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We are talking now about satisfaction in shoe shopping because we believe everyone is interested now in getting value for every dollar they put away from themselves for anything.

If buying for yourself there are certain things about shoes which only good, reliable, experienced dealers will discuss with you. Buying shoes to sell to the consumer as a medium of turnover in trade, is a very different thing from buying reliable lines of footwear for a patronage which the dealer has enjoyed for years, and is most zealous about retaining. In the one case the dealer is not so much interested in the permanency of the patronage as in making a sale of something at a profit. The immediate profit in sight is more appreciated than the prospect of the return patronage.

We know what our trade wants and have been buying from us for years, and we buy and sell shoes which we know will give satisfaction.

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WHY NOT?
BUY GUARANTEED GOODS.
Canadian Beauty Irons $5.00
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Electric Fans ..... $7.50 to $40.00
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Phone 4071. 237 Dundas Street.

IT'S IDEAL FOR BABY.
During these hot nights, when there is not a breath of air stirring, you should have an electric fan in the bedroom for baby.
Our stock is complete. Our prices are right.
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Diamond Rings from $5 to $350, including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

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Two Doors East of Majestic Theatre.

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Any size roll film developed and printed for 25c.
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London's Rubber Man
346 DUNDAS STREET. BROCKMAN PHONE 5124. ywt

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London Tire Repair Depot
154 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's. ywt

A Few Government Bonds
FOR SALE
To Pay 6½%
Apply quickly.
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Waltham Watch

The watch you should buy is the Waltham watch. It is the best of all American watches. It has maintained its reputation for years. The name Waltham on any watch is your assurance of watch protection in every detail. We offer a very extensive selection in the latest models for men and women, including the new wrist and bracelet watches from $10 to $325.

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JEWELERS AND OPTICIANS.
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170 DUNDAS. 674 DUNDAS.

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X THE SANDWICHES IN HUBBY'S LUNCH X
will taste so much better if they are made with
JOHNSTON BROS'.
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BREAD
Because this delicious bread stays fresh for a long time, and its delicious flavor gives you a hearty appetite.
Get a Loaf From Your Grocer.
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XX XX

PREVIOUSLY GASSED, LONDON OFFICER IS NOW LISTED WOUNDED

Lieut. Francis H. Paull Again In Hospital.

Lieut. Francis Harold Paull of this city is again reported among the casualties. A message received by his mother, Mrs. Ada B. Paull, 615 Wellington street, states that a gunshot wound in the leg caused him to be taken to No. 8 General Hospital at Rouen, France, on August 11.

About a year ago Lieut. Paull was gassed, but recovered and returned to the line. A strange feature about the message reporting his being wounded is that only a week ago last Friday a cable was received from him in England, stating that he was on leave and feeling fine. It is thought that he was wounded soon after returning to France.

Lieut. Paull was a member of a special draft of officers that left the 142nd Battalion for service overseas.

MANY BRAVE WEATHER TO VISIT PORT STANLEY ON LAST HALF HOLIDAY

Despite the fact that it rained nearly all day Wednesday many people went to Port Stanley in the evening. This was due greatly to the fact that yesterday was the last Wednesday in August, making it the last half holiday of the year.

There were many people at the casino and anyone looking at the dance floor would have thought that instead of old Sol being behind the clouds as he had been all day he had been shining brightly. It was very cool and and the wind was blowing hard, but the light-footed ones did not notice this fact, overcoming it by keeping the windows down. The lake was lashed into fury by the wind, and its continual roar seemed to add gayety to the scene and dancing continued until the last car when many of the merry-makers were seen running to catch the car that had not arrived. They were frightened by the distant rolls of thunder coming from over the lake.

HARVESTERS URGENTLY NEEDED IN WESTERN CANADA.

When traveling to Western harvest fields, go by the Canadian Northern Railway and thereby give loyal support to the people's line.

Information of value to harvest hands is given in a leaflet entitled, "Harvesters Work and Wages," to be had from any C. N. R. agent. Aug.29

For Economy's sake
ALWAYS
EAT
NEAL'S ALOAFA BREAD
NEAL BAKING CO. LTD.
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magazine, farm paper, trade paper, billboard, street car and direct advertising.
Federal Advertising Agency
T. H. YULL,
Dominion Savings Building,
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Ladies' New FALL HATS
BELTZ & CO.
PRACTICAL FURRIERS. ywt

MUST PROVIDE FOR DEPENDENTS OF MEN ON MERCHANT SHIPS

So Declares Rev. J. T. Conn in Stirring Appeal to I. O. D. E.

"A cross can be put on the grave of a soldier, his relatives may visit his grave, but for the sailor who is laid in a watery grave there is not even this consolation," said Dr. T. J. Conn, addressing the Daughters of the Empire in Cronyn Hall Wednesday afternoon on behalf of the Navy League of Canada.

No Claim on Government.

"Soldiers and sailors that belong to the imperial navy have a claim on the Government should they meet their death while serving their country, but the mercantile marines have no claim whatever upon the Government, and yet it has been these mercantile marines who have been helping to keep the high seas clear during the serious submarine menace, and it is these that lie, many thousands of them, in watery graves today. For these sailors' dependents, their wives and children, there have been no funds with which to provide for education or sustenance."

Object of Campaign.

This is the object of the Navy League campaign, to raise funds for these dependents, said Dr. Conn. "Over 176 vessels have been sunk with no trace of any of the crew and nothing to account for them in any way. They have left families, and these have to be provided for. There are some shelters which have already been provided by the citizens of London and other cities.

"This is not sufficient. Bigger demands have to be made upon the public. It is almost impossible for people of inland cities to understand the peril that these men have to face. Constantly stories of the sinking of these mercantile marines are published, yet for the sake of home and country the men continue to offer their service and many their lives. It would be a disgrace to the Union Jack if the dependents of these men could not be provided for, but with the hearty and liberal support of all Canadians, the Union Jack will never have cause to be disgraced," said Dr. Conn.

Buried Little Hatchets.

Mrs. Reynolds, who is also in the city from the Naval League headquarters, told how the women of Ottawa had buried all their "little hatchets," and how the Catholic workers with the Protestant, and the I.O.D.E. with other organizations, had fallen in and done everything possible to make the campaign a success.

Capt. Elliott, who has been touring all Western Ontario in the interests of the Navy League, said that every city and town, in some of which he had only spent a few hours, organizing the campaign, had thrown aside everything to give the naval campaign its whole support.

John Meredith gave the first donation of $100 to the Navy League fund. In the absence of Mrs. Niven, regent of the Municipal Chapter, I.O.D.E., Mrs. E. B. Smith, who presided, vouched for the loyal support of the I.O.D.E. to the Navy League campaign.

NOVEL COSTUMES IN CYCLE PARADE

In spite of the wet weather the costume parade held by the Friendship Cycling Club last night, was quite novel and amusing. The parade left A. Tanner's store, 655 Dundas street at 8 o'clock and continued down Dundas street to Richmond street and then back along Dundas street to the east end of the city.

John Bull led the parade and Uncle Sam followed closely behind. Miss Canada was also in line. The cyclists were dressed in many fancy and unique costumes. This is one of the first costume parades to be held in this city by a cycling club.

Arrangements are being made by the Friendship Club for another costume parade to be held Labor Day, Monday next.

LONDON DRUGGIST HEADS ASSOCIATION

W. T. Strong of this city was Tuesday elected president of the Ontario Druggists' Association. The retail druggists of this province are now meeting in Toronto, and this new association was organized for protective purposes in the event of still more severe restrictions being placed by the Government on the patent medicine trade, and also with a view of conserving trade interests in other respects. It is thought that one of the first moves of the new association will be to co-operate with other lines of trade.

The other officers elected are: A. H. Johnston, Collingwood, first vice-president: J. T. Hogg, Kingston, second vice-president, and F. A. Jacobs, Toronto, secretary-treasurer.

QUERIES ANSWERED

ONTARIO: Q.—Three or four years ago the town council bought two lots intending to use same for a dump. The neighbors and myself protested against it. The council then sold the lots to another party making an agreement with him to use the said lots for a dump.

There is a pond on part of these lots and also on part of mine this pond has never been known to go dry, and it was quite clean, and has been used as a watering place for cattle and horses for over fifty years. A part of this pond belongs to the town (being the end of a street). When the water was high in the spring it sank in the ground at the north end of the pond. Now, owing to the stuff dumped, the water cannot sink there, and is forced on my place, lying on it till into July spoiling it for gardening purposes. For twenty-five years previous to this dumping there never was a crop missed on this land. This spring the water was over four feet deep at my entrance, and remained flooded for about six weeks, this never happened before.

When spoken to over the telephone the medical health officer said nothing but clean ashes would be put in, but this summer they have dumped all kinds of stuff, dead chickens, dogs, cats and bloody paper from the butcher shops, decayed vegetables, etc. The owner of the lots raked this paper and other stuff together and burnt it, the smoke and smell from which compelled people in the neighborhood to keep their doors and windows closed to shut out the smell and smoke.

1. Had the town council power to buy these lots without the consent of the ratepayers?
Yes.
2. Had the mayor power to sell these lots privately without the consent of either the council or ratepayers?
No.
3. Can the council or board of health use any part of the pond as a dump without leave from me?
Yes.
4. Can the council compel me to sell my part of the pond or any part of my land to be used as a dump?
Yes.
5. Am I entitled to compensation for the loss of water (for use of my stock) and the flooding of my land?
Yes.
6. Has the council or board of health any right to create a public nuisance?
No.

ANNOUNCEMENTS.

Miss Irene Foster, 503 St. James' street, will commence the fall term teaching piano and history, Monday, September 16. 75c

ROWAT'S COFFEE
The best procurable. Pleases particular people.
55c PER POUND
250 Dundas St. Phones 3051-3052.
Canada Food Board License
No. 8-3422.

ALL-MUSICAL EVENT WINS MANY ENCORES AT QUEEN'S PARK

Chautauqua's "Win-the-War" Program Highly Approved.

NOTED SOPRANO SINGS

Miss Bertha Farner Renders the "Jewel Song" With Artistic Effect.

The high standard of education and entertainment raised by the "win-the-war" Chautauqua in progress all this week at Queen's Park, on the opening days was well maintained on Wednesday in all musical programs presented both afternoon and evening. Notwithstanding the wet weather, ticket holders turned out in large numbers, though the London music lovers outside of these apparently were not aware of the merit of the artists appearing. Miss Bertha Farner, celebrated soprano of the San Carlo Grand Opera Company, with the Tschalkowsky quartet, composed of Leon Weltma, director; Frederick Blair, 'cellist; Henry Levine, pianist, and Edward Kowirski, second violin, constituted the talent of the evening.

Has Rare, Sweet Voice.

It was a pleasure to hear a voice of the sweetness, purity, warmth and freshness of that of Miss Farner, who possesses in addition to a winsome personality, dramatic appreciation and enthusiasm for and heart-interest in her work that render it most convincing. From her first appearance on the stage, she got across the footlights to her audience, winning approval that was eloquently expressed in repeated recalls. The "Jewel Song" (Faust), was captivatingly given, and linked with it a Tuscany folk song.

The beauty of the singer's voice and artistic appreciation impressed her audience in the "Elegie" (Massanet). It was her patriotic songs, however, that stirred the audience in the mood for such offerings following the war news of the day. Prolonged hand-clapping formed an interlude between each of the verses of "When the Boys Come Home." As an effective finale she gave the national songs of the United States, France and Britain, appearing first as Miss Columbia, wrapped in the Star Spangled Banner; next, by substituting the tri-colors of France, as the embodiment of the spirit of the gallant nation in the dignity and triumph of the "Marseillaise." The crescendo of cheers reached a climax when she returned to the stage after a brief interval, this time with the Union Jack, to utter tunefully the declaration, that "Britons Never Shall Be Slaves."

Gave Services to France.

A pleasing interpolation was made by the prima donna on request of Dr. Plass, director of the Chautauqua in Ontario. Studying in Paris at the time of the outbreak of war, Miss Farner offered her services for war work in a town in which she had friends east of Paris. She had no training as a nurse, and was consequently only fitted for hard, menial service. There was scarcity of cots and of bandages for the wounded. All the linen in the place was torn up to be used, and so necessary was it to conserve the supply that it became her duty to wash the blood-stained bandages in the river, beating them out on the stones. She bitterly resented the non-entrance of her country in the war at the beginning.

Resting a while in Switzerland on her way home, she was approached one day by a German woman, who upbraided her for the sympathy shown by the Americans for the Allies, and declared there were enough Germans in America to punish and conquer the country.

Hunts Pro-Germans.

It was after her return to her own country that she realized the difficulties to be overcome before the United States could take its place. Referring to the eagerness now of the American soldiers to be in the fight and the backing they are receiving, she said: "And now I am devoting my time to hunting out pro-Germans. I had fifteen arrested when I was in Chicago recently. Take care!"

The members of the Tschalkowsky Quartet had troubles of their own both afternoon and evening, owing to the damp weather, which played tricks with the strings. An organization of thoroughly-trained musicians, each of marked talent, the playing of the quartet was characterized by technical sureness, good intonation, style and unanimity of idea in the interpretation. Particularly well done was the Rheinberger Quartet, which was played in a musicianly manner, and the Andante Cantabile (Tschaikowsky) was marked by the smoothness and colorfulness of the tone achieved.

The Pizzicatto Gavotte (Lemare) was given with a swing, rythm and crispness that were irresistible. Leon Weltman, the director of the quartet, who is also head of the Weltman Conservatory of Music in Boston, was heard in a group of three soli which brought to attention more fully than in the quartet work his command of technique, the variety of his tone, and the extent to which he is endowed with artistic temperament.

Canary's Song Imitated.

With the "Gypsy Air" (Sarsate) and "Souvenir" (Drdla), he gave a lilting composition of his own, "The Canary in the Woods," realistically imitating the song of the canary. Following his return to the States, he is engaged to make records of this number for the Edison people. By request, Dvorak's "Humoreske" formed the encore.

A. MINOR.

QUALIFIED MEN IN MANY TRADES WANTED FOR SIBERIAN FORCE

Recruits are being selected to serve with the Signal Company and Field Company, Canadian Engineers, with the Siberian Expeditionary Force. The following trades are required for the engineers, military headquarters announces:

Miners, tunnelers, excavators, carpenters, bricklayers, drivers, painters and sign writers, surveyors, blacksmiths, tinsmiths, internal combustion enginemen, railway trainmen, sectionmen and signalmen, iron fitters, tailors, shoemakers, stenographers and clerks, civil engineers, electricians, etc., etc.

Recruits for signalers have not been asked for some time, and no doubt there are many men qualified for this work, who have been waiting a chance to get into some line where they would be useful. The following men are required:

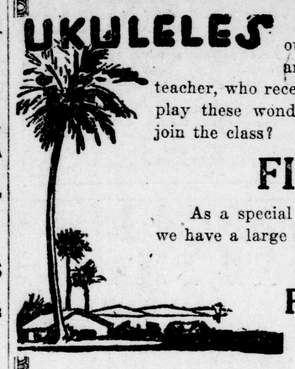
Telegraphers, telephonists, telegraph, telephone and power linemen, instrument repairers, motorcyclists, teamsters and dispatch riders, telegraph and telephone switchboard men, telephone troublemen, wireless operators, and also a number of young men with good education to learn visual signaling.

With regard to the signalers it may be noted that all men are mounted upon either motorcycles, cycles or horses, and their work is the most interesting of any branch at the front.

There are a number of men throughout the country, whose terms of exemption are about to run out, and who have been raised to category "A." This is an excellent opportunity for these men to select a unit, in which they can put to good service their civilian training, states headquarters.

Applicants should get in touch at once with Captain F. O. Canfield, commanding engineer depot, Carling Heights, London, Ontario, as it is expected that the desired quota will be easily obtained in this district.

HAWAIIAN GUITARS



During the past week thirteen Londoners have enrolled in our special course of Hawaiian lessons on the Hawaiian guitar and ukulele given by Prof. Luther Kekoa, the native Hawaiian teacher, who recently opened a studio in our warerooms. You would like to play these wonderful, weird, yet beautifully sweet instruments. Why not join the class?

FIVE LESSONS FREE

As a special inducement to purchase one of these instruments, of which we have a large stock, we are offering five lessons free to each purchaser.

DEMONSTRATION ANY AFTERNOON BY
PROFESSOR LUTHER KEKOA
At his studio located in our warerooms.

Ukuleles $10, $12, $15, $18
Guitars $10, $13.50, $15, $18

"THE HOME OF THE VICTROLA" EVERY STYLE—EVERY PRICE AND THOUSANDS OF RECORDS FOR YOU TO SELECT FROM
Mason & Risch Limited

248 DUNDAS STREET, LONDON

PATRICIA

Enid Bennett in "The Vamp," at the Patricia Theatre Today, Friday and Saturday.

The "vamp" is the woman who lures the man. That is it in a nutshell. It is the abbreviation of "vampire." And vampire means something that, in common parlance, drains the very life blood of its victim. Further back, a vampire was and still is in some parts of the world a hideous creature from the tomb, who comes forth at night to devour defenceless creatures.

This evil spirit is supposed to inhabit the bodies of the departed, who in their lifetime were bitten by other vampires. They are of the great "undead." This superstition is analogous to the were-wolf or the loup-garou of mythical history. It is prevalent in Hungary and Germany and other European countries, among the lower classes.

At the Patricia today, Friday and Saturday, "Tuscon Nell," a western two-act feature, and a Jaxon comedy will be the extra screen offerings. Leonard and Wright present a classy singing and dancing novelty.

In Miss Bennett's new picture, however, the term is used in a more or less satirical sense. A little girl in a musical show, assistant to the wardrobe mistress, wants to make a man she loves devotedly propose to her. So she borrows the gown of a friendly siren of the show and donning it proceeds to "vamp" her admirer till he finally makes the plunge. The rest of the story shows how she succeeds by this same ability to "vamp" in frustrating a German plot and saving a situation in the coal mining districts of Pennsylvania.

"The Vamp" will be shown at the Patricia Theatre today, Friday and Saturday.

BREAK IN HYDRO MACHINERY STILL CAUSING TIE-UP

The break in the machinery of one of the generators at Niagara Falls has been found to be more serious than was at first expected. The result is that London, with other places, again suffered yesterday from a reduction in power. Many housewives with their ironing from Monday's wash found it impossible to get their work done, while a number of small plants about the city were without power at many times.

The hydro plants have been generating to full capacity, so that when a break occurs there is no auxiliary to use instead, and the customers are cut down. The reduction the last two days has been 25 per cent.

MAJESTIC

At the Majestic today, Friday and Saturday. In this capital photoplay, filled with laughs and thrills, Mr. Ray appears as the manager of a Little-town drygoods "emporium," into the management of which he is seeking to interject metropolitan ideas, and thereby causes a commotion. He employs a corset model and then the trouble begins. Just what happened after that it would be unfair to reveal in advance of the presentation of the picture.

Charlie Chaplin, the world's greatest screen comedian, in "The Roustabout," showing at the Majestic Theatre Today, Friday and Saturday.

QUERIES REGARDING MILITARY SERVICE

Address Your Problems to the Military Editor of The Advertiser and They Will Be Answered From Official Information.

BOGART P. O.: Q.—1. Would you please let me know where I should write to receive the money my son allcted to me? He was drafted in Kingston, and transferred to Brockville.

2. What is the address of the minister of militia?

A.—1. Write to District Paymaster, Military District No. 3, Kingston, Ont., acquainting him with full particulars of the case.

2. Major-General S. C. Mewburn, minister of militia, Militia Headquarters, Ottawa, Ont.

HAY, ONT.: Q.—My husband was in draft 77, leaving London July 27. Has this draft arrived safely in England?

A.—Draft 71, from London, Ont., was reported to have arrived safely in England. As there was no draft 71 from London, military headquarters here state that draft 77 was meant, and hence your husband in this draft arrived safely in England.

ANXIOUS ONE: Q.—Could you please tell me the number of the draft leaving London on July 27?

2. Did this draft arrive safely in England?

A.—Draft 97 and 77 left London within 24 hours of each other on or about July 27th.

2. Both these drafts have arrived safely in England.

WINDSOR: Q.—I had made arrangements to be married on September 1st, but in the meantime have been re-examined and placed in Category A2. If I get married after being ordered to report would my wife be entitled to the privileges of a soldier's wife, or would I have to get a permit first?

A.—If you get married before being ordered to report you will be considered as a single man so far as the military service act is concerned, but your wife will receive $25 per month separation allowance and all privileges of a soldier's wife. If you wait until you report it will be necessary for you to obtain your commanding officer's permission to be married, in order that she may receive separation allowance. You will find no difficulty in obtaining this permission.

SEAFORTH: Q.—Where could I obtain a birth certificate, having been born in England?

2. How much would it cost?

A.—1. Write to Somerset House, London, England.

2. Full information is not available regarding this, but The Advertiser is informed that one-half crown (60 cents), is charged.

N. C. W.: Q.—To settle an argument would a man 27 years of age having seen service overseas and obtaining his discharge on account of physical unfitness in January last after the military service act came into effect, be required to register under the military service act?

A.—The deputy registrar here informs The Advertiser that he is required to do so, unless he actually served in some theatre of the war mentioned in the act, such as France or Belgium. This does not include England.

SUBSCRIBER: Q.—1. I am 31 years of age, and was placed in Category C3, Re-examined and placed in C1. Can I leave my present employment and take a position in the United States?

2. Are Class C men likely to be called for service in Canada?

3. Is a passport required for a C man who wishes to enter the United States?

A.—Yes, provided that you receive permission from the deputy registrar to do so. You must afterward notify him of any change of address.

2. Yes.

3. A passport is required for every male of military age in Canada desiring to cross to the United States, regardless of the degree of his physical fitness.

L. M. N.: Q.—1. If an 18-year-old boy registered in the 19 class could he have his registration cancelled by forwarding a birth certificate to the deputy registrar?

2. Would he get into trouble for registering his wrong age?

3. Would it be better to have his father apply for the cancellation?

A.—1. Yes.

2. No.

3. Either himself or father may do so as long as he provides a birth certificate.

READER: Q.—1. I am in Category C, and have lost my exemption paper. Can I obtain another one?

2. Will the Category C men on farms be called this fall?

3. Would my medical receipt and birth certificate do instead of the lost exemption paper?

A.—1. Yes, from the deputy registrar on payment of 50 cents.

2. Nothing definite is known regarding C men being called, but they are liable to be ordered to report at any time.

3. They might do, but to avoid trouble obtain a new certificate of exemption from the deputy registrar.

NAVY LEAGUE OFFICE ON THIRD FLOOR OF SMALLMAN & INGRAM'S

Rev. J. T. Conn has located his headquarters for the Navy League on the third floor of the Smallman & Ingram building, and there all information concerning the league and the coming campaign can be obtained from today on.

Inquiries concerning the campaign will be freely answered and contributions will be received and acknowledged by Rev. Mr. Conn, or by A. D. McLean, manager of the Canadian Bank of Commerce, who is treasurer of the fund.

A WAR TIME DRINK
New thousands are using
Instant Postum
because of its great practicability these times.
Made instantly in the cup, no boiling, delicious flavor, economical, and—
Very Healthful

You Can Hardly Tell the Difference
Although we are using the required amount of substitutes in our breads, our scientific methods of baking eliminates practically all the darkness and different taste.
PARNELL'S BREADS
Are really good. If you have never tried them order a loaf today. You will be pleasantly surprised.
PARNELL THE BREADMAN PHONES 929-1390.
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ROSS' LIMITED
Final Clearing of
Ladies' Summer Apparel
8 Silk Suits, Reg. $27.50 to $45.00
$12.50 to $30.00

No. 7142—Motor Coat.	Regular $10.50, for.....	$6.00
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No. 9018—Motor Coat.	Regular $12.75, for.....	$5.00
No. 9132—Motor Coat.	Regular $12.00, for.....	$10.00
No. 7144—Motor Coat.	Regular $18.00, for.....	$10.00
No. 7137—Motor Coat.	Regular $12.75, for.....	$8.50
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No. 9013—Motor Coat.	Regular $8.50, for.....	$3.98
No. 9016—Motor Coat.	Regular $7.50, for.....	$3.98
5 Silk Coats.	Regular $19 to $30, for	$10.00 to $15.00
No. 10182—Voile Dress.	Regular $4.50, for.....	$1.98
No. 10008—Voile Dress.	Regular $4.50, for.....	$1.98
10 Coatee Suits.	Regular $10.00, for	$2.98
18 White Wash Skirts.	Regular $1.50, for.....	98c
15 White Wash Skirts.	Regular $2.50, for	$1.98
20 White Wash Skirts.	Regular $3.50, for.....	$2.98

Special Lot of White Tailored Waists
Regular $1.50 to $2.50 for 25c Each
SEVERAL LINES OF VOILE AND SILK BLOUSES AT CLEARING PRICES.
FURS
Remodeled During August at Summer Prices.
196 Dundas Street Phone 1319