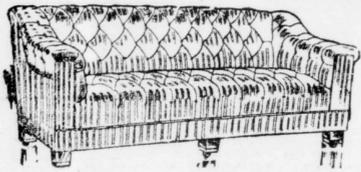


REFLECTS
the
HIGHEST
QUALITY
FURNITURE



We've been very busy for the past two weeks putting our store in shape for the Greatest August Sale we have ever attempted, and the prices look mighty fine, too. The sorting up has brought to light many odd pieces and sample suites that we must clear to make room for our fall stock. We feel sure that next month's prices will be one of the greatest attractions that we have ever offered, and will prove

TOO TEMPTING FOR THRIFTY FOLKS TO PASS BY



Chesterfields

in the popular stuffer style, extra deep, softly-upholstered seats, with spring back and arms, covered all over with best English wool tapestries in deep, soft, living-room effects.

Regular \$85.00, for \$65.00

Carpets and Rugs

Axminster, Wilton, Brussels and Tapestry Rugs in oriental and floral designs, suitable for parlors, living-rooms, dens and dining-rooms, at old prices less 20 per cent discount.

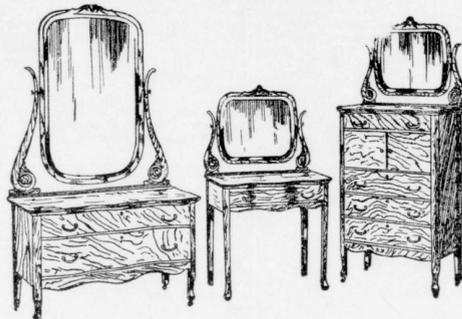
20 only FIBRE AND WOOL BEDROOM RUGS in tan, blue and green colorings. For an inexpensive bedroom covering these are absolutely unequalled.

RAG RUGS in all shades and sizes at less than the manufacturer's prices.

15 Odd Dressers and Chiffonieres

in solid quarter-cut oak and veneered mahogany, similar to cut, both low and high cases; regular \$29.75. For \$21.00

DRESSING TABLES TO MATCH.

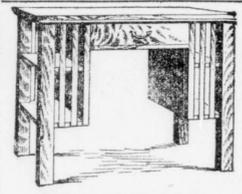


It's a fine chance to put your home in shape for the coming fall and by means of our popular HOME LOVERS' CLUB plan you can arrange to pay us in small, easy sums without adding to the cost of all these reduced specials. Watch the splendid savings that will be opened to you, and by taking same you will fully realize the splendid offerings we are giving you.



Buffets, \$28.50
WORTH UP TO \$45.00.

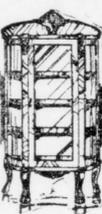
Fumed or golden quarter-cut oak, four sample lines to clear in colonial and modern styles, large British plate mirror backs with deep linen drawers and china cupboards.



LIBRARY TABLES.

in fumed or golden quarter-cut oak, with deep deed drawer and magazine racks at ends; regular \$19.50. For \$14.50. Another line, regular \$16.50. For \$12.00.

CHINA CABINETS



A large and varied selection of solid Quarter-Cut Oak Cabinets, every one reduced to manufacturer's prices.



Extension Tables

Four only Quarter-cut Golden or Fumed Oak Tables, with large 14-inch octagonal pedestal, 45-inch solid plank top, extending eight feet; regular \$35.00. For \$27.00

\$5 Cash, \$1 Weekly.

BRASS BEDS



25 only in four designs, heavy, guaranteed all two-inch filler Beds, in best English lacquer, with continuous, ball-jointed or square pillar effects; regular \$38.50. For \$28.75

\$5 Cash, \$1 Weekly

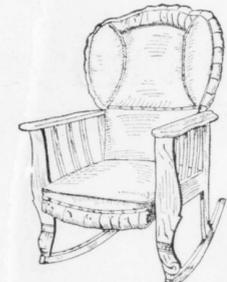
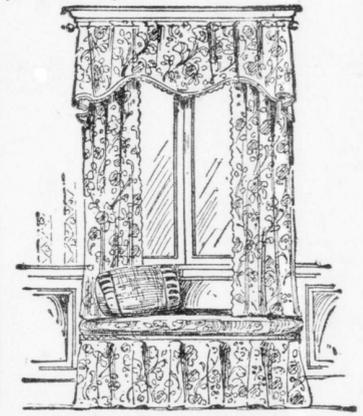
Kitchen Cabinets
\$5 Cash, \$1 Weekly.

Saves loads of time and worry. Is the most compact household device in the world. It is, however, so well known that it requires little recommendation from us. Get it and you will realize what it means to the busy householder. Regular \$45.00. For \$33.75



HOME FURNISHINGS and DRAPERIES

300 pairs Curtains, in lace, voile or marquisette, on sale at half price; only one or two pairs of a number. 30 pieces Serim, with colored borders; regular 25c, for 12c. Cretonnes, Silkolines, Voiles, Marquisettes, Serims Shadow Cloths, all on sale at One-Third Off. We advise you to come early.



This Genuine Oak Rocker upholstered in brown or black imitation Spanish leather, with full spring seat and upholstered back. Regular \$9.75 for \$7.50.



50 ROLLS OF GENUINE SCOTCH LINOLEUMS, in two and four yard widths, the largest range in Western Ontario.

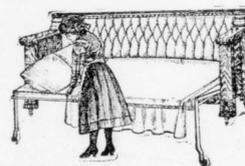
25 Only Special Guaranteed Layer Felt Mattresses

covered in good heavy art ticking, well stitched and tufted, will not lump; these are regularly sold at \$9.75, but we shall offer this number for \$7.95 \$1 Cash, 50c Weekly.



THIS 9-PIECE JACOBAN SUITE

This suite in solid oak with the rich Jacobean rope twist; buffet has full paneled front with large dish cupboard and lined eutlery drawer; table extends to six feet; is a beautiful sample of the period it represents. The chairs are upholstered in No. 1 Spanish leather, and with the stylish cabinet to match the suite, the effect is unparalleled for beauty and design; regular \$120.00. For \$91.00



Join Our Davenport Club upholstered in best imitation Spanish leather, with separate mattress, have deep upholstered backs; bed has combination pillow rest and mattress holder, making a beautiful couch by day and a perfect bed by night. From \$25.00 up. On Our Special Club Plan.

ONTARIO FURNITURE CO.

226, 228, 230 Dundas Street, London

FRYATT'S SLAYING JUST MURDER SAYS FOREIGN OFFICE

Considers Case Worse Than Miss Cavell's Murder.

AN INQUIRY IS STARTED
American Ambassador to Berlin Requested to Secure All Details.

[Canadian Press.]
LONDON, July 28.—News of the execution of Capt. Charles Fryatt of the British steamer Brussels, announced today from Berlin, caused a painful impression at the British foreign office. Under the instructions of Viscount Grey, the foreign secretary, a note was dispatched immediately to the American embassy, requesting that James W. Gerard, the American ambassador at Berlin, procure complete details of the affair.

Capt. Fryatt was a young Harwich skipper, described as a British seaman of the finest type. The German official account received here of the execution of Capt. Fryatt, concludes with these words: "One of the many franc-tireur actions of English merchant shipping against our war vessels has thus found land, but merited execution."

The first intimation of the trial of Capt. Fryatt was called to the attention of the foreign office by press reports on July 18, to the effect that he was to be tried, as the result of finding on him a watch containing an inscription reciting his efforts to ram a German submarine. Did Not Have Watch. From inquiries made of the owners of the steamship Wrexham, which Capt. Fryatt commanded when the alleged incident took place, the foreign office learned the captain had with him neither a watch nor a letter to the effect that he had attempted to ram a submarine when he was captured. Therefore the officials state the charge must have been based on press reports. When the news that Capt. Fryatt

was to be tried received the foreign office immediately sent a note to the American ambassador, Walter Hines Page, requesting that American diplomatic representatives take all necessary steps to provide for his defence, calling attention to the fact that the Wrexham's act in steering towards the submarine and firing towards her was essentially defensive.

Worse Than Cavell Case. No reply was received from Ambassador Gerard, but the foreign office is convinced he acted with his usual promptitude. Therefore, it is their theory that the trial and execution of Capt. Fryatt was hurried, even more than in the case of Miss Edith Cavell. Besides the original inquiry the foreign office sent two other notes on the subject to Ambassador Gerard.

Discussing the case with the Associated Press correspondent, Baron Newton, under-secretary for foreign affairs, who during the conversation was summoned to Foreign Secretary Grey's office for a conference on the subject, said:

A Grave Incident. "On the face of the details of the

Rheumatism Goes Quickly Its Virus Forever Destroyed

EVERY CASE IS CURABLE

Good-bye to Rheumatism! Your aching joints, your stiff, sore muscles, those sleepless nights and suffering days—good-bye forever—your day is gone. Suffer, cheer up, and read the good news below. "A man met me a month ago, and said, 'don't stay crippled, quit complaining, 'limb up.' My answer was, 'I'm rheumatic; I can't do it.' He looked me over in a pitying sort of way and told me to go to the nearest drug store for Neville's and Perrozone. The combination had cured him. I was convinced of his sincerity and followed his instructions. I rubbed on Neville's three times every day—rubbed it right into my aching joints. The pain quickly lessened, and I became more limber and active. To draw the virus of the disease from my blood I took two Perrozone Tablets with every meal. I am well today, not an ache, not a pain and no sign of stiffness at all." What Neville can do in a case like this it can do for you, too. For nearly forty years Neville has been recommended for Rheumatism, Lumbago and Sciatica and Lame Back. It is the one remedy that never disappoints.

ANOTHER CAVELL CASE IS HOLLAND'S COMMENT

LONDON, July 28.—9:08 p.m.—The execution of Capt. Fryatt has caused great indignation throughout Holland, says a Reuter dispatch from Amsterdam, and it is generally compared with the execution of Miss Edith Cavell.

The Amsterdam Telegraaf says: "The execution causes no surprise, but excites horror and indignation at a crime which is as mean as the shooting of the brave English nurse. It is a burning shame which calls for vengeance."

report as received by us, the execution of Capt. Fryatt seems to be worse than the Cavell case. It is an extremely grave incident, the importance of which it would be difficult to exaggerate. It must be borne in mind that when the alleged ramming took place German submarines were attacking merchantmen without any warning, whatsoever.

According to wireless messages from Germany, Capt. Fryatt was executed "for a franc-tireur crime against armed German sea forces."

Officers of the admiralty were aroused to intense indignation when they learned of the affair. A naval officer said:

"There is no such thing known as a 'franc-tireur' at sea. We have officers of German submarines, whom we have taken as prisoners of war, who rammed merchant ships without warning and fired upon merchant ships without warning, but they are treated as prisoners of war. We also have naval officers who dropped bombs from zeppelins on harmless and undefended towns and killed civilian inhabitants."

In the cross-channel service Captain Fryatt was known as a "pirate dodger" because on several occasions he had succeeded in eluding German submarines by skilful navigation.

When the capture of the Brussels was reported the Daily Chronicle said in reference to Captain Fryatt: "Honored by Admiralty." "For a particularly brilliant exploit in March, 1915, he was presented with a gold watch, suitably inscribed by the

INSPIRING MESSAGE SENT GEN. HAIG BY TRADE UNIONISTS

One Million Workers Congratulate Commander and Wish Him Success.

[Canadian Press.]
LONDON, July 28.—The following telegram has passed between the management of the committee of the General Federation of Trade Unions and Sir Douglas Haig:

"The management of the committee of the General Federation of Trade Unions, representing over a million British workers, sends sincere congratulations to you, to your staff and to your heroic soldiers on the successes achieved since July 1; also wishes for speedy recovery of wounded, and expresses deepest sympathy with relatives of those who died in defence of honor and civilization."

"This is Gen. Haig's reply: 'Your inspiring message has appealed to us all. On behalf of my staff, the army in France, and myself, I beg to express to the members of the General Federation of Trade Unions our warmest thanks for the kindness in congratulating the British army in France on its success. All ranks realize how much this success is due to the patriotism, self-denial and whole-hearted co-operation of their brother workers at home. 'DOUGLAS HAIG.'

1,000 RUSSIANS CAPTURED IN THE FIGHT FOR BRODY

Austrians Also Claim a Success in the Prislup Region.

[Canadian Press.]
Berlin, July 28.—By Wireless to Sayville.—The capture of 1,000 Russians during the fighting north of Brody is reported in the Austro-Hungarian headquarters' statement of July 27, which also records Russian successes in this district. A success for the Austrians in the Prislup region, where heights were captured from the Russians, is announced.

STORIES OF BRITISH NAVAL HEROISM

Continued From Page Six.

general. "Certainly not, sir. These men have not respected the object of their truce, and they shall not receive the slightest consideration. Continue the bombardment the whole night long."

Continued it was. The very ground seemed to rock with the terrific explosions, and the blows of the iron balls against the massive walls—no masonry could stand it. At daybreak the face of the tower was completely shot away, and at 9 a.m. Fort Tzee surrendered. There was, however, still Fort Nottich. The work of its destruction fell to the British, and though slower than their allies, still their work was well done. The fierce fire from their battery began on the 15th. Captain Pelham, of the Blenheim, with his men, kept up a constant fire from a large 10-inch gun stationed on an earthenwork bat-

Brussels Carried Belgian Refugees Going to England

When captured by German torpedo-boats on June 24, Capt. Fryatt was piloting the steamship Brussels from Rotterdam to Tilbury. Several German warships dashed out to the naval base at Zeebrugge and escorted the Brussels back to the Belgian harbor. On board the Brussels was an unusually large number of Belgian women and children refugees, and she carried an all-British crew of 44 men. Included in the cargo were 400 tons of mackerel and quantities of fish, butter and meat.

Dutch newspapers said it was generally believed that the capture of the Brussels was brought about by a passenger who said he was an American, but was believed to be a German. This man remained on deck throughout the voyage, and was said to have made signals with lights, with the result that the German warships steamed up and halted the vessel.

while the guns from the vessels joined in the assault. There could be but one result. The end was easily seen. The crushed and tottering condition of the fort after midday told a sorry tale for the Russians, and at 6 o'clock Fort Nottich was in possession of the British.

With the surrender of these two forts, the fate of Bomarsund was sealed. The attack began on the 14th, conducted by the land forces under d'Hilliers, assisted by the Edinburgh, Amphion, Ajax and Driver, and one of the French liners. On the 16th the

huge fort surrendered.

The French general and his staff galloped up to the walls, while Admiral Napier and Chads went in a small unarmed boat to the shore. Gen. Bodiansa, unconditionally surrendered, and gave up his sword, while the commandant of Fort Nottich, with ridiculous pathos, exclaimed, "Oh, England, England, we did not expect this of you!"

WINNIPEG HEAT RECORD.

Winnipeg, July 29.—A heat record for the season was created yesterday when the thermometer touched 85.2 degrees.

Its a Treat



To chew King George Navy Plug. Made from pure, rich tobacco, every ounce of which is carefully selected, then blended according to our process.

King George's NAVY PLUG

Has a delicious, non-irritating sweet taste—and it is universally recognized that sweetened tobacco is much more healthful than the old fashion "strong", unsweetened plug.

It leaves a long, lingering flavor and guards the teeth from the ravages of "acid mouth", the cause of nearly all tooth decay.

"Made in Canada by Expert Canadian Workmen" 10c A Plug Everywhere ROCK CITY TOBACCO CO. LIMITED