

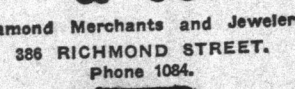
PLUCKY FIRE FIGHTERS.
Montreal, Nov. 7.—Firemen, led by Capt. Pressau of the St. Lawrence street fire station, fought their way up two flights of stairs at 1311 West Notre Dame street at 10 o'clock last night, to rescue a man and a woman who had been overcome by smoke from fire. All returned safely.



DIAMONDS

Diamond Rings from \$5.00 to \$350.00, including single Diamond Rings, three and five diamonds in the new designs. Exclusive designs in Necklets, Pendants, Bar Pins, Scarf Pins, Cuff Links, Tie Clips and Brooches.

C. H. WARD & CO.
Diamond Merchants and Jewelers.
326 RICHMOND STREET.
Phone 1064.



FOR GREAT SHOE VALUES at \$2.95 and \$3.95
See a line of Samples in our Dundas Street Window.

Cook's Shoe Store



SERVICE STATION
OPEN DAY AND NIGHT.
EQUIPMENT AND WORKSMANSHIP
UNEQUALLED
Reliance Garage
Phone: Day 5313, Night 3158.
299 DUNDAS STREET.

Come Here for FISH CHOICEST
All fish cleaned and delivered. Kept packed in cracked ice. Look over this big variety for Friday's selling.

Whitefish - 15c Lb.
Herrings, Pickled, Perch, Halibut, Salmon Trout, Codfish, Clams, Mussels, Kippers, Kipperettes and Solid Meat Cysters.

WILSON'S PHONES 5600-5601.

Our Work, Best By Test, Has Been Proven

London Tire Repair Depot
354 Wellington Street, Phone 2334.
A. WILKES, Opp. McClary's.

TORIC
There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

LENSES

Brown Optical Co.
EYE SPECIALISTS AND OPTICIANS.
223 Dundas Street, Phone 1577.
London, Ontario.

PETERMAN'S
High-Class, "Hand-Tailored," Made-To-Measure Suits.
\$22.50, \$25.00 and upwards.
London Loan Bldg., Suite 4, No. 220 Dundas Street.

Save Money on Shoes
Have your old ones repaired and made good as new by us. We guarantee satisfaction.

Modern Shoe Repair
Phone 2310.

Dr. Mahan's Regulators
are what you need. They clear the stomach of bile, and tone liver and bowels, thereby placing the whole system in a healthy, vigorous condition. An efficient laxative that will not gripe. ONLY 25c AT ALL DRUGGISTS.

TREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS
Two Doors East of Majestic Theatre.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED
In Savings Bank 4 Per Cent
Debentures 5 to 5 1/2 Per Cent

M. J. KENT, Manager.

By Trying and Trying and Trying

To make the best bread possible, we succeeded. You cannot realize this fact until you try a loaf.

Order one today and be satisfied.

Parnell The Breadman
PHONES 929, 1390

Engagement Rings

We have Diamonds of first quality. Many, mounted in the newest and latest settings, make a special feature of our large stock of jewelry. Our prices are very reasonable.

YOUNG'S
TWO JEWELRY STORES.
LONDON. EAST LONDON.
November Birthstone: Topaz.

LOG CABIN HOME-MADE BREAD

Surprise the family with this deliciously flavored loaf.

JOHNSTON BROS. XXX BREAD
PHONE 944.

Start Small
Few advertisers started with big advertising appropriations. Start small—but start RIGHT!

Federal Advertising Service
Dominion Savings Building, LONDON, CANADA.

Our Latest Arrival—

Le Petite

Street Boot - - \$5.48

Fashion has bent her beaming smile on this, the most beautiful of all boots. Its vamp is of fashionable black kid, the top of black renskin cloth, Russian Cavalier cut. The toe is of slender design and carries a slight hint of the Orient—but the heel—its beauty of design will charm you. Goodyear welted sole.

Johnston & Murray
London St. Thomas

FURS
Of Superior Quality.
Exclusive in Design.
BELTZ & CO.

MRS. FISHER ELECTED PRESIDENT OF GUILD

At the annual meeting of the Women's Guild of the Church of St. John the Evangelist held last evening at the home of Mrs. C. E. H. Fisher, 308 Waterloo street, officers for the year were elected as follows: Hon. president, Mrs. Fisher; president, Mrs. C. E. H. Fisher; 1st vice-president, Mrs. W. T. Williams; 2nd vice-president, Mrs. R. H. Harvey; secretary, Mrs. W. G. R. Bartram; assistant, Mrs. R. H. Harvey; treasurer, Miss Dora Webb; assistant treasurer, Miss Gertrude Imach; Rev. Canon Craig presided.

Western Ontario Electric Co.
237 Dundas Street. Phone 4071.
Inspect our new line of fixtures and lamps before purchasing. Estimates given on wiring free. A full stock of flashlights.

ROSS, Limited
PHONE 1319. 196 DUNDAS ST., LONDON.

We are showing a splendid range of Ladies' Ready-to-wear in Coats, Suits, Dresses, Blouses, Neckwear, Gloves, Hosiery, etc.

Coats---
Manufactured in our own factory in the latest styles.
Chinchilla\$12.00 to \$27.50
Frieze\$12.00 to \$16.00
Plush, plain, up to\$31.50
Plush, fur-trimmed\$34.00 to \$49.00

Suits---
In the latest designs and colorings\$20.00 to \$37.50

Blouses
Habutai Silk in white, pink and fancy stripes. Prices\$2.19, \$2.98, \$4.00, \$5.00
Also the latest in georgette and crepe blouses\$4.98 to \$10.00
A special line of pique waists with convertible collars. Special98c
On sale Saturday, Middles, regular \$1.50, for98c
Neckwear, Lace and Net Stocks 50c to \$3.00

FURS
Black Wolf Sets, made from No. 1 selected pelts\$27.50 to \$55.00
Black Lynx Sets, made from No. 1 selected pelts\$60.00 to \$82.50
Cross Fox Sets, made from No. 1 selected pelts\$86.50 up
Beaver Sets, made from No. 1 selected pelts\$49.00 up
Ermine Sets, made from No. 1 selected pelts\$63.50 up
We are showing a large range of Natural Wolf Sets at\$19.50 per set
Black Manchurian Wolf Sets\$9.50 to \$25.50 per set
Red Fox Sets\$25.00 up

Guaranteed No. 1 Hudson Seal Coats, all sizes and lengths, full sweep, large collars and lined with plain or brocaded satins.\$125.00 up
Natural Muskrat Coats, No. 1 quality\$67.50 up

Coats---

Rowat's 50c per pound COFFEE
T.A. ROWAT & CO.
250 DUNDAS ST.
Phone 3551-3552.

WILL CASE SETTLED BY HEIRS GETTING HALF OF ESTATE

GODERICH, Nov. 7.—The assizes are now over, the several cases arising over the disposal of the estate of the late William Bird of Wawanosh, being settled by consent. Mr. Bird was 82 years old, and had been living with Mrs. Robert Tunney prior to his death, and made a will leaving all his property to Mrs. Tunney. The natural heirs sought to have this will declared invalid, and a former will probated. By the arrangement between the parties Mrs. Tunney gets half of the estate, and the other half is to be divided among the heirs.

O. E. Fleming of Windsor closed his summer house, Ridgewood Park, here today. Since last Friday he has been entertaining a house party which came up per special car on Friday night. The party included Michael J. J. Kennedy, the Liberal candidate; A. F. Healy, B. F. Fox, and J. A. Barre, all of Windsor; Charles King, Walkerville; Ward B. Berley, Ojibway; W. R. Bonds, Detroit; and W. J. Pulling, Sandwich.

Way Suffer From Rheumatism
When "Square Deal" Taylor guarantees relief from Rheumatism Capsules to relieve the worst rheumatic pains in six hours, and cure permanently, if given a fair trial. They enter into the blood, dissolve and carry away the uric acid, the true cause of all forms of rheumatism. 50c a box.

Bargains in Rubber
\$3.50 Normandie Water Bottle, five-year guarantee\$2.39
\$2.50 Taylor's Special Hot Water Bottle, two quart, red rubber, two-year guarantee\$1.74
\$2.25 Dr. Morin's Special Hot Water Bottle, chocolate rubber, two quart, two-year guarantee\$1.59
50c Syringe Tubing, five-foot lengths29c
\$2.00 Fountain Syringes\$1.29
\$2.50 Dr. Morin's Fountain Syringe\$1.69
75c Combinations for Hot Water Bottles59c

75c Jad's Salts48c
\$1.00 Burdock Blood Bitters 69c

Taylor's Throat and Lung Balm
Since 1868 this reliable old remedy has been guaranteed to cure the worst cough, cold or bronchial irritation. As it is very much stronger than ordinary cough syrups, or cough mixtures, it is very small (just one-half teaspoonful). Do not upset your stomach with large doses of cheap inferior substitutes. Throat and Lung Balm acts on the eliminating organs of the body, as well as on the throat and lung passages. This action enables the system to throw off the worst cough or cold in a few hours. It gives prompt relief in asthma and bronchitis. Every 25-cent bottle is sold under our no-cure-no-pay guarantee. Larger sizes 50c and \$1.00.

Cigar Bargains
10c Simon's Conchas 4 for 25c
10c Japs4 for 25c
10c Arabs, Rex, Baled Havanas, Havana Perfectos, Mi Linda, or Chancellors5 for 25c
10c Santa Claras, Suns or Gaste's 14924 for 25c
OR9 for 50c
5c Panatelas8 for 25c

25c Minard's Liniment 19c
50c Williams' Pink Pills 29c
25c Miller's Worm Powders 17c
60c Dr. Chase's Ointment 38c
25c Carter's Pills 2 for 25c
50c Gin Pills 3 for \$1.00
25c Four T's 18c
Dr. Chase's Nerve Food 32c

Taylor's Stomach and Liver Cure
For forty-nine years this wonderful medicine has been a household remedy for constipation, indigestion, biliousness, headache, sick headache, torpid liver, gas, and all impurities of the blood. It is composed entirely of roots and herbs, and does not contain one particle of calomel or other mineral poison. It is a laxative, but unlike pills it does not weaken the system, but acts as a powerful system tonic. Price 25c a bottle, and your money back if it fails to cure. Larger sizes 50c and \$1.00.

Taylor's Cream of Roses
An ideal antiseptic lotion for chapped hands, cracked lips, chafed skin or windburn. It does not contain one particle of oil or grease, and cannot promote the growth of hair on the face. Really delightful after shaving. Sold at only 5c per ounce, and we supply the bottles.

35c White Liniment18c
\$1.00 Nuxated Iron57c

Stationery Specials
Reduced Prices. Extra Value.
A select assortment of 35c Boxed Stationery for23c
These boxes include patriotic, as well as plain linen, in assorted varieties and shapes.
10c package Linen Envelopes4 for 25c
25c Linen Writing Pads14c
60c Mourning Stationery (boxed)49c
40c Lotus, Lawn and Imperial Initial Stationery29c
Also a full assortment of Correspondence Cards, Inks, Playing Cards, etc.

\$1.00 Dr. Morin's Kidney Tonic 49c
50c Emulsified Coconut Oil 28c

Taylor's Birthday!

In 1868, forty-nine years ago this week, the Taylor Drug Company was established in Watford. For nearly half a century "Square Deal" Taylor has given you the highest quality drugs, the lowest prices, and the best service in Canada. As a reward you have increased his business from one store to the six busiest drug stores in Canada. On this anniversary of his business birthday Taylor invites you to visit his red stores to get his prices and inspect the quality of his goods. He is absolutely sure that you can get no better goods or lower prices anywhere in Canada. To make this his greatest birthday, Taylor offers you the following bargains for Thursday, Friday and Saturday.

PRICES THE SAME AT ALL SIX STORES

50c Dodd's Kidney Pills 29c	25c Thomas' Eclectic Oil 14c	50c Fruit-a-tives 28c	50c Ferrozone 38c	\$1.00 Beef Iron and Wine 58c	35c Castoria 24c	35c Freezone 24c	25c Parmalee's Pills 19c
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\$1.50 Syrup Hypophosphites 79c
25c Dandarine16c
35c Syrup of Figs18c
50c Syrup of Figs29c

Bargains in Rubber

\$3.50 Normandie Water Bottle, five-year guarantee\$2.39
\$2.50 Taylor's Special Hot Water Bottle, two quart, red rubber, two-year guarantee\$1.74
\$2.25 Dr. Morin's Special Hot Water Bottle, chocolate rubber, two quart, two-year guarantee\$1.59
50c Syringe Tubing, five-foot lengths29c
\$2.00 Fountain Syringes\$1.29
\$2.50 Dr. Morin's Fountain Syringe\$1.69
75c Combinations for Hot Water Bottles59c

75c Jad's Salts48c
\$1.00 Burdock Blood Bitters 69c

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25c Miller's Worm Powders 17c
60c Dr. Chase's Ointment 38c
25c Carter's Pills 2 for 25c
50c Gin Pills 3 for \$1.00
25c Four T's 18c
Dr. Chase's Nerve Food 32c

Cigar Bargains

10c Simon's Conchas 4 for 25c
10c Japs4 for 25c
10c Arabs, Rex, Baled Havanas, Havana Perfectos, Mi Linda, or Chancellors5 for 25c
10c Santa Claras, Suns or Gaste's 14924 for 25c
OR9 for 50c
5c Panatelas8 for 25c

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Taylor's Cream of Roses

An ideal antiseptic lotion for chapped hands, cracked lips, chafed skin or windburn. It does not contain one particle of oil or grease, and cannot promote the growth of hair on the face. Really delightful after shaving. Sold at only 5c per ounce, and we supply the bottles.

Stationery Specials

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A select assortment of 35c Boxed Stationery for23c
These boxes include patriotic, as well as plain linen, in assorted varieties and shapes.
10c package Linen Envelopes4 for 25c
25c Linen Writing Pads14c
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40c Lotus, Lawn and Imperial Initial Stationery29c
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50c Emulsified Coconut Oil 28c

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Toilet Specials

50c Morina Peroxide Vanishing Cream24c
40c Djer-Kiss Talcum28c
35c Listerated Tooth Paste 24c
25c Calox Tooth Powder19c
75c Mary Garden Talcum48c
25c Ingram's Talcum16c
25c Lilas de France Talcum 8c
\$1.00 Morina Face Powder, all shades48c
25c Swansdown Face Powder18c
50c Florida Water36c
25c Witch Hazel Cream18c
50c Ingram's Milkweed Cream28c
\$1.00 Ingram's Milkweed Cream57c
50c Orchard White36c

50c Peerless Hair Restorer, restores color to grey, faded hair36c
50c Palmolive Cream39c
50c Morin's Eczema Ointment 39c

CHOCOLATES

A full assortment of Willard's and Cameron's Chocolates always in stock, always fresh.

50c Sageine, for the hair33c
50c Sage and Sulphur33c
50c Diapiesin36c
25c White Pine and Tar16c
50c Lithia Tablets, 5-grain33c

Cigar Bargains

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TAYLOR DRUG CO.

6 Red Stores. London's Greatest Cut-Rate Druggists. 6 Red Stores

Main Store—399 Talbot Street, Opposite Market Phone 1194
South Branch—Corner Horton and Wellington Streets Phone 379
East Branch—652 Dundas Street Phone 663
North Branch—Corner Richmond St. and Central Ave. Phone 4151
Hamilton Road—Corner Hamilton Road and Anderson Avenue.. Phone 405
London South Branch—Corner Wortley Road and Craig Street.. Phone 1920

THERE IS A TAYLOR STORE NEAR YOU.

HOMELAND FOR JEWS IN PALESTINE ONLY SOLUTION, SAYS LEVIN