

Fall is the Time You Most Need a

'Hydro' Electric Heater

Come in and see our different styles. We have them at all prices.

FROM \$4.50 UP, and they only cost A CENT AN HOUR TO USE.

Phone 3180.

The Hydro Shop

FOR FRIDAY AND SATURDAY WE WILL HAVE

EXTRA CHOICE Potatoes 45c a Peck

Extra Fancy Peaches, large baskets, 65c.
Concord Grapes, fresh cut, 35c basket.
Red Roger Grapes, fresh cut, 30c basket.

We have a small quantity of Small Silver - Skinned Pickling Onions, special, to clear, 2 quarts for 25c.

Let Us Have Your Saturday Order.

WILLIS & CO.
555 Richmond Street. Phone 3279

Confidence in Your Shoe Store Makes Shoe Shopping Easy

You don't have to be an expert judge of all the parts that go to make a good, durable shoe when you buy your footwear here. You will be waited upon by a corps of salesmen who know the shoe and are experienced in selecting the shoes you want for any purpose. Let us serve your children's shoe wants, and the cost will mean a saving without sacrificing quality to price.

Let us serve your ladies, and their purchase will please them and give you shoe value for your money. Let us serve yourself, and you will have a shoe "understanding" that you will be proud to walk in.

Buy Shoes Here With Confidence

J.P. COOK & CO.
The Store that Serves You Best
Two Stores - Dundas & Richmond Sts.

EYESTRAIN RELIEVED
CONSULT OUR SPECIALISTS.
Brown Optical Co.
223 Dundas Street. Phone 1877.

FLOWERS FOR Thanksgiving

Roses, medium stems, good flowers 5c each
Roses, long stems, extra fine flowers 10c each
Carnations 65c dozen

FERNS IN POTS

Fresh shipment will be in Saturday. Ferns are going up in price, and we may not be able to get as good again at these prices.

75c Boston Ferns 55c
50c Boston Ferns 39c
50c Asparagus Ferns 23c
15c Asparagus Ferns 10c

Standard Drug

LIMITED.
FLOWER DEPARTMENT.
174 Dundas St. Phone 1424

C. H. WARD & CO.
Diamond Merchants and Jewelers,
256 Richmond Street. Phone 1084.

MILLING AGENT ARRESTED.
CALGARY, Alta., Oct. 5. — A Voorheis, agent for the Olivine Milling Company at Niagara, has been arrested on the charge of issuing checks for several thousand bushels of grain which have never been delivered to the company. Eugene and Nelson Lloyd of Walling, near Niagara, have also been arrested, as the two men alleged to have received most of the money.

VICTROLA HEADQUARTERS.
If you are getting ready to buy that victrola you have been talking about, there is no better place to make your selection than the Victrola Parlors of Ye Old Firm of Heintzman & Co., Limited, 242 Dundas street. Their stock is complete, and their Easy Payment Plan will appeal to you.

Quality Store

Come in and look around our store. You will always see something that will just fill your requirements. A full supply of Fancy and Staple Groceries. The price will be lower than you can buy the same quality elsewhere.

Try Our 50c Black Tea—Best Value in London.

NEW ROQUEFORT CHEESE.

CRANBERRIES, 15c QUART.

A full supply of Fresh Vegetables.

PHONES 1024 AND 3323.

Harry Ranahan
515 RICHMOND STREET.

"RALLY NIGHT" AT Y.W.C.A. OPENS SEASON'S ACTIVITIES

Pleasing Reception in Artistic and Inviting Rooms to Friends of Association.

"Rally Night" was a festive occasion last evening for the members of the Young Women's Christian Association and their friends, who gathered in large numbers at the central rooms, Park avenue, to attend the reception which marked the formal opening of the season's activities.

The rooms, always bright and inviting, were doubly so in the glow of shaded lights, and adorned with potted plants, autumn-tinted leaves and brilliant scarlet salvia.

Artistic posters announcing the educational classes attracted admiring attention, and the secret was told that they were manufactured from samples of wall paper and fashion cuts from magazines by Miss Sutherland and Miss Newberry.

Members of the board performed the duties of hostesses, welcoming the strangers, and succeeding in making everyone feel quite at home.

An enjoyable program was presented in the living-room, Rev. D. L. McCrae presiding.

Dr. McCrae's Address:
In the course of his address, Dr. McCrae eulogized the manner in which the women of Canada had "measured up" in wartime, and the splendid work they were doing. By no means the least important work, he declared, was that in connection with the Young Women's Christian Association.

"The city has a mistaken idea in regard to the relative importance of this work," he emphasized, adding: "Save the young women and the young men are secure. The emphasis should be put on Young Women's Christian Association work, the work of mothering young women."

The economic value to the community of this work for the welfare and fourfold development of young women was also touched upon, and reference made to the manner in which it reacts to the benefit of employers. "If employers understood this more fully, they would be more liberal in their support," was a suggestion made. An illuminating address was given by Miss Cannell on "The Value of Books as Friends."

A new secretary introduced. An interesting event was the introduction of the new extension work secretary, Miss Kate Archibald, who will perform the duties of general secretary until the arrival of Miss Lukes in December.

Miss Archibald was already known to a number through her work in the early summer in connection with the military Young Women's Christian Association rest camp work in co-operation with the Military Y. M. C. A. work.

The new secretary spoke a few words in acknowledgment of the cordial greeting extended to her.

The remainder of the program included an amusing reading by Miss Newberry, a solo by Miss McEvoy and a violin and piano number by Misses Bradley and Wells.

Dainty refreshments were subsequently served.

Several Enroll.
Several enrolled for the educational classes during the evening.

One of the most popular of these is the dressmaking class in charge of Miss McRoberts, eight or ten enrolling for it before the end of the rally.

The military class will be instructed by Miss McIntyre, while the physical culture class will be under the direction of Miss G. Newberry, and will be held as last year in the Collegiate gymnasium.

COLBORNE STREET HOUSE DAMAGED BY FLAMES
About \$500 Loss at Residence of Mrs. J. H. Shillington Last Night.

The firemen had a busy hour Thursday evening. At 7:15 p.m. they were called to the residence of Mrs. J. H. Shillington, 665 Colborne street. Fire started by a gas plain had broken out in the back kitchen and gained considerable headway before the firemen arrived. The flames had got to the upper part of the house by a back stairway, and about \$500 damage was done before the blaze was extinguished.

The firemen had just returned from the call, when an alarm was sent in at 8:15 p.m. from the London Foundry at the foot of King street. Sparks from the cupola had ignited the roof. The damage was slight.

"Tis the radiant, rare October,
With ripe clusters on the vine;
With accents that mingle in spicy tangle,
On the hilltops' shimmering line."
—Selected.

THANKSGIVING WITH THE OLD FOLK.
Young folk, before going home visit our Cake Department and get a substantial box of Goodies. Here's a suggestive list.

Cocoanut Tartlets.
Pumpkin Tartlets.
Lemon Tartlets.
Pumpkin Pies.
Dundee Cakes.
Lady Cakes.
Laver Cakes.
Queen Cakes.

Then complete the box with a box of Peters Colonial Chocolates. That old-fashioned kind that will delight the old folks.

MIDDLESEX TEACHERS PLAY IN NORMAL SCHOOL GYM

Led By Prof. MacLaren They Romped and Shout Like Lot of School Children.

A feature of the East Middlesex Teachers' Institute program, which was very much out of the beaten track, was the address and demonstration of "Recreation for Classroom and Playground," given last evening in the Normal School by Prof. A. MacLaren, B.S.A.

Prof. MacLaren first gave his address in the auditorium, in the course of which he defined play, made a strong plea in favor of supervised play, dwelt at length upon the manner in which play may be co-related to the various studies of the school curriculum, and finally wound up by emphasizing the important part of play in character-building.

Romped in Gymnasium.
At the close he invited his audience to go with him to the Normal School gymnasium, where a few minutes later even the most staid of the teachers were laughing and romping.

Any self-consciousness that existed in the first few games was soon banished, as Prof. MacLaren, in the role of leader and instructor, kept everyone in turn busy taking part in the demonstration.

The first hour this afternoon is being devoted to an exhibition of children's work, after which V. K. Greer, M.A., will give his second address of the convention. His subject will be "Class Records."

Reports on Summer Work.
Reports will also be given during the forenoon of the summer school at Guelph.

Short papers by teachers of the association and a general discussion on school fairs, home work, library circulation, etc., will constitute the program of the closing session in the afternoon.

The election of new officers will take place during the day, a report presented by the nominating committee composed of Miss Sprout, convenor, Miss Sinclair and C. E. Johnson, Denfield.

Attention!

I want all of my old friends, and new ones, too (in khaki), to stop in and see me on

THANKSGIVING DAY

Free Lunch

and music from 11 a.m. to 9 p.m.

Iroquois Hotel.
Jerry McDonald

USE

CONNELL'S COAL!

Phones 770 and 1096.
Engli h Rh um t sm Capsu es
Cure the Cause of Rheumatism.
Taylor's 6 Cut-Rate Drug Stores

THE CHIEF TALK OF LONDON IS

WEGNER'S

Great Clothing Sensation, which is now a weekly event. "Extra for this week."

GREAT THANKSGIVING DAY SENSATION.

BOYS' SUITS.
Two pairs Bloomer Pants, Regular \$9 and \$10 value, and one Boy's Felt Hat (own choice). Suit sizes 29 to 35. Saturday only..

The usual Saturday sale of Men's \$25.00 Suits of Worsteds, Serges and Tweeds, at the unthinkable price of

A small charge will be made for alterations.

THE HEART OF LONDON
371 TALBOT STREET.
(Opposite the Market.) Open Evenings.

GIANT CLOTHING HOUSE
120 DUNDAS STREET.
(West of King Mills.) Out of the High Rent District.

We Save You Money. Danish Language Spoken Here.

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ATTENTION LADIES

For Thanksgiving

We offer as usual the highest quality in goods, service and delivery. Prepare for the holiday.

Finnan Hadd e
We have arranged for regular direct shipments of Boneless Finnan Haddie. These have always been ready sellers. Order early. The first is here now.

17c per pound.

Our English Friends
will be glad to know we have the celebrated Brown & Pison preparations. Just the things for breakfast custards or puddings.

SEMOLINA, 15c THE PACKAGE.
CORN FLOUR, or CORN STARCH.
Paisley Flour, 25c per package.

Fresh Biscuits
Do you wish some Old Country Biscuits? We have them. Always a supply of Fresh Domestic Biscuits. From 20c to \$1.25 a pound.

California Ripe Olives
The care in selection makes California Ripe Olives absolutely the finest. Rich, nutritious and ready for table use.

Glasses, 35c, 40c, 75c.
Tins, 15c, 25c, 35c, 45c, 50c.

Best Olive Oil
Buy your Olive Oil here. We keep both Italian and California Olive Oil.

CALIFORNIA
Bottles 35c, 60c, \$1.00
Half-gallon \$2.00
Gallon \$3.75

ITALIAN
Bottles 35c, 60c, \$1.00
Quart tin \$1.00

Phone Orders
Receive the same care and attention as though personally given.

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

USE

CONNELL'S COAL!

Phones 770 and 1096.

Engli h Rh um t sm Capsu es

Cure the Cause of Rheumatism.

Taylor's 6 Cut-Rate Drug Stores

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BUY YOUR FALL NECESSITIES AT THE PURDOM HARDWARE

OLD ENGLISH FLOOR WAX.
LOWE BROS. PAINT.
CHI-NAMEL VARNISH.
PERFECTION OIL HEATER.

VACUUM CLEANER.
MURESCO.
ALABASTINE.
O-CEDAR POLISH.

THE CHI-NAMEL STORE.

5 Dozen 12-Quart Granite Pails, Worth 75c for 20c Each

COAL HODS.
Japanned Coal Hods 35c up
Galvanized Coal Hods 85c up

ASH SIFTER.
Wood sides, strong wire bottom. Price 25c

GARBAGE AND ASH CANS.
Price \$1.15 up

ALARM CLOCKS.
100 Repeating Alarm Clocks, worth \$1.50, at 98c
100 Alarm Clocks, worth \$1.00, at 63c

COTTON GLOVES.
Worth 10c pair. Only 3 pairs for 25c

CHI-NAMEL
Grain your own floors with Chi-Namel. A set costing only \$3.50 will grain and varnish 100 square feet.

EUREKA VACUUM CLEANER
ELECTRIC VACUUM CLEANER.
Same as seen at the Western Fair. We are agents for this machine. Price \$42.50

ASH SIFTERS
Same as cut, without can or Seattle. Price \$5.00

PERFECTION OIL STOVES.
No smoke, no smell, easy to carry about \$4.50 up

O-CEDAR MOPS.
Same as cut \$1.25
Others only 75c

SPECIALS FOR SATURDAY NIGHT.
Rival Wingers, Worth \$4.50. For \$2.98
Aluminum Saucepans, Regular 45c. For 19c
Granite Teapots, Regular 75c. For 50c

THE PURDOM HARDWARE CO.
124 DUNDAS—123 CARLING STREETS.
PHONES, 2800—2801

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