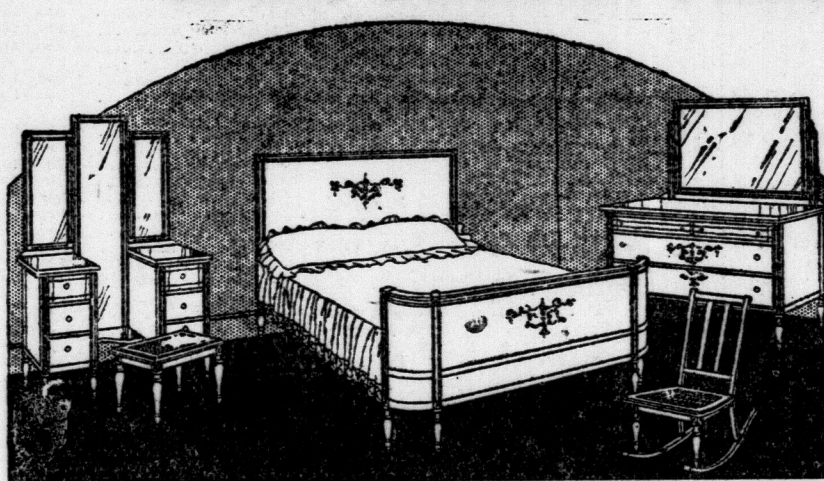
Provincial highway bus passes the door.

Special arrangements made for parties and clubs. ywt

Better Furnished Homes Week
October 9 to 14, At This Store

This whole store has been practically commandeered for this Home Furnishing Display, and home things are displayed everywhere. What the Fashion Show meant this week to the ladies who are interested in the style changes, so next week what we might call the Home Furnishing Fair will be of equal interest to every woman who is interested in improving and beautifying the home. On the Furniture Floor, where the main exhibit will be staged, complete suites will be arranged and furnished in the most modern manner for your inspection and criticism. Throughout the store on the Third, Fourth, and Main Floors, and in the Basement will be seen displays suggesting all modern equipments, home furnishing and beautifying ideas. We invite housekeepers to come and view the exhibitions with the assurance that they will be interested and delighted with what is shown. Come and see the new furnishings, whether you have purchases to make or not—you may get dozens of new ideas for your fall refurnishing.

Superior Quality Furniture For Better Canadian Homes



Dining-room Suite, in the Queen Anne Period, finished in beautiful two-toned walnut. Full dustproof construction on all pieces, with drawers and compartments of mahogany finish. Trimmed in oxidized silver. The Buffet is 72 inches wide, with large cupboard space. The table is 60 inches long and 45 inches wide. The china cabinet, inclosed server and

set of six chairs complete the suite. Price.....\$560

Another dining-room suite in Two-tone Walnut, without server, consists of buffet 65 inches wide, a two-door china cabinet, the extension table and set of six diners. Very reasonably priced at, for the suite.....\$350

—Third Floor.—

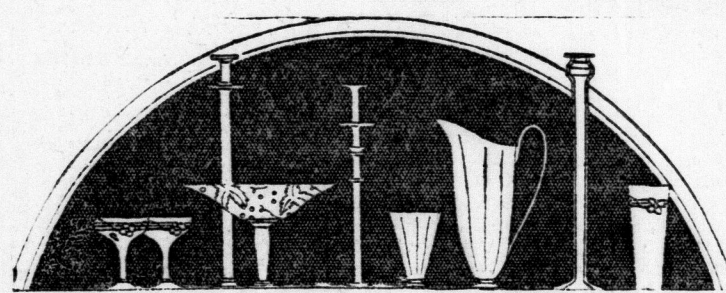


Painted Bedroom Furniture, as well as the walnut in Italian burl and two-tone finish. The quality is of the finest. Simplicity of design and moderately priced, they are sure to meet with your approval. Complete suites at \$175, \$208, \$300, and up to \$475.

This Furniture Has a Hospitable Air.

Perhaps moving has left a lonesome place against the wall; perhaps there has been a lonesome place for some time now. Perhaps there is a wonderful new home to furnish. How ever it may be, at this season, when nights are long and good friends come in to spend them, thoughts do turn to furnishings. And there's a thrill in store for furniture-seekers in this department, for attractive values are everywhere.

Your Desire For Fine China Can Be Fulfilled Now



Exquisite China—there's a certain kind of magic thrill in the words. For every hostess takes a remarkable pride in a perfectly appointed table. There is infinite pleasure for her in the admiring glances of her guests. Here, there is China ware suited to any time or occasion. Royal Minton, Limoges, semi-porcelain, and there are attractive values in all.

Splendid Assortment of English Dinnerware, in Open Stock Patterns and Complete Dinner Sets.

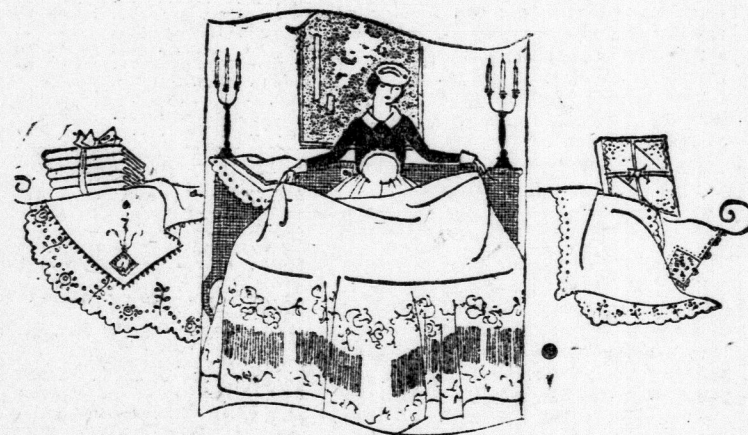
97-piece sets, in very pretty patterns. A set.....\$30.00, \$33.00, \$34.00, \$35.00

97-piece sets, in Meakin Bros. English Semi-Porcelain. Golport and Minton decorations.....\$50.00

Richmond Minton Pattern, 97-piece set.....\$45.00
97-piece set, Wide Blue designs.....\$19.95
Pyrex-Glass Ovenware.
Casseroles, round and oval.....\$2.50, \$2.75, \$3.00
Biscuit and Cake Dishes.....25c
.....\$1.50, \$1.75, \$2.00

Pie Plates.....\$1.25, \$1.50, \$1.75
Pudding Dish.....\$1.40, \$1.75, \$2.00
Bread Pans.....\$1.50, \$2.50
Pyrex Casseroles in frames.....\$4.00, \$4.50, \$5.00, \$6.00, \$7.50
Glass Tumblers, star cutting, 15c each
Cut Glass Bud Vases.....25c
—Basement—

HOUSEHOLD LINENS



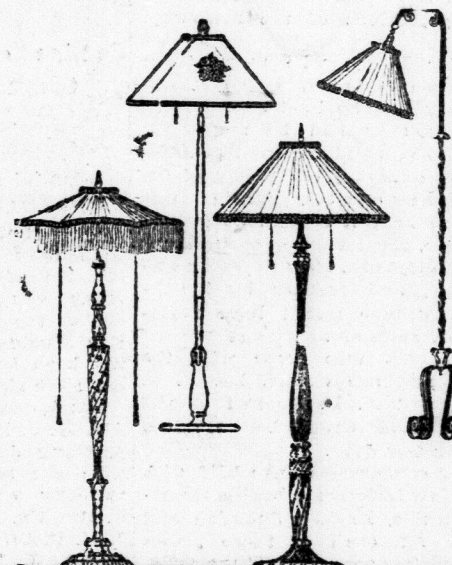
Essential, indeed, is the consideration of your table appointments. Particular care given to the selection of Linens an all-important factor. Today beautiful Linens are more highly prized than ever—always a symbol of refinement and a lingering pleasure to the home-loving housewife. We are featuring this season many new and charming designs in Fleur De Lis Linen Damasks at moderate prices, ranging from \$18.50 to \$47.50 per set, consisting of cloth and one dozen napkins to match.

Would have you inspect the values here for design, quality and general excellence of this superior double damask set, consisting of cloth and one dozen, 22½-inch naps to match.

Size 2x2, one dozen naps, priced at \$21.00 per set

Size 2x2½, one dozen naps, priced at \$23.00 per set

—Main Aisle.—



Lamps and Lamp Shades

A well-lighted home radiates welcome and friendship. Be sure you have plenty of lamps in your better-furnished home. The colorful shades, also, give a glow to the room that can be made an adornment to any room. We make to order any style shade and in the desired color, whether for candleabra, table, wall, boudoir, bridge or floor lamps, in plain or combination colors.

Our stock of Lamps is complete, from boudoir size to Floor Lamps. All are well finished, which means everything in a lamp's appearance. We suggest you look our values over.

Boudoir Lamps, in ivory or mahogany.....\$3.00 to \$3.75 each

Table Lamps, one light.....\$4.50 to \$5.50 each

Table Lamps, two lights.....\$6.00 to \$12.00 each

Bridge Lamps (weighted).....\$16.50 to \$20.00 each

Floor Lamps.....\$12.00 to \$35.00 each

—Fourth Floor.—

Restaurant, Fourth Floor.
Quick Service.
Course Dinners, 40c and 65c.

SMALLMAN & INGRAM LIMITED

Soda Fountain, Main Floor.
For Sundaes, Sodas, Light Lunches, etc.

ROSS' LIMITED

MANUFACTURERS

PHONE 1319.

196 DUNDAS ST.

A. L. OATMAN

Director of Funeral Service

The FUNERAL HOME
Cor. King and Colborne Sts.

THE UNSEEN FORCES

The service rendered by the modern funeral director is composed of two parts—the seen and the unseen.

The seen is easy to appraise and compare, but the unseen—that which you feel and know is being done for you—is by far the most valuable.

The many thoughtful and kindly touches, the painstaking attention to details, are the things which linger in the memory and make our service so much to be desired when one of our profession is required.



DIAMONDS

A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold. Rings from \$25 to \$1,250.

C. H. Ward & Co.

Diamond Merchants, Jewelers and Opticians.

385 RICHMOND ST. Phone 1084.

Quality Vulcanizing Only.

ART WILKES

London Tire Repair Depot,
354 WELLINGTON STREET,
Opposite McClarys. ywt

Furs Remodeled At Summer Prices

BY SKILLED FURRIERS.

ROSS' Limited

196 DUNDAS ST. Phone 1319, 17 Dundas, Ont.

Why Suffer?

Poor eyesight is a drain upon the nerves—and your health and your disposition. Proper glasses will help you. Our glasses qualify.



233 Dundas Street, Phone 2351
Two Doors East of Majestic. ywt



Wray's Jewelry

have the stock of Jewelry and Photographs at prices to suit all purchasers.
234 Dundas St., London, Ont.

The London Loan Company of Canada

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FUNERAL DIRECTOR AND EMBALMER.
418 Richmond St. Phone 1968.
Finest Motor and Horse Equipment. ywt

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