

IF YOU RELISH COFFEE
With That Rich Flavor and Fragrant
Aroma Try
ROWAT'S COFFEE, 75c Lb.
T. A. Rowat & Co.
550 Dundas St. x Phone 3051-3052

IMPORTANT

Don't let poor eyesight keep you
from winning in the game of life.
Have your eyes examined regu-
larly.

CARE FOR THE EYES THAT
CARE FOR YOU.

BROWN OPTICAL CO

QUALITY BEYOND
QUESTION.

223 Dundas St. Phone 1877.
MONTREAL LONDON

COAL

Egg, Stove, Nut and Pea Coal,
the best obtainable.

Prompt delivery to all parts
of the city.

Orchard's

45 York Street. Phone 384.
22V



TO THE TRADE FURS

WE SPECIALIZE IN THE FOLLOWING:
Hudson Seal Coats, plain models, or trimmed with Amber
Fox, Squirrel in Gray, Viatic or Kalinsky Shades, Alaska
Sable, Kalinsky, Fitch etc.
PERSIAN LAMB COATS.
Trimmed with Fitch and Kalinsky Shades, Alaska Sable
and Squirrel in Gray and Viatic Shades, Kalinsky.
CANADIAN MUSKRAT COATS—NORTHERN MUSKRAT
COATS.
ELECTRIC SEAL COATS.
Plain and trimmed with Alaska Sable and Squirrel all
shades.
EXPERT WORKMANSHIP, latest styles and quality merchan-
dise are embodied in these garments, and offered to you at
attractive prices.

We can assure you that it will give you great pleasure to show the
various lines. Call, write or wire us and we can assure you of our prompt
attention.

Ask for our booklet, "How To Judge Furs," FREE.

ILLUSTRATED BOOKLET OF STYLES ON APPLICATION.

SPITTAL BROTHERS, Limited

Wholesale Furriers and Hatters, Richmond and York Streets, London
O. 17, 21

TONIGHT'S RADIO

WEDNESDAY, OCT. 21.
(Eastern Standard Time.)
CJGG, LONDON—330 METERS.
7:00—Musical program provided by
Ronnie Hart; news, market reports
and weather forecasts.
Evening—Silent.
CFCA, TORONTO—456.9.
6:00—Sports and late news.
CNR, MONTREAL—440.7.
8:30—Markowski trio; soloists.
CNR, OTTAWA—435.8.
7:00—Stories and markets.
8:00—Laurier orchestra.
9:00—French-Canadian artists.
CNR, WINNIPEG—384.4.
8:30—Stories and markets.
9:10—Fort Garry orchestra.
9:45—Transcona Shops band.
10:45—Super-dance program.
KOKA, EAST PITTSBURG—309.1.
6:15—Dinner music.
7:30—Children's stories.
8:00—The hour of music.
KFAB, LINCOLN—310.8.
6:30—KFAB Little symphony.
7:30—Quartet and soloists.
KFRU, COLUMBIA, M.—506.
9:00—Musical program.
KFRU, HOUSTON—296.9.
6:30—Children's hour.
8:30—Blanchard's orchestra.
9:30—Studio concert.
KSD, ST. LOUIS—545.1.
8:00—Rader's orchestra.
KTHS, HOT SPRINGS—374.2.
10:00—Meyer Davis orchestra.
10:30—New Arlington trio.
10:45—Dance concert.
KYW, CHICAGO—535.4.
8:00—Dinner concert.
9:00—Studio musicale.
11:00—Midnight revue.
PWX, HAVANA—399.8.
8:30—Band of the Cuban navy.
WAHG, RICHMOND HILL—315.6.
7:30—Studio concert program.
10:15—Zimmerman's orchestra.
WBZ, SPRINGFIELD—333.1.
8:00—Hotel Kimball trio.
7:05—Copley Plaza orchestra.
7:30—Radio Nature club.
8:00—Imperial male quartet.
8:45—Harmonica soloist.
WCAE, PITTSBURG—461.3.
7:30—Dinner music.
7:30—Uncle Kaybee, etc.

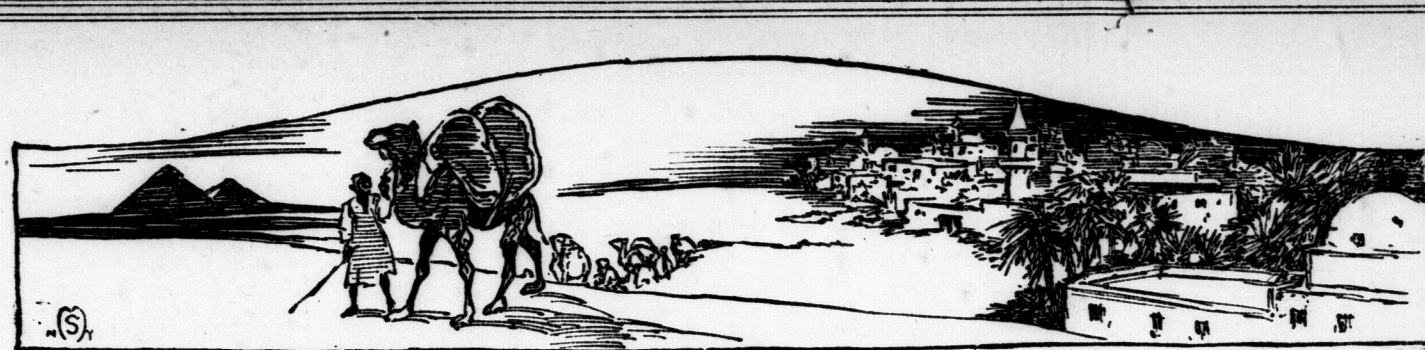
8:30—Entertainment from WEAF.
9:00—Points of interest.
WCAP, WASHINGTON—468.5.
7:15—Daily market summary.
7:30—United States army band.
8:30—Silent half-hour for WRC.
9:00—Program from WEAF.
11:00—Lafayette orchestra.
WCX, DETROIT—516.9.
6:00—Dinner concert.
8:00—Concert.
WDAF, KANSAS CITY—365.6.
7:00—School of the air.
9:00—Classical concert.
12:45—Nighthawk frolic.
WEAF, NEW YORK—491.5.
6:00—Rose room dance music.
7:00—Mid-week synagogue.
7:30—U. S. army band.
8:00—Entertainers.
9:00—Points of progress.
10:00—The Troubadours.
11:00—Ben Bernie's orchestra.
WEAR, CLEVELAND—389.4.
7:00—Hotel Cleveland orchestra.
WEEI, BOSTON—348.6.
6:25—Lost and found; Big Brothers.
7:30—Studio recitals.
8:00—Program from WEAF.
WFBG, ALTOONA—277.8.
6:30—Dinner concert.
8:30—Piano recitals.
WFIL, PHILADELPHIA—394.5.
6:40—Dinner concert.
WGBS, NEW YORK—315.6.
6:00—Uncle Geesbe.
6:30—Molsen's orchestra.
WGN, CHICAGO—370.2.
6:00—Steeds time.
7:00—Dinner music.
9:30—Classic hour.
11:30—Jazz scampers.
WGR, BUFFALO—319.0.
6:30—Radio show concert.
8:00—Concert.
9:00—Program from WEAF.
11:00—Lopez orchestra.
WGV, SCHENECTADY—379.5.
6:30—Program for children.
8:00—Hotel Kimball orchestra.
7:45—Book of Knowledge.
7:45—Electric Night, including ad-
dresses by Herbert Hoover and
others.
9:30—WGY orchestra.
WHAD, MILWAUKEE—275.
6:50—Markets; organ recital.
9:00—Popular dance hits.
12:30—Organ recital.
WHAM, ROCHESTER—277.8.
7:00—Eastman orchestra.
WHAS, LOUISVILLE—399.8.
8:30—Rapp's orchestra.
WHO, DES MOINES—528.0.
7:30—Reese-Hughes orchestra.
8:30—Popular entertainers.
10:00—Fitz's orchestra.
11:00—Dance program.
WIP, PHILADELPHIA—508.2.
6:00—Weather; dinner music.
6:45—Stocks; Uncle Wip.
WJAR, PROVIDENCE—305.9.
7:30—Program from WEAF.
WJLD, MOOSEHEART—302.8.
7:45—Belmont trio.
WJR, DETROIT—516.9.
7:00—Studio orchestra.
9:00—Goldkette's orchestra.
WJZ, NEW YORK—451.3.
6:45—Levitov's orchestra.
8:00—Electric night, including Hoover,
Jardine and others and music.
9:30—Musical program.
10:30—Dance program.
WKR, CINCINNATI—422.3.
9:00—Book review.
9:15—McKay's orchestra.
9:45—Popular program.
WLS, CHICAGO—344.6.
7:15—Announcements; organ.
8:15—WLS studio trio.
9:00—Varied musical program.
10:10—Better music hour.
11:00—Orchestra and quartet.
12:00—Ralph Emerson, organist.
WLW, CINCINNATI—422.3.
8:00—Dinner music.
11:00—A "Pep" concert.

11:30—WLW orchestra.
12:15—Yohanna Grosse, organist.
WMAQ, CHICAGO—447.5.
7:00—Organ and dinner music.
8:00—University lecture.
8:30—Electric night.
10:00—WMAQ players.
7:00—Dance and concert.
WNYC, NEW YORK—526.
7:00—Markets; features.
8:00—Concert.
10:30—Police alarm.
WOC, DAVENPORT—483.6.
6:45—Chimes; sport talk.
7:30—Sandman's stories.
10:00—Troubadours from WEAF.
WOO, PHILADELPHIA—508.2.
11:00—Dance music.
7:30—Rizzo's orchestra.
8:00—Joint program with WEAF.
WOR, NEWARK—405.2.
6:15—Dinner music; sport talk.
7:30—Vincent Lopez orchestra.
8:15—Recital and song hour.
9:30—WOK little symphony.
11:00—Zit's orchestra.
WOS, JEFFERSON CITY—440.9.
9:00—Address; concert music.
WQJ, CHICAGO—447.5.
8:00—Dinner music.
11:00—Rainbow Slavick.
WRC, WASHINGTON—468.5.
8:30—Address; Herbert Hoover.
8:45—Address; Wm. M. Jardine.
WRNY, NEW YORK—358.5.
7:00—United radio program.
WSCI, CINCINNATI—325.9.
8:00—Hour of music.
9:00—Program from WEAF.
10:00—WSAF string orchestra.
WSB, ATLANTA—428.3.
11:45—Dance program.
WSUI, IOWA CITY—483.6.
8:45—College of the Air.
WTAG, WORCESTER—267.7.
9:00—Concert.
WTAM, CLEVELAND—389.4.
6:00—Dinner music.
8:00—Concert program.
10:00—Organ recital.
11:00—Lombard orchestra.
WTAS, ELGIN—302.8.
9:00—Dance program.
11:30—Continued on WCEE (275).
WTIC, HARTFORD—475.9.
6:30—Bond trio and features.
WVJ, DETROIT—352.7.
6:00—Dinner concert.
8:00—News orchestra.
9:00—Dance program.

HAIRBREADTH ESCAPE EXPERIENCED BY BOY

Fire Truck Brought To a Stop
As Front Wheels
Strike Lad.

Special to The Advertiser.
St. Thomas, Oct. 20.—Lexlie Law,
Locust street, escaped death by a
hairbreadth at noon today when
he fell from his wheel in the path
of the big fire truck driven by Fire-
man Arthur Lavery. The lad was on
an errand for the Talbot Shoe Com-
pany and was traveling east on Tal-
bot street, holding to the ear of a
Ford truck which preceded the piece
of fire apparatus. At the corner of
Talbot and Elgins streets he skidded
with his wheel and fell six feet in
front of the truck. Mr. Lavery acted
promptly and brought the truck to a
standstill as the front wheels touched
the boy.

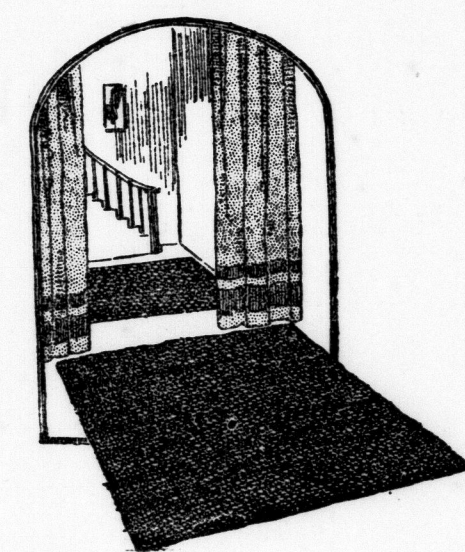


From the Orient Straight To You

From the east these rugs of beautiful colorings and designs have come—
from the smallest prayer rug to the largest room rugs they are of exquisite
workmanship. Did you ever consider that these rugs you admire so much
are all made by the knotting of threads together and that it is all done by
hand? It takes a long while to make one and when a number are made
they are loaded on the backs of camels and brought to the seaports and
finally across the ocean to us.

Beautiful, heavy silky rugs that last a lifetime; they impart
beauty to your home and make it the admiration of your friends
and the pride and joy of yourself.

The amount of work entailed, the beauty, the durability, and the
unrivalled workmanship make these rugs, selling at the prices they are, exceedingly reasonable.



Sizes:—

3 ft. 3 in. x 3 ft. 1 in.
4 ft. 2 in. x 1 ft. 6 in.
4 ft. 10 in. x 2 ft. 3 in.
4 ft. 6 in. x 3 ft.
4 ft. 11 in. x 3 ft.
5 ft. 3 in. x 2 ft. 10 in.
5 ft. x 3 ft.
6 ft. 1 in. x 3 ft. 2 in.
6 ft. x 9 ft.
7 ft. 9 in. x 4 ft. 5 in.
7 ft. 10 in. x 5 ft.
8 ft. 11 in. x 6 ft. 3 in.
9 ft. 3 in. x 6 ft.
10 ft. 8 in. x 8 ft.
Up To 14 ft. 4 in. x 2 ft. 11 in.

Rugs:—

INDIAN AKABARS
KHORASSAN RUGS
KERMAN RUGS
ANATOLIAN RUGS
KANDAHAR RUGS
GHOROVAN RUGS
BORLOU RUGS
NOBARAN RUGS
KAZACS RUGS
KURDISH STRIPS
ARDALAN STRIPS
HOMADAN STRIPS
AKABAR RUGS

These Rugs are being sold away below anything we have ever offered. They are all from this season's stock. They
are on display on the Main Floor.

Just the Food you Want and Need

A better bread that can be relished
and enjoyed every meal.

NEAL'S GOOD WHITE BREAD

The most nourishing, appetizing
and popularly appreciated bread
possible to buy.

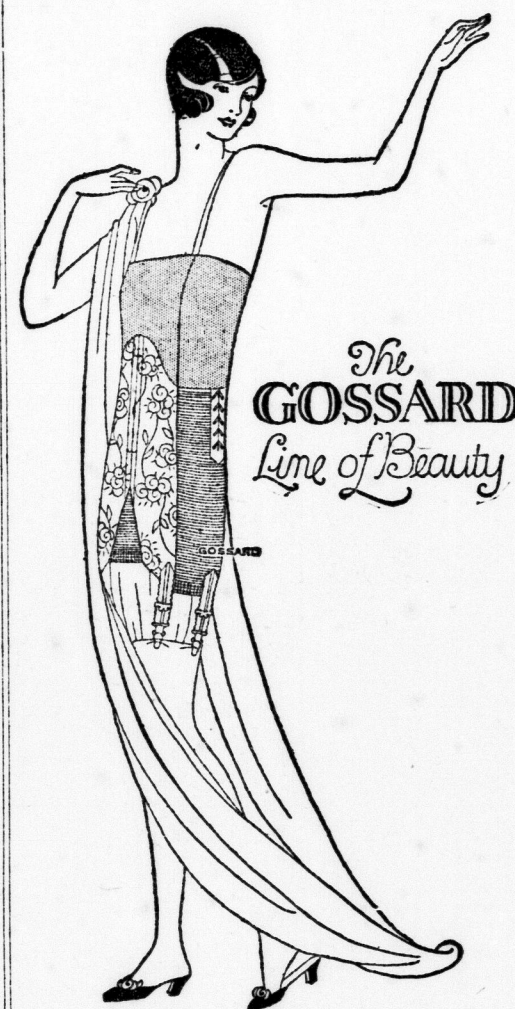
One of our salesmen is on your
street every day, ask him for a trial
loaf—or your grocer will gladly
supply you.

PHONE

Neal Baking Company, Limited

Bread factories at

Windsor London St. Thomas Sarnia



The
GOSSARD
Line of Beauty

Three Days Only! Thursday, Friday and Saturday

Demonstration of the fitting of Gossard Corsets by a Gossard
expert, Mrs. E. Lillian Gibbons. We cordially invite you
to attend this demonstration in our corset department. We
feel sure that it will be very helpful to you.

Lovely Lines Depend On the Foundation Garment—

In fashioning any gown, however simple, remember
the lines count above all else. The most carefully
constructed frock cannot fit well over a careless figure.
The lines of any gown depend altogether on the lines
of the figure.

Style show of Gossard Corsets on living models. These
models will parade Friday at 2:30 on the fifth floor, show-
ing the beautiful lines of Gossard Corsets, their aid to health
and beauty. For information inquire corset department,
second floor.

Sale of Hand-Worked Models
Half Price
Art. Dept., 4th Floor.

SMALLMAN & INGRAM
LIMITED

For Your Masquerade Costume
Gay-colored Cambrics... 18c yd.
Sateens... 25c yd.

NEGLECTS \$4,000,000 BECAUSE WORK RUSHED

Lawrence, Mass., Welder Not
Least Excited Over Huge
Inheritance.

Associated Press Despatch.
Lawrence, Mass., Oct. 20.—Joseph
Camire, a welder, heard with com-
posure tonight that his mother had
inherited \$4,000,000 by the death of
her uncle in New Brunswick. The
mother, Mrs. Josephine Camire, tele-
phoned the news from Sanford,
Maine, where she is visiting friends,
and asked Camire to come to Maine
at once for the signing of necessary
papers.
"There's too much doing in the
wedding line," Camire said. "I can't
possibly get away until next Sun-
day."
Mrs. Camire informed her son that

HARDWARE SPECIALS For Wednesday and Thursday

OLD ENGLISH FLOOR WAX
Only 67c
per lb.
STOVEPIPE, 6-in. and 7-in.
Only 19c
per length.
\$5.00 ELECTRIC IRONS
Absolutely Guar-
anteed. Only \$2.98
ROPE MOP CLOTHS
Reg. 65c, 75c, 85c
any one only each 30c

Purdum's Hardware Limited

124 DUNDAS STREET Quality and Service. PHONE 2800



Our fitters are
experts, \$1.50 to
\$10.00. We have
trusses to fit
all needs.
ANDERSON &
WELLES
Dundas St.

PEA-BLOWERS, FALSE FACES,
MASKS AND PAINT.
PEEL'S PEEL'S
AT THE RED STAR NEWS CO.
10 MARKET LANE.

KEEP 'EM WARM

Keep their little bodies warm
with good wool clothing.
This is another of the thous-
ands of things that can be ac-
complished conveniently, effi-
ciently and economically through
using Advertiser Classified Ads.
Someone found a real opportu-
nity in this ad. "Boys' overcoat,
gray, all wool suit, like new, age
thirteen or fourteen—"
And it didn't take them long to
realize it either, for both suit and
overcoat were sold early in the
same evening the ad appeared.
That's what it means to read
and use Advertiser Classified Ads!

— FOR —
AMBULANCE SERVICE
PHONE 1068
HEATED INVALID COACH
GEO. E. LOGAN
371 DUNDAS ST. 22V