

Don't Tire Yourself Out

Making and baking for the picnic.

Peters makes a specialty of all sorts of eats that will delight the palate of the hungry picnicer.

Peters Shops

Noted for quality confections since 1865.

Diamonds

Rings, Necklets, Earrings, Barmen, Cuff Links. Suitable gifts for the June weddings.

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond Street.

London Business College
Dundas and Richmond Streets, London, Ont.
Summer terms from April 12. Enter any time. J. Morris, Principal. N. Stonehouse, Vice-Principal.

Coal and Wood
ANDERSON
COAL COMPANY.
485 YORK STREET. PHONE 1391.

Picnic Plates
Paper Spoons
Paper Cups
Wax Paper
Paper Napkins
WHOLESALE ONLY
HAY STATIONERY COMPANY, LIMITED
Phone 5600.
331 RICHMOND ST.



W. J. Wray & Co.

LIMITED.
WHOLESALE AND RETAIL JEWELERS.

The Home of the **RAYOLA PHONOGRAPHS** which have no superiors. Plays all makes of records. Also agents for **GENNETT RECORDS** and

Q. R. S. Player-Piano Rolls
Give Us a Call. In need of any of these goods. Our prices are the lowest.
234 DUNDAS ST., LONDON, ONT.

Did YOU see the Good Roads Touring party? Seventy per cent of them were equipped with Firestone Tires. WHY? See

CLINGER
LONDON'S RUBBER MAN.
For the Answer.
346 Dundas St. Phone 5124.

LONDON OPTICAL CO.
Richmond Street, Dom. Sav. Bldg.
Phone 6180.

LADIES!
You will save 25 to 35 per cent on your garments by walking two blocks east from the high rent district at our clearance sale.

Canadian Ladies' Wear Co.
372 Dundas Street.
Next to Cooper's Auction Rooms.

Eczema Easily Relieved
JUST APPLY KINS-HAW
And see how quickly relief is obtained. At all drugists for \$1 and 50c per bottle, or mailed direct on receipt of price.

MUTUAL PHARMACEUTICAL CO.,
Box 448, London.

HEADQUARTERS FOR **DR. SCHOLL'S FOOT APPLIANCES**
COOK'S SHOE STORE

Rowat's For Quality

Careful, prompt attention given to all your grocery wants, particularly to telephone orders.

Cool Drinks

Why have that hot, tired, thirsty feeling? Order some Ginger Ale, Grape Juice, Log Cabin Syrup, Lime Juice, Raspberry Vinegar, Apple Cider or Fam-ly-Ade.

Choice Olives

Manzanillas, Spanish Queens and Pimientos stuffed, all sizes; packed under our own label ... 20c to 60c

Rowat's Special Teas

The quality of Rowat's Teas never varies. It's full strength and rich flavor are always the same. Pound ... 65c, 75c, 85c, \$1.10 and \$2.00

Dried Beef

A particularly appetizing cold meat for summer days. Found ... 80c

Dainty Biscuits

For every occasion. From our stock you will be able to select an assortment that is sure to please.

Boneless Chicken

Ideal for Sandwiches or Salad. Jar ... \$1.00

"The Quality Makes the Value."

T. A. ROWAT & CO.,
250 Dundas St. Phones 3051-3052.

SAVE THE PICTURE

Let us suggest the most appropriate style of frame for it and tell you how little it will cost. A framed picture is a constant source of pleasure.

Colerick's

212 DUNDAS ST.

Doctor—"Tell your wife not to worry about that slight deafness, as it is merely an indication of advancing years."
Mr. Meek—"Er—would you mind telling her yourself, doctor?"

NEW-CHICAGO BRIDGE.

Ten thousand tons of steel, Chicago's new boulevard link bridge, settled into place recently, and for the ninth time in 117 years north and south Chicago were connected by a direct lake front

route. The north pier of the new bridge rests almost on the spot where John Kinzie moored his canoe beneath a willow tree. Three hundred feet away, across the river, the south pier rises from the place where the other terminus of Kinzie's first river link was located beneath the log stockade of Fort Dearborn.

The records of the Chicago Historical Society picture eight previous river links on the same site. John Kinzie's birch bark canoe, plying between his home, then the only habitation north of the river, and Fort Dearborn, was the first. The fort was established in 1803 by Thomas Jefferson to protect the new frontier of the Northwest Territory. A few years later the early settlers and soldiers at the fort established a rope ferry. A flat-bottomed scow attached to a rope running from bank to bank was drawn across the river by hand. Later a floating bridge, hinged to the bank, was installed, but in 1852 while being drawn in to permit a ship to pass it swamped and several persons were drowned. The settlers returned to the rope ferry, which functioned well for four years. September 15, 1856, 30 persons were crossing the river in the scow when a ship sailed up and fouled the ferry line. Fifteen of the 30 were drowned.

TO GET WORLD'S BUYERS TOGETHER.

Some Parisians are designing to have the greatest trade building in the world in their city. The proposed structure will have a greater floor space than any other building of the character, and it is hoped to get under this roof the leading representatives of every line of trade in the world, and to

get the largest buyers to congregate here on certain occasions.

"HUMORESCUE," A NEW ONE.
The only criticism if it can be called such, of "Humoresque," the big picture of New York East Side life, which has been one of the greatest hits of the year, is that it has a happy ending. Frank Borzage, who directed the picture, answers this by making a frank admission that the filmed story was given a pleasant denouement as a concession to popular demand. Ninety per cent of all audiences will have nothing else, he declares.



Have the Benefit of My 15 Years' Experience.
210 DUNDAS STREET. Phone 572

John H. Chapman & Co.'s Bargain List For Today and Tomorrow

50 Bedspreads, \$3.98 Each
Beautiful Quality White Honeycomb Bedspreads, large size, 2x2½ yards; regular \$4.50.
For **\$3.98**

White Cotton Sheets, \$3.98 Pair
Big values in White Cotton Sheets, fine, even thread, hemmed, large size, worth \$5.00 pair. For **\$3.98**

PANAMA HATS, 89c
Ladies' and Children's White Panama Hats, in pretty styles, will be sold at **89c**

LISLE AND SILK HOSE BARGAINS

Ten dozen Ladies' Lisle Hose, double sole, spliced heel and toe, three-inch hem, in navy, grey, brown, black and white. Per pair **59c**
Ladies' Silk Hose, high spliced heel, double sole, in light and dark grey, brown and white. At **98c**

GLOVES, 79c PAIR
Ladies' Chamois, Lisle, Kid and Suede Gloves, black only, in size 6. Clearing at **79c**

2 BLOUSE SPECIALS
Crepe de Chine Blouses, extra large sizes, with convertible collar, neat pin tucks, V neck, in maize, flesh and white; worth \$10. For **\$8.69**
Ladies' Black and White Striped Voile Blouses, extra fine voile, V neck, convertible collar. Selling at **\$2.69**

Children's and Ladies' Parasols
Children's Pretty Dresden Parasols, with plain borders. Selling at \$2.00 and \$1.25 in plain blue and pink **\$1.75**
White and Champagne, with Dresden borders. Clearing at **\$1.35**
Ladies' Silk Parasols, all colors **\$3.00**

Boys' Cotton Jersey Sweaters

In white and navy, with colored trimmings **49c**
Ladies' Extra Special Corset, in good quality coutil, low bust, long hip, four hose supports. Clearing at **\$2.19**
Ladies' Striped Print House Dresses, piped with colors, buttoned at side. At **\$2.39**

SHANTUNG SILK, 89c
One piece Black Shantung Silk, 36 inches wide. Per yard **89c**
Two pieces of Navy and Black Shantung, 32 inches wide. Per yard **\$1.75**

John H. Chapman & Co., London

Johnston & Murray White Shoe Sale

Specials For Friday and Saturday

98c Buys Child's or Misses' White Strap Slippers, value to \$2.00.	\$1.98 Buys Woman's Canvas Pump, with low heel, rubber sole, American make. Regular \$4.50.	\$2.48 Buys Woman's White Canvas, sport heel. Regular \$3.50.
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These Are All This Season's Goods

\$2.98 Buys any \$4.50 Oxford or Pump, in White Canvas.	\$3.48 Buys any of our \$5.00 and \$5.50 White Oxfords or Pumps.	\$3.98 Buys any \$6.00 White Canvas Pump or Oxford.
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15 Per Cent Off All Our Men's Oxfords Saturday Only.

Special Prices in Our Children's Department. Come and See.

Johnston & Murray
LONDON. ST. THOMAS.

20 TO 50% CUT IN MEN'S WEAR AT ORTH'S SATURDAY, THE LAST DAY OF JULY SALES

We positively guarantee every article as advertised. If you are not satisfied come and get your money back.

ONE DAY SALE OF SUITS AT NEAR HALF PRICE

LOOK! \$50.00 guaranteed fast dye blue serge suits at \$29.95. Many men will be here, and our store is not an elephant for size, so come in the morning or early in the afternoon for your suit. We are going to sell 185 suits. Many of these suits cost us wholesale more than this cut price for only one day. Remember, they are guaranteed fast all-wool serge. Only one \$29.95 suit to each customer. (No dealers). Regular \$50.00, at **\$29.95**

Suits at Half Price

Only sold Saturday from 9 to 1:30 p.m. Suits of fine wool materials, in brown, grey and mixed tweeds, in men's and young men's models; all sizes, 34 to 42. Sold only 9 to 1:30 p.m. Regular to \$40.00, at **\$19.95**

LAST DAY SATURDAY!

To order a \$75.00 Hobblerlin Tailored Genuine Indigo Guaranteed Blue Serge Suit for \$58.50. We have 300 yards left from our shipment of 1,200 yards. Our offer extends until Saturday night at 10 o'clock. All we can add is that these are the best custom-tailored suits in Canada. If you can show us a better made suit than we can show you we will give you our suit free. All Hobblerlin garments are hand-made throughout. A try-on same week as ordered, if desired. We guarantee fit at **\$58.50**
Also our entire stock of fine hairline and fancy woolsens are included in this offer. Regular \$75.00, at **\$58.50**

13 Snaps In Men's Furnishings and Hats at 20 to 50% Cut

Buy as much as you will need for the remainder of this season. The prices will not be lower in any store in Canada.

HATS
Genuine \$4.00 Split and Sennit Sailor Hats at... **\$1.89**

PANAMA HATS
Less than cost, plain and fancy band trims, all sizes **\$1.89**

HANDKERCHIEFS
Less than any wholesaler can sell them today. These are regular 20c value today. Nine for **\$1.00**

SHIRTS
Real up to \$4.00 values, \$2.93. New fall shirts offered in this huge collection of fine shirts. You cannot buy us out this Saturday, as we have a big lot for this occasion. All sizes, all shades, also plain white. Regular \$4.00, at **\$2.93**

WOOL BATHING SUITS
A get-away-for-a-dip price; regular \$5.00; all shades and combination colors, at **\$3.98**

COMBINATIONS
1,000 in the lot, includes garments worth \$2.75 at \$1.47. Zimmerknot, Tooke and Simpson makes, balbriggan, porous-knit and athletic styles; all sizes to 46, at per suit **\$1.47**

GARTERS
Paris, Boston and Ivory garters, the three good makes. Regular 50c **39c**

TIES
Again, folks, more and more silk ties to sell. Regular to \$2.50, at (no tax) **\$1.47**

SILK SHIRTS
At \$5.95. Final clearance of plain shades, fancy stripes and neat pattern shirts; Arrow, Star, Forsyth and W. G. & R. makes. Regular to \$8.50, at **\$5.95**

WHITE DUCK PANTS
For the vacation days at hand. We do necessary alterations free. Regular \$3.50, at... **\$2.98**

PYJAMAS
Best Flannelette Pyjamas at \$3.48 suit; regular \$5.00 values. Are highly tailored by the reputable firm of W. G. & R. We know this price is less than you can purchase the materials and make them for. Better stock up for fall needs. Suit **\$3.48**

Workingmen's Needs
SOCKS
4 pairs for 48c. Regular 40c value. Here in black, tan, grey and slate. 4 pairs for **98c**

OVERALLS
Bob Long, the famous Union label Overall and Smocks, blue and blue stripe, are to be sold for one day at \$2.98 garment, \$5.00 for the suit. Are regular \$3.75 value today. Come to Orth's store if you want satisfaction.

Mail Orders Filled Same Day as Received—We Prepay Charges.

Cor. Dundas and Clarence

ORTH, LIMITED

Phone Orders Taken—We Deliver Twice Daily—Phone 1058.

Cor. Dundas and Clarence