Profit by our diamond experience

Don't judge a diamond by its carat weight alone, for diamonds of equal weight are not necessarily of equal value.

The worth of a diamond-its purity of color and perfection in cutting-can be judged best by men who know diamonds.

Profit by our diamond ex-perience. We know true dia-mond values. Our reputation for integrity is your assur-ance of honest service. Come in and talk with us before you buy.

John S. Barnard

194 DUNDAS STREET.)pposite The Advertiser.

DEATHS AND FUNERALS

GRADUATE NURSE DIES. Miss Pearl Brown, a graduate nurse from Victoria Hospital, died there at an early hour this morning from Span-ish influenza. Miss Brown had been attending a private case in the city when she was taken ill, and entered Victoria Hospital on Sunday. She was very low last evening, but conscious and able to recognize her parents and brother Hugh, who arrived at 1 o'clock this morning. Miss Brown graduated last April and was only 26 years of age. Her home is in Dunboyne, Ont.

DEATH OF MISS A. I. DIBB. The death occurred today of Miss Annie Irene Dibb, 876 Hellmuth avenue. Annie Irene Dibb, 876 Hellmuth avenue, from Spanish influenza. Miss Dibb was the youngest daughter of Mr. and Mrs. John G. Dibb, and had been sick only a few days. She is survived by her parents and four sisters—Mrs. Thomas-Woolley Jun. of this city, Mrs. R. A. Walker of Seattle, Miss Retta in the States and Mrs. Ethel Howe of this city. The funeral will be held on Saturday from the family residence.

DEATH OF MRS. ELSON The death occurred on Thursday London Township of Mrs. Rebecca El son, widow of Peter Elson, from pneu nonia. Mrs. Elson was the younges laughter of the late John Wood, a na-ive of County Antrim. Ireland, and ontive of County Antrim. Ireland, and one of the oldest pioneers of London Township. She is survived by one brother, Captain George Wood of Selkirk, Man., and four children, Rev. Albert J. of Kobe, Japan: Paul B., who is living on the old homestead in London Township; Mrs. A. M. Dickle of Hyde Park, and Mrs. Louis Wood of Parketes.

Special this week: Hudson Seal Coats, trimmed and untrimmed, \$180 and up.

"OLD DOC HEMLOCK" FOR SPANISH INFLUENZA

Made from Hemlock Leaves, Wormwood, Cedar Leaves and other Antiseptics, in pure grain alcohol, this preparation is highly recommended to ward off and kill the Spanish Influenza Germ, cures Colds, La Grippe and Sore Throat. We will stake our reputation on Old Doc Hemlock, nothing like it on the market, nothing just as good. It has miraculous power over all disease germs, and is admirable to warm and comfort a cold stomach; it aliays pain in all parts of the body because it goes to the seat of the trouble. Keep a bottle in the house and free your mind from worry and fear of the disease that is now going around. Owing to high price and scarcity of materials that go into this preparation we will sell only two bottles to a customer. Price 50c a bottle, war tax and postage 10c extra.

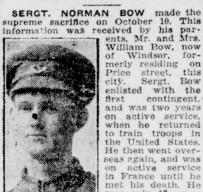


WHEN SMUGGLING WHISKEY PUT ON THAT JAUNTY, CARELESS AIR; TIMIDITY MEANS SURE DISCOVERY

Advice Comes Too Late For B rantford Man, Whose "Maple Syrup" Reposes in Lon don-He Failed at the Crucial Moment.

Suspicion always haunts the guilty mind, The thief doth fear each bush an

SERGT. NORMAN BOW KILLED AFTER LONG SERVICE WITH FORCES



Price street, this city. Sergt. Bow enlisted with the first contingent, and was two years on active service, when he returned to train troops in the United States. He then went over-

Son Killed and Five Others Serving, Yet Mother Is In Want

Pitiful Tale Told the Soldiers' Grants Committee by a London Woman.

hela nothication of his being wounded was sent to his sister, Mrs. Hattle Nash. 177 William street. Pte. Fanson left London with the 135th Battalion, and this is his first wound. Prior to enlisting he worked in the McClary factory.

PREVENT SPANISH "FLU" by keeping yourself warm wearing our fing them at considerably lower prices than you can buy them elsewhere, and warm elsewhere, and warm weather.

Special this week: Hudson Seal Coats, trimmed and untrimmed, \$180 and up.

EMPIRE FUR CO.

Corner Dundas and Wellington Sis.

Opposite Hydro Office.

"Old D DOC HFMI OCK" FOR

"Old D DOC Remember, that every penny you con-Remember, that every penny you contribute goes straight to the children, and no part of it whatever is diverted to any other expenditure. Send your aid to the local committee of the Belgian Relief Fund or to the central committee at 59 St. Peter street, Montreal, Quebec.

More About Blood Pressure

If the Blood Pressure is away from normal there is something wrong in the manner of living. Business or domestic worries, ever-indulgence in food, excess of alcohol, stimulants or Constipation, are some of the aggranting causes of high blood pressure. A lowered blood pressure often comes from general deblity, despondency or from Neurasthenia or Nervous Breakdown. In both cases a Tonic Treatment is recommenthenia or Nervous Breakdown. In both cases a Tonic Treatment is recommendation. Save and postage 10c extra.

3. Hacking & Co., Listowel, 15u yv

RELIANCE Garage

RELIANCE Garage

SERVICE Station

These two combined make way for health, happiness and a longer life, constipation your sickness; you can place your confidence in Hacking's; give them a trial today. The habits of a lifetime cannot be broken in a few-days, so better be persistent in the treatment. Price, but a box, six for \$2.50. Sold by all dealers or by mail. C. B. Hacking, Phm.B., Listowel, 18u morrow.

of vegetables in your grip, you com-mence to think that He thinks you have a bomb and can hear a time clock tick-

Suspielon always haunts the guilty mind.

The thief doth fear each bush an officer.

In other words, if one weakens at the crucial moment because of the accuse of the south he cannot hope the crucial moment because of the accuse of the south he cannot hope the cannot hope the south of the satisfactors, false or otherwise, of that despotic deputy of the south of the s

BOOKS BY LONDON WRITERS ADDED TO LISTS AT LIBRARY

Dr. Yealland's and Rev. R. W. Norwood's Works on Shelves.

Lancet and other medical journals, is O. H. was laid over. one of the additions at the public was only 17 years library in this week's list. Dr. Yeal-of age at the time land is a London man. Another Lon-Bow was attached doner also appears in the list of writers, Rev. R. W. Norwood, whose new book of poetry, "The Modernists," will probably have a wider circle of readers than any of the preceding volumes from his

> The full list of additions at the library as follows:

nson: God and the World. MacGillivray: China Mission Year Book. Little: Studies in English Franciscan History. Graetz: History of the Jews (6 vols.). Bellamy: Looking Backward, Page: Dramatic Moments in American Diplomacy. Johnsen: Municipal Ownership. Mabie: The City Manager Plan. Mil-

lot 25, concession 2, Westminster, Mr. Bowett is survived by her husband. Frank Rowett, and three children, Ar. Mrs. Marslen has six sons oversean, while the property of the survived by her husband lives at home. Since of clock to Woodland Cemetery.

DEATH OF J. GREENSLAGE. John Greenslade died at his home this morning, 75 Sterling street, from spanish influenza. He is survived by his wife, Ada Greenslade, and two children, Norman and Neona, both at home. His six wife, Ada Greenslade, and two children, Norman and Neona, both at home. His wife, Ada Greenslade, and two children, Norman and Neona, both at home. His wife, Ada Greenslade, and two children, Norman and Neona, both at home. His wife, Ada Greenslade, and two children, Norman and Neona, both at home. His wife, Ada Greenslade, and two children, Norman and Neona, both at home. His wife, Ada Greenslade, and two children, Norman and Neona, both at home. His wife, Ada Greenslade, and two children, Norman and Neona, both at home. His was in his 55th year. The funeral will woodland Cemetery. Elect Gray will conduct the services.

DEATH OF MRS. JONES.

The death ore urred today at the family residence, 254 Richmond street, of Mrs. (Little) Jones, in her 40th year. She is survived by her husband, George and made the suppemen sacrifices, for the war in the local driving the house of the little work for Mr. Marsden and will keep the conduct the services.

PTE. WILLIAM FANSON

WOUNDED IN LEFT LEG

Wounded by gurabot in his left leg. Pte. William F. Fanson, Infantry, was admitted to No. 2 Canadian General Mrs. Legislation of the war was sent to No. 2 Canadian General Mrs. Legislation of the lattice work for Mrs. Marsden and will be provided to the carried of the Nork Street Masslon will conduct the electrical of the Nork Street Masslon will be provided to the carried of the Nork Street Masslon will be provided to the carried of the Nork Street Masslon will be provided to the carri

Mrs. Sarah Biggar, Pall Mall street.

Pte. Biggar went overseas with the old 6th Battery, at the beginning of the war, but was invalided home. He reenlisted in the 142nd Battalion, and got to France, being wounded at Vimy Ridge, and sent back to England. He remained in Bramshot Hospital for a long time, and returned to France only two weeks ago.

His brother John was killed at the same time as Lieut.-Col. H. C. Becher. Mrs. Frank Benenati, Pall Mall street, is a sister.

A quiet wedding took place in Toronto on Monday, October 14, when Miss Margaret Easom, youngest daughter of Mrs. Maria Easom, 120 Colborne street, this city, and Mr. Neil Brown of Mount Forest were united in marriage by the Rev. S. T. Bartlett. The bride is well-known in London, having lived here a number of years, prior to going to St. Catharines last summer. The young couple will reside in Toronto.

Mr. and Mrs. James Ballantyne of

SOME SAVING THOUGHTS

Civilization has been saved; you must save to pay the bills. The soldiers fought to save you; save Save! Remember Canada's war bill is still a million a day.

Save and so be in a position to lend Canada your money at good interest. Save in the day of your prosperity. Remember that "rainy days" come. Save that you may be able to invest

Canada needs your dollars as much as she needed men; save to meet the need. JULIUS MADDI, Sales Agent, Practise economy today and so protect yourself against the uncertainties of to-

CITY MAY PURCHASE 24 BOARD OF TRADE MEMBERSHIP SLIPS

Board of Control So Advises by Resolution.

ferent.

An estimate of \$3,460 for the footbridge over the river at the London and Port Stanley bridge was accepted by the board. It was sent in by J. E. Richards, manager of the London and Port Stanley Railway. This estimate is based on the assumption that no subway will be necessary and that the present archway of the bridge can be used.

Wants Amendment.

A communication was received from

A communication was received from Assessment Commissioner Stephen Frant in reference to a clause in the as-Grant in reference to a clause in the assessment act, which states that no persons are liable for assessment on income derived from dividends of a mercantile or a manufacturing business. This clause, he thinks, should be amended. It is being taken up through the Ontario Municipal Association to be presented to the legislative committee on the amendments to the assessment act. Reports were received from committhe United States.
He then went overseas grain, and was on active service Lancet and other characters.

Dr. L. R. Yealland's new book on "Hysterical Disorders of Warfare," which has been highly praised by the Committee on the legislative committee on the amendments to the assessment act. Reports were received from committees Nos. 1 and 2, and adopted.

BY AUTOMOBILE IS IN SERIOUS STATE

Philosophy, Religion, Sociology-Rob- Ruth Chamberlain Knocked Unconscious While Playing in Park.

Little Ruth Chamberlain, the 5-year

The funeral will take place on Saturday from the family residence in London Township to Oakland Cemetery.

The services will be conducted by Rev. S. Bartlett of Arva.

Mrs. C. Marsden of 169 Horton street came before the soldiers' grants committee of the city council this morning of Mrs. Esther Bowett at her home, lot 25, concession 2, Westminster. Mrs. Bowett is survived by her husband, Frank Bowett, and three children, Arthur in France, Christopher and Miss Marsden has six sons overseas, and in England. The funeral will be held from the family residence at 3:30 o'clock to Woodland Cemetery.

The death occurred early this morning of Mrs. Esther Bowett at her home, lot 25, concession 2, Westminster. Mrs. Bowett, and three children, Arthur in France, Christopher and Miss Marsden has six sons overseas, and her husband lives at home. Since held from the family residence at 3:30 o'clock to Woodland Cemetery.

The death occurred early this morning with a story which did not fail to touch the hearts of the committeemen. She was asking help in most distressing circumstances and an effort will be made to provide this.

Mrs. C. Marsden of 169 Horton street Came before the soldiers' grants committee of Mrs. H. A. Chamberlain, 197 Queen's avenue, lies Unconscious in Victoria Park by a woman duschillence. Humphreys: Personal Hygiene for Girls. Kellerman: Physical Disorders of Warfare. Black: The Doctor at Home. Watts: Warfare, and her current and Park avenue entrance to Victoria Park by a woman duschillence. Humphreys: Personal Hygiene for Girls. Kellerman: Physical Disorders of Warfare, and the Park avenue entrance to Victoria Park by a woman duschillence. Humphreys: Personal Hygiene for Girls. Kellerman: Physical Disorders of Warfare, and the Park avenue entrance to Victoria Park by a woman duschillence. Humphreys: Personal Hygiene for Girls. Kellerman: Physical Disorders of Warfare, and the City Manager Plan. Milician: A Parent's Job.

Chamberian: Little Ruth Chamberlain. 197 Queen's develue of Mansden Practice of Mansu

Mr. and Mrs. James Ballantyne of London announce the engagement of their eidest daughter Janie A, to Dr. G. Norman Urie, son of Mr. and Mrs. John Urie of Guelph, the marriage to take place early in November.

CONSTIPATION POISONS

the blood. Perfect elimination is in-dispensable to health. Stimulate the liver, open the bowels and get the system into a good habit by taking Hood's Pills, the old reliable family cathartic. Do not irritate nor gripe. Price 25 cents, of all druggists or promptly by mail of C. I. Hood Com-pany, Lowell, Mass.

SAVE YOUR DOLLARS by protecting them with

NATIONAL Cash Register The N. C. R. Co. of Can., Limited,
350 DUNDAS STREET, LONDON, ONT.

Western Ontario's Mail Order House

The Smartest of New Millinery Modes

Tailor Hats and dress models for fashionable women. The modes are characteristically distinctive, many of Lyons velvet or hatter's plush, with shapes of such extensive variety and trimmings so artistically applied, and fashionably correct. Many of the new modes shown this week are doubly smart because they suggest the revival of old-time fashions with a touch of mode not quite so old fused into a fashion so dashingly new and becoming that it cannot fail to have a two-fold popularity. There are many phases of these modes, including the quaint beaver tam, shown in the newer productions from our workrooms. Particular offerings for Saturday specially priced at\$5.00 and \$7.50

Ladies' Flannelette Underwear

Gowns, Bloomers, Petticoats, Corset Covers, Pyjamas, etc., neatly made and trimmed and moderately priced.



SALE OF

FLANNELETTE ENDS

4 TO 10 YARDS SATURDAY.

Five bales of Mill Ends of Flannelette, about

8,000 yards, in light and dark fancy stripes,

also a number of pure white ends, all good

lengths from 4 to 10 yards; widths suitable

for children's, ladies' or gentlemen's gar-

ments. Sale price and length, marked on

Ladies' Knitted Underwear

..... 50c and 75c

Fine Lisle Corset Covers, high neck, long or elbow sleeves.

sizes 36 and 38. Price 85c each

White Cotton Combinations, high neck, button front, long

sleeves; drawers ankle length, open style, sizes 34 to 38

Price \$1.50 Natural Union Vests, high neck, long sleeves, sizes 34 and

36. Special 65c each

Japanese Kimonos, Half-Price

One table Japanese Cotton Crepe Kimonos, some embroidered in white, others plain with banding of white at sleeves,

neck and down front of garment; an assortment of odd and

broken lines, in pink, sky, heliotrope. To clear at half price

PETTICOATS, \$1.39.

Five dozen only Black Taffetine Petticoats, deep flounce of

accordion pleating with stitching at bottom, draw tape regu-

Ladies' Gowns, made of best quality soft-finished white flanuelette, several neat and pretty styles, with long sleeves and high necks, others made with low necks, neatly finished with tucks, embroidery and braid trimming. Prices from \$1.25 to \$2.50 Ladies' Pyjamas of good quality striped American flannelette, trimmed with frog fasteners, military collar; a very

comfortable and serviceable suit. Prices \$2.75, \$3.50 and \$4.50 Ladies' Bloomers of heavy grey and white flannelette, finished at knee with elastic. Prices.....75c, 85c and \$1.00 Ladies' Petticoats of heavy grey and white flannelette. Prices \$1.00 and \$1.25 Ladies' Fitted Corset Covers of splendid quality white flannelette, neck and arms, finished with lace edging, sizes 34 to 44. Price 50c

At Toilet Counter Genuine Castile Soap, large bar

...... 29c Antiseptic Soap, Lifebuoy 2 for 15c Ivory Soap2 for 15c Peroxide Bath Soap .. 2 for 25c Large Round Bath Tablet . . 15c Camphor Ice in tubes or boxes 12c Mentholatum 19c Rice Powder, violet, flesh or Witch Hazel Cream for chapped hands and lips......25c Minty's Tooth Paste.....25c

Extra Fine Bristle Tooth Brushes 25c Ladies' and Children's Knitted Coats

and Pullovers Ladies' Knitted Coats, plain knit or brushed, square or shawl collars, belts or sashes, plain colors, also two-tone effect. Prices from \$6.50 to \$16.50 Ladies' and Misses' Pullovers, sleeveless or long sleeves, fancy weaves, also plain knit, plain colors and two-toned effect, brushed wool trimmings, also knitted collars and cuffs in fancy stitch; colors-salmon, maize, rose, orange, purple, paddy, nile. Prices. .\$6.50, \$6.75, \$8.50, \$8.75, \$10.75 Children's All-Wool Knitted Coats, scalloped edge around collar, cuffs and down front, military effect, pockets; colors -cardinal, tan, grey, copen and navy. Prices: Size 24, \$3.00; sizes 26 to 28, \$4.00; sizes 30 to 32................\$5.50 Ladies' Cosy Spencers for under suit coats or house wear, double knit\$2.25 and \$3.00

Kiddies' Overalls and Sweaters, Specially Priced Five dozen Knitted Wool Overalls, khaki, red and navy, in sizes for ages 1 to 3 years. Special89c pair

Five dozen White Wool Sweater Coats, shawl collars, buttoned, with pockets, ages 1 to 3 years. Special\$1.79 Second Floor.

WOOL OUTING SETS.

A good assortment of Brushed Wool Sets, scarf with cap, or tam, in beautiful range of colors. Prices, per set \$2.95 and \$3.00

PATENT LEATHER BELTS.

For all sizes. The narrow buster belt, 11/2 inches or 2 inches wide, in black, white, red or tan . . 25c and 35c each Block or White Patent Leather Belts, 21/2, 3 and 4 inches wide, popular for wearing with sweater coats. Prices 50c, 65c and \$1.25 each Main Floor.

lates fullness at waist; lengths 34 to 40. Special \$1.39 each The Men's Section Shows the Best in Suits

Our Men's Section is more than a correct place to buy right clothes-gentlemen's clothes. It is a man's store in atmosphere and service. Such a department carries out your individual ideas to perfection. Your time is an element given first consideration; and our appreciation that you know be-



fore you come what you want in pattern, price and fit, is always evident. MEN'S SUITS SATURDAY, \$18.00 These suits, on special sale Saturday, are priced very low, but they are not "cheap suits," but good serviceable tweeds in brown and grey mixtures, all modelled on the conservative threebutton sack style, with a few form-fitting, welltailored and lined. You know the value of suits

range from 35 to 44. Very special at\$18.00

today, so look these over on Saturday. The sizes

BOYS' SAMPLE SUITS, \$3.95. A clearing of all our Sample Suits for little boys, ages 3, 4, 5, 6 and 8. These are exceptional value; the colors are light and dark grey, brown and blue, good smart suits. Anyone needing a suit of this size should be here on Saturday. Price \$3.95

BOYS' RAINCOATS, \$6.95.

Just seven coats to clear out Saturday-one 8year, three 10-year and three 12-year sizes, real dressy tweed Raincoats, in brown check with plaid lining, convertible collar. A very

MEN'S SWEATER PULLOVERS.

Khaki Pullover Sweaters, specially designed for the soldiers, sleeveless, of good wool and much in demand. See them here on Saturday. Price \$5.00 each

Men's Underwear Saturday Our stock is complete



with Men's Winter Underwear in light medium and heavy weight; Ceetee, Woolsey, Watson's, Tiger Brand and Tru-Knit Shirts and Drawers or Combinations, in small or very large sizes. The prices are very moderate. For Saturday we mention only two special lines. Men's Heavy Ribbed Shirts and Drawers, Tiger Brand, natural shade in wool with a percentage of cotton,

unshrinkable and very durable, for the man outdoors. This is a good line and priced very low; sizes 34 to 44. Price \$1.50 garment

Men's Combinations in a medium weight wool and cotton mixture, elastic ribbed, very easy to wear, fine soft inside finish and good fitting. For the young man or those who do not wear heavy, coarse underwear, this line will please; sizes 34

Afternoon Tea, 3 to 5:30.

Afternoon Tea, 3 to 5:30 Chicken Broth with Salt Wafers 20c Cold Roast Lamb, Potato Salad, Apple Pie Cup of Tea 40c