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DIAMONDS
 Ciame. Weward Jew Co.

##  <br> R Cartvie Optictan

"Certified Correct'

| PERSONAL CHRISTM |
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| OREETNG CARDS | Car the aprovan mank of many

HAY Stationery Co. Limited.

| SPECIAL | POINCAIRE TO |
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| FUR SALE | CONFER WITH |
| BELTZ \& CO. | LORD CURZON | Everybody Likes Parnell's Bread | Pands |
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Parnell Baking Co.

## FURS

## A Popular Coat This Season

Fashion Looks With Favor On Raccoon
The well-known wearing qualities of this excellent fur, along with the absolute comfort afforded in the coldest weather to the wearer, will make it much sought after.

## A Raccoon

 Is a young woman's sarment of Raccoon, suitable for either motoring or street wear, and fashioned along the
newest ines. It it made in mband and
38.inch lengths, with border, deep newest lines. It is. made in 36 and
38inch loneths, with border, deep
shawl collar of three distinct stripes
 The mo
Prices,
\$235, \$265 ${ }^{\text {and }} \$ 275$
We cordially invite you to visit our
fur showrooms to examine our range
of Fur Cooats. It it the hest we of Fur Coats. It is the best we have
ever shown. Coats in Persian Lamb
seal ever shown.
Seal, Muskrat and Raccoon, both plain and trimmed.
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## ART WILKES


Orii Tea Shop CRUMLIN

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the advertiser, london, ontario, tuesday, november 14, 1922.

QUAKE LEAVES
3,500 HOMELESS


Unusual Selling
In Hand-Embrotdered French Lingerie
The experienced shopper will be quick to recognize that this is a special opportunity. At such attractive low prices their exceptional quality and beauty seems very unusual. There are gowns and chemises made of lovely quality nainsook or cambric, beautifully hand-embroidered by the French peasants, who alone can execute this work so artistically. The prices are the lowest since pre-war times, and this shipment has arrived at an opporiune time forr holiday shoppers. See this assortment now while complete.
 French Chemise, beautifully cmbroidered, on fine white
Prices ranging from tuok. Envelope Chemise, made of fine nainsook, with dainty embrvidered
designs on front. Prices ranging from $\ldots \ldots \ldots \ldots . . \$ \$ 2.25$ to $\$ 3.50$ Ladies' Nightownus of very fine nainsok, trimmed with pretty ral.
and hand-made filet laces. Prieses ranging from ...... $\$ 1.49$ to $\$ 5.75$ O.S. Gowns for stout figures. made of fine cambric and nainsook
trimmed with embroidery and lace. Prices ranging from $\$ 1.49$ to $\$ 3.75$ Envelope Chemise, made of splendid white cambric and fine nainsook
trimmed with pretty laces and medallions. Prices ranging from
for
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## Silk Petticoats Are As Ever Favorites



Silk Putlicoats have changed their ways a bit-to fit smartly they're still the sort of Christ mas gift most every woman
hopes to get. The very smartest new slyles, with their flounces, flares, tucks and delightful colors appear in this
new collection, and you'll find new collection, and you'll find
it easy selecting now.
Petticoats In Satin, Habutai and Taffeta
12
Outsizes also in navy. gray or hiack.
Prices.
P7 7.75 and $\$ 10.00$

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Irons, Toasters, Heaters, Grates,
SMALIMAN\&/NGRAM
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