

ROWAT'S TEAS
From the Better Gardens.
55c, 75c, 85c, \$1.00 and \$2.00 Pound.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052.

C. H. WARD & CO.
DIAMOND MERCHANTS
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 ST.
Phone 1084.

Fashions That Please

We insist on quality in workmanship, materials and everything that enters into making and marketing the garment from the factory to you. Our prices are reasonable though!

FISHBEIN'S
"Ready-to-Wear."
254 Dundas Street.

Heads Stock Firm



STANLEY JOHNSTON.

STANLEY JOHNSTON is senior member of Johnston & Ward, stockbrokers, with offices at London, Toronto, Montreal and other points in Canada.

MANY ATTEND FUNERAL OF WILLIAM F. LAWRENCE

Officers of Dominion Alliance Pay Tribute to Prominent Sarnia Methodist.

Special to London Advertiser. SARNIA, July 27.—The funeral was held this afternoon of William F. Lawrence, who died on Tuesday. The service was conducted by Rev. D. N. McCamus of Clinton, assisted by Rev. J. E. J. Milyard of the Central Methodist Church. There was a large attendance, and many floral offerings. Mrs. Lawrence received a message of condolence from Rev. Ben Spence of Toronto on behalf of the Dominion Alliance, of which organization the deceased was an executive member. Floral tributes were received from the Canadian Order of Foresters, Tuscan Lodge, A. F. and A. M., Trustee Board and Bible Class of the Central Methodist Church, and many personal friends.

TWELVE THOUSAND MILES.
Twelve thousand miles at least must be traveled to bring "Salada" to your table. Yet so skillfully is it prepared, so carefully is it protected that the delicate leaves reach you (but a few weeks later) in all their tender freshness. To really enjoy tea at its best, insist upon "Salada." Your grocer has this delicious tea. Ask for it today.—Adv.

WE MAKE EVERYTHING MADE OF CANVAS!
CARTER, SON & CO.
31 GLEBE ST. PHONE 6197.

EASTMAN KODAK FILMS and SUPPLIES
We make a specialty of Developing, Printing and Enlarging amateur snapshots. Twelve-hour service and perfect pictures.

TAYLOR'S Drug Store
390 RICHMOND ST.
Half Block South of Dundas.

WRAY'S Jewelry LIMITED.
234 DUNDAS STREET.
Headquarters for Jewelry, Novelties, Phonographs and Records.



For the Growing Boy

THERE is no such thing as eating too much bread, but there is a drawback in not eating enough of it. Especially for the growing child it is good and helps build their bodies more than any other food. Baked daily in our own bakery.

PURITY BREAD

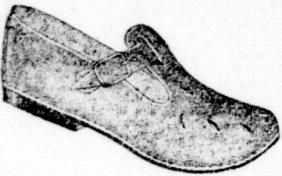
JOHNSTON BROS.
R. Fairful, Successor.
Phone 944.

Orie Tea Shop
PROVINCIAL HIGHWAY.
CRUMLIN
Refreshments of all kinds.

SPECIAL CHICKEN DINNERS
WEDNESDAYS AND SUNDAYS, 5 P.M. TO 9 P.M.
Provincial highway bus passes the door.
Special arrangements made for parties and clubs. yvt

LONDON OPTICAL
HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, OPTOMETRIST.
Dominion Savings Building, Richmond Street, Phone 418.

BAREFOOT SANDALS



"Better Than Sale Prices"

INFANTS' SIZES \$1.00
CHILD'S 8 to 10 1/2 \$1.25
LARGER SIZES \$1.50
Made of serviceable brown leather, tackless sewn soles and the famous "Non-Rip" make.

ROWLAND HILL
RELIABLE FOOTWEAR
180 DUNDAS ST. W. OF 410 RICHMOND ST.



For Outdoors
Miss Outdoors often frowns upon the idea of wearing glasses, even when they are emphatically prescribed for her, because she thinks they will interfere with her sports. Our outdoor glasses combine attractiveness and utility.
"WE SEE THAT YOU SEE."
BROWN Optical Company
Vision Specialists
223 Dundas St. Phone 1877
Established 26 years.
Branches—Windsor, Montreal.

You can't make a mistake when you buy Edison Mazda Lamps
J. H. POLLOCK
397 Clarence St. Phone 5762W.
ZXV

CANNEL COAL
\$14 a Ton
HALF TON, \$7.
ORCHARD'S
45 YORK STREET. PHONE 384.

THE HEART OF LONDON
Registered Trade Mark.

\$1,000,000 Failure
Bob Long Co., Men's Wear Bankrupt
Wegner Gets His Share at 50c on \$10,000 Must Be Realized
A BIG 60-DAY SALE COMMENCES TODAY and includes everything in the store, consisting of MEN'S SUITS, RAINCOATS, PANTS, SWEATERS, UNDERWEAR, FURNISHINGS, HATS, CAPS AND OVERALLS.
A splendid opportunity to replenish. Come prepared to buy for present and future requirements. This is a time when you save when you spend.
YOU SAVE 25c ON EVERY PAIR OF OVERALLS BOUGHT HERE.
Wegner Clothing Co.
The Heart of London—Famous for Their Little Prices.
Main Entrance, 371 Talbot St., Opp. Market, London.

Purdum Hardware
PHONES 2800 2801
124 DUNDAS STREET.

Saturday's Week-End and Month-End Sales Present Rare Opportunity For Economy

Tomorrow seems to be the opportune moment, the last July Saturday, and the climax of a month of sales which has extended to every department. Saturday's Sales will be general throughout the store, but owing to the quantities being limited in many cases, they will not be listed in the newspapers, but the Sales Tickets will be your guide. An absolute clearance of Summer Merchandise, which includes apparel to wear, for the balance of the Summer, and in many cases into the Fall, and in all there is splendid choice.

Millinery One-Third Less Than Half Price



You will be charmed with every one of these one and a half dozen models which we have assembled for final clearance Saturday. The very choicest hats from the show cases of which the shape itself or a part of the ornamentation would cost more than the price for the whole hat tomorrow, and many of them are admirably suited for fall wear. Small snappers for traveling and larger ones for afternoon dress. Only a dozen or so left to clear Saturday at just one-third less than half price. Sale prices \$5.00 to \$9.67

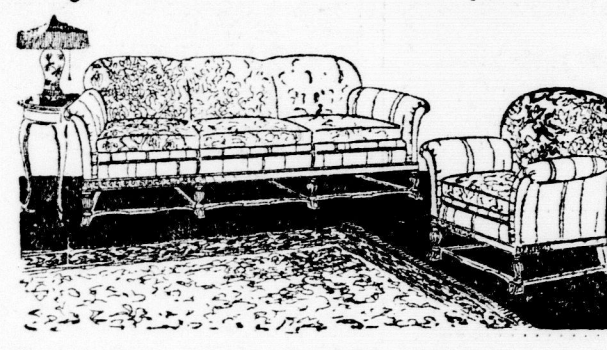
It's Well To Slip Extra Hosiery Into the Traveling Bag



GOING AWAY? Then by all means put in one or two more pairs of hose than you have planned on; you will need them. White, black, or the popular novelty sport hose, in wide ribs in natural or newest crown.
Ladies' White Fibre Silk Hose, with fancy black clock, double soles and reinforced garter tops. Sizes 8 1/2 to 10 \$1.50 pair
Ladies' Drop Stitch Lisle, with double seamless soles, in black, white, navy or green. Neat and cool. 95c pr.
Ladies' Novelty Sport Hose, in wide ribs, in natural and newest shades of brown \$1.75 pair
Ladies' Plain Lisle Hose in black or white, deep garter tops and double heels and toes. Good wearing quality 50c pair

More Chesterfield Suites Underpriced

One only, Chesterfield, large size, made with Marshall cushions and pillow arms, covered with good quality tapestry. July Sale price \$119
Chesterfield Suites, consisting of Chesterfield and two chairs, all made with Marshall cushions, and covered with good quality tapestry. July Sale prices, \$139, \$169, \$189 and \$195
One only, two-piece suite, Chesterfield and Chair, upholstered with finest grade tapestry. July Sale price \$149
One only, Walnut Bedroom Suite, consisting of bed, dresser, chiffonier and dressing table. Almost half price. July Sale price \$365



One only, Genuine Mahogany (English Brown finish), Buffet, 60 inches wide. China Cabinet, 48 inches. Round Top Table, extending to 8 feet, and set of six Leather Seat Dining Chairs. July Sale price \$359
Third Floor.

In the Basement

PRESERVING TIME NEEDS
Crown Fruit Jars, pint, \$1.25 doz.
Crown Fruit Jars, quart, \$1.50 doz.
Crown Fruit Jars, half gallon \$2.35 doz.
Perfect Seal Fruit Jars, quart \$1.50 doz.
Perfect Seal Fruit Jars, pint \$1.75 doz.
Perfect Seal Fruit Jars, half gallon \$2.50 doz.
Rubber Fruit Jar Rings 10c, 3 for 25c
Zinc Metal Crown Fruit Jar Rings 25c doz.
Glass Tops for Perfect Seal or Crown Fruit Jars 30c doz.
Granite Preserving Kettles 85c, \$1.25, \$1.85 and \$2.25
Corn Brooms, with broom holder. Extra special 50c
Floor Brush Brooms 69c
O'Ceard Oil Mops \$1.25 and \$1.75
Liquid Oil Wax, 35c and 65c bottle
Self-Wringing Mops 50c
Wool Mops \$1.50 and \$2.00

Dotted Marquisette, 58c Yard
9 pieces Dotted Marquisette, in white or cream; fine quality in large, small or medium size dots, for your dainty bedroom curtains; 36 inches wide. Sale price 58c yard
Fourth Floor.



Just In
ANOTHER SHIPMENT OF THE NEW AND POPULAR RECORDS
No. 15866—10-inch double-sided; Three o'Clock in the Morning, waltz; Lora-L, fox trot; James C. Smith and His Orchestra. 85c
No. 18900—10-inch double-sided; Kitten On the Keys, fox trot; Zev Conroy and His Orchestra; Pick Me Up and Lay Me Down in Dear Old Dixieland, fox trot, Club Royal Orchestra. 85c
85c—EXTRA SPECIAL—85c
Victor Record No. 15913—Nobody Lied, fox trot; The Virginians; The Yankee Doodle Blues, fox trot, The Virginians.
HEAR THESE ON A VICTOR.
Third Floor.

Special Low Prices on Mattresses
MARSHALL MATTRESSES 25 PER CENT OFF DURING JULY.
Marshall Standard Hair Top Mattresses, 4 ft. and 4 ft. 6 in. wide \$35.50
3 ft. 3 in. and 3 ft. 6 in. wide, \$29.50
Marshall Standard Cotton Top, 4 feet and 4 ft. 6 in. wide. Sale price \$29.50
3 ft. 3 in. and 3 ft. 6 in. wide. Sale price \$24.75
S. & L. Special Cotton Felt Mattresses, all sizes. July Sale price \$11.95
Simmons Peerless Layer, Felt, all sizes. July Sale price \$8.65
—Third Floor—

White Flannelette, 22c Yard
For baby garments or diapers, a quality that makes up well; is soft and firm in finish, easily washed; in fact specially made for baby. Buy now for fall at this price, 27 inches 22c yard

Bordered Scrim, 15c Yard
288 yards Bordered Scrim, in ivory and ecru, bordered both sides; 35 inches wide. Sale price 15c yard

English Nursery Flannel, 75c Yard
Pure All-Wool Flannel at this price and in the very good quality we offer, is a value you must see. For the new baby, safety first—use good ALL WOOL FLANNEL, 26 inches. 75c yard
Clearance of Switches Saturday, Half Price
Very rarely do you see such an announcement, but as in all other departments stocks must be cleared and kept fresh and up to standard. All are real human hair, in browns and grays, one, two, and three strands; a rare opportunity. Sale prices 49c to \$5.98
Beauty Shop—Fifth Floor

Colored Madras, \$1.18 Yard
8 pieces Colored Mercerized Madras, all sunfast colors; nearly all tapestry effects; handsome designs; color combinations of rose and green, mulberry and blue, blue and sand, mulberry and taupe, rose and tan, also plain colors in short ends of rose, blue and brown. 58-inch. Sale price \$1.18 yard

Month-End Clearings in Linen Section
Odd and broken lots in Special Sale Merchandise, priced away down for final clearance Saturday. Quantities are limited, only an odd piece or two in a line, but worth a special effort to be here early.

HUCKABACK BEDROOM TOWELS HALF PRICE.
Here's a value in Huckaback Towels that should be picked up quickly Saturday. Heavyweight, finished with either hem or hemstitch, red or blue borders. A few only all white, in all about 12 dozen. Size 22x40 inches. Month End Sale, half price and less 50c each
58-INCH KITCHEN DAMASK 49c YARD
Early, if you would share in this special. Just four pieces in all, bleached and unbleached, for the kitchen or breakfast cloths, mercerized cotton of good weight. 2 Pieces Unbleached, Month End Sale 49c; 2 pieces Bleached, Month End Sale 69c
GLASS CLOTHS, 3 FOR \$1.00
Three for the former price of two for Saturday. Superior quality, medium weight, red border typed Glass Cloths. Size 23x34 inches. 26 dozen only. Month End Sale 3 for \$1.00

New Gingham, 29c Yard
A nice assortment of pretty colors, in plaids or checks, in a strong firm woven gingham. The quality is extra good and all good washing colors; a favorite for house wear or children's rompers, dresses, etc. 29c yard

White Lily Cloth, 39c Yard
This excellent quality fine English cotton, in herringbone pattern, all white, of unusually strong texture, specially good for children's wear, middie, skirts, dresses, nurses' uniforms, etc. The bleach is very good. Special for Saturday, more than one-third off regular; 36-inch 39c

Egyptian Longcloth, 29c Yard
A yard-wide Lingerie Cotton that is a favorite. You will agree the quality is extra good, and want more of it. Soft, fine, no filling and snow white, for gowns or underwear 29c

Novelty Pillow Cases
New York Novelty. This ship made of good English cotton, hemstitched with a hem of Anderson Gingham, in neat checks of mauve, blue, pink, green and yellow, is an exact replica of the latest idea so popular just now in the States. Match your new Gingham Side Curtains, and you have a very dainty effect for the bedroom, 42 inches \$1.95 pair

Bleached Cheesecloth, 12 Yards for \$1.00
The regulation quality, Canadian made. Car owners, note—the best possible polish cloth; it can't scratch, used for dust-ers by furniture dealers 12 yds. \$1.00

HALF HOLIDAY
During the months of July and August, this store will close at 1 p.m. on Wednesdays.



Men's and Young Fellow's Business and Sport Suits Extraordinary Values \$27.50

These suits are not of ordinary quality. Taken from our higher priced lines, grouped at this price for clearance. Serviceable fabrics, beautiful colorings, skillful designing, expert needle work. The values are of such outstanding character that even the man who considered himself "all fixed up" in clothes is going to squeeze in another suit.

Light Weight--Little Price These Mohair Suits

Weigh but a few ounces. We don't know of anything else quite so light and fine for summer, and only a small amount is required to get them. The July sale has brought the price down to \$18.50
Dark shades as well as light; sizes for men of all proportions.

Sport Styles That Look the Part

For wear on his outing trips, a man could ask for nothing finer. There is an outdoor suggestion to the fabrics, and the styles have "swing." The price makes this a great opportunity to buy one \$35.00

SMALLMAN & INGRAM LIMITED

STORE CLOSING AT 5:30 DAILY SATURDAY INCLUDED.