Your Living-Room's NOT Quite Warm Enough, Get a

### ELECTRIC HEATER

Inexpensive to buy and to

ALL PRICES

#### WE HAVE EXTRA FANCY **EMPRESS** GRAPES 25c LB.

ine Large Grapefruit, 3 for ... 25c the time. Try a pound ..... 40c

WILLIS & CO.

## USE CONNELL'S

### The Rubber Weather



Autumn at the Shore A few days or a week at the core will work wonders with

The St. Charles

Newlin Haines Co., Atlantic City, N. J.



C. H. WARD & CO. D'amond Merchants and Jewelers. 386 Richmond Street. Phone 1084.

PIANO TUNING Have your plans tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tunings, \$2.00.

Mason & Risch, Ltd. Phone 1268. 248 Dundas Street.

DRUGLESS EYE EXAMINATION Combining That of Oculist and Optician.

Brown Optical Company SPECIALISTS.
223 Dundas St. Phone 1877.

#### English Rheumatism Capsules Cure the Cause of Rheumatism.

Taylor's 6 Cut-Rate Drug Stores The QUEEN CITY SPECIAL-LON-DON TO TORONTO VIA CAN-ADIAN PACIFIC.

The traveling public are directed to the excellent train service between London and Toronto, particularly the "Queen City Special," leaving London at 9 a.m. daily, and arriving in Toronto

at 12:15 p.m.
This train stops at Woodstock, Galt,
Guelph Junction, West Toronto and
Parkdale. The equipment is first-class in every way, consisting of first-class coaches and parlor car.

Particulars from Canadian Pacific ticket agents, or H. J. McCallum, C. P. A., corner Dundas and Richmond

37-yv-tf

#### Quality Store.

#### Fresh Oysters

GRAPEFRUIT. Florida, very large, each ... Florida, per dozen ......

HOTHOUSE TOMATOES. 27c per pound. Ranahan's Special Blend of Cof-fee, 45c per pound. Try it.

PHONES 1024 AND 3323.

#### Harry Ranahan 515 RICHMOND STREET.

#### The HYDRO Shop ASK GOVERNMENT TO **ENCOURAGE GIRLS TO WORK AT FARMING**

Important Resolutions Passed at Women's Institute.

GUARD CHILD'S HEALTH

Special Grant To Be Asked for Rural School

Inspection.

danger that many feeble-minded people will wish to immigrate to Canada from Europe at the close of the present war,

"Be it resolved that the Women's in the close of the present war,

"Be it resolved that the Women's institutes of Ontario assembled in convention at London this ninth day of November, 1916, heartily indorse all efforts being made at the present time to secure a Government commission to investigate the whole problem of the feeble minded, and (2) desire that, if necessary, there be direct taxation imposed on the province for more adequate care of the feeble-minded."

Encourage Girls.

(II.) "Whereas the department of education, recognizing the urgent need at this time for larger production on our farms, last summer allowed their whing obtained a certain percentage in their term work, left school early to do farm work.

"And whereas, it is rumored that the department of education is planning to make a similar allowance for girls next year in order to encourage them within doors or in light farming out of doors."

"Be it resolved that the Women's war, add a fourth, preparedness, the wont of institute branches to work of Institute branches to which reference was made, was a twilling to boy, who, light story hour for children, inaugurated by the Parkhill Institute; a reading the work of shoots brought about by Institutes; ware and Mount Bridges, and a joint process of programs bettween Delamore and Mount Bridges, and a joint process of the epartment of education in process of the work of Institute branches to dispose of programs bettween Delamore and Mount Bridges, and a joint process of schools brought about by Institutes; ware and Mount Bridges, and a joint process of schools brought about by Institutes; ware and work of the work of Institute branches to dispose of programs bettween Delamore of the feeble minded."

Institute of Ontario, as source of the resent time to secure a Government of the feeble minded."

We can't get away from these three was and or with control of the work of Institute branch

Health of Children. (III.) "Whereas during the last

Spiendid Results.

One of the NEWEST and MOST POPULAR CANDY SWEETS on our Candy List,

### Carra-Mallo

Regular 40c a lb. Saturday, while they last.....28c a lb.

Our Cake Department i just groaning with good things to tempt you busy housew'ves. Before getting out your materials to take, giv. us a call. Our Satu - y feature,

Tutti-Frutti Bar a delicious Cake.....15c each

London

building up of a strong people for the welfare of the nation. The rejection of large numbers of men as physically unfit for active service, has impressed the responsibility of guarding the health of the children of the nation, of making it possible for them to grow up robust, healthy men and women.

Reporting upon the work along this line accomplished in the past year in rural districts of Ontario, Miss Hotson illustrated the need for medical inspection, followed up by the supervision of a school nurse. In Gravenhurst district in three schools, 400 children were found requiring medical treatment, of whom 130 were suffering from throat trouble. We Strive Each Business Minute to So Conduct Our Business That New Customers Will Be Attracted to

Follow-Up Work.

Deal Regularly Here. We please in quality and service, in promptness, in price. Order here and be Follow-Up Work.

"Both a qualified physician to inspect and a school nurse to go into the homes and follow up the work are needed." was Miss Hotson's view of the matter. She recalled to the memory of her audience that in Scotland and England, following the South African war, there was an aggressive movement along the lines of school nursing and medical inspection of schools. To this she attributed the strength of the people of the old world, which has enabled them to conduct the war as they have been convinced.

We remind our customers that regular direct shipments of our superior quality Boned Finnan Haddle are being received. Order

Pure Clover Honey Its flavor is delicious. It please ecause it is better.

No. 1 Sections ...... 25c. Glasses ..... 15c, 20c, 25c, 30c Choice Codfish

Tasty, thick Codfish. You wil

Meat Department The satisfaction given purchasers of our DRIED BEEF,

Richelieu Fru t We now have new Prunes a apricots of extra size and quali 

Fresh B scuts From 20c to \$1.25 a pound.

Choice Olives

If you prefer a certain brand ives you will find it here. Spanish, 15c to \$1.25. CALIFORNIA RIPE OLIVES.

Superior Olive Oil

Phone Orders eceive the same care and attention as though personally given

T. A. Rowat & Co. 250 Dundas St. Phones 3051, 3052

# Don't Help Pay That

High Rent! means heavy overhead expenses. Somebody has got to pay for it, and you, the public are elected. Keene Bros. sell for cash and have a very low rent, that is why their prices defy comparison. Come down and look us over.

Any article in our store laid away for a small deposit until Christmas.

Beautiful DRESSED

An Ideal Christmas Gift The greatest sensa-on of our Anniversary de. Be wise; get here Solid Quarter-Cut Oak Rocker Given Away



Rubber-Tired Doll Carts, large ize, reversible folding hood,

ach, for, each, \$2.95. Linoleum at Sacrifice Prices All Rugs at Cut Prices.



25 Mattresses \$3.65 Each

\$2.75 ID Put this away for Christmas. Library Tables Make an ideal and sensible Christmas gift. Small deposit puts one away.

Library labes

Fumed quarter-cut oak, massive design, worth \$20. A small deposit puts one away till Christman. \$14.75.

### Keene's Low Rent Curtain Bargains

Bungalow Nets, cream, white or ecru, scalloped edges or straight, 40 inches wide. Regular 35e yard, for yard ..... 50-inch Nottingham Lace Curtains, white or cream, 21/2 yards long, worth \$1.50, for pair.... Genuine A1 Marquisette, 50 inches wide, worth

55c yard. Keene's price, yard ..... Double Bordered Scrim, 5-inch open work border, 36 inches wide, several patterns, yard .....

Keene Bros. Opp Market



### The Purdom Hardware

SOLE AGENTS FOR CHI-NAMEL

GRAIN YOUR OWN FLOORS, DOORS AND WOOD-WORK WITH CHI-NAMEL. Anyone can do it.



Tin Kettles With Pit Copper Bottom Worth now 90c each, at only ......25c

One to each customer.

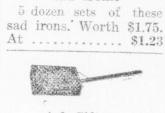


Japanned. Price, 40c up Galvanized. Price 85c up



Aluminum Saucepans.

Just a few left; worth



Ash Sifters. Wood sides. Common 15c. At only ...... 19c only ...... 25c



THE

New Style Lantern. Universal Bread Mixers 30 dozen Lanterns. Try bread made in a Same as cut. Price . . . Universal Bread Mixer and you will always



10 dozen best English Razors, Geo. Wostenholm & Sons make. Price ......\$1.50 each







Chi-Namel Graining Set.

This set contains enough material to grain 100 square feet. Pelouze .....



Ash Sifter

Ash Sifters.

This Banner Ash Sift-

er will save coal for you

this winter. Try one;

absolutely dustless.

Price ..... \$3.50

Give the

Children

a Real

Treat---

Buy Them a

KIDDIE-

Price \$2 and

\$2.50 Each

問

KAR

Canadian Beauty .....\$4.00 Universal ......\$5.00

# PURDOM HARDWARE

Bissell Vacuum Cleaners.

sale and the best reputation.

The cleaner with the largest

chools in getting up entertainments, the control of ra' present spoke of the benefits A concert was held in the Ridou

d from demonstration courses, ylmer delegate stated, "We found omestic science course most sucil. Our girls' class in the morn-veraged in attendance from 50 to ile the afternoon class for women from 75 to 200. Everyone profited lere was no expense. We gave a f at the close which more than d the outlay."

A concert was held in the Ridout Street Methodist Church last evening, a program of special music being provided for the occasion. The event was attended by a large crowd, which demonstrated its appreciation by repeated demands for encores. Value of Bulletins.

TO AID RED CROSS. or three also drew attention to alue of the bulletins sent out by partment, and particularly of the scontained therein, which they sted for canning vegetables.

To AID RED CROSS.

The London Township Council will give one mill on the dollar to British Red Cross. That will amount to \$5,-627.86 for the fund. Last year \$4,000 was collected for the Red Cross. Miss Clarat has already received.

CERT.

ag resolutions of thanks presentthe committee on resolutions were
llowing: To the Red Cross and
ian War Contingent Association
dvice, patterns, letters, etc.;
Stevenson, the city council, WoCanadian Club, Industrial Comner Philip, the musicians who
id, the military men who took
a the evening program, and party to Mrs. G. F. Edwards for her
in preparation of the program,
members of the provincial comin the western division, MesEdwards, Komoka, Hastings,
r, and Trestain, Clachan, were red.

was collected for the Red Cross. Miss
Grant has already received \$70.

As several of the ratepayers of London Township who are not assessed
for a great amount of property have
expressed a desire to give more to the
British Red Cross fund than is represented by one mill on the dollar of
their assessment, the township council
has authorized the township clerk to
accept subscriptions at the township
erintendent Putnam gave a brief erintendent Putnam gave a brief offices, 110 Dundas street.

IT PAYS TO BUY WHERE EVERYBODY BUYS The Heart of London stores, the greatest value givers in

London. Look for the Heart of London trade mark over entrance before you enter-it's your safeguard. SPECIALS FOR FRIDAY AND SATURDAY. 55 dozen Sweater Coats, khaki color. Regular \$3.25 value

Look for the Heart of London and Arrow Sign.

for ......\$2.69 85 dozen Stiff and Soft Sample Hats. Worth up to \$3.50, for .....\$2.00 185 Men's Sample Suits. Worth as high as \$13.50, for....\$9.90 WEGNER'S

Opposite the Market. WE MEAD.

Open Evenings.

WE SAVE YOU MONEY.



The Boys in the Trenches Want

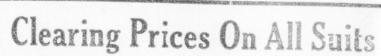
Contains the chocolate, milk and sugar in powdered form-preinstantly by adding boiling water only.

AT YOUR GROCER NUTRIENT FOOD CO. 25 and 50 cents





It is chaffless and fragrant Gorman, Eckert & Co., Limited London and Winnipeg 



Every suit in stock reduced for quick selling. Specials for Saturday. Suits regular \$13.50 to

On Sale at \$8.95, \$11.50,\$13.75,\$19.50

Millinery

One table of Trimmed Hats, all new shapes and latest trimmings. Values to \$3.50.

On Sale at 98c

London Ready-To-Wear 256 DUNDAS STREET.

