

DIAMONDS

Rings \$10.00 to \$1,000.00
 Lavalliers \$25.00 to \$800.00
 Scarf Pins \$25.00 up
 Earrings \$50.00 up
 Bar Pins \$40.00 to \$150.00

Also Diamond Clusters and Fancy Settings.

C.H. Ward & Co.
 Diamond Merchants and Jewelers,
 386 Richmond St. Phone 1084.

LADIES' NEW FALL HATS

OPENING DAYS

Beltz & Co.
 201 DUNDAS ST.

J. FERGUSON'S SONS,
 176-178 KING STREET,
 Federal Directors and Embalmers.
 Handsome Motor Car or Horse Equipment.
 Day or Night Service.
 Phones: Office, 543; residence, 2066-4101.

WEGNER'S
 Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.
LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTERS.
 Exclusive Manufacturers' Agents for the best Canadian makes of Overalls.

Wegner, The Heart of London
 OPEN EVENINGS
 871 Talbot Street. Phone 1848.

RUBBER NECKS
 Are the only things in rubber that we cannot repair. We would like to demonstrate for you. TIRES AND TUBES ARE OUR SPECIALTY.

CLINGER
 London's Rubber Man.
 346 Dundas St. Phone 5124

ENGLAND WANTS EARLIER APPLES

Ministry of Food Would Encourage Shipments.

OTTAWA IS ADVISED.

Commissioner Smith Tells of Situation in Motherland.

OTTAWA, August 31.—(Canadian Press Dispatch).—Dealing with the crop situation in a report just made to the department of trade and commerce, J. Poythe Smith, the Canadian fruit trade commissioner, states that early forecasts of the English apple crop situation, which were not encouraging, are fully substantiated by present indications.

The British ministry of food has sus-

ended the apple price control until November 15, with the obvious intention of encouraging the home industry by permitting the highest prices the market will pay during the period in which early English apples are offered, and also with the object of attracting large supplies of early Transatlantic apples, which never come forward in as heavy supply as late varieties.

Owing to these conditions, Transatlantic apples sell in England before November 15, and will have the advantage of a free market.

Touching on the general outlook, Mr. Smith states that the American box apple crop is estimated at 86 to 75 per cent. of last season—a shortage of 1,600 cars. The British Columbia crop will be 60 to 65 per cent.; the Nova Scotia crop 55 per cent.; the Ontario crop will show an increase and the American barrel apple crop will be substantially increased.

American apples, however, will be handicapped abroad by an adverse rate of exchange, and with the English crop practically a failure, demand should be strong and prices satisfactory.

BRANTFORD SCHOOL OPENING.
 BRANTFORD, August 31.—The formal opening of the new Major Balmace School has been set for Tuesday, September 7.

GRAY'S, LIMITED

Store Hours: 9 a. m. To 6 p. m. Daily

NAVY BLUE

Always first in favor. We are showing a splendid range of Dress Goods and Suitings in this popular color; excellent values that cannot be duplicated. We advise your buying now while there is a good selection.

Dress Goods Department—Second Floor.

NAVY SERGE, 38-inch, all-wool; an excellent quality and good value. At, a yard \$2.50	NAVY SUITING SERGE, 56-inch, all-wool; a splendid quality. Price, a yard \$8.00
NAVY SERGE, 48-inch, all-wool, medium twill and give the best of service in skirts, girls' dresses and bloomers. Price, a yard \$2.65	NAVY SAN TOY, 36-inch, a fine, all-wool fabric, for light weight dresses or skirts. Price, a yard \$3.00
NAVY SERGE, 44-inch, all-wool, fine, firm quality, correct weight for fall wear. Price, a yard \$3.00	NAVY WOOL POPLIN, 46-inch, that will make up nicely for dress or separate skirt. Price, a yard \$5.00
NAVY SERGE, 40-inch, all-wool, fine, even texture and soft finish, desirable weight for smart dresses or separate skirt. Price, a yard \$3.50	NAVY GABARDINE, 54-inch, all-wool; a desirable fabric for suits, dresses or skirts. Price, a yard \$4.50
NAVY SERGE, 50-inch, all-wool, good weight and splendid wearing quality. Price, a yard \$3.00	NAVY GABARDINE, 48-inch, all-wool, satin finish and will make up with good appearance in either suit, dress or skirt. Price, a yard \$4.50
NAVY SERGE, 54-inch, all-wool; this extra wide Serge will give good wear in dress or skirt and is splendid value. At, a yard \$4.25	NAVY GABARDINE SUITING, 54-inch, a superior quality, greatly in favor for suits and skirts. Price, a yard \$7.00
NAVY BLUE SUITING SERGE, 54-inch, all-wool, well wearing, practical weight for suits and skirts. Price, a yard \$5.00	NAVY TRICOTINE SUITING, a popular fabric and distinctive appearing material for suit or skirt, all-wool, 56-inch. Priced, a yard, at \$6.50 and \$9.00
NAVY SERGE, 50-inch, fine quality, all-wool, suitable for dress, suit or skirt. Price, a yard \$5.00	NAVY SERGE, 58-inch, all-wool, men's wear weight, in a lovely soft twill for the better tailored suits. Price, a yard \$10.00
NAVY SERGE, 50-inch, fine botany Serge, soft finish and fine twill. Extra good value at, a yard \$6.00	NAVY CHEVIOT SERGE, all-wool, in medium and heavy weight, suitable for outing coat or skirt, 56-inch. Price, yard, \$4.00 58-inch, price, a yard \$6.00

NEALS GOOD WHITE BREAD

NEALS GOOD SANDWICHES

Insure the success of your picnic lunch by making your sandwiches of

NEAL'S GOOD WHITE BREAD

The purest of ingredients are used unsparingly to keep our bread up to our self-set standard—a standard that is unequalled.

NEAL'S ONCE TRIED IS ALWAYS USED.

Neal Baking Co., Limited

Bread Factories At Windsor, London, St. Thomas, Sarnia.

PHONE 1313-2173 FOR A TRIAL LOAF.

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Quite in a Class By Themselves

75c a Box

Inspiration does play a part in advertising, but so does sound reasoning and expert knowledge. We offer a combination of all these advantages.

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We are headquarters for

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Come in and let our graduate foot specialist examine your feet free of charge. You are under no obligation to buy. This is only part of our service to you.

COOK'S Shoe Store

GRAY'S LIMITED

140 DUNDAS STREET

Agents for the Butterick Patterns, The Delineator and Butterick Quarterly.

GRAY'S LIMITED

PHONES 115-116.

Only 4 More Days For Low August Sale Prices---At Thomas'

August Sale prices in full swing till Saturday night—10 per cent. to club plan purchasers, 20 per cent. off to those preferring to pay cash. Whether it's one piece or a whole houseful, secure it before the sale ends. Purchase Bedding now, or perhaps you need an extra bedroom—a Daveno.

Get Your Bedding Now For Use DURING FAIR WEEK

Nationally Advertised Kroehler Daveno

Complete with springs and mattress; fumed or golden oak.

\$74

\$15 Down, \$2 Weekly.

\$1 Delivers a Pure White All-Felt Mattress

\$2 Weekly Pays For It

So Will Only \$1 Send Any Spring to Your Home—\$2 Weekly

All Manufactured by Simmons

97-Piece Dinner Set

White with gold band.

\$27

\$5 Down, \$2 Weekly.

Complete Oak Dining Suites, \$150

THOMAS FURNITURE CO

Large Chesterfields, \$132

240 DUNDAS STREET.

There's a Two-Fold Happiness in the Electric Washer

The Electric Washer is valued by the housewife not only for what it will do, but for what it will permit her to do.

It washes with almost unbelievable thoroughness and speed, and she can have her heaviest washing on the line by nine.

But the happiness it brings does not consist solely in doing away with the drudgery of wash day—it adds daily to the joy of living, because the home with an Electric Washer can use its fine fabrics constantly.

The Electric Washer makes clothes last many times longer than when they are rubbed on a washboard. It washes clean the most filmy, delicate things, and the thickest blankets.

It is simple to operate, and the cost of electricity is a mere trifle—about one cent for an average washing.

The Hydro Shop will be glad to give you a demonstration. When you see what the Electric Washer will do you will never again wash in the old way. And remember, it not only washes the clothes, but it wrings them in its power-driven wringer.

Convenient terms of payment can be arranged.

The Hydro Shop

ELECTRICAL LABOR SAVERS.

Dundas and Wellington Streets. Telephone 7000.

CRÈME ELGAYA

In Jars at 35c. & 75c.

Your dealer has ELGAYA and has sold it for years. Ask him.

WALTHEAM or ELGIN WATCH

\$1 A Week.

GREEN-JEWELER

374 RICHMOND STREET

ROWAT'S COFFEE.

Carefully selected, scientifically blended, perfectly roasted, uniformly maintained. Try a pound to-day, 70c.

T. A. ROWAT & CO.,
 260 Dundas St. Phone 3051-3052.

An Invitation

We like to think of our premises as—the place where people come to look and come back to buy. This will indicate how very welcome you are to visit our store and inspect our attractive display of merchandise.

Please do not anticipate that you will be pressed to buy. If you will come without the slightest sense of feeling that you must buy something, you will be most welcome.

YOUNG'S

DIAMONDS AND WATCHES.

London. East London.