

ROWAT'S COFFEE

If you relish Coffee with that rich flavor and aroma try Rowat's, the finest procurable.

70c POUND.

T. A. ROWAT & CO.
250 Dundas Street. Phone 5051-5052.



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 ST.
Phone 1084.

Fishbein's

Ladies' Ready-to-Wear

Exclusive Apparel at Low Prices.
254 DUNDAS STREET
(Near Wellington).

WRAY'S Jewelry

LIMITED.
234 DUNDAS STREET.

Headquarters for Jewelry, Novelties, Phonographs and Records.

GEO. E. LOGAN

FUNERAL DIRECTOR AND EMBALMER.
418 Richmond St. Phone 1968.

Finest Motor and Horse Equipment.

First Glimpse of

FALL HATS

Autumn Shades

BELTZ & CO.

PRACTICAL FURRIERS

ywt

FOR 10 DAYS

Starting Monday, July 10,

WE ARE GIVING

you a full size 60c enlargement for only 25c, with every roll of film brought in to be finished.

Just sign your name on the dotted line

Cut out this ad. and bring it in to our Kodak Finishing Department. After the pictures are finished you can select your negative and we will do the rest. Don't miss this wonderful offer.

ANDERSON & NELLES

268 Dundas, Cor. Wellington St.

ywt

WHY

One Pair of

GLASSES?

Aman has several

suits and

hats, and a woman

has a number of gowns.

Why get along with one pair

of glasses if you need them

continuously? Think it over!



Carlyle TREBILCOCK OPTICIAN

233 Dundas Street, Phone 2351

Two Doors East of Majestic. ywt

RIDLEY COLLEGE

For BOYS

St. Catharines, Ontario

Upper School

H. C. Griffith, M.A., Principal.

Lower School

H. G. Williams, B.A., Principal.

IDEALLY situated in the Garden of

Canada—50 acres of magnificent

grounds. Canadian Residential College.

Four separate dormitories. Separate

Lower School for boys up to 14.

Courses leading to prep, honor and

scholarship matriculation to universi-

ties, R.M.C. and business. For illus-

trated Prospectus write

The Bursar, Ridley College,

St. Catharines, Ont.

School re-opens September 12.

1

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

ywt

VETERANS' BAND TO PLAY

IN PARK SUNDAY NIGHT

The band of the Great War Veterans will play the following program in Queen's Park Sunday evening at 8:30, weather permitting. Silver collection:

"O, CANADA."

March ... Quarter Deck ... Alford

Overture ... Light Cavalry ... Suppe

Waltz ... Summer Night ... Fels

Trombone Specialty ... Loeys

Popular ... (a) Three o'Clock Robledo

..... (b) Venetian Love Boat

..... Cornet Solo ... Lassie o' Mine

(Mr. A. Ward)

Echoes From the Opera ... Selection

Novelty ... Ragtime Bass Player

Tone Poem ... Andante Religiose

"Abide With Me" ... Theme

"GOD SAVE THE KING"

R. C. R. BAND WILL GIVE

CONCERT AT PORT SUNDAY

By permission of Lieut.-Col. R. S. J. Langford and officers, the band of the Royal Canadian Regiment will render the following program at Port Stanley, Sunday afternoon, at 2:30 o'clock:

March, "Los Bohemios" (Hervas);

Overture, "Ivan" (Conterno); Valse,

"Les Sirenes" (Waldenfeld); Selection,

"Cavalleria Rusticana" (Mas-

cagni); Song, "A Perfect Day,"

(Jacobs-Bond); Cavatina, "Il Burgo-

mastro di Zandam" (Donzetti);

Selection, "Melodyland" (Douglas);

Fox-trot, "Hindustan" (Wallace);

"O Canada"; "God Save the King."

Capt. M. Ryan will be director of music.

NATIONAL LINES REFUSE

TO STOP PROPOSED CUTS

OTTAWA, July 21.—After several days of negotiations with E. C. Cullity and the committee representing the management of the Canadian National Railways at Toronto, the general grievance committee of the Brotherhood of Railroad Employees for Canadian National lines returned to Ottawa today and reported that the National Railway management had refused to reconsider the wage reductions planned to go into effect on July 16. It is probable that a conciliation board will be applied for immediately.

Obituaries

FRANK QUINNEY.

The funeral of Frank Quinney, 60 years old, who died at Lobo Village, will be held at Ivan Cemetery Saturday afternoon. Services will be conducted at 2:30 o'clock by Rev. Mr. Percy of St. Johns.

The late Mr. Quinney had been ill since last autumn. For 25 years he operated a farm on the 12th concession, Lobo Township. When he retired in the autumn he moved to Lobo Village.

Besides his wife, Martha, he is survived by four sons, Norman, Sherman and George, all of Lobo Township, and Percy of Edmonton, and one daughter, Mrs. William McCullough, London.

COMMITTED FOR TRIAL.

MONTREAL, July 21.—Judge Monet today committed Paul Theoret to stand trial July 27 on a charge of making counterfeit American bank notes to the value of many thousands of dollars in a house in a solitary spot on Ste. Therese Island east of this city in the St. Lawrence River.



July Clearance

A Sale Day For Each Dept't

Today's July sale announcements for Monday will mark the beginning of the end. Just one week left for these sales, and it will be crowded with opportunities. This space should be watched carefully until the end of the month, as the last week's sales should be the most important of the series and the one that interests you most may be yet to come. DON'T MISS IT. Monday sales will be of special interest to the home.



July Clearing of Rugs

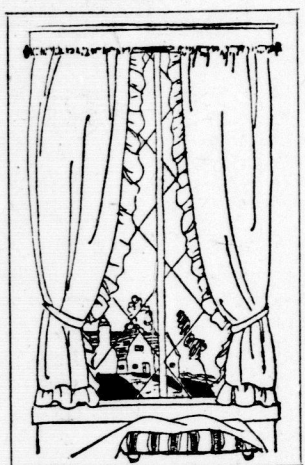
One-Quarter, One-Third to One-Half Off

The Rugs listed below are odd sizes. That is, we have only one size to a pattern. In some cases the smaller size Rugs have been used for window decoration and are marked exceptionally low to clear in one day.

One only Ardebil Seamless Wilton, size 9 ft. x 10 ft. 6 in., with plain blue center and darker blue band border. July Sale price \$80.00
One only Brussels Rug, size 6 ft. 9 in. x 10 ft. 6 in., rose ground with small pattern. July Sale price \$24.75
5 only Wilton Rugs, size 4 ft. 6 in. x 7 ft. 6 in.; fawn and green; one-third off. July Sale price \$23.75
English Axminster Rugs, underpriced; these Rugs are all Imperial Axminster with heavy wool backs: size 4 ft. 6 in. x 7 ft. July Sale price \$26.65
Large Size Rugs At Greatly Reduced Prices:
1 only Axminster Rug, size 12 ft. x 15 ft. Sale price \$62.50
Carpet Dept., Third Floor.

1 only Axminster Rug, size 12 ft. x 13 ft. 6 in. Sale price \$59.00
1 only English Velvet Rug, size 10 ft. 6 in. x 13 ft. 6 in. Sale price \$50.00
1 only Wilton Rug, size 11 ft. 3 in. x 13 ft. 6 in. Sale price \$75.00
2 only English Velvet, plain colors, 10 ft. 6 in. x 12 ft. Sale price \$32.50
2 only Tapestry Rugs, size 10 ft. 6 in. x 10 ft. 6 in. Sale price \$18.75
2 only Tapestry Rugs, size 10 ft. 6 in. x 12 ft. Sale price \$19.75
2 only Brussels Rugs, size 11 ft. 3 in. x 13 ft. 6 in. Sale price \$24.75

July Clearance Curtains, Draperies, Etc.



Popular materials for home furnishings are offered Monday at very substantial reductions. Do not fail to take advantage of this sale. Amongst the lines listed below will be found materials you will require for fall housecleaning, and it will well repay you to anticipate your needs. Those who are just beginning housekeeping will welcome this opportunity to save on necessary purchases. See Dundas street window.

Lace Edged Scrim and Marquisette

Curtains, Clearance Sale Price \$1.88 Pair

87 pairs splendid quality Marquisette and Serim Curtains, with torchon lace edge and hemstitched band; also amongst this lot will be found some insertion-trimmed curtains on a serim body, as well as a few Nottingham Lace Curtains. Lengths are 2 1/4 and 2 1/2 yards long, mostly white and ivory. July Clearance Sale \$1.88 pair



Fine Filet Nets, Clearance Sale Price

68c Yard, About Half Price

250 yards Serviceable Filet Nets, in a variety of good designs, mostly ivory but a few in ecru shade. Many of these are about half price. Clearance Sale price 68c yard

Ruffled Marquisette and Voile Curtains

Clearance Sale Price \$4.48 Pair

39 pairs only Ruffled Marquisette, with ring dot, beautiful quality, also a very fine Ruffled Voile with double ruffle at bottom; white only. Clearance sale, \$4.48 pair

50-INCH VELOURS, \$2.48 YARD.

6 pieces 50-Inch Velours, deep rich pile, about one-third less than regular, in rich shades of rose, blue, dark green, brown, mulberry and wistaria. Clearance Sale price \$2.48 yard
Fourth Floor.

Handsome Washable Cretonnes,

Clearance Sale Price, 88c Yard.

17 pieces handsome washable Cretonnes for side curtains, valances, slip coverings, box or cushion coverings, in popular color combinations, mostly 36 inches wide; color combinations of rose, blue, mauve, brown, mulberry and gold; about half price. Clearance Sale price 88c yard

Plain Repps and Casement Cloths

Clearance Sale Price, \$1.28 Yard

About Half Price.

10 pieces plain Repps and Casement Cloths, in colors of rose, blue, brown, mulberry, green and ecru. Some of these are sunfast colors; not all guaranteed, but all are 50 inches wide. A splendid opportunity to curtain your sun room or side curtains for your other rooms. Do not overlook this lot. Clearance sale price \$1.28 yard
Draperies Dept., Fourth Floor.

Beautiful Mercerized Tapestry Madras,

Clearance Sale Price, \$1.38 Yard

12 pieces Mercerized Tapestry Madras, 50 inches wide; can be cut in half for side curtains; very attractive color combinations of blue and sand, blue and tan, mulberry and taupe, mulberry and blue, rose and green, rose and tan, brown and green, also rose and blue, at the lowest price we have ever offered them. Clearance Sale price \$1.38 yard

HALF HOLIDAY

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

SMALLMAN & INGRAM

LIMITED

STORE CLOSING AT 5:30 DAILY. SATURDAY INCLUDED.

Purity—
Quality—
Deliciousness!

are the reasons for the ever-growing popularity of Parnell's Butter-Cream Bread.

A few short weeks ago we placed Butter-Cream Bread on the market. It was unknown to the housewives then, but we knew that it would prove the bread sensation of the country and that it would meet with instant favor.

BUTTER-CREAM

has justified our faith in the discrimination of the housewives of Western Ontario. We felt that if we produced a loaf of bread that was nourishing, tasty and better they would appreciate. We did and they did, and now every housewife can rest assured that in

Parnell's Butter-Cream Bread they have a bread that they and their children can eat and enjoy to their hearts' content, with the full knowledge that it is genuinely good, wholesome and healthful.

ASK YOUR GROCER FOR IT.

PARNELL BAKING CO. PHONE 929

Western School

Students taking positions: Edith McMillan with National Drug & Chemical Co.; Alta Pook with A. B. Greer & Sons (temporary); Dolly Dalrymple with Somerville Box Co.

The London Loan

Company of Canada

MORTGAGES AND REAL

ESTATE AGREEMENTS

PURCHASED

M. J. KENT, Manager.

Quality Vulcanizing

Only.

ART WILKES

London Tire Repair Depot,
354 WELLINGTON STREET,
Opposite McClarys. ywt

Jackson Grace,

BUILDING CONTRACTOR.

Brick work and cement foundations a specialty; also houses raised and moved, sidewalks, cellar floors. 252 Grey, Phone. xt

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-656J.

COAL AND WOOD
CALL
D. H. GILLIES & SON
PHONE 1312.
Corner Adelaide and Bathurst. ywt

Furs Remodeled

At Summer Prices

BY SKILLED FURRIERS.

ROSS' Limited

196 DUNDAS ST.
Phone 1319. ty London, Ont.

N. J. GRIFFITH

FUNERAL DIRECTOR AND EMBALMER.

104 Dundas Street, London.
Residence on premises. Phone 459.