The Taylor Drug Company

Holds the exclusive agency for Toronto City Dairy Ice Cream Bricks, the best on the market. Phone any one of our four branches. We deliver promptly. ywt

SENSIBLE MOTOR GOGGLES

So many goggles are made for just appearance. We have the kind that are both stylish and useful. Shell Goggles are very comfortable.

John S. Barnard
Optician and Jeweler,
194 Dundas Street. ywt

Wegner Clothing Co.

Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

LONDON'S LARGEST WORKINGMEN'S OUTFITTERS

Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.
371 TALBOT ST., OPP. MARKET.
Open Evenings.—Phone 1849.

Prices are the same for the month of July as those of June. Buy your jewelry from the One-Price Jewelry Store. Our prices do not need discounting.

W. J. Wray & Co.
234 Dundas Street, London.

Palace Livery

ROSS & BOSS,
Carriages for funerals and all other occasions. Automobile service.
619 DUNDAS STREET. PHONE 838.

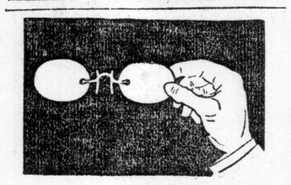
LONDON FURNITURE CO.,
CLARENCE STREET.
Cash or Credit.
Refrigerators, Oil Stoves, Gas Plates, Ovens and Summer Necessities.
Phone 2658. ywt

A Third of Your Life is Spent in Bed. Why Not Spend It in Comfort?
KEYSTONE MATTRESSES
and Pillows will give you that comfort. Warranted sterilized and mothproof. Made in London by the KEYSTONE BEDDING COMPANY. ywv

USE CONNELL'S COAL

Best results can be obtained by using egg size in the large furnace. Egg and stove mixed for the medium size, and stove coal for the hot water furnace. Price, delivered, $6.50. Chestnut size, $6.75 per ton. Large pea coal, suitable for the range, $5.60 per ton.

OFFICES:
Dundas and Richmond Sts. Phone 770.
Colborne Street and C.P.R. Phone 1096.



EYEGLASS THOUGHTS

The giving of satisfactory optical service requires something more than mere "selling ability."

Our service embraces—

Absolute accuracy in making examinations.

The making of glasses that will positively correct your defects of vision.

Courteous, considerate treatment at all times.

Fair prices and a guarantee of complete satisfaction.

Brown Optical Co.
237 DUNDAS STREET. PHONE 1877

B. A. MITCHELL'S DRUG STORE

TOILET REQUISITES.
Form an important department in our store. Now is the time to attend to your skin; do not let it get burnt.
We have a full line of face creams, face lotions and skin soaps.
114 DUNDAS STREET.
Phone 623. ywt

Artificial Ice

FILTERED WATER MAKES THE ONLY PURE ICE FIT TO DRINK.
Used exclusively in the
GRIGG HOUSE,
DOMINION HOUSE,
HOTEL SAVOY,
The only hotels or restaurants in this city using our ice.

ARTIFICIAL ICE SUPPLY CO.
PHONE 141. OFFICE, 19 YORK ST. ywt

The London Loan & Savings Company of Canada

Allow
4% on Deposits
5% on Debentures
Corner Clarence and Dundas Streets.
M. J. KENT, Manager.
ywt

Cooling and refreshing Sodas and Ice Cream, just as you like them, at Peters Shop 'Round the Corner. ywt

WILL BE
D—lighted
TO RECEIVE YOUR ORDER FOR
COAL
CEMENT, FIREBRICK, BEAVER BOARD, ETC.
JOHN MANN & SONS
Phone 470.
425 York Street.

HAMILTON'S Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

Diamond Hall Removal Sale

Special Sale Diamonds

Diamonds enter Canada duty free.

We assure visiting Old Boys a profitable investment, especially at our Sale. Prices .. $10 up to $500

Special Sale Rose Beads

Exquisite colorings and beautifully scented—$2, $2.75, $3 to $3.75. All made from Real Rose Leaves.

W. G. Young
TWO STORES.
214 DUNDAS STREET,
674 DUNDAS STREET. ywt

"Excellence" is a fitting term to use when speaking of

JOHNSTON BROS. XXXBREAD

Every user proves this—that's why it is the most popular Bread in London.

JOHNSTON BROS.,
Phone 944. ywt

EXHIBIT AT WESTERN

Dominion Experimental Farm Arranging Fine Display for London

Mr. Wallace, of Ottawa, is in the city at the present time in connection with the exhibit which the Dominion Experimental Farm will place this year at the Western Fair.

Secretary Hunt and Chairman William Moore of the grounds and buildings took up the matter of location in the agricultural building with Mr. Wallace yesterday and satisfactory arrangements were made. Mr. Wallace will at once set to work to prepare the space, and it is fully expected that this exhibit will be the best of the kind ever seen at the Western Fair.

The Middlesex branch of the Ontario Vegetable Growers' Association will also make an interesting exhibit. The exhibit from the farm of the Hospital for the Insane will also be an excellent one this year. Besides these there will be a large exhibit of roots, grain and vegetables for competition. The agricultural building will be one of the most attractive places of the whole exhibition.

ADDRESSES UNION MEN

Editor of Industrial Banner Visits London.

A bakers' dozen only attended the Trades and Labor Council meeting last night. No business of any importance was transacted.

Editor Joe Marks, of the Industrial Banner, Toronto, was present and addressed the council. He said that times were the dullest in the history of Toronto. He was sorry that he had not been kept posted on the carpenters' strike.

Delegate Eadie, of the carpenters, said that the strike was still on as far as the carpenters were concerned, and that they had been defeated not by the bosses, but by their own men. He accused the bricklayers of disloyalty. This statement was denied by Delegate Rymil, who asked for proof, which Mr. Eadie promised to give him.

Now is the time to prepare for spraying. Sharman & Baker can supply you with materials at lowest prices. Lime-Sulphur, Soluble Sulphur, Arsenate of Lead, etc. Sharman & Baker, London, R. R. No. 4. Office, corner King and Talbot. ywt

Every Day Of Fun!

HOLIDAY!
PICNIC DAY!
OLD BOY DAY!

The Kodak Tells The Story

Take your happy moments home with you. The Kodak does it. From $1 up.

J. H. Back & Co.
210 DUNDAS STREET. ywt

C. H. WARD & CO.

Diamond Merchants and Jewelers

NEW ADDRESS
386 RICHMOND
Phone 1084

IMMENSE CROWD ATTENDS REGATTA

Old Boys' River Sport Events Prove Great Success Yesterday.

NOVELTY RACES AMUSE

Five-Mile Race for Motor Speed Boats is Cancelled.

The largest crowd, which ever turned out to a regatta, held under the auspices of the Old Boys' Association on the Thames River, marked the third day of the Old Boys reunion.

Both banks or the river above the pump house were thronged with crowds of people who had come down to see the Young Old Boys compete against each other for the prizes which had been offered by the association. This year's program included a number of novelty races, which furnished considerable amusement to the crowds who were watching the sports.

Results of Races.

The results of the races and the display of decorated launches were at follows:

Grand display of decorated launches, first prize, of $20, to Jack Chapman, owner of boat Inez; second prize, of $10, to S. Threapleton, owner of boat Calanthe; third prize, of $5, to William Willox, of boat Sweet 16.

Single canoe race—First prize, of $1.50, to Fred Jowsey; second prize, of $1.00, to Jack Ferguson; third prize, of $0.75, to H. Boyd.

Four-oar scull race, won by J. Ferguson, R. Coates, A. C. McLain and H. Boyd, prize, $4.00.

Double canoe race—Fred Jowsey and H. Chilton, first prize, pair of life preserver pillow cushions; second, R. Coates and J. Ferguson, prize, pair of life preserver pillow cushions; third, H. Boyd and E. Thompson, prize, pair of life preserver pillow cushions. The life preserver pillow cushions were offered as prizes by J. E. Griffin, of Toronto, who formerly lived in London, and is now a loyal Old Boy.

Swimming race for boys under 15—First, J. E. Crowden, prize, $1.00; second, C. Hutchinson, prize, $0.75; third, E. Thompson, prize, $0.50.

Single gunwale race—First, H. O. Boyd, prize, $1.00; second, J. Ferguson, prize, $0.75; third, J. E. Crowden, prize, $0.50.

Five Mile Race Canceled.

The five mile race for motor speed boats was called off, owing to the fact that one of the competing boats cracked a cylinder in the morning, leaving but one boat in the field. Alf. Sheere substituted by giving an exhibition run with his speed boat.

Double gunwale race—First, J. E. Crowden, prize, $2.00; second, E. Thompson, prize, $1.50; third, D. Thompson, prize, $1.00.

Double gunwale race—First, J. R. Crowden and E. Thompson, prize, $1.50; second, Jack Ferguson and H. Boyd, prize, $1.00; third, R. Coates and A. Chilton, prize, $0.50.

Tub race—First, E. Thompson, prize, $0.75; second, J. Crowden, prize, $0.50.

Crab race—First, E. Thompson, prize, $0.75; second, J. Ferguson, $0.50; third, H. Boyd, $0.25.

Watermelon boat race (open)—First, Jack Ferguson and H. Boyd, prize, $1.00.

Tilting contest—First, J. Crowden and E. Thompson, prize, 0.75; second Fred Jowsey and A. Chilton, prize, $0.50.

War canoe race, four to a canoe—First, R. Coates, J. Ferguson, A. C. McLain, H. O. Boyd, prize, $4.00.

Music was furnished during the afternoon by the Seventh band.

The judges of the day were: R. Carter, of Victoria; Tom Weston, of Chicago, and Frank Chittick, of Winnipeg.

Pulmotor on Hand.

Fire Chief John Aitken was on the ground with the city's pulmotor to provide against accident. Five members of St. John's Ambulance Corps were also stationed at different points to render first aid should their services be required.

75 Yard Race (firemen under 30 years)—1, Brown, North Toronto, 2, Davis, North Toronto; 3, Houghton, North Toronto. Time, 8¼ seconds.

50 Yard Race (fire chiefs)—1, Coleman, Kincardine; 2, Murphy, North Toronto.

Tug-of-War—1, Goderich, 2, Milton.

Ladder Climbing Contest (run 40 yards, climb 20-foot ladder and hold top rung)—1, Winn, Milton; 2, Houghton, North Toronto.

100 Yard Race (for bandsmen) — 1, Fife, Kincardine.

At the firemen's convention, held in the morning, Thorold succeeded in landing the convention for 1915.

Supplies Edgar With Gloves

Citizen Takes Compassion On Unmittened Hand of Traffic Cop.

During the Old Boys' festivities last evening, a prominent citizen presented Traffic Officer Edgar Fowler with a pair of white gloves. P. C. Fowler highly appreciated the presentation, so much so, that he put the gloves away carefully as keepsakes. Should Chief of Police Williams, however decide upon requiring all traffic officers to wear gloves, as is the case in many cities, Edgar will wear the gloves that were presented to him upon special occasions, such as when the duke comes to town or a demonstration against the Kaiser of Germany is held.

When the prominent citizen saw Edgar without the gloves later in the evening, he drew nigh again and presented him this time with a whistle. Edgar finds the whistle useful to drown out the music of the oboes in the masquerade bands that serenade the downtowners evenings.

Mrs. Winslow's Soothing Syrup has been used for over SIXTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHILE TEETHING, with THE CHILD, SOFTENS THE GUMS, ALLAYS ALL PAIN, CURES WIND COLIC, and is the best remedy for diarrhoea.

TENDERED BANQUET BY HIS OLD PUPILS

W. D. Eckert, Veteran School Teacher, Honored by Old Boys.

TAUGHT IN EAST LONDON

Former Rectory St. School Pupils Spend Pleasant and Reminiscent Evening.

Old East London school days and reminiscences of early London were vividly recalled last night at the complimentary banquet at the Tecumseh House tendered to W. D. Eckert, East London's pioneer school teacher, by his former pupils of Rectory Street School. Goodfellowship, genuine friendship, and sincere recognition of the helpful training of a loved teacher, characterized the affair. Everyone was at home; those who spoke, spoke freely, simply and from their hearts, and one might say that the keynote of the reunion was struck when Dr. E. Seaborn, president of the association tendering the banquet, interrupted Dr. Alexander Wright, who was speaking, and said: "Just a minute, Alec; boys, let's take our coats off." To all present it seemed as if they were boys again together.

But if this was evidenced at the banquet, much more so was it noticable at the reception at the Rectory Street School in the afternoon. After a general handshaking, renewal of boyhood friendships, the inspection of the improvements and alterations to the old school, and an address by Mr. Eckert, the old boys all got out in the schoolyard, and played baseball, duck on the rock, even marbles and skipping, just as they used to do when they wore knickerbockers. One could not help wishing that some local Ralph Connor would rise up to make "East London Schooldays" quite as noted as "Glengarry Schooldays." Dr. Seaborn, who started the ball rolling at the free-and-easy, come-again-and-welcome, symposium of wit, eloquence, repartee and reminiscence that followed the banquet proper, gave a brilliant address that fairly scintillated with quotations and epigrams from Shakespeare and the classical writers of the other races. He spoke at some length of the value and greatness of friendship. Without friendship the finest palace would be no better than a hut.

W. D. ECKERT.

Play Boyhood Games.

Dr. E. L. Williams, secretary, read letters and telegrams of regret from George Yates, Dr. English, Jack Hayman, Charles Service, Charles Lilley; John Dearness, who was inspector of schools for East Middlesex during the time that Mr. Eckert taught in East London; W. J. Moule, assistant auditor of disbursements, C. P. R., Montreal; J. M. R. Fairburn, and Bert Glass, of Calgary.

Mr. Eckert said that if he had the eloquence of Cicero or Demosthenes he could not express fully his depth of feeling at being so singularly honored by his old pupils. He had followed with keen pleasure their successes at home and afar. He was glad that they remembered him in so kindly a fashion. At times in the past he might have appeared harsh to them, but he had done what he thought was for their best interests. However, he had come to believe in later years that corporal punishment should entirely give way to moral persuasion. As it was, however, his pupils had all turned out a credit to him, and to their town.

Pioneer East Londoners.

Dr. Alexander Wright introduced Charles Lilley as the "father of East London." Mr. Lilley said he had known Mr. Eckert ever since he first came to London. East London had never had a better teacher than Mr. Eckert.

Dr. H. T. Reason, vice-president of the association, expressed pleasure at being able to do honor to a man who had done so much for them, and who had attained the age of 81 years. Mr. Eckert's pupils had learned what was better than success, as it is commonly called; they had learned that the power to be a good friend is more valuable than so-called success.

Early Schools of London.

Frank Hayman introduced Reuben Shortt, one of the founders of East London. Mr. Shortt came to London in 1839, at the age of five years. He referred to the early days and scenes of London, the little log schoolhouse on the north side of Dundas in the block east of Richmond, later the old school at Carling and Ridout streets, the old Mechanics' Institute and the old Union School, all of which he attended. He referred to the building of the first brick house in London, Dennis O'Brien's, at the corner of Dundas and Ridout streets. The bricks were made on Bill Hale's land, at the corner of the asylum grounds. Later the old Adelaide Street School, where Mr. Eckert taught for many years, and where, as Mr. Shortt put it, he "turned out ladies and gentlemen."

Dr. Clifford Reason, who replied to the toast to "The British Empire," expressed the hope that success and peace would come out of the present crisis, as it came out of the gloom and crisis of the South African war. Mr. Eckert, said Dr. Reason, had inculcated patriotism into the minds of his pupils.

Addresses were also given by Charles Currie (Akron, O.), Harry Dean (Detroit), Sid Chadwick, George Buskard, George Flood, Wm. Allaster, Dr. Oscar Cunningham, Walter Cole, William Walker, Thomas Rodgers, William Nutkins, Edward Hargreaves, Walter Gibling, George Copeland, William Bartlett, Fred Simmons, Will Mowat, and others.

An illustrated address, signed by all his old pupils, was presented to Mr. Eckert.

Walter Gibling, Charles Lilley, W. D. Eckert, Dr. Edwin Seaborn, R. E. Short, Frank Hayman, W. J. Ball, Chas. Currie, Akron, O.; Dr. Oscar Cunningham, Walter S. Cole, Bradford, Vt.; W. H. Bartlett, St. Marys; S. J. Chadwick, H. Burch, Chas. H. Anderson, Bowmanville; Dr. Clifford H. Renson, A. V. Seaborn, George Buskard, Ottawa; Harry Dean, Detroit; Wm. John Nutkins, Jas. Ferguson, E. B. Hargreaves, Geo. Flood, London, O.; W. J. Wilkey, Alex. G. Wanless, H. Hayman, H. Dyson, Chas. Dyson, George E. Martin, F. Deeley, Henry T. Wyatt, J. C. Inwood, J. H. Wilkey, R. C. Eckert, R. H. Orr, E. H. Eckert, John Tanner, Ireland; Walter Richards, Archie Anderson, Jas. M. Mills, A. K. Wanless, Jas. C. Young, Walter M. Young, Arthur Hodgen, Thos. Wilkey, Dr. James L. Stapleton, Wm. O. Stapleton, St. John, N.B.; John Banks, Wm. H. Allaster, Dr. E. L. Williams, Dr. Henry T. Reason, F. Hatherly, Guy T. Greene, Jas. Asplin, Rainy River; Fred F. Simmons, Wm. A. Gaylor, New Liskeard; Bert Weir, Vint Atkinson, John G. Wilkey, Thomas Rodgers, Wm. A. Mowat, A. R. C. Hourd, Albert E. Reason.

IF MEALS HIT BACK AND STOMACH SOURS

"Pape's Diapepsin" Ends Stomach Misery, Indigestion in Five Minutes.

If what you just ate is souring on your stomach or lies like a lump of lead, refusing to digest, or you belch gas and eructate sour, undigested food, or have a feeling of dizziness, heartburn, fullness, nausea, bad taste in mouth and stomach headache, you can get blessed relief in five minutes.

Ask your pharmacist to show you the formula, plainly printed on these fifty-cent cases of Pape's Diapepsin, then you will understand why Dyspeptic troubles of all kinds must go, and why they relieve sour, out-of-order stomachs or indigestion in five minutes. "Pape's Diapepsin" is harmless; tastes like candy, though each dose will digest and prepare for assimilation into the blood all the food you eat; besides, it makes you go to the table with a healthy appetite; but, what will please you most, is that you will feel that your stomach and intestines are clean and fresh, and you will not need to resort to laxatives or liver pills for biliousness or constipation.

This city will have many "Pape's Diapepsin" cranks, as some people will call them, but you will be enthusiastic about this splendid stomach preparation, too, if you ever take it for indigestion, gases, heartburn, sourness, dyspepsia, or any stomach misery.

Get some now, this minute, and rid yourself of stomach trouble and indigestion in five minutes.

STEREOPTICON BULLETIN SERVICE BY ADVERTISER

Crowds Read Latest War Dispatches as Received at This Office.

Through the kindness of Ross' Limited, and Dr. H. A. Stevenson, Londoners were last night given a full bulletin service on the European war situation by The Advertiser. The service, the most complete war bulletin feature ever attempted in this city, gave a crowd of many hundreds that crowded the street in front of The Advertiser the very latest news from the great European conflict. As the war dispatches came over the special wires in The Advertiser office, their contents were thrown on a screen, hung in front of Ross' Limited, by a stereoptican machine loaned by Dr. Stevenson.

The fortunes of the German, French and Belgian armies, the call of the Canadian Government for 20,000 volunteers, the offer of the First Hussars and every other detail of the war situation that came into The Advertiser office before 11 o'clock, was thrown on the screen.

The sentiments of the people were clearly indicated by their continued cheering. The Union Jack, "the flag that's braved a thousand years, the battle and the breeze," drew forth vociferous cheering, and as it was flashed on the canvas for the last time, it was followed by the singing of "God Save the King," from hundreds of lusty throats.

A feature of the evening was the serenading of The Advetiser office by an Old Boys' band in costume. Its rendition of "The Maple Leaf" and "God Save the King" was the signal for outbursts of cheering.

NURSES READY FOR ACTIVE SERVICE.

[Special to The Advertiser.]

OWEN SOUND, Aug. 5.—There is intense interest taken here in the war, and newspaper offices are besieged with anxious inquirers throughout the day. Twenty-five Austrians have left here for Montreal enroute to the front.

The officers of the Thirty-First Grey Regiment had a meeting today, and it was decided to stand in readiness to assist the motherland should the necessity arise. Two nurses of the General and Marine Hospital here have volunteered for service at the front.

Port Stanley

[Special to The Advertiser.]

About 500 people from the county of Dereham, between Tillsonburg and Ingersoll, held an excursion to Port Stanley today. They came in fourteen C. P. R. coaches via Ingersoll. The weather was perfect and the water, although a little rough, was warm and many of the picnickers enjoyed bathing.

Besides the bathing and dancing, the steamer State of Ohio ran an afternoon excursion and got capacity crowds.

The Misses E. and M. Campbell and McIntyre and Miss McPherson, all of Blenheim and district, are spending their vacation at Port Stanley.

Besides the excursion from Ingersoll and district today, hundreds of the regular Wednesday half-holiday crowd came down to Port. Many of the London Old Boys and Girls fearing that there would be too much of a crowd tomorrow, came down today.

Miss Jones, of the Lake road, was in a runaway here today. While crossing the bridge on Bridge street the shaft on the buggy which she was driving in some way became loose and, striking the horse smartly, caused it to bolt.

Mr. McPhail, the barber, ran out and caught the horse on one side while some passersby caught it on the other.

Mr. D. Dodgson and family have left Minerva Cottage, Inverie Heights, for their home in London after having summered there for the month of July.

Mrs. Bailey and Miss Miriam Bailey, of Princess avenue, London, are the guests of Mr. and Mrs. J. R. Morrison at their cottage on Willow Beach.

Mrs. George, who up until now has been living in Cosy Corner Cottage Willow Beach, has moved to Happy Days Cottage on William street, for the rest of the summer.

The dredge belonging to J. R. Moore, which sank last week, was raised yesterday. As it came near the surface the boilers and engines fell out and sank, and another operation will have to be undergone to raise them.

FARM LABORERS EXCURSION.

Farm Laborers Excursions will leave via Canadian Pacific on August 11 and 18. Rate $12 to Winnipeg, plus half-cent per mile beyond. First excursion applies to all points in Manitoba. Second excursion to all points in Manitoba and certain points in Saskatchewan and Alberta. Return rate half-cent per mile to Winnipeg, plus $18 from Winnipeg to destination in Eastern Canada. Full particulars can be had from W. Fulton, City Passenger Agent, C. P. R., Corner Dundas and Richmond, London. 1c

Standard Drug, Limited

The greatest Cut-Rate Druggists Canada has ever known. Call at either of their stores, and see how they save you money—at all times.

Fill Your Bin With Our Coal

The best coal mined.
Heaman & Son
York and Burwell Streets, Phone 312

ONE WEEK MORE to buy jewelry at COST PRICES. Don't miss this chance.
ZWICKER'S
Phone 1742 650 Dundas Street. ywt

ICE CREAM BRICKS, 20c PINT

Bricks cut and wrapped ready to serve, 25c. Bulk Ice Cream, 20c a pint; 25c a quart.

Ice Cool Buttermilk, 5c a Glass

J. M. CHIVAS
117 DUNDAS STREET. PHONE 443 ywt

YOU NEED NOT BE SICK.
OXYGEN
Nature's Greatest Curative Agent, Administered by the Oxypathor,
Will Expel Disease

Inquire into the science of Oxypathy. Use one in your own home, and you will experience a wholesome change in your views regarding the treatment of the sick.
No Drugs. No Battery. First Cost. the Only Cost. Lasts a Lifetime.
FOREST CITY OXYPATHOR CO
Room 8, Royal Bank. Phone 1546.

Children Are Fond of It and It's Real Good For Them

Ever notice how children will sit down or run about with a slice of bread covered with sugar or jam, and enjoy it as if it were a banquet?

Ever notice how healthy the child is that eats such a lunch, particularly if it's from any one of

Made Clean **PARNELL'S** Delivered Clean

TWENTY VARIETIES

If you have not, you ought to order a loaf of rye bread or a home-made loaf today, and see real childish enjoyment when you feed it to them. It's good for their elders, too.

PARNELL

The Breadman Phones 929-1390

Rowat's Coffee. Pleases people w are particular 45c per pound.
T. A. ROWAT & C
250 Dundas St.—Phones 3051-30

COAL GENUINE PLYMO ANTHRACITE. Get together with neighbors and order a
Jas. H. Herrick, Ag
Prices on Application—Phone 26

Always Borrow Your Friend Bag or Trunk?

If you do you never appreciate what a nuisance you are a what a pleasure it is to own a bag, suitcase or trunk of y own. At the prices they are sold here no one should be with one. We have them in all sizes, styles, colors, and at prices meet anyone's purse. Drop in and inspect them any time. Y don't have to buy.

THE J. P. COOK CO LIMI
"The Store that Serves You Bes
167 DUNDAS ST. ANNEX 398 RICHMOND ST

Half Century — HURON AND ERIE LOAN AND SAVINGS COMPANY — Of Progress

INCORPORATED 1864

Save Your Money--Why?

Saving, week by week, while you are making more than you need, is like storing up power for future use.

It will give you a reserve fund with which to handle future opportunities.

Build up a financial "Storage Battery" with the

Huron and Erie Loan and Savings Company
at either city office.

Main Office—442 Richmond Street, London.
Market Office—4-5 Market Square, London.
Branches also at St. Thomas, Winnipeg and Regina.

T. G. MEREDITH, K. C., President. HUME CRONYN, General Manager.

ROSS'
LIMITED
LONDON and EDMONTON

On Friday and Saturday COMPLETE CLEARING OF DRESSES

Remarkable Bargains

THE VERY LATEST IN STYLE AND MATERIALS

2 White Embroidered Ratine Dresses, Bolero style. Regular $18.75. Now **$9.45**
4 White Crepe Dresses. Long tunic. Regular $16.50. Now **$8.75**
5 White Crepe Dresses. Regular $13.50 to $15.00. Now **$6.75**
6 White Crepe Dresses. Regular $9.00 to $15.00. Now **$5.49**
4 White Crepe Dresses. Regular $7.50. Now, **$4.25**
6 Flowered Crepe and Black and White Ratine Dresses. Regular $9.75 and $10.00. Now **$4.50**
7 Flowered Crepe Dresses. Regular $6.75. Now **$3.49**
5 Flowered Crepe Dresses. Regular $5.00. Now **$2.49**
7 Plaid Ratine Dresses. Regular $10.50 to $12.50. Now **$6.75**
Special in House Dresses. Materials and make guaranteed. Only ..... **89¢**

CLEARING WAISTS

3 dozen White Crepe and Voile Waists. Regular $3.98 to $4.50. Now **$2.19**
4 dozen White Crepe and Voile Waists. Regular $2.25. Now ..... **98¢**
6 dozen Lingerie Waists. Extra special. Only... **59¢**

Clearing Cloth Skirts

12 Tweed and Whipcord Skirts, guaranteed make and materials. Regular $5.00. Now **$2.49**
2 Tweed and Serge Skirts. Regular $5.50. Now **$2.75**
5 Tweed and Serge Skirts. Regular $7.50 to $9.00. Now **$4.49**
3 Black Voile Skirts. Regular $10.00. Now .. **$5.25**

SUITS

8 of those remarkable Suits still left. Regular $25.00 to $33.00. Now **$7.75**
7 Spring Coats only. Regular $15.00 to $25.00. Now ..... **$5.00 to $7.00**

SPECIAL VALUES ALSO IN NECKWEAR, UMBRELLA, RUBBER COATS, UNDERSKIRTS, ETC.

PHONE 1319. 196 DUNDAS STREET