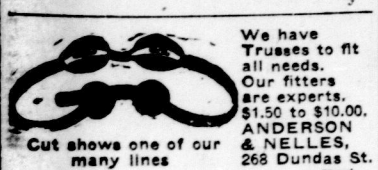


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Unless you are drinking Rowat's Coffee you do not know the real delectable of this beverage at its best. Try a Pound Today—T.C.

T. A. ROWAT & CO.

250 Dundas Street. Phone 3051-7052.



10 Karat Bean End Cuff Links, regular \$6.50 for \$3.00.

WRAY'S Jewelry

LIMITED.

234 DUNDAS STREET.

Fishbein's Ready-to-Wear

Ladies' Wear at Reasonable Prices. 254 DUNDAS STREET (Near Wellington). y

Western School
Students taking positions: Jean Arkell, London Life; Will Curtis, Canadian Bank of Commerce; Kathleen Taylor, Flock & Black.

LONDONER SPEAKS AT SARNIA DINNER

Harry B. Muir Addresses Chamber of Commerce On Sphere of Newspaper.

Special to London Advertiser. SARNIA, Aug. 14.—Harry B. Muir, publisher of London, was the principal speaker at today's weekly luncheon of the Sarnia Chamber of Commerce.

Taking as his subject, "The Value of the Newspaper in Community Life," Mr. Muir said the greater growth of activities within a community, the greater was the reflection and growth of the newspaper, which he referred to as a mirror reflecting community life.

The newspaper, Mr. Muir said, was the greatest advertising force in existence, a fact that was being more readily appreciated by the modern businessman.

He instanced the enormous sales of California oranges, amounting to 20,000,000 boxes a year, created by co-operation on the part of the fruit growers and organized advertising of the product.

S. F. Lawrasen, a London manufacturer, who accompanied Mr. Muir, spoke briefly on the application of the golden rule to modern business, and another speaker was Aid. T. H. Cook, who outlined some of the trials and tribulations of an acting mayor. The luncheon was well attended.

REPORT HERO OF FIUME SERIOUSLY HURT IN FALL

GARDONE, Riviera, Italy, Aug. 14.—Gabriele d'Annunzio, Italy's noted soldier-poet, was seriously injured by a fall yesterday in the garden of his home here.

For some time following the accident his condition gave rise to considerable anxiety. Later reports today were more reassuring, but his doctors declined to announce an opinion on his chances for recovery.



We close at 1 P.M. on Wednesday

Wednesday Half-Holiday Sale List

Morning shoppers will be rewarded tomorrow, as the sales listed are the most important of the whole summer series so far, and may be just what you have been waiting for, as the list covers almost every section of the store and offers many lines at first reductions of the season—merchandise that even now seems too good to sacrifice—but our clearing policy pays no attention to style or quality, they must be sold the season they are bought. Read carefully every item listed below.

A FULL DAY'S BUSINESS IN THE FORENOON TOMORROW



Wednesday Half Holiday

As in June and July this store will close at 1 o'clock on Wednesdays, during the month of August.

All Sport Dresses One-Third Off Wednesday Morning

There are just 37 Dresses in this final grouping—the very smartest models of the present season in Crepe de Chine, Crepe Knit, and Roshnara Crepe in white, flame, rose, blue, reseda and sand—those smart novelty models you have had an envious eye on for some time. Some have capes; sizes 16, 18, 20, 36 and 38. All to be cleared Wednesday morning at one-third off. Sale prices \$16.88, \$21.34, \$25.00, \$30.00, \$45.00 and \$53.00

NOTICE

As a protection phone orders will not be taken for Wednesday morning Sale Goods.

Dinner 11 to 12:30 tomorrow. No noon delivery.

ONE HOUR FINAL CLEARING SALES

Greatest Bargains ever shown by us in London

Wednesday Morning 9:30 to 10:30 a.m.
Friday Morning 9:30 to 10:30 a.m.
Saturday Morning 9:30 to 10:30 a.m.

ALL NEW STYLE GARMENTS

See our west window for each day's bargains. Note the sizes, quantities and styles, as only what is marked and on display in the window will be sold on these hours and at these prices.

8 Shantung Silk Suits

1 size 16, 4 size 34, 3 size 36. Regular \$18.50 to \$20. Clearing at \$8.00

9 Colored Flannel Suits

7 size 36, 1 size 20, 1 size 18. Regular \$21 to \$27.75. Clearing at \$10

4 Striped Flannel Suits

1 size 34, 3 size 36. Regular \$20 to \$21.50. Clearing at \$7.50

15 Palm Beach Suits

4 size 34, 5 size 36, 2 size 38, 3 size 40, 1 size 42. Regular \$21.50 up to \$27.50. Clearing at \$8.00

4 Three-Piece Krepe Knit Suits

in the very latest shades, 4 size 36. Regular \$32 to \$40. Clearing at \$17.50

LATEST ORGANDY DRESSES

3 Organdy Dresses

Size 32. Regular \$18 to \$22.50. Clearing at \$9.00

4 Organdy Dresses

Size 36. Regular \$17.50 to \$21. Clearing at \$10

4 Organdy Dresses

Size 34. Regular \$9 to \$13. Clearing at \$5.00

2 Organdy Dresses

Size 36. Regular \$9 to \$15. Clearing at \$5.00

10 Organdy Dresses

Size 34. Regular \$17 to \$27.50. Clearing at \$10

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MANUFACTURERS.

Phone 1319. 196 Dundas St.

IN THE INFANTS' SHOP

BATHING SUITS, 1-4 OFF

Children's Wool Bathing Suits, for ages up to 4 years, one-quarter off. Sale price \$1.32 to \$3.75
One table of Boys' Hats 59c
One table of Pique and Organdy Hats 59c to \$1.98
Fourth Floor.

Silk Tricolette—Baronette Silks and Black Queen Quality Taffeta for \$1.39 Yard Wednesday Morning. See Window Display.



These silks are well known to most women, and you'll appreciate tomorrow morning's great reduction price for quick clearance. The lot comprise following: Pink Tricolette, yard wide; All White Stripe Baronette Sport Skirt Silk; Capri Blue and Deep Rose Silk Knit Rivoli, 50 inches wide; All White Pure Silk Serge for Sport Skirts and Dresses, 31 inches wide; Skirt and Dress, 31 inches wide; Corn and Deep Sky Corean Crepe for Blouses, Kimonos and Underwear, 31 inches wide; Black Queen Quality Chiffon Taffeta Silk, name woven in selvedge, 35 inches wide. The quantities in the above lines are limited, and will require early buying. Your choice \$1.39 yard

Buy a Supply of Real Double Mesh Hair Nets Tomorrow for 9c Each. East Aisle, Main Floor.

428 Peersess, Double Mesh, Cap Shape Nets, made of selected, first-choice, sanitary, real human hair, in colors of blonde, auburn, light and dark browns and black. Wednesday morning sale price 9c each

ALL-WOOL FLANNEL, 69c

A lovely shade of navy blue, good quality, soft, firm finish, fine English manufacture. Only by placing orders for a large quantity is it possible to make you such an offer at so low a price, right at the beginning of the season. Just right for making school dresses, bloomers and bloomer dresses, gym outfits, also the right width for the popular one-piece dress—27 inches. On sale Wednesday, 9 a.m. 69c

SPECIALS FOR WEDNESDAY

Window Screens, at one-third off, only \$1.12
35 only Window Screens, 14 inches high, 34 inches closed, 60 inches open, one-third off 50c
17 only Window Screens, 18 inches high, 11 inches closed, 36 1/2 inches open, one-third off 43c
22 only Window Screens, 15 inches high, 24 inches wide, 40 1/2 inches open, one-third off 47c
22 only Window Screens, 14 inches high, 24 inches closed and 40 1/2 inches open, one-third off 40c
11 only Window Screens, 10 inches high, 24 inches closed, 40 1/2 inches open, one-third off 30c
5 only Window Screens, 14 inches high, 15 inches closed, 22 1/2 inches open, one-third off 27c
Corn Brooms, extra special 98c
12 only Bath Seats, about half price 39c and 59c
Brass Nickel-Plated Towel Bars, each 79c
Brass Nickel-Plated Soap Dishes, each 79c
Brass Nickel-Plated Tumbler Holders, each 79c
Toilet Paper, Satisfactory, 5 rolls for 49c
Toilet Paper, Sani Crepe, 13 rolls for 49c

HALF HOLIDAY

During the month of August, this store will close at 1 p.m. on Wednesdays.

SMALLMAN & INGRAM LIMITED

Men's Balbriggan Drawers, 29c Pair.

Clearing of odd sizes, in Men's Balbriggan Drawers. This is a ridiculously low price—many are below half-price. Wednesday morning 29c

Any Straw Hat Wednesday Morning 98c

Entire stock of Straw Hats to clear at this one price on Wednesday morning. Worth 2, 3 and 4 times this sale price. Fine Sennets, leather sweat bands, cool, comfortable straws. Buy one for this season and one for next. Sale price 98c

Boys' Wash Suits Half Price

Clearing of Boys' Wash Suits, in a large, assorted group. Many styles and colors. All sizes. Clearing half price tomorrow 98c up

Remnant and Sample Ends of Carpets

All short ends of Stair Carpets have been cut into rug sizes, 27x54 and 22x54 inches, and priced for quick sale Wednesday morning. Sale prices, each \$1.15, \$1.75, \$2.00 and \$2.50
Carpet Department, Third Floor.

Bleached Cotton, 18c

A yard wide, thoroughly well bleached, and of good weight, here is a cotton you can use for many purposes in the home—pillow slips, underwear, especially for children, etc. There should be a great many hundreds of yards sold at this price. Wednesday morning 18c

Cheese Cloth, 12 Yards for \$1.00

A useful and necessary article, for polishing furniture, floors, dusting autos. It won't scratch, and is much used for bandages, strainers, etc. Standard Canadian make. Wednesday morning 12 yards for \$1.00

WHITEWEAR HALF PRICE

One table of Ladies' Gowns and Petticoats, odd and broken lines, some slightly soiled with handling. To clear Wednesday morning at half price. Sale prices from 89c to \$4.25

PETTICOATS HALF PRICE

One table of Heatherbloom Silk and Jersey Petticoats, also a few with silk flounce. These come in popular shades, trimmed with hemstitching and ribbon. To clear at half price Wednesday morning 89c to \$4.75 each

Sale of Ladies' Umbrellas, \$2.95

120 only Ladies' Silk and Wool Umbrellas, on close-rolling paragon frames, hemmed and taped edges; handles come well assorted with Backolite rings; also leather straps. This is a special purchase, and a great bargain for Wednesday morning only \$2.95 each
All Fancy Parasols, including Children's Fancy Sun Shades, clearing at half price.
Ladies' Fancy Parasols, half price \$1.00 to \$6.00
Children's Fancy Parasols, half price 37c to 75c



Pure Linen Handkerchiefs, 3 for 50c

100 dozen plain Irish Linen Handkerchiefs, hemstitched, 14-inch hem, every thread pure linen. Wednesday morning only 3 for 50c, 6 for 95c

JUST RECEIVED

A Shipment of Shell Brand Castile Soap, Direct From France, 45c for 2 1/4-lb. Bar.

Shell Brand is the pure Castile Soap, recommended for the tenderest skin. Shell Brand creates that purifying lather to be had but from few other soaps. Order your 2 1/4-lb. bar tomorrow. 45c per bar

Sale Lingerie Crepes, 33c

About 500 yards of Dainty Underwear Fabric, in pretty shades of mauve, flesh, sky, also white, with new and attractive patterns, such as blue birds, rose birds, fans, etc.; also plain colors of pink, blue and white. Many have been looking for these goods, and we believe the offering here, at such a very low price, will mean rapid sale of the favorite patterns. See window display, and be in good time Wednesday morning, 9 a.m. 33c yard

Sample Mattresses at Greatly Reduced Prices for Wednesday Morning

These Mattresses have been used on our sample racks for the past few months and are slightly soiled from handling, 8 only, no two alike. All are made of white layer felt.
One only, Ostermoor, 4 ft. 6 in. wide. Sale price \$18.75
One only, Java Down, 4 ft. wide. Sale price \$10.95
One only, Marshaldown, 4 ft. 6 in. wide, spring edge. Sale price \$18.75
One only, Simmons Green Label, 4 ft. 6 in. wide. Sale price \$11.75
One only, Snowflake, 4 ft. wide. Sale price \$18.75
One only, S. & I. Special, 4 ft. 6 in. wide. Sale price \$10.75
One only, Java Down, 4 ft. 6 in. wide. Sale price \$10.95
One only, Reliable, 4 ft. 6 in. wide. Sale price \$7.75

DECIDE BODY COMPETENT TO REGULATE FARM HOURS

Members of Hague Court of Justice Favor Work of Labor Organization

LONDON, Aug. 14.—(By Canadian Press Cable)—The Hague International Court of Justice by a majority has decided affirmatively the question submitted by France arising out of the long controversy at the international labor conference at Geneva last October as to whether the international labor organization of the League of Nations was competent to regulate internationally the hours and other conditions affecting agricultural workers. The French and Rumanian judges dissented. The Hague court decided that the labor organization was not competent to scrutinize the means of production.

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A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold.

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Like oil on a troubled sea our glasses still the disturbance caused by eye-strain. Solid comfort and better vision result from our work.

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