

Strawberry Time

Enjoy their delicious flavor while the season lasts.

Our fresh Strawberry Smacks, Delight and Marshmallow are all enriched by the addition of fresh picked strawberries.

No color, no flavor, but the fruit itself.

Peters Shops

All White Canvas and Buck Shoes on Sale at \$3 Tomorrow

Sizes 2 1/2 to 4. Values to \$12. Don't miss this opportunity.

COOK'S Shoe Store

Diamonds

Rings, Necklets, Earrings, Barmies, 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. Morritt, Principal. N. Stonehouse, Vice-Principal.

CLOSED

All Day Saturday

July 3, away to Grand Bend on our third annual picnic.

HAY STATIONERY COMPANY LIMITED
Phone 5400.
331 RICHMOND ST.

Have You Thought About Wall Paper

In endeavoring to brighten and improve the appearance of the interior of your home? SEE THE NEW DESIGNS. THEY WILL SUGGEST SOMETHING.

Colericks'
212 DUNDAS STREET.

LADIES!

If you are interested in good clothes at most reasonable prices, our store will prove attractive. DRESSES, COATS, SUITS, ETC. Canadian Ladies' Wear Co.
372 DUNDAS STREET, NEXT TO COOPER'S.

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

Eczema Easily Relieved
JUST APPLY KINS-HAW
And see how quickly relief is obtained. At all drug stores for \$1 and \$50 per bottle, or mailed direct on receipt of price.
MUTUAL PHARMACEUTICAL CO., Box 448, London.

Needles and pins, needles and pins. When your Tires get weak your troubles begin. See CLINGER
London's Rubber Man.
346 Dundas Street. Phone 5124.

IMPORTANT

If you know you need glasses, it is important that you should have them fitted by an optometrist of reliability and experience. For more than fifteen years, F. Steele has made a study of the human eye, and the accurate fitting of glasses. Have the benefit of his fifteen years' experience.

F. STEELE
OPTOMETRIST
210 Dundas Street. Phone 972.

At The Theaters

"MALE AND FEMALE" AT THE GRAND.

At Loam House, London. William Crichton was butler and head of a corps of servants who danced attendance on the earl and his family. There was an elaborately planned yachting trip, a wreck—and they were all cast up on a desert island! Who was master of the situation then? The earl? No. William Crichton! See "Male and Female," at the Grand today and tomorrow; a surprisingly original drama with love story so strange that it is breath-taking.

Miss Alice Graves, the delightful songstress who has been making a big hit at the Grand all week, offers a new repertoire of songs for the last half of the week.

Other interesting features of the bill include a Snub Dollard comedy entitled "All in a Day," the Pathe News, and the Pathe Review.

"THE CONFESSION" AT THE GRAND ALL NEXT WEEK.

This morning at 11 o'clock, Capt. Harold P. Ayres, dare-devil pilot of the Royal Air Force, flew over the city and scattered hundreds of free tickets to "The Confession," the striking photo-drama featuring Henry B. Walthall, which will be shown at the Grand all next week, three times daily.

Manager Minnick of the Grand has adopted this novel method of advertising what he believes to be the greatest picture play that has been produced in years. "The Confession" is the only play having the endorsement of the Catholic National Board of Censors, and comes to London after a phenomenal run at Shea's Theatre, Toronto, and several of the larger theatres in Montreal, where it was presented to capacity audiences ranging up to \$1 per seat. "The Confession" will be presented at the Grand next week every afternoon at 2:15, and in the evenings at 7 and 9 o'clock. Slightly increased prices will prevail during the engagement. Reserved seats for the evening performances are now on sale.

DOUBLE PROGRAM FOR ALLEN PATRONS TODAY AND TOMORROW. Presented at the Allen today and tomorrow will be another of those popular programs, with Earl Williams in "The Master Stroke," and the beautiful

little Australian star, Enid Bennett in "The Haunted Bedroom." is the story of a young girl newspaper reporter, of the mystery which surrounds a deserted mansion, and of the solving of this mystery by the plucky young maiden. If you like the thrill of anticipation; if you care for unexpected sensations; and a good laugh now and then, mixed with enough thrills and romance to keep your heart beating a little faster than usual, you will certainly enjoy "The Haunted Bedroom."

"The Master Stroke," starring Earl Williams, is a romance of frenzied finance; of a young man who thought himself a hopeless failure, but who succeeded in beating all the wolves of Wall Street at their own game, and thereby winning for himself the sweetest girl in the world, and fame and fortune besides.

News pictures, scenarios and a beautiful overture by the Allen orchestra will complete this excellent program.

AT LOEW'S.

Domination Day attractions at Loew's Theatre were even better than those usually provided for a special occasion of this kind, and should continue to draw big crowds throughout the remainder of the week. Constance Binney is starred in one of the prettiest stories that ever have been unfolded on a London screen. Four top-notch vaudeville offerings serve to give the performance just the proper balance. Still more comedy is added by Smiling Bill Parsons, who appears in another side-splitting farce of domestic life, "Trouble Enough."

In the vaudeville the Hennings present a juggling act that has all previous performances of this character backed off the boards. With the aid of only a few clubs, hats and other paraphernalia, they do some stunts that make the audience gasp at their dexterity. They bring down the curtain with a particularly clever piece of work.

Jean Germaine is presented in a number of song offerings that prove decidedly popular. Her rendition of Gitz Rice's "Dear Old Pal of Mine" made a particular hit Thursday. Jim McCauley and his partner present a line of rapid-fire comedy that is pleasantly intermixed with instrumental music and offerings. His whistling and clever imitations are something altogether new. He concludes by whistling the "Sister from Luella," to the accompaniment of a one-stringed violin.

A miniature musical comedy is presented in "Let's Go," which chronicles the adventures of a merry party on a train. Plenty of opportunity for lively singing and continuous comedy is afforded.

"The Stolen Kiss," in which Constance Binney is starred, is an ideal hot-weather picture. The spectator is

interested in a manner which soon makes him forget all the worries of summer. Miss Binney plays the part of Felicia Day, a little girl brought up in the strict seclusion of the home of her grandfather, a typical civil war colonel.

Into the lonely life of this charming maiden comes a touch of romance, when Dudley Hamlet, a singer in a church adjoining her residence, climbs the garden wall and steals a kiss from the only too-willing Felicia. Fate separates them before they have an opportunity to know each other better. How they are brought together again after many years through the memory of the one lingering kiss forms the most interesting part of the story.

AT THE PATRICIA. War's grim echoes, gory combat and wild cannonading form a stirring background for the story of "The Phantom Melody," a brilliant but a trifle weird achievement in photoplay production, starring Monroe Salisbury, and showing at the Patricia Theatre the balance of this week. It pleased large holiday crowds Thursday, and can be unreservedly recommended to lovers of unusual, intricately developed, and subtly realistic movie plots.

Monroe Salisbury takes the part of the handsome Italian count, basely deceived, and at one stage of the drama buried alive by his ungrateful cousin, whom he cared for since the latter's boyhood. The count evades military service by sending in his place the heroine's young brother, who has wounded another man in a duel. Told by the villainous baron that the wounded man is dead, the youth enlists under the baron's name and is reported killed. Meanwhile, the baron is toying with the dice and his light olive in Monte Carlo, and returning to steal his cousin's jewels, interrupts the count's wedding to the heroine. While the villain is pawing the hero's valuables, the hero fights for his worthless cousin's safety, goes forth in a thunder storm to rescue him, and is struck by lightning. Unconscious but still breathing, he is buried in a vault from which he escapes, white-haired, and declines to imitate Arden steals away to leave the woman of his heart to one whom he thinks she prefers.

Hard, sorrowful days are in store for the heroine, but the hero returns, so carefully disguised that, even when he plays "The Phantom Melody," only his faithful dog recognizes his identity. The loan-shark, manhandling a second time for insuring the heroine, remembers the similarity of his previous treatment, and the denouement proceeds in quick action. Of course the villain has to be killed off before the heroine can marry again, but it is nicely accomplished by accident when the others whom he has tricked return from war.

An installment from "The Lost City" serial adds further adventure and excitement to the Patricia program to day and tomorrow, with an unusually good Ford scenic picture thrown in for good measure.

AN ERROR

In the advertisement of the Standard Drug Stores in today's issue, announcing the new summer policy of only one advertisement every two weeks, it states that the next advertisement will not appear until July 9. This is an error, and should read July 16 and July 30.

SCRAP MARKET DULL WHEN MILLS CLOSE

In its summary of the iron, steel, metal and machinery markets for July 1, Canadian Machinery and Manufacturing News, Toronto, makes the following comment:

There has been a quiet period during the week in machine tool circles, and the same is true of several kindred lines. There is nothing unusual about a dull period at this season, and a revival of machine tool buying is looked for as soon as there is something more definite in regard to the securing of material.

There is little, if any, improvement in the manner in which shipments are coming across the line. Some war-houses have been fortunate in getting shipments through, but in one case a car had been on the road for twelve weeks from the Pittsburgh district. Canadian firms in increasing numbers are sending their own men across the line in an attempt to get cars moving in their direction, and some of them are meeting with pretty fair success in this work.

It was thought that there might be some revision in the prices of small tools, particularly drills, but Canadian makers find that they are paying a price for their high speed steel that keeps them from coming to lower levels. The idea of a cut would be to keep on a level with prices that are being quoted on old country material, although some firms claim the latter will have to come to higher levels, which will practically equal the Canadian price.

The scrap metal market, with the steel companies and other large melters out of the market, is in for a dull season, and dealers say that prices will likely be marked down on such lines as heavy melting steel, cast scrap, etc. The

prices paid for cast scrap in Scotland yards now is away above the prices here, and reports have it that United States interests have been shipping there to take advantage of the high prices that are offered.

Dealers selling motors report that, with the shortage of power in the Niagara district, there has come quite a falling off in the sale of electrical equipment, while in other sections, where power is available in larger quantities, the sale of motors is very brisk.



Friday and Saturday Specials

24 pairs White Linen Oxfords, covered heels; \$6 value, to clear at \$4.95

18 pairs White De Luxe Pumps, rubber sole; \$4.00 value, to clear \$1.98 at

30 pairs White Canvas Pumps, children's and misses', to clear 98c at

Also broken lots of other lines greatly reduced for Friday and Saturday selling. Come and see for yourself.

Johnston & Murray
LONDON. ST. THOMAS.

Consider Quality As Well As Price

Today, when merchandise is sometimes cheapened to make an article sell for a price, it is necessary to be sure to buy from a concern whose foundation is built on quality. After years of constant endeavor to give service in merchandise, we recommend to you quality—which means true economy—even though it means a slight increase in cost.

Choice Olives

Monzanillas, Spanish Queens and Pimento Stuffed, all sizes, packed under our own label, from bottle 20c to 50c

"Phez"

Pure Juice of Loganberry, bottle 50c and 75c

Gurd's Ginger Ale

Satisfying and refreshing, dry or sweet, dozen \$1.40

Rowat's Coffee

Never fails to please. It is always as good as you expect it to be—or better. Try a pound today 70c

Boneless Chicken

The very thing for sandwiches or salads, jar \$1.00

Dried Beef

A particularly appetizing Cold Meat for summer days, pound 80c

Phone Orders Receive Prompt and Careful Attention. The choicest stock selected to fill them. Call 2651 or 3652.

"The Quality Makes the Value."
T. A. ROWAT & CO.,
250 Dundas Street.

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

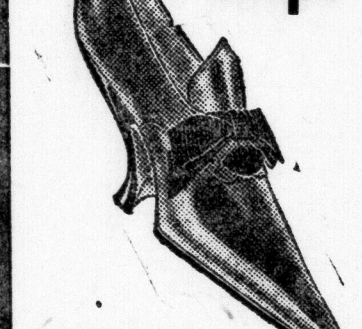
\$20,000 SHOE STOCK SACRIFICED

We must vacate our present store on August 1. It will not pay us to move our large stock, so we have decided to throw every shoe on the market at a price that will crowd our store from morning till night with eager buyers.

No Reserve---Every Shoe Priced To Clear TOMORROW MORNING STARTS ONE OF THE MOST COLOSSAL SHOE SALES EVER HELD IN THE CITY OF LONDON

This sale will be the talk of London. Regular prices lost sight of. These are not shoes bought up for a sale, but are taken from our regular stock of new Spring Footwear.

\$9 One-Eyelet Tie Pumps



\$5.75 Sewed-in tongue, vici kid and patent leather, all sizes and widths.

300 Pairs Dainty Pumps

Patent and vici kid, sewed-in tongue, high or low heels.

Marked at \$4.75 Worth \$8.

BARGAINS FOR MEN \$9 Oxfords GO FOR \$6.95 All sizes. Black or Brown.

\$10 Shoes GO FOR \$6.95 All sizes. Black or Brown.

Men's \$11 Shoes GO FOR \$7.95 All sizes. Black or Brown.

Fleet-Foot Shoes At Bargain Prices. Here's where the whole family can save. Sizes for men, women and children.

All Shoes Marked Down to Cost and Less Than Cost.

90 PAIRS Patent Oxfords High or low heels, latest styles, all sizes; worth \$8, for \$4.75



\$12 Vici Kid and Patent Pumps

One eyelet tie pump, French heels, newest style. Don't miss this bargain. \$7.50

No War Tax On Any Shoes in Our Store All high-priced shoes reduced to \$9.00 and less.

KAUFMAN'S SHOE STORE

226 DUNDAS STREET, Opp. Majestic Theatre. "GOOD SHOES CHEAP." Moving two doors west, formerly Unique Theatre, next London Loan.

The LITTLE WONDER At Strong's Drug Store

SPECIAL SALE

---AT--- THE PURDOM HARDWARE

124 DUNDAS STREET. PHONES—2800 and 2801.

"WEAR-EVER"

COMMENCING THIS SATURDAY AND CONTINUING ALL NEXT WEEK.



For Only \$1.89 and Coupon if Presented JULY 3 to 10

In conjunction with the manufacturers of "Wear-Ever" Aluminum Cooking Utensils, we are able to offer a limited quantity of an attractive special. Be sure you get "Wear-Ever." Look for the "Wear-Ever" trade mark on the bottom of every utensil. If it is not there, it is not "Wear-Ever." REFUSE SUBSTITUTES.

Replace utensils that wear out with utensils that "Wear-Ever." Careful attention given to mail orders. If Kettle is to be mailed add 16 cents for postage.

---Cut Out the Coupon--- Present It On Above Dates and get one of these durable "Wear-Ever" Kettles.

THE PURDOM HARDWARE

124 DUNDAS STREET. PHONES—2800 and 2801. LONDON, ONT.

"WEAR-EVER" COUPON.
In order that the factory may have an accurate record of the number of these four-quart Windsor Kettles sold at the special price of \$1.89, we are required to return to the factory this coupon with purchaser's name and address plainly written thereon.
Name
Address
City Date
PURDOM HARDWARE COMPANY, LIMITED.