

BOWAT'S COFFEE.
Unless you are drinking Rowat's Coffee you do not know the real delectable of this beverage at its best. Try a Pound Today—T.O.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-7652.



DIAMONDS
A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold. Rings from \$25 to \$1,250.
C. H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
386 RICHMOND STREET, Phone 1084.

School Girl GLASSES
The modern educational systems put a lot of work upon growing eyes—a strain not at all dangerous to the perfect normal eye but fraught with bad results for those with defective vision. — Our examination tells absolutely.

Carbyle TREBILCOCK OPTICIAN
233 Dundas Street, Phone 2351
Two Doors East of Majestic.

Wray's Jewelry
LIMITED.
Have the stock of jewelry and Phonographs at prices to suit all purchasers.
234 Dundas St., London, Ont.

"Let's order them early this year."
Hay's exclusive line of
Christmas Personal Greeting Cards
Are now ready. Phone 5600 tomorrow and we will send a set of samples.
HAY Stationery Co. LIMITED.
331 Richmond St. Phone 5600.

Quality Vulcanizing Only.
ART WILKES
London Tire Repair Depot.
384 WELLINGTON STREET.
Opposite McClarys.

Orie Tea Shop
PROVINCIAL HIGHWAY
CRUMLIN
Refreshments of all kinds.

SPECIAL CHICKEN DINNER.
WEDNESDAYS AND SUNDAYS, 5 P.M. TO 9 P.M.

Provincial highway bus passes the door.
Special arrangements made for parties and clubs.

GEO. E. LOGAN
FUNERAL DIRECTOR AND EMBALMER.
418 Richmond St. Phone 1988.
Finest Motor and Horse Equipment.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
194 Dundas Street, London.
Residence on premises. Phone 458.

J. FERGUSON'S SONS
176-178 KING STREET
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse Equipment.
Day or Night Service.
PHONES.
Office 543. Residence 2056W-6553.

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MORTGAGES AND REAL ESTATE AGREEMENTS PURCHASED
M. J. KENT, Manager.

NEW COLORS
INDIAN RED, GINGER OR CHUTNEY.
Ladies' Hats
BELTZ & CO.
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To Look At It
Creates the
Desire
That

Parnell's Homespun Bread
Satisfies!

Its golden crisp crust, its snowy-white interior and its all-round goodness makes it the ideal bread.

PARNELL Baking Co.
Phone 929.



We have Trusses to fit all needs. Our fitters are experts.
ANDERSON & NELLES.
268 Dundas St.
ywt

Furs Remodeled
At Summer Prices
BY SKILLED FURRIERS.
ROSS' Limited
196 DUNDAS ST.
Phone 1319. London, Ont.

SUSPENDS SENTENCE ON CHARGES OF THIEVING

James Millard of Aylmer Extended Leniency in St. Thomas Court.

Special to London Advertiser.

ST. THOMAS, Oct. 8.—Prosecution expenses of the case being paid by the accused, Judge Ross suspended sentence Saturday morning on James Millard of Aylmer, charged with the theft of petty sums of candy and small coins from his former employer, Alexander Zimmerman, proprietor of the Brown House, Aylmer.

The offense on which Millard was found guilty was a serious one. His Honor contended, not only because it was theft, but also because it was a breach of trust.
Discussing a petition that had been presented in Millard's behalf, His Honor stated that while he didn't know whether too much attention should be paid to such things on account of the tendency on the part of some people to sign petitions for anything, he could not disregard the fact that the names on the document were those of some of the best men in Aylmer. He complimented C. St. Clair Leitch, K.C., on the manner in which he had defended Millard.

Mr. Leitch, in asking for leniency, remarked that in his opinion suspended sentence was the greatest deterrent against crime in the world.

The charges on which Millard was convicted were: Stealing \$1 on May 21, and stealing 75 cents, upwards of \$2 and upwards of \$5 on May 30.

PRESENT PURSE OF GOLD TO THORNDALE COURIER

THORNDALE, Oct. 9.—Mr. Samuel Duffin, rural mail courier on Route No. 1 for over twelve years, was pleasantly surprised at his work recently, when the box-holders presented him with a purse of gold and the following address:
"We feel that with no small amount of regret that we are about to lose you as our mail courier from R. R. No. 1, we take this opportunity of offering you in a tangible way this faint expression of our appreciation of your services during the past twelve years and four months. Throughout storm and sunshine your stage has made its unfailing daily journey, and we realize you have made a great reputation for yourself in the matter of fidelity and accommodation.
"We feel that your punctuality, regularity, faithfulness and willingness to oblige should not go unrewarded. Hence, we request you to accept this purse of gold contributed by the box-holders of No. 1, West Nissouri and London Townships."

ACCEPTS TORONTO CALL.
HAMILTON, Oct. 9.—Rev. J. L. Alexander, Cowansville, Que., has accepted a call to the First Congregational Church here. He had also received a call from the Broadview Church, Toronto.

STRIKERS TURN DOWN PROPOSAL

PORT HURON, Mich., Oct. 9.—Striking shipmen of this division of the Grand Trunk today rejected the company's proposal for a settlement. It was announced tonight. The company's offer was not made public. Representatives of the men are to confer with officials in Chicago later this week in an effort to have the company revise its settlement proposal.

GOVERNMENT DISMISSES HARBOR COMMISSIONERS

HAMILTON, Oct. 9.—Capt. George, G. W. J. Clarke and A. C. Garden, harbor commissioners, have been dismissed by the government, and ex-Ald. W. Ainslie and John Newlands, defeated Liberal candidate, with W. B. Sheppard, have been appointed in their places.

NATIONAL RAILWAY BOARD MEETS TODAY

OTTAWA, Oct. 9.—The first meeting of the new Canadian National Railway board of directors will take place tomorrow in Toronto.
Sir Henry Thornton, the president of the system, will not be at the meeting, as it is necessary for him to return to England to wind up affairs there.
Tom Moore, the labor representative on the board, is in Europe attending the international labor conference. The meeting called for tomorrow is more or less of a formality. It is necessitated by the fact that the old Canadian Northern board was elected by the shareholders of the system and continues to function until the resignations of its members are formally accepted.
It makes no difference where the people are that you want to reach, the Want Ads cover the entire field of newspaper readers.

SUITS for Fall and Winter

These new productions just out of our factory are representative of the latest authentic styles of the season and are meeting the highest approval of patrons of good dress. See styles as now shown in our windows and

Are Selling at Manufacturers' Prices

Our efforts are constantly directed towards being in closest touch with the market in order to obtain the newest colors and materials and then produce the best style garments of the hour.

BROWN BROADCLOTH SUIT
made in slashed side style, with convertible collar, richly embroidered around bottom of coat; outside pockets and belt. A plain skirt, with pockets, finishes this garment. Price..... **\$38.50**



NAVY SUIT IN NEW MARLIEN MATERIAL

made with the latest design self-strapping, convertible collar and narrow string belt. This suit is lined with guaranteed Canton Crepe. Price..... **\$82.00**

DUVET DE LAINE SUIT IN NAVY BLUE

The new long-length coat, which is slashed at sides, is richly embroidered with heavy soutache braid, and also shows the new pin tuck effects. A collar of rich Scotch Mole, with the open tailored sleeve fastened with buttons, and narrow belt fastened with buckle, finishes this exclusive garment. Price..... **\$87.50**

BROWN TRICOTINE SUIT

fashioned in long, simple lines, with tailored collar and sleeves, has welt pockets and is deeply slashed in the latest make. Horizontal tucks, finished with hand embroidery. This suit is lined with Brocade Swiss Satin and girdled with buckled belt. Price..... **\$52.00**

RICH BROADCLOTH EMBROIDERED SUIT

in Black, with a cozy convertible collar, and sleeves finished in tailored style. Swiss Brocade lining of Satin. Price..... **\$51.75**

NAVY BLUE DUVET DE LAINE EMBROIDERED SUIT

Coat has long, flowing sleeves, collar of Krimmer Lamb. This suit is lined with Crepe Meteor. Price..... **\$65.00**

NAVY BLUE PICODINE SUIT

Long, slashed coat, with tailored collar and sleeves. Side trimmings of horizontal self-strapping. Lined with Crepe Back Satin. Skirt of suit is made plain, with small welt pockets. Price..... **\$67.50**

ROSS' LIMITED

MANUFACTURERS

PHONE 1319. 196 DUNDAS ST.

Better Furnished Homes Week

We are anxious that every home maker shall visit the better homes furnished exhibits on the third floor this week. This whole section is laid out in modern, furnished rooms and apartments, and if only to gather ideas we welcome you to make the inspection. The prime object of this better furnished homes week effort is educational, with the idea of correctly informing you regarding the new and modern furnished home, and we trust you may find it convenient to visit the Furniture Section this week while these displays are in order.



FANCY LINENS THAT HOUSEKEEPERS LOVE

Not so costly, but equally beautiful are the many delightful pieces in hand work shown in the fancy linen section this season. New shipments just passed into stock of French Hand-Made Cluny and Madeira Embroidered Pieces that attest the artistic skill of the handworkers, so varied in designs and richly carried out.

FRENCH HANDMADE CLUNY

We cannot attempt to describe the various numbers represented here and can briefly call your attention to the new fall prices that are considerably lower than previous years.

6-inch Dollies at 20c, 25c, 30c, 35c and 50c each
9 and 12 inch Dollies 35c, 50c, 55c, 85c, \$1.00, \$1.25 each
20-inch Centers at \$1.35, \$1.95, \$2.50, \$3.75, \$4.25 each
24-inch Centers at \$2.25, \$3.35, \$4.75, \$5.75 and \$7.50 each
45-inch Luncheon Cloths \$8.75, \$11.50, \$12.75 and \$18.75 each
54-inch Luncheon Cloths \$10.75, \$13.25, \$18.50, \$22.50, \$25.00
72-inch Luncheon Cloths \$25.00, \$28.75, \$29.75 and \$40.00 each
Oval and Oblong Tray Covers, in a big choice of designs, covering sizes 14x20, 16x24, 18x27. Prices from..... \$1.50 to \$4.50 each

MADEIRA LINENS

This delightful work should particularly appeal to you this season. The quality of linen and excellent handwork surpasses any offered in years. Prices moderate.

6-inch Dollies 25c, 33c, 45c, 50c, 65c each
8 and 10 inch Dollies 35c, 45c, 75c 79c, 85c to \$1.50
15 and 18 inch Centers \$1.50, \$2.00, \$3.95, \$4.00 and \$4.25 each
24-inch Centers \$4.50, \$5.50, \$6.50 and \$7.50 each
45-inch Luncheon Cloths \$10.75, \$12.75, \$15.00 to \$22.50
54-inch Luncheon Cloths, \$15.00, \$18.75, \$22.50, \$25.00, \$26.50 each
72-inch Cloths \$25.00, \$29.75, \$35.00, and \$39.75 each
Oval and Oblong Trays in great variety of sizes and prices, from Bread Tray at 49c to large sizes at \$5.00 each.

MADEIRA SERVIETTES, in a truly wonderful range of delightful designs, including basket, bowknot and butterfly patterns; size 11-inch. Worked on exceptionally fine quality of pure Irish linen, priced at, per half dozen \$4.25, \$4.50, \$4.75, \$5.25, \$5.75, \$6.25, \$6.50 up to \$9.25

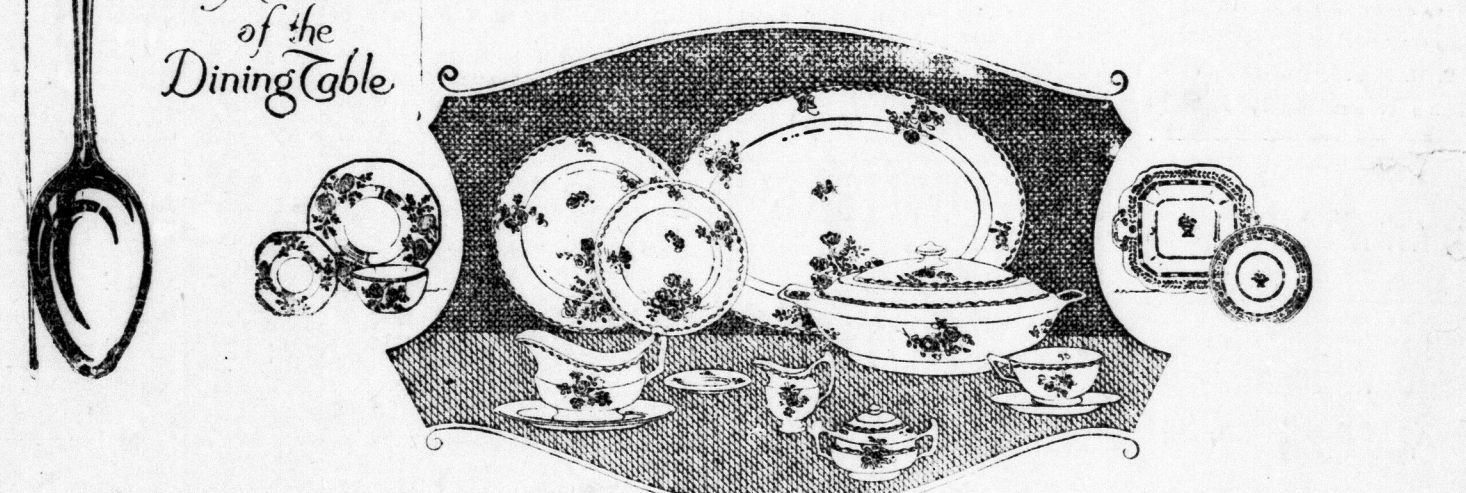
Better Homes Week Special MADEIRA SERVIETTES, \$3.95 Half Dozen.

A choice of several designs in delightful quality Napkins, 13-inch. All genuine hand-worked Madeira, 60 dozen in all. A Christmas gift suggestion. Very special, half dozen **\$3.95**

Silverware To Embellish Your Dinner Table

Community and Rogers' 1847

The stamp of either of the above on your table silverware and cutlery is a guarantee of quality and a mark of refinement. Community is known as the fifty-year plate, and Rogers' 1847 has been a treasured trade mark of quality for seventy years. The standardized prices of these famous makers lines are now lower than for some time. Our full Christmas stocks are now displayed in the new Silverware Section—east side Dundas street entrance. We will be glad to show you all the standard patterns. The Adam, Grosvenor, Patrician, Old Colony, La Fiance, etc.



China and Glass That Sharpens Good Appetites

Stocks in this section are more complete now than in years, and we have recently received large shipments of English china, completing some open stock patterns we have not had for some seasons. VISIT THE CHINA SHOP IN THE BASEMENT.

Johnston Bros' Famous English Dinnerware, Rushden, rich border design in rose and tan with gold bandings; 97-piece sets \$35.00
Leith, a very dainty pattern, in pink flower cluster; 97 pieces \$34.00
Fresno, a pretty pattern of tan and mauve; 97-piece set \$33.50
Oakworth, conventional border, of navy blue, with floral decoration; 97-piece set \$34.00
Norton, conventional border; a blue, rose and tan; 97 pieces \$35.00
Almeria, deep border of gilt and cluster of pink roses; 97 pieces \$34.00

RICH CUT GLASS IN FRENCH AND BELGIAN BLANKS

Cut Glass Water Set, medium weight, in two pretty patterns. Special price..... \$2.49
Cut Glass Water Sets \$2.19
Bowls, Belgian blanks, pretty designs, at \$5.95, \$8.00, \$8.50, \$10.00 and \$13.50
Iced Tea and Lemonade Set, in amber glass \$4.50 set

PYREX TRANSPARENT OVENWARE

Cooking and baking with glass. These are very popular for wedding gifts as they are replacing a lot of other kinds of cooking dishes.
Casseroles, round, oval and square, at \$2.50, \$3.00 to \$3.50
Pie Plates \$1.25 and \$1.50
Cake Dishes, square and oblong \$1.50, \$1.75 and \$2.00
Pudding Dishes \$1.50 and \$2.00
Biscuit Pans, square \$2.00
Utility Pans \$1.75 and \$2.50
Fish Platters \$2.00
Frames in nickel and silver for any of these Pyrex pieces, which are now in stock.

Restaurant, Fourth Floor. Quick Service. Course Dinners, 40c and 65c.

SMALLMAN & INGRAM LIMITED

Soda Fountain, Main Floor. For Sundaes, Sodas, Light Lunches, etc.