

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 experience. We know true diamond values. Our reputation for integrity is your assurance of honest service. Come in and talk with us before you buy.

John S. Barnard

194 DUNDAS STREET. Opposite 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 Spanish influenza.

DEATH OF MISS A. I. DIBB. The death occurred today of Miss Annie Irene Dibb, 876 Holliston avenue, from Spanish influenza.

DEATH OF MRS. ELSON. The death occurred on Thursday in London Township of Mrs. Rebecca Elson, widow of Peter Elson, from pneumonia.

DEATH OF MRS. BOWETT. The death occurred early this morning of Mrs. Esther Bowett at her home, lot 25, concession Westminster.

DEATH OF J. GREENSLADE. John Greenslade died at his home this morning, 75 Sterling street, from Spanish influenza.

DEATH OF MRS. JONES. The death occurred today at the family residence, 254 Richmond street, of Mrs. (Hattie) Jones, in her 40th year.

PTE. WILLIAM FANSON WOUNDED IN LEFT LEG. Wounded by gunshot in his left leg, Pte. William Fanson, infant, was admitted to No. 2 Canadian General Hospital, Letchford, on October 7.

PREVENT SPANISH "FLU" by keeping yourself warm wearing our GOOD FURS. They are made by experts. We are selling them at considerably lower prices than you can buy elsewhere.

EMPIRE FUR CO. Corner Dundas and Wellington Sts. Opposite Hydro Office.

"OLD DOC HEMLOCK" FOR SPANISH INFLUENZA. Made from Hemlock Leaves, Wormwood, Cedar Leaves and other Antiseptics, in pure grain alcohol.

More About Blood Pressure. If the Blood Pressure is away from normal there is normal there is a danger of serious illness.

RELIANCE Garage SERVICE Station

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

Advice Comes Too Late For Brantford Man, Whose 'Maple Syrup' Reposes in London—He Failed at the Crucial Moment.

Suspicion always haunts the guilty mind. The thief doth fear each bush an officer. —Shakespeare. In other words, if one weakens at the crucial moment because of the accusations, false or otherwise, of that despotic deputy of the soul, he cannot hope to get his whiskey home.

A customs officer—one of the London men who travel on trains and look over the stuff carried by Americans going through searching their berths while they are in the washroom.

SEBASTIAN NORMAN BOW KILLED AFTER LONG SERVICE WITH FORCES

SEBASTIAN NORMAN BOW made the supreme sacrifice on October 19. This information was received by his parents, Mr. and Mrs. W. B. Bow, of Windsor, formerly residing on Price street, this city.

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

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

Mrs. C. Marsden of 149 Horton street came before the soldiers' grants committee of the city council this morning with a story which did not fail to touch the hearts of the committee members.

SHALL THE BELGIAN CHILDREN STARVE?

In Belgium at the present moment there are 1,200,000 children. This is not a figure of speech, but a literally exact fact. The horror of it is impossible to imagine.

PTE. CHARLES BIGGAR WOUNDED SECOND TIME

Pte. Charles Biggar has been admitted to Kitchener Hospital, Brighton, England, suffering from gunshot wounds in the leg and head.

SOME SAVING THOUGHTS. Civilization has been saved; you must save to pay the bill.

SAVE YOUR DOLLARS by protecting them with a NATIONAL Cash Register

JULIUS MADDI, Sales Agent, The N. C. R. Co. of Canada, Limited, 350 DUNDAS STREET, LONDON, ONT.

CITY MAY PURCHASE 24 BOARD OF TRADE MEMBERSHIP SLIPS

Board of Control So Advises by Resolution.

ALDERMEN TO GET SOME And Heads of Departments Will Share, Except the Mayor.

Twenty-four memberships in the re-organized board of trade will be purchased by the city if the council acts on the recommendation of the board of control which was passed at this morning's session of the above body.

It was unanimously recommended that the city purchase twenty-four memberships for the benefit of the aldermen and the following heads of the departments: Treasurer, clerk, engineer, assessment commissioner, auditor, chief of police, chief of the fire department, chief of health, relief inspector, medical superintendent, building inspector, and chief of the street cleaning department.

BOOKS BY LONDON WRITERS ADDED TO LISTS AT LIBRARY

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

LITTLE GIRL STRUCK BY AUTOMOBILE IS IN SERIOUS STATE

Ruth Chamberlain Knocked Unconscious While Playing in Park.

Little Ruth Chamberlain, the 5-year-old daughter of Mr. and Mrs. H. A. Chamberlain, 197 Queen's avenue, lies unconscious in Victoria Hospital as a result of being struck by an automobile.

WENT OUT OF BOUNDS WITHOUT GETTING LEAVE

Pte. O. Byers' Case Tried By Court-Martial.

Pte. Otis Byers, a member of the 1st Battalion, V. O. R., was tried by general court-martial yesterday afternoon.

SOCIAL AND PERSONAL. Readers Are Invited to Phone All the News of This Kind to the Society Editor. Phone 3570.

Mr. and Mrs. A. Petras of Florence Ont., announce the engagement of their daughter, Gladys, to William James Ackert.

A quiet wedding took place in Toronto on Monday, October 14, when Miss Margaret Eason, youngest daughter of Mrs. Maria Eason, 120 Colborne street, this city, and Mr. Neil Brown, of Mount Forest were united in marriage by the Rev. S. T. Bartlett.

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

CONSTIPATION POISONS. The blood. Perfect elimination is indispensable to health. Stimulate the system into a good habit by taking Hood's Pills, the old reliable medicine.

SAVE YOUR DOLLARS by protecting them with a NATIONAL Cash Register

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.

Ladies' Flannelette Underwear. Gowns, Bloomers, Petticoats, Corset Covers, Pyjamas, etc., neatly made and trimmed and moderately priced.

Ladies' Gowns, made of best quality soft-finished white flannelette, several neat and pretty styles, with long sleeves and high necks, others made with low necks, neatly finished with tucks, embroidery and braid trimming.

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 garments. Sale price and length marked on every piece.

Ladies' Knitted Underwear. Vest lengths for the crocheted yokes, cotton and lisle. Each 50c and 75c.

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 Saturday.

Wool Outing Sets. A good assortment of Brushed Wool Sets, searf 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, 1 1/2 inches or 2 inches wide, in black, white, red or tan. 25c and 35c each.

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 three-button sack style.

Men's Underwear Saturday. Our stock is complete with Men's Winter Underwear in light, medium and heavy weight; Ceteete, Woolsey, Watson's, Tiger Brand and Tru-Knit Shirts and Drawers or Combinations, in small or very large sizes.

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Afternoon Tea, 3 to 5:30. Hot Tea Biscuits, Orange Marmalade, Cup of Tea, Chicken Salad, Thin Bread and Butter, Cup of Tea.