

DIAMONDS

C. H. Ward & Co. Merchants, Jewelers and Opticians. 386 RICHMOND ST.

Fishbein's Ladies' Ready-to-Wear London's Old Favorite Store 254 DUNDAS STREET. (Near Wellington).

WRAY'S Jewelry LIMITED.

234 DUNDAS STREET

Headquarters for Jewelry, Novelties, Phonographs and Records.

English Rheumatism Capsules

for the quick, safe relief of rheumatism, lumbago and sciat-ica. They work quickly, and are harmless. Will not upset the stomach. 50c box. Sold in

TAYLOR'S DRUG STORE

390 RICHMOND STREET Half Block South of Dundas. Established 1868. Mailed anywhere on receipt of

FERGUSON'S SONS

176-178 KING STREET ndsome Motor Car or Hearse Equipment Day or Night Service. PHONES: Residence 2056W-656J

N. J. GRIFFITH

GEO. E. LOGAN FUNERAL DIRECTOR AND EMBALMER. 418 Richmond St. Phone 1968.

A. L. OATMAN The Funeral Home Cor. King and Colborne Streets.

The London Loan Company of Canada

MORTGAGES AND REAL ESTATE AGREEMENTS PURCHASED

M. J. KENT, Manager.

Dry Cold Fur Storage

Every garment hung separately charge 3 per cent on valuation Beltz & Co.

Better Bread Makes Better Meals

BUTTER CREAM BREAD

Parnell Baking Company

PHONE 929 Carlyle EBILCOC

OPTICIAN COAL AND WOOD

CALL D. H. GILLIES & SON PHONE 1312 Corner Adelaide and Bathurst,

Quality Vulcanizing Only. ART WILKES

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





GIRLS! LEMONS

WHITEN SKIN AND

BLEACH FRECKLES

Squeeze the juice of two lemons into a bottle containing three ounces of Orchard White, which any drug store will supply for a few cents, shake well, and you have a quarter pint of harmless and delightful lemon bleach. Massage this sweetly fragrant lotion into the face, neck, arms and hands each day, then shortly note the beauty and whiteness of your skin.

members was a tour of the city as the guests of the London Motor Club, the sectompanied by C. E. Bernard, the s

clear, rosy-white complexion, also as a freckle, sunburn and tan bleach, because it doesn't irritate.—Advt. cause it doesn't irritate .- Advt.

MASTIN'S Vitamon Greatest Of All Beauty Secrets—

Puts On Firm Flesh, Banishes Skin Eruptions, Strengthens The Nerves and Increases Energy-Results Quick

The Nerves and

So quick and remarkable is the action of MASTIN'S Vitamen that thousands of thin, underweight women everywhere are now turning to this simple easy way to increase weight, energy, clear skin and round out face and figure.

MASTIN'S Vitamen Tablets containing as they do a rare combination of marvelous vitalizing elements, help supply just what your body needs to restore that firm fiesh "pep" of youth, beautify the complexion and build up the healthy vigor of internal health which keeps vonalert, active and strong.

If you are thin and undeveloped with blemished skin, flabby flesh or annken cheeks, if you are nervous, irritable or run-down, subject to spells of dizziness, if BEAUTIFUL BLACKHEAD nervous, irritable or run-down, subject to spells of dizziness, if you suffer from in-digestion or lack of appetite the easiest way to prove exactly what MASTIN'S will do for you is to make this simple test. First CLEAR

Of What Use Are Beautiful Features if You Have An Ugly Skin. Flabby Fresh. Hellow Cheeks. Or a Scrawny Neck? To Get New Health. Beautiful. Clear Skin and a Weil-Rounded Face and Figure. start today take MASTIN'S Vitamon Tablets and see for yourself the amazing imprevement in your health and appearance.

what MASTIN'S will do for you is to make this simple test: First weigh yourself and measure yourself.

Next take MASTIN'S Vitamon—two tablets with every meal. Then weigh and measure yourself spain and continue taking MASTIN'S Vitamon regularly until you are sattsfied with your gain in weight, energy, nerve force and improved appearance. Pingles boils and many skin eruptions often seem to vanish as if by magic under the purifying influence of MASTIN'S Vitamon instead of drawn and pale, the eyes bright instead of dull.

For your own prefection and safety you must say MASTIN'S to get the Original and Genuine Vitamon Tablets, recommended by physicians and used by millions.

You can get MASTIN'S Vitamon Tablets at all good druggists, such as

Standard Drug Co., Ltd., Cairncross & Lawrence, Liggett.

isnt MASTINS isnt VITAMON The Worlds Standard-Used by Millions

DISTRIBUTOR: DUNCAN-KERSHAW & CO.,

HOTELMEN ASK PROVINCIAL AID

London Proprietors Offer Many Suggestions To Legislature Committee.

Tecumseh Hotel.

It was found that the proprietors were unanimous against the return of conditions as they were during the days of the open bar.

The suggestions the committee re-

so that he would have a greater net his establishment in order to accom-

Wednesday night the committee eft at 4:20 to visit Springbank. Thursday morning the committee will leave at 6:30 a.m. for Chatham, going

will continue two months on its tour its investigations.

The committee decided to take Stanley and part of the Sarnia Gravel road in this district. Moving pictures of picturesque spots are being taken all over the province, and will be shown to the people in the United States. The pictures of

facts and suggestions obtained by the committee in its tour will be carefully noted and compiled, and recommendation made to the Legislature. It is likely that a volume will be published for distribution through automobile clubs and hotels in both Canada and the United States, giving all information regarding roads, tourist camps, hotel accommodation and other facts. The hotels will probably be graded according to their standards of accommodation, and later steps may be taken to compel hotelmen who are not supplying adequate accommodation to either improve their places or lose their licenses. This, however,

Famous stage beauties use this lemon possible that if they recommend a that London be chosen the members of the committee are influenced by the position of the city, it being the first city of large proportion that

lin White, M.P., and Hugh Steven-

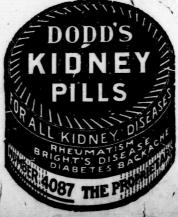
committee to London.

London facilities for the accommodation of visitors and for the raveling public were entirely inadequate, said Ald. Holmes.

committee, outlined to the gathering purposes of the investigation

"There is a change in the methods last year in motor cars than on the railroads.

ture to get suggestions from the sur-It is probable that the government noon and evening witnessing exciting



Will Take Moving Pictures of Port Stanley and Springbank.

Many suggestions for the better ment of hotel conditions, both in this city and the province, were received Wednesday afternoon by the parliamentary committee on hotel and tourist facilities, of the Provincial Legislature, now touring the province, from the hotel proprietors of London in a round table conference in the

Some dozen hotel proprietors of the city met with the committee. Under consideration were suggestions of the cash bonusing of hotels, pool license monopolies, tax exemption, near beer monopolies, the sale of 4 per cent beer and others.

ceived in London, according to Chairman Edgar Watson, were similar to those of hotel proprietors elsewhere. Previous to prohibition he stated a majority of hotel proprietors depended solely on the bar for their revenue, losing on the guests they

It was the general opinion of the hotelmen that some provision should be made to assist the hotelkeeper, not revenue, but that his surplus would enable him to make improvements on modate the traveling public better.

Visit Springbank.

from there to Windsor:

It is expected that the committee going into every part of Ontario with

moving pictures of Springbank, Port Springbank, Port Stanley and the Sarnia Gravel road will be taken by the committee's cameraman next Chairman Watson stated that

> yards of beautiful White Swiss Voile Flouncing, embroidered in blue silk, 52 inches wide. To clear at \$2.95 yard 20 yards of 4-inch Scallop Border to match flouncing. Sale price, 95c yard 4 yards only White Voile Flouncing, embroidered in white silk, 50 inches wide. Sale price \$1.95 yard 4-inch Border to match 95c yard

is a matter to be worked out later. The committee arrived in London late Tuesday night and began its sur-vey work in London Wednesday morning. The first activity of its members was a tour of the city as the

tourists from the Michigan border encounter.
At 12:30 the committee met the directors of the Chamber of Commerce, and the executive of the Motor Club at a banquet in the Tecumseh House. Present also were J. Frank-

E. S. Little acted as chairman of the meeting and as president of the Chamber of Commerce welcomed the

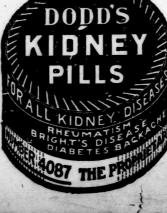
Ald. Holmes welcomed the guests n behalf of the city.

Outlines Purposes.

E. Watson, the chairman of the

they were carrying on. of transportation today," he stated, in making general remarks on the survey. "Traffic is going from the railroads to the highways. It is significant that more people traveled on the highways of the United States

on to state, of the Ontario Legisla- speaker showed statistics and spoke voted to league baseba'l matches on evening.



Y Clearance To MORR A Sale Day For Each Deptmt Linens Suits Dresses and Skirts

Tomorrow's department July Clearings are of great importance. The Corset section offers wonderful opportunity inasmuch as most lines listed are at half price, together with a clearing of factory samples and a group of Crompton Corsets at \$1.39, which should create great activity in this section at the opening hour. The laces and embroideries are less than half price, also many lines of beautiful ribbon. From a standpoint of price and quality we are determined that these sales shall be of an exceptionally beneficial character to all who participate in them.

A Great Clearance of Corsets

Travelers' Samples of American Lady and Mme. Lyra Corsets at Less Than Manufacturer's Prices.

Four dozen samples, an excellent opportunity for wearers of high-grade Corsets, every model filled with "Mightybone," some made of fancy pink broche, others of pink coutil. Velvet grip hose supporters. Sizes 23, 24, 25 and 26 only. Sale prices from 75e to \$6.39

Brassieres at Half Price

One table af Brassieres, odd lines in cotton and lace in both back and front closing, some bandeau style, broken lines and sizes. On sale Friday at half price......17c to \$1.50

Crompton Corsets at \$1.39 Pair

5 dozen Crompton Corsets, made of good quality light weight coutil, low bust and medium long skirt, filled with rustproof steeling, four hose supporters, good summer corset. Sizes 20 to 28. Specially priced \$1.39

Soiled Corsets at Half Price

One table of slightly soiled Corsets, shop worn from handling, and odd lines in both back and front lacing, from our regular stock. Not all sizes in every line, but every size on the table. Priced for a quick clearance on Friday 75c to \$5.00



Corsets

Laces

Ribbons and

Embroideries

Laces and Embroideries Less Than Half Price

Buy in this clearance for your future needs-not in years has such a clearance been attempted in this department. The quantities and prices are listed below-make your selections early, as all shall be quickly cleared.

35 yards Printed Ninon, black, gray, purple and navy ground, with pink roses, 36 inches wide. Sale price, 95c 12 yards Colored Ninon, conventional and border design, 36 inches wide; brown, gray and paddy green. price 95c yard .150 yards plain Ninon, gray, blue, rose, taupe, green and navy, 36 inches wide Sale price 59c
9 yds. 18-inch White Guipure over Lace. Sale price ... \$1.39 yard 125 yards of Lace Insertion, ½ inch wide. Sale price ... 4c yard

25 yards of White Net Laces, up to 10 inches, suitable for collar or jabots. Sale price 59c yard 36 yards Filet Insertion, 4 inches wide, suitable for curtains or underwear trimming. Sale price 200 yards of Laces and Insertion, in guipure, valenciennes and imitation and baby Irish. Sale price .. 19c yard 300 yards of Insertions and Lace valenciennes, guipure and imitation Maltese. Sale price Remnants of Embroideries, Laces, etc., ene-third and one-half off.

July Clearance In Ribbon Section In Most Cases Half Price and Less

14 yards of Fawn Voile Flouncing, em-

broidered in blue silk, hemstitched

border, 50 inches wide \$1.95 yard 15 yards of 4-inch Scalloped Border to

5 yards of Blue Embroidered Organdy

with scalloped guipure lace edge. Sale

50 yards Printed Ninon, floral design,

36 inches wide, white ground with

mauve, pink, blue and yellow roses.

... 95c yard

match. Sale price

price ..

Here is your opportunity to secure ribbons for your future needs-you may look as far ahead as your fancy work for Christmas gifts and make worth while savings. A thorough clearance will be made in this section tomorrow—note the qualities and prices.

Brocaded Velvets, Roman stripes, hair bow and sash ribbons, Canton crepe, velvets, tutones, narrow fancy, narrow cords,

greatly reduced. 40 yards Canton Crepe Ribbon, 9 inches wide, excellent quality for scarfs and sashes, in brown, mauve, purple, green, cerise, 40 yards Grenadine Ribbon, 834 inches wide, for camisoles and

sashes; beautiful quality in blue, maize, pink, mauve, about half \$1.95 yard 17 yards beautiful Brocaded Velvet Ribbon, for bags, vestees, etc., 7¼ inches wide, in rose, iris, yellow, maize, green ground with rose floral design; much less than half price....\$1.95 yard 15 yards Roman Stripe Ribbon, 101/2 inches wide, beautiful heavy quality for sashes and bags; less than half price ... \$1.95

165 yards Taffeta Ribbon for hair bows and sashes, 5 to 512

alice, beautiful quality; about half price 400 yards Corded Ribbon, 1/4 inch wide, in brown, henna, cerise, navy, rose, gray, red, paddy, jade, sand; about half price 11c yard 135 yards Striped Corded Ribbon, 12 inch wide, combination colors; about

half price 19c yard

HALF HOLIDAY

During the months of June, July and

August, this store will close at 1 p.m.

of revenue to be acquired from them. the Federal Square, and every after-

will establish a publicity bureau to games on the tennis court at the bring tourists to Ontario, he said.

At the close he called for sugges
dence. Under the circumstances, the

tions concerning hotel accommoda- Y. W. C. A. physical director is kep:

The committee is composed of Ed- are just getting nicely under way,

so busy between baseball and tennis, especially when the summer schedules

on Wednesdays.

tions from the directors of the chamber and others present.

45 yards Corded Ribbon, 1-inch width, in purple, pink, 10se, 165 yards Taffeta Ribbon for half bods blue; red, navy, green, inches wide, stripes and checks in pale blue; red, navy, green, 59c yard 30 yards Roman Stripe Ribbon, 34 inch wide, corded, beautiful quality; less than half price 29c yard

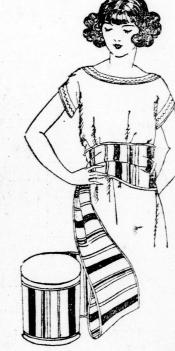
25 yards Fancy Corded Ribbon, cire finish, 14-inch width, in periwinkle, rose, red, jade, light brown; about half

75 yards Colored Velvet Ribbon, corded, 2 inches wide, in green, rose, brown, navy, cerise, gray; much less than half price... 11c 35 yards Colored Velvet Ribbon, 3 inches wide, in gray, brown, navy, iris; much less than half price.................. 11c yard 50 yards Fancy Ribbon, 3/4-inch wide, for trimming, in sblue, black, orange, red, henna, navy, brown; less than half price ...

90 yards Tutone Ribbon, 1/2-inch wide, in rose and black, gray and black, brown and blue, mauve and pink, mauve and maize black and blue 40 yards Fancy Ribbon, for trimming, 34-inch wide, in navy, black, brown, henna, with daisy pattern; about half price...29c 90 yards Corded Ribbon, 1/2 inch wide, in purple, cerise, jade, royal, alice, orange, pink; less than half price.......11c yard

mauye, pale blue, cerise; about half price 65 yards Duchess and Taffeta Ribbon, 5 inches wide, in cerise, pale blue, rose and copen; about half price, 59c yard

RIBBON NOVELTIES 1 only Brocaded Velvet Bag, brown ground, tortoise shell frame, less than



1 only Black Cire Girdle, much less than half price ... 1 only Black and Red Corded Ribbon Girdle, much less than half price, \$2.95 45 yards Tutone Ribbon, 1 inch wide. in rose and black, gray and black, rose and brown; about half price .. 29c yard

STORE CLOSES AT 5:30 DAILY SATURDAY INCLUDED.

SMALLMAN & NGRAM

"Y" FEDERATION GIRLS PAID FINE COMPLIMENT

Sessions at Provincial Camp.

Samuel Clarke, M.P.P.; Col. W. H. Price, M.P.P.; Joseph Cridland, M. P.P.; Malcolm Lang, M.P.P.; W.S. Dingman, and W. A. Lane, secretary.

SPORTS OCCUPY

CENTRE OF STAGE

Summer sports occupy the center of the stage for the Y. W. C. A. girls, the many who earnestly devoted themselves to educational work in winter

that it has been necessary to pass up that it has been necessary to pass up that it has been necessary to pass up the hike this week for junior teen age girls. A jolly morning outing, it is stated, is assured for some day early next week.

Great interest was manifested in the first game of the Y. W. C. A. league on Tuesday evening, when the McCormick Manufacturing Company team of girls defeated the London of the stage for the Y. W. C. A. girls, the many who earnestly devoted themselves to educational work in winter

that it has been necessary to pass up the hike this week for junior teen age girls. A jolly morning outing, it is stated, is assured for some day of her own community and country, and a better world worker. Religious life will be considered from the standpoints of a girl's relation to her home. Sunday School, missions and the practical expression of her own spiritual life in these relationships. Miss Mattie Crawford is a member of the committee which is planning of the discussion of the summer camp and will have charge of the daily inspirational adenter will relieve you at once of the summer camp and will have charge of the daily inspirational adenter will relieve you at once of the committee which is planning of the fifteenth, going way of Brantford and Dunnville.

Welicar, city representative. A substitution of her own community and country, and a better world worker. Religious life will be considered from the standpoints of a girl's relation to her home. Sunday School, missions and the practical expression of her own summer camp and will be made at 7 o'clock on for her own community and country, and a better world work of her own commindent of her own commindent of the fifteenth, going

dation and make improvements by roles are baseball and tennis, with legislation. As for the tourists, the ruesday and Thursday evenings deof educational and religious study Y. W. C. A., Miss Lean, Kitcher work. The London representatives Miss Burridge. The Hamilton will preside at the councils on edu-cational and religious standards and, fred Porter of the Hamilton asso with a view to getting their program ation is to be camp director. Lond into good shape, held a meeting club representatives who are gold wednesday evening for thorough discussion. In connection with the sub-Prepare to Conduct Two Council ject of standards of education, they Raw, "Pollyannas"; Miss V will consider four phases, the educa- Plaine, "Nightingale"; Miss J

very with regard to hotel accommo- leisure hours. Playing the principal name from the now famous basket- ion Council, comments most favorably Miss Margaret McDonald of the minion Council, Miss Jennie Pearc tion required to make a business or Scase, "Count on Me," and Miss J industrial girl a better homemaker, a McVicar, city representative. A s