NEW HOTEL TO BE READY FOR FAIR VISITORS

Holders of Second Mortgage Bonds Banquet At Hunt Club.

GREAT YEAR FOR CITY

Large Number of Tourists Will Be Attracted—Mayor Little Eulogized.

London's new hotel will be ready for visitors to the 1921 Western Fair, was the confident prediction made by President George M. Reid to holders of second mortgage bonds in the project, during a luncheon at the London Hunt and Country Club last night. Plans were thoroughly explained, and a campaign for the disposal of first mortgage bonds was outlined.

W. S. Sample, Canadian representative of the George A. Fuller Company, which will build the hotel; B. G. Hines, who will be the manager; W. C. Brent, of Brent, Noxon & Co.; Mayor E. S. Little, ex-Mayor C. R. Somerville, Ald. John Bridge, and Arthur Ford, managing editor of the Free Press, gave brief addresses.

Mayor Little declared that the present year would go down in history as "the" year for the city of London. "We are no longer a small town, but a city on the eve of great development," he said. "To Mr. Reid we owe more for this development, particularly in regard to the hotel, than can ever be expressed. Without his leadership none of this would have come, and I am glad to testify to what he has done."

Too Apparent.

Ex-Mayor Somerville said that the Chamber of Commerce, under the direction of Mr. Reid, for the past two years had been one of the city's greatest institutions. The need of a new hotel was too apparent to need any testimony from him. He believed it was a greater necessity than factories. He predicted that present hotels would not be injured, but that they would be expanding, because tourists would be attracted here in large numbers when they knew there was adequate accommodation.

W. S. Sample gave a clear outline of the building situation. He said that the Fuller Company had carefully examined the proposition here, and from their experience with their own hotels in the United States things were apparently favorable.

He was confident that the $1,000,000 being raised would be ample to give the city what it was looking for in the way of an hotel. He advised thorough consideration of the plans, and urged that his company be given the opportunity of preparing detailed estimates, no matter how great the desire to hasten the erection of the building might be. Laying one stone upon another is the easiest part of the work, he stated. The real work was preparing the plans and procuring the right materials at the right time.

Time Schedule.

When construction is started a time schedule will be prepared. Horizontal lines will indicate the various trades, and vertical lines the dates on which they will commence and finish their parts of the contract. Detailed working estimates will be given every two weeks, together with cost estimates, so that bondholders will not have to wait until the completion of the task to know whether it has varied from the estimates.

B. G. Hines said that the need for a new hotel was so apparent, the city was so good, and everything was so favorable, that details were hardly necessary. The operation of hotels is now on a strictly business basis, he asserted.

"It was one of the last to really get down to an efficiency basis, but it is there now," he said. "Cost production has been a feature of many manufacturing businesses for years, and hotels, particularly since the elimination of the bars, have found it necessary to systematize. The interior checking of a hotel today is as good as in most businesses. Of course, the big element is the origial cost, and it largely will determine the dividends."

Tourists Come.

Mr. Hines, too, was of the opinion that existing hotels would not be injured. He could not recall one instance in which one of the Benson-Hines hotels had done so. It had been found that the supply created the demand to a large extent, because tourists came where they knew there were first-class hotels.

W. C. Brent, representing Brent, Noxon & Co., who have undertaken the disposal of the first mortgage bonds, dealt with the financial situation.

His firm in the past had dealt only with Government and municipal bonds, he said, but they had been so impressed with the soundness of this investment that they had no hesitation in taking it up. They were convinced of the need of a new hotel here, and that the citizens would be back of it. The bond issue will be primarily a London one, he said, as it is essential to have the support of the citizens. He urged holders of second mortgage bonds to give the project their strongest support.

Good Augury.

Fifteen canvassers associated with Mr. Brent in Victory Loan campaigns were most enthusiastic when asked to take up the sale of these bonds, and he regarded it as a good augury to find such a willing spirit in this direction.

Ald. Bridge said that he had had some doubts regarding the hotel at first, but was now convinced that it was a tremendously good investment. He was daily coming across instances of commercial travelers transacting their business here in the shortest possible time to avoid an overnight stay, and this with other indications had convinced him that the hotel was a vital necessity for the city.

Mr. Ford, who recently came here from Ottawa, said that that city had faced much the same problem before the Chateau Laurier was built. Its erection had meant a new era for the city, and while existing hotels were affected for a short time, the increased prosperity had provided ample business for all of them.

Strong indorsation of Mayor Little for a second term of office was given by ex-Mayor C. R. Somerville. "The present mayor is the greatest one we have ever had," he declared. "I hope all the citizens will support him for another year. His work has been magnificent."

Building Figures Total $189,915

Steady Rush of Permits Is Boosting Total Rapidly.

Building during the month of October will exceed $300,000, Building Inspector A. M. Piper said today. Many small permits are being issued, and the official permit for the new London and Western Trusts building for $100,000 will be made out this month. Figures today stand at $189,915, compared with $175,145 during the whole of October last year. This makes the total for 1920 to date $1,712,430, compared to $1,914,010 at the end of October last year.

If the $300,000 mark predicted by Building Inspector A. M. Piper is reached it will bring the total to $1,847,515. If this is reached there is a good prospect of last year's record being reached by the end of December.

COMMISSION WILL CEASE.

Columbus, O., Oct. 15.—The Ohio fair price commission will cease to exist after November 1. Attorney-General Palmer officially notified Chairman Pfeiffer from Washington today.

Official Market Reports Show How Barefaced Was Attempted Sugar Hold Up

Friends of Profiteers At Ottawa Had No Regard For the People and Would Have Maintained Absolutely Unjustified Prices But For Storm of Protest Which Swept the Whole Dominion.

Just how barefaced and deliberate was the attempt of certain parties at Ottawa to force the Canadian public to pay profiteering prices for sugar in the face of a declining market is shown in the following official reports regarding the market situation published by Canadian Grocer. That the storm of protest from all parts of the country was amply justified, and that the Meighen Government has cause to hide its head in shame for allowing such a proposition to even be considered is apparent.

Canadian Grocer says:

Many lines of grocery commodities tend easier, especially such lines as are sold in bulk. On the other hand, some lines packed in glass, tins and cartons have shown advances. Retail merchants report business very satisfactory, but continue to buy on the hand-to-mouth basis.

Montreal—The feature of the produce market this week is a decline in the price of butter amounting to one cent per pound. Prices on beef are slightly lower as better supplies of beef cattle are arriving. The hog market, too, is a little easier. The prices on lard and eggs hold very firm. Exportation is crippled to a great extent by the exchange situation. The cheese market shows signs of weakness. The sugar market is in a very unsettled condition and a change in quotations to a lower figure may be announced. Prices announced on the new pack of canned goods show that corn and tomatoes will be slightly cheaper, but California fruits will be dearer.

Decline in Coffee.

Coffee is due for another decline in price. The better lines of teas have a firmer market. There is considerable cutting at the present time on rolled oats. Nuts may be cheaper for the Christmas trade, but almonds show considerable strength. The cost of packing has increased, and as a result there are a number of advances in prices on some branded lines. Vegetables with the autumn season are dearer, and some are off the market, being now out of season. Oranges are firmer in price, but the supply of peaches continues, with prices still very low. Apples are in very good supply.

Toronto.—The markets generally continue to show easy trend, although some lines have advanced, particularly bottled goods such as catsup, furniture polish, cooking oil and sauces. There is no change in the refiners' list for sugar, but little business is being transacted direct from the refineries. Second-hand sugars still dominate the market. A feature has been the offering of a lot of refined sugar that was held in warehouse at Halifax by American interests, and which has since been freely offered in Canada and found ready buyers. Raw sugars are still in a depressed condition and quotations are lower. In wholesale and manufacturing circles the opinion is expressed that lower prices for Canadian refined must prevail even if American sugar is barred in view of the beet sugar crop now coming on the market. Corn syrups are ruling steady to easy under the recent decline. There is nothing of interest to report in molasses, the market is nominally unchanged under little business.

Reductions are shown throughout almost the entire list of bulk cereals. With the exception of rolled oats and corn products the decline in bulk cereals has not as yet affected package cereals; it has been intimated, however, that reductions will materialize on some lines. The primary markets for white and black peppers show a slightly firmer undertone; outside of this the spice market is holding fairly steady under the downward revision of prices noted last week. New crop apricots are on the market, and quotations are slightly higher than last year. Quotations on spot stocks of rice have been reduced.

Five Cents Reduction.

The primary markets for coffees are ruling fairly steady under the decline of several weeks ago; spot stocks are unchanged as to quotations, but supplies are moving with satisfaction to holders, and it is felt in most quarters that this market will be about cleaned up by the time the new crop arrives. Some importers are booking new shipments of coffee at a reduction of 5 cents per pound under present quotations for spot stocks. Shelled Brazils are scarce, and shelled pecans have a tendency to be higher in view of the reported short crop.

Vegetables and fruits are arriving in heavy shipments, and quotations are practically unchanged.

Reductions have been manifest on one brand of peanut butter, chocolate confections, cotton twine and one brand of maple syrup.

Live stock markets have shown recessions in quotations during the week, with slight shadings on some cuts of fresh meats.

The butter market is easier. Shortening is marked higher, but it is stated in some quarters that this is only temporarily. Cheese is easy. Receipts of Poultry are moderate, and prices are all reduced.

EPWORTH LEAGUERS ELECT NEW OFFICERS

W. Boyce Is Chosen President of London District.

The annual convention of Epworth Leagues of the London district was held in the Wellington Street Methodist Church.

Rev. G. W. Dewey conducted an hour of inspiration and consecration, after which Rev. W. L. Reid gave an address on "The Junior League." This was followed with a lively discussion on this subject.

The balance of the afternoon was spent in departmental discussions, and the vice-presidents of each department of the league work met together and talked over the work of their departments.

Supper was served by the Ladies' Aid of the Wellington Street Methodist Church. Rev. Manson Doyle of Toronto gave a 20-minute talk at the supper-table, emphasizing that the great need of the Epworth League was greater activity in the line of evangelism and extension.

At 8 o'clock a mass meeting of all the Epworth Leagues of the district gathered in the church, and the evening session was opened with a song service led by L. Houlding of the Y. M. C. A. Rev. H. B. Burwell, a returned missionary from China, gave an address on his experiences among the people of West China, ending with an appeal for the young people to realize their great responsibility in the great work of world evangelization.

Rev. M. Doyle again spoke, urging that the church, as the home base of the mission field, should be willing to sacrifice just as much as the missionary in carrying on its work.

Two numbers furnished by the Wellington Street choir were much appreciated.

The newly-elected officers for the year are:

Honorary president, Rev. W. J. Ashton; president, W. Boyce; first vice-president, Miss Powell; second vice-president, Miss Helen Hardy; third vice-president, F. Parkinson; fourth vice-president, H. Reavely; fifth vice-president, Mrs. Elvin Hunt; recording secretary, S. H. Lee; corresponding secretary, Miss M. Tanton; district secretary, religious education, Rev. L. W. Reid; district secretary social service and evangelism, Rev. W. R. Osborne; conference representative, W. Hulbert.

DOWLER STORES BLAZE THE TRAIL FOR LOWER PRICES.

The Firm Announces a 20 Per Cent Reduction On Their New Fall and Winter Stock of Men's Clothing.

Whether prices on men's clothing are to hit the toboggan or not no one in authority seems to know, nor will anyone voice their opinion as to what spring will bring forth in the way of reduced prices, but one fact is evident. Mr. J. Dowler of the R. H. & J. Dowler stores has come through with the most startling of announcements in today's issue concerning men's clothes that will undoubtedly throw a bombshell into the camps of the manufacturers of Canada's best clothing.

The advertisement today blazes the trail for lower prices on men's benchmade, tailored suits and topcoats. A straight 20 per cent discount is announced on the higher priced lines of Dowler's high-grade stock for fall and winter. This is to go into effect in the four Dowler stores in Western Ontario, Saturday, October 16. Mr. Dowler, in speaking to The Advertiser in regard to this bold merchandising stroke at this time of the year, when most stores command a healthy business on heavy wearables, said:

"The public demands lower prices; they're looking for them. Whether they're coming down or not matters little. The fact is we submit to the demands of the public, and to back it up we offer, commencing Saturday, the most startling reductions in men's clothing that London, Western Ontario, and, in fact, Canada, has ever known since the days before the war. Whether we lose or win we will succumb to the demands of our host of patrons throughout western Ontario, and give them the opportunity to procure the pick of our new fall and winter stock of Canada's best clothing at a straight discount of 20 per cent. We have built up a reputation in Western Ontario for quality clothing, honesty, and fair dealing, and we believe with this announcement we will still further that enviable reputation, and whether we stand to lose many thousand of dollars or not, we will have maintained our exalted position as Western Ontario's leading clothiers, and in so doing we believe furthering the fight to lower prices in the clothing trade of Canada."

LOCAL NEWS

GIRL GUIDES' HIKE.—The Girl Guides of the local Salvation Army will take a hike into the woods on Saturday afternoon to complete their course in camp fire building.

COL. REES DEAD.—Col. S. Rees, former social and prison secretary for the Salvation Army in Ontario, and well known in London, died in California on Sunday, according to word just received by local officials.

SECRETARY COMING.—H. Ballantyne, one of the National Y. M. C. A. secretaries of Ontario, will speak to the board of directors of the local "Y" at their regular meeting next Tuesday evening on the progress of the Y. M. C. A.'s in Ontario.

CONFERRING DEGREES.—About 30 members of St. George's Royal Arch Chapter of Masons left on the C. P. R. today for Toronto to visit the mother lodge, the Royal Arch Chapter of St. Andrew and St. John, No. 1. The Royal Arch degree will be conferred and a varied program will be put on by the visiting lodge.

BASKETBALL LEAGUE. — The second series of games in the Public School Girls' Basketball League was played on Wednesday, the results being as follows: Empress avenue won from Alexandra 48 to 0, St. George's won from Pottersburg 11 to 2, Aberdeen won from Victoria 9 to 5 and Ryerson won from Riverview 14 to 6.

BACK FROM WINDSOR.—Adjutant Martin of the local Salvation Army returned from Windsor today after the work in connection with the addition to Grace Hospital. He stated that in connection with the raising of the necessary funds that Dr. McKay, provincial inspector of hospitals in Ontario, will speak at a public meeting on October 26.

COMMITTEES CHOSEN.—A meeting for the purpose of electing the officers for the Yorkshire, Lancashire, Leicestershire night in the "Y" on October 30 was held last evening at the "Y," and George Yull was elected chairman. Other members of the committee are: G. Say, A. Y. Fogan, A. E. Wood, A. H. Hull, F. J. Chappell, W. J. Bugler, C. D. Bramall, W. Ball, ex-Ald. Sam Manness, Frank Newton and Clair Davis.

MORE TEST WELLS.—The search for more well water is once more under way. A drill is in operation on a site near Front street and has penetrated to a depth of about ten feet. At the Ontario Hospital the work of installing a pump in a deep well which already exists there has been started. It is likely that pumping will commence Saturday, and that a thorough test of the capacity of the wells can be made within a few days.

C. M. R. REUNION.—On October 29 several London veterans will attend the annual reunion of the Depot Regiment, C. M. R., which will be held at the Royal Connaught Hotel, Hamilton, in the early evening. Last year nearly 100, M. D. 1, men came up for the first reunion. The regiment was raised in 1916 when the 1st Hussars of London contributed "Fighting B" squadron, which distinguished itself not only in inter-regimental affairs, but in France with the Canadian cavalry brigade and the infantry.

ELECTED OFFICERS.—The C. B. C. Club of St. Matthew's Anglican Church held a very successful business meeting on Thursday, when the following officers were elected: Honorary president, Mrs. Cooke; president, Annie Beer (re-elected); vice-president, Mary Last; secretary-treasurer, Mearl Kemp; convener, Edna Baldwin; committee, Doris Leslie and Edith McMillan. The club is endeavoring to assist one of the missionaries of the church by supplying cards and papers to help in her missionary work in Japan.

FAIRLY ACTIVE.—London reports to Bradstreet's say that there is not a great deal that is new to be noted in the local business situation. Trade at wholesale and retail houses is fairly active and satisfactory under the circumstances. Plowing is proceeding in some of the nearby districts and farmers are getting ready for the winter. At the moment of writing there is just a little cloud on the horizon as regards the relations between the men and the management of the street railway. It is hoped that it will be dispelled soon. Payments on the whole are satisfactory.

STEAMER ARRIVALS.

Shanghai, Oct. 10.—Empress of Russia, from Vancouver.

Havre, Oct. 11.—Manoa, from Montreal.

Singapore, Oct. 11.—Mattawa, from Vancouver.

New York, Oct. 14.—Lom, from Sydney, C. B.

Port Said, Oct. 12.—Canadian Pioneer, from Montreal.

Cardiff, Oct. 13.—August Wilkes, from Campbellton, N. S.

London, Oct. 13.—Canadian Trapper, from Montreal.

Yokohama, Oct. 9.—Monteagle, from Vancouver.

Malta, Oct. 12.—St. Anthony, from New York, via Boston.

Rotterdam, Oct. 12.—Lingfield, from Montreal.

New York, Oct. 15.—Adriatic (British), from Southampton.

COWAN'S

WE CALL OUR STORE

"The Store With a Stock"

We try to live up to that name by carrying a large stock of highest quality hardware necessities available. Our stock is most complete in all hardware lines.

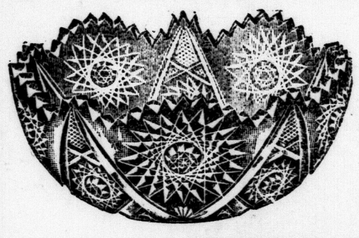
BRASS GOODS

Ash Trays, each.....50c to $5.00
Tobacco Stands, each.....$3.50 to $15.00
Tobacco Jars, each.....$3.50
Toddy Kettles, each.....$6.00
Crumb Trays, each.....$2.50
Dinner Gongs, each.....$5.00 to $7.50
Cuspidors, each.....$2.75 to $12.00

We have just received a fine large shipment of

Gundy-Clapperton Cut Glass

in all the new and popular designs.



TRAYS

A few Glass Inlaid Trays left. It will pay you to see them. These are selling at, each.....$2.50

Electric Toasters

Fresh toast made right at the table as you want it. High Drop-Side Toasters, each.....$9.00
Flat Toasters, each.....$5.00 and $6.00

PERCOLATORS

An Electric Percolator makes your coffee while you are eating. Saves carrying to and from the kitchen. Prices, each.....$16.00 to $25.00

Electric Reading Lamps

In antique finish, for den or living-room, each.....$18.00 to $25.00

Cowan Hardware, Limited

125-127 DUNDAS STREET. PHONES 3461, 3462.

HIGHER PRICES ARE NAMED ON WIRE

Washing Machines, Wringers and Lamp Chimneys Also Advance.

Changes in hardware prices are not as numerous this week. The main feature among the advances is the new list on wire gauge "extras," with higher prices on all wires, says Hardware and Metal.

Higher prices are in effect on washing machines and wringers, barrel churns and step ladders. Lamp chimneys are advanced in price.

Lower quotations are made on poultry netting, solders, some ingot metals, and on lead, wool and turpentine.

Portland cement appears to have a lower tendency and also cotton waste.

Some scrap metals have declined in price.

A little improvement is noted in some lines that have been scarce for some time, but there is still a pronounced shortage of smaller sizes in pipe and in lighter gauges of sheets.

Business continues fair, but a tendency to buy in smaller quantities is noted.

Collections are good.

October Engagements

Young Folks Take Notice.

Statistics go to show that October is the most successful month to become engaged.

October Diamonds win hearts for ever, especially Perfect Diamonds purchased from John A. Nash, My Jeweler. His store is 206 Dundas street, "where you will eventually buy."

DEATHS AND FUNERALS

FUNERAL OF MRS. MASON.

The funeral of Mrs. Jane Mason, who died Friday, October 8, was held on Monday afternoon at 2:30 o'clock from the residence of her son-in-law, F. E. Gaze, 437 Oxford street, to Woodland Cemetery.

Mrs. Mason was born in Gibraltar and came to London when but six weeks old. She Was one of the oldest residents of the city, having lived on Sydenham street more than 50 years. Deceased had a host of friends.

Of a family of ten children, one son and five daughters survive. They are: Mrs. F. E. Gaze, Mrs. Alex Fitzsimmons, both of this city; Mrs. James Davidson and Mrs. Charles Sprake of Detroit; Mrs. Austin H. Irwin of Regina, Sask., and Charles Mason of this city. Seven grandchildren and two great-grandchildren also survive.

Rev. Mr. Lowe of St. Luke's Church, Broughdale, who is a close friend of the family, conducted the funeral services. The floral offerings were many and beautiful.

MASONIC FUNERAL.

Kingsville, Oct. 15.—With full Masonic honors, the funeral of James Greaves, whose death occurred at Wheatley, was held from the residence of his son-in-law, Milton C. Fox, M.P.P., to the Church of England Cemetery. Mr. Greaves, who was 90 years old, had been visiting his niece, Mrs. William Healey, just north of Wheatley, and was in his usual health. He had taken dinner as usual, and was around all the afternoon. At tea time he had gone into the house and lain down on a couch. When tea was ready, Mrs. Healey called him, and, getting no answer, found that he was dead. Mr. Greaves was born in Lancashire, England, and came to this country with his parents when he was 15 years of age.

The family lived in New York State for a few years, then removed to Essex County, near what is now Maidstone village. He lived with his parents until he married Miss Mary Cooper and came to Kingsville to reside. His wife died five years ago, since which time he has lived with his children, Mrs. Milton C. Fox of Kingsville, Mrs. A. H. Scarf of Windsor, and G. C. Greaves of Glenwood.

DEATH OF MRS. PANGBURN.

Essex, Oct. 15.—The death occurred in Windsor at Hotel Dieu on Tuesday night of Mrs. Mary Pangburn of Essex. She resided here for several years, and was a life-long member of the Presbyterian Church as well as a regular attendant of the Salvation Army. Mrs. Pangburn was in her 60th year, and leaves one son in Detroit. The funeral was held to North Ridge Cemetery.

HEATERS TAKE MUCH POWER

Between 2,000 and 3,000 in City, Says General Manager.

About 25 or 30 electric heaters have been sold retail since last winter by the Hydro Shop, E. V. Buchanan, the general manager, said today. In addition to these about 200 have been sold to jobbers. A few of these may have been sold locally, but most of them were disposed of in other municipalities.

Mr. Buchanan maintained that, with a power shortage in sight, the shop had done everything possible to discourage the sale of heating appliances. The previous winter when restrictions were not so stringent more than 1,000 heaters were sold.

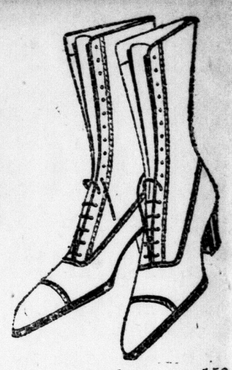
He estimates the total number of heaters in the city at 2,000 or 3,000. If all these were used at once the power load would be increased 2,000 or 3,000 horsepower. Rarely, however, are more than 50 per cent of the heaters in use at one time, so that the load for which they are actually responsible in London is about 1,000 horsepower.

"The uses to which heaters are being put today were never contemplated when they were placed on the market," said the manager. "A short time ago when coal was ten or twelve dollars a ton, no one thought of using an electric heater continuously. They turned it on for a few minutes if a room was chilly. Now people are using the heaters to replace coal, and they are burning them for hours at a time."

SPANISH ELECTIONS DECEMBER 5.

Madrid, Oct. 15.—The general elections in Spain will be held December 5.

Women's Gunmetal Boots, $4.98



Two Shapes —One Price

Placed on the bargain tables for quick clearance, 150 pairs of Women's Gunmetal 8-Inch Lace Boots, sizes 2½ to 8.
Style No. 1—Spat shape, pointed toe, one-inch heel.
Style No. 2—School girl shape, round toe, one-inch heel.

50 Pairs Small Sizes On Sale $3.98

All brown, all-black and two-tone styles, sizes 2, 2½ and 3; Louis heels, military heels, kid and calf uppers; values up to $8.00. A real bargain for small feet.

Lower Prices on KIDDIES' BOOTS

Misses' Box Grain Lace Boots, broad toes, low heels, solid leather insoles and guaranteed counters; sizes 11 to 2. On sale.....$2.28

Girls' Box Grain Lace Boots, same style; sizes 8 to 10½.....$1.98

Little Gents' Box Grain Lace Boots, with hooks like daddy's, all solid; sizes 8 to 10½..$1.98

Kiddies' Brown Lace and Button-Ups; sizes 4 to 7½.....$1.48

Ashplant's
THE GOOD SHOE STORE

SAYS SYMPATHY IS MOST IMPORTANT

"The Most Important Quality For Noble Motherhood" was the subject of an interesting address delivered last night before the Aberdeen Mothers' Club by Rev. A. C. Bingham. He pointed out the difference which Christianity has made to the status of woman; that before the advent of Christianity she was merely a slave, while Christianity has placed her in the position of a companion.

"Christian sympathy is the most important quality for noble motherhood," said Mr. Bingham. "It is a slam to the mother, when children confide in someone else. This sympathy is cultivated by leading a Christian life."

He emphasized also the importance of saving children from evil rather than rescuing them after they have fallen.

Mrs. A. Rumball presided at the meeting and the program included readings by Nan Keilman, violin selections by Wm. Duncan and solos by Miss Gladys Burns.

IF YOU ARE SURE

that you will not die this year—or be sick—or have any kind of an accident—or have a fire—THEN you do not need our SERVICES. Otherwise, telephone your needs and we will act promptly.

THE DAVIS INSURANCE AGENCY, LIMITED,
208 Royal Bank Bldg. Phones 776—2922.
2xw

Cut shows one of our many lines.

$1.50 to $10.00. We have Trusses to fit all needs. Our fitters are experts.
ANDERSON & NELLES, 268 Dundas St.

FLOWERS---
THE UNIVERSAL GIFT.
Dicks Flower Shop

An Array of Bargains

That Will Attract Every Lady Shopper in London

SWEATER COATS.

20 dozen Ladies' All-Wool Sweater Coats, all Ballantyne make, in all colors and sizes. Worth from $12.00 to $15.00 each, all to be sold at one price, your choice.....$5.95

Ladies' All-Wool Pullover Sweaters, in all colors and sizes. Worth from $5.00 to $8.50 each, on sale.....$3.50

35 dozen Children's All-Wool Pullover Sweaters, with large sailor collar, in all colors. Regular $5.00 and $6.00 value, on sale.....$2.98

25 dozen Boys' All-Wool Pullovers, fine weave, all sizes and colors. On sale.....$1.98

COLORED YARN.

New shipment of Colored Yarn—Monarch Floss—in all colors. On sale.....35c ball

Monarch Down, in all colors, in 2-oz. balls. On sale.....65c ball

Double Knitting Yarn, in all colors. On sale.....59c skein

Best Quality 4-Ply Scotch Fingering Yarn, in light and dark grey. On sale.....$2.25 lb.

Black and Khaki, on sale, $2.50 lb.

GIRLS' COATS.

25 Children's All-Wool Winter Weight Coats, in plain colors and plaids, with large collar and belt, well lined; fitting children from 6 to 14 years. Regular $22.00 value, on sale.....$15.00

CHILDREN'S COATS.

10 dozen Children Red Curlcloth Coats, well lined, fitting children from 2 to 6 years. Regular $5.00 value, on sale.....$3.98

SILK SKIRTS.

100 Ladies' Silk Poplin Skirts, in black and navy, in all sizes. Regular $7.50 and $8.50 value, on sale...$4.98

FALL HATS.

22 dozen New Fall Hat Shapes, in silk velvets, hatters' plush, velours, duvetyne and combinations, in both small and large shapes. All specially priced at.....$3.50 to $7.00

CHILDREN'S HATS.

10 dozen Children's Plush Hats, in black and brown, nicely trimmed, for boys and girls. Regular $3.00 value, on sale.....$1.98

BATH ROBES.

25 Ladies' Heavy Weight Bath Robes, in all colors. Regular $15.00 value, on sale.....$9.95

KIMONOS.

Three dozen Ladies' Crepe Kimonos, made of old rose cotton crepe, elastic belt; all sizes. Regular $3.00 value, on sale.....$1.19

Three dozen Heavy Weight Eiderdown Kimonos, in straight style, with long sleeves, large collar, pockets and girdle; in all colors. Regular $9.00 value, on sale.....$6.50

Two dozen Children's Heavy Weight Eiderdown Kimonos, in all colors, fitting children from 6 to 14 years. Regular $8.00 value, on sale.....$4.95

SILK HOSE.

50 dozen Art Silk Hose, in black, white and colors; sizes 8½ to 10; first quality. Regular $1.25 value, on sale.....85c pair

50 dozen Pure Thread Silk Hose, with mercerized ribbed tops, high spliced heels and double soles, in black, white and all colors; sizes 8½ to 10. Regular $2.50 value, on sale, $1.75 pair

GLOVES.

20 dozen Silk Gloves (Queen Quality), with double tips and two domes, in all colors and sizes. Regular $1.50 value, on sale.....$1.00 pair

15 dozen Ladies' Chamoisette Gloves, in plain white, white with black back, chamois and grey; all sizes. Regular $1.00 value, on sale, 69c

5 dozen Children's chamoisette Gloves (Fownes' make), in grey, white and fawn; sizes 2 to 6. On sale.....85c

UNDERSKIRTS.

20 dozen Ladies' Underskirts, made of good quality near-silk, in colors of paddy and rose, copenhagen, navy, purple, brown and black, with wide pleated flounce; in all sizes. Regular $2.75, on sale.....$1.98

5 dozen Ladies' Underskirts, made of black heatherbloom, with flowered flounce, elastic band; in all sizes. Regular $3.75 value, on sale.....$2.98

10 dozen Ladies' Knitted Underskirts, with scalloped bottom; in all sizes. Regular $1.50 value, on sale.....$1.19

LADIES' COATS.

50 Sample Winter Weight Coats, made of all-wool materials, with large convertible collar and wide belt; in all colors and sizes. Regular $25.00 to $30.00 value, on sale.....$15.00

MARA'S OPPOSITE MARKET LANE MARA'S