

ROWAT'S COFFEE
If you relish Coffee with that rich flavor and aroma try Rowat's, the finest procurable.
7½c POUND.
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DIAMONDS
A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold.
Rings from \$25.00 to \$1,250.00.
C. H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
386 RICHMOND ST.
Phone 1084.

Recommendations
OUR friends and patients are the source of most of our business. A large majority of our new customers come to us on the recommendation of someone we've fitted with glasses.
Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351
Two Doors East of Majestic.

Furs Remodeled At Summer Prices
BY SKILLED FURRIERS.
ROSS' Limited
196 DUNDAS ST.
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COAL AND WOOD
CALL
D. H. GILLIES & SON
PHONE 1312.
Corner Adelaide and Bathurst.

Western School
Students receiving their Underwood Typewriting Certificate. Jean Hauck, 235 Pall Mall St.; May Hodgkinson, 14 King St.; Velma Harris, Astor, Ont.

Quality Vulcanizing Only.
ART WILKES
London Tire Repair Dept.
354 WELLINGTON ST.
Opposite McGlarys.

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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.
Practical Furriers. Phone 817

TAYLOR'S THROAT AND LUNG BALM
has been the favorite household remedy for coughs, colds and all bronchial affections. Sheer merit alone has made this medicine the standard cough remedy for over 50 years.
35c, 65c and \$1.20
Manufactured and Sold Only at
TAYLOR'S DRUG STORE
New address
390 RICHMOND STREET.
Half Block South of Dundas.
Phone 594.

Hunt Bros. COAL
FRESH MINED
Supply now on hand
All Sizes.
276 WATERLOO STREET.

J. FERGUSON'S SONS
176-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse Equipment.
Day or Night Service.
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FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 453.

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FUNERAL DIRECTOR AND EMBALMER.
418 Richmond St. Phone 1968.
Finest Motor and Horse Equipment.

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Hay Stationery Company, Limited.
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THE TORTURE OF INDIGESTION

Thousands Made Miserable By This Trouble

"FRUIT-A-TIVES" Relieves It
What is Indigestion and what causes it? As you know, solid food must be changed into a liquid by the stomach before it can be taken up as nourishment by the blood. The stomach acts as a churn. It is covered by a strong, muscular coat and lined with a soft, delicate membrane which secretes the Gastric Juice which digests or dissolves solid food.

When food enters the stomach, the muscular coat squeezes and presses the food from end to end, or churns it, with the gastric juice to dissolve or digest it. But—if the stomach muscles are weak—or if the dissolving fluid is poor or insufficient—then food cannot be digested properly and you have indigestion.

"FRUIT-A-TIVES" is the most wonderful medicine in the world for strengthening the stomach muscles, and providing an abundance of pure, full-strength dissolving fluid to completely digest every meal. "FRUIT-A-TIVES" does this because it keeps the kidneys active, the bowels regular and the blood pure, which insures pure Gastric Juice. "FRUIT-A-TIVES" will correct your Indigestion or Dyspepsia and enable you to enjoy every meal. Try it.

Fifty cents a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives, Limited, Ottawa.—Advt.

GAZETTES 72 ASSIGNMENTS.
OTTAWA, June 23.—(By Canadian Press).—Notice is gazetted this week of 72 assignments under the bankruptcy act.

Ontario Dry Cleaners
PHONE 6955V.
516 TALBOT STREET.
Work called for and delivered. Dry cleaned and pressed. Quick service.

Fishbein's Ladies' Ready-to-Wear
Exclusive Apparel at Low Prices.
254 DUNDAS STREET
(Near Wellington).

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OVERHAULED—REPAIRED.
ELECTRIC MOTOR REPAIR CO.
349 Talbot St. Phone 7174.

Table Lamps
Exceptional designs, elegant shades.
Prices \$2.50 to \$15.00.
312½ DUNDAS STREET,
Opposite Armouries.

Jackson Grace,
BUILDING CONTRACTOR.
Brick work and cement foundations a specialty, also houses raised and moved, sidewalks, cellar floors, etc. Grey. Phone.

WHY BAKE IN HOT WEATHER
It's So Tasty, So Flaky, So Pure—
Butter-Cream Bread

When we first put Butter-Cream Bread on the market we felt sure it would meet with the favor of our patrons, because we knew it was really the finest Bread that skilled bakers, working with high-class ingredients, could produce. But the unusually large demand astonished us and showed us that people really appreciate the fact that this particular loaf is in a class by itself.

Butter-Cream Bread
grows in popularity every day. Right from Niagara Falls to Sarnia it is in big demand, and orders for it are increasing every day. The reason, of course, is its goodness and tastiness.

If you have not tried Butter-Cream yet you had better order a loaf today.
From your grocer, from our wagons or by phoning us.

PARNELL BAKING COMPANY Phone 929

URGES PUBLIC PHONE CONTROL

A. Groh of Preston Stresses Advantages of Municipal Systems.

Elected President of Western Counties' Association At 12th Annual Meeting.

Anson Groh of the Waterloo Municipal Telephone Company, Preston, Ontario, was unanimously elected president of the Western Counties' Telephone Association at the 12th annual meeting of that association in the city hall chambers Friday afternoon.

The other officers are: Vice-president, G. L. Shipley, Denfield; second vice-president, P. B. Stewart, Inniskip; secretary-treasurer, Dr. W. Doan, Harrietsville.

Valuable advice and helpful suggestions were given to the delegates assembled by F. Daggar of the Ontario Railway and Municipal Board, Toronto. Mr. Daggar reviewed the experiences and the losses incurred throughout Western Ontario as a result of the great sleet storm in the spring.

Storm Losses Heavy.
Out of 323 different systems, one suffered losses amounting to \$20,000; four, \$10,000; five, \$9,000; eight, \$8,000; nine, \$6,000; seven, \$5,000; eleven, \$4,000; fourteen, \$3,000; eighteen, \$2,000, and 243, \$1,000 and less. The total damage was more than \$800,000.

A great many companies suffered more from these losses than the figures would indicate, he said. They had no reserve funds to replace equipment, and so some had still many repairs to make.

This condition, he asserted, had come about because the rural companies had been spending depreciation funds in extensions and new lines. This would not be allowed by railway commission in the future.

Constipation Is Relieved
Prompt—Permanent—Relief
CARTER'S LITTLE LIVER PILLS
CARTER'S LITTLE LIVER PILLS rarely fail. Purely vegetable—act surely but gently on the liver.

Relieve after dinner distress—relieve indigestion—improve the complexion—brighten the eyes.
Small Pill—Small Dose—Small Price

WRAYS JEWELRY LIMITED.
234 Dundas Street.
Headquarters for Jewelry, Novelties, Phonographs and Records.

for BURNS
FOR SCALDS, CUTS AND BRUISES. FOR COLDS, COUGHS AND BRONCHIAL AFFECTIONS, FOR STIFF MUSCLES, SPRAINS AND STINGS AND NUMEROUS OTHER AILMENTS COMMON TO MAN AND BEAST, THERE IS NOTHING SUPERIOR TO THAT OLD TRIED AND RELIABLE REMEDY
DR THOMAS' ECLECTIC OIL

Denies Smoke of Daddy's Pipe Brings Death.

TORONTO, June 23.—The Toronto health department finds no such danger in tobacco smoke as did the lady speaker at a meeting of the Hamilton W. C. T. U., who stated that young babies often died from the effects of their fathers smoking in the house, though the deaths were ascribed to other causes.

"The statement is intensely exaggerated," was the remark of Dr. Grant Fleming, acting M. O. H. during Dr. Hastings' absence at Niagara.

The same lady speaker considered that the "noxious weed" was often the cause of cancer.

"That has never been established," said the doctor. "Cancer most often appears in parts of the body not reached by tobacco smoke. It is often thought that the irritation caused by a clay pipe starts cancer on the lip, but that has nothing to do with tobacco smoke," he said.

From now on companies would be forced to protect themselves putting in reserve in banks or securities easily negotiated, 5 per cent of the total capital invested.

If new work was to be undertaken, he said, the companies would be forced to borrow or issue new stock.

Aim to Give Service.
The aim of the board, Mr. Daggar continued, was to see that the public was given the best service possible.

If this was done he assured the delegates that the companies would be given every protection in the way of adequate rates. The investments of each company would be protected within reason by rates which would allow sufficient revenue to meet current expenses and interest on investments.

He advised all companies who were not already on a dividend basis but were operating at cost giving stockholders a preferential rate, to organize on a dividend basis immediately. A flat rate should be paid by all, and the profits divided among the stockholders. In this way there would be no discrimination, and each customer would be assured of a square deal.

H. R. Polson of the workmen's compensation board, Toronto, explained to the meeting the advantages to be gained by linking up with the compensation board. It was the only way to stop litigation or suits for damages by injured employees. It also assured the employees a fair consideration under all circumstances.

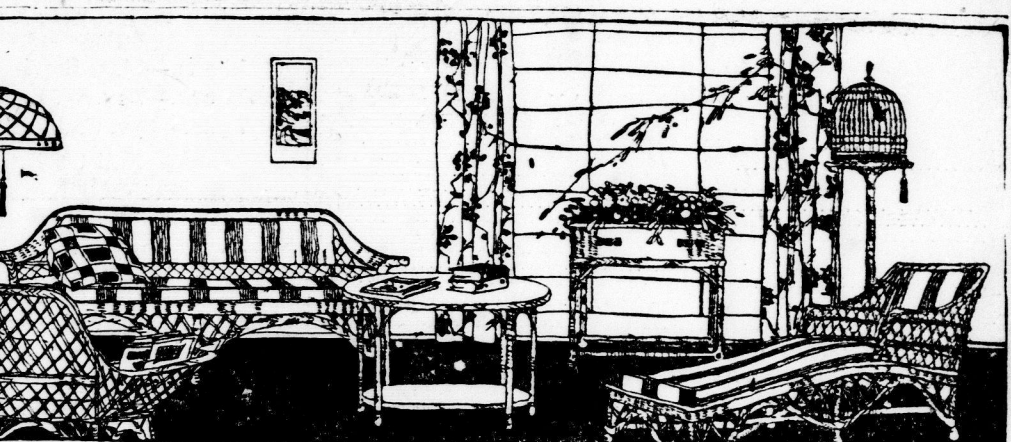
"The Farmer and His Telephone," was the subject of an address by Anson Groh of the Waterloo Municipal Telephone Company. He upheld the public or municipally-owned lines as the only satisfactory way in which the rural districts could be served.

Urges Municipal Control.
He strongly advised every privately-owned company serving farmers to end their troubles by disposing of their property to the municipality. The public, he said, unfortunately considered every increase in rates put into effect by private companies as a deliberate attempt to take money from the pockets for the benefit of stockholders.

This feeling would only pass when the public itself was given the responsibility of carrying on its own business. If service was wanted it would have to be paid for, and chances were that the additional expense would be met willingly enough. A demonstration of radio telephony was given during the afternoon by a representative of the Independent Electric Company of Toronto. The messages picked up from a sending station in Toronto were clearly heard throughout the room, despite atmospheric conditions which were not the best.

Artistic Draperies Make the Home Cool and Airy

Not just anything will do these days. Strict consideration must be given to colors and design. These summer draperies may be had to harmonize with your wall decorations and floor coverings. We are showing a great many new things suitable for the house or summer cottage.



DAINTY CURTAIN MATERIALS FOR SUMMER.

We have a splendid assortment of dainty Curtain Materials for summer draperies. When you desire something sheer and airy during the hot months and there are so many different fabrics to suit this purpose that we would be pleased to show you. If you wish we will make the Curtains for you and send a man to take measurements without cost, and hang them for a moderate charge. At the present time we can turn out work very promptly, so if you have a rush order we can take care of it to your satisfaction. We suggest below some dainty curtain fabrics for summer use:

Fruited Muslin, 36 inches wide, dainty designs	60c yard	Luxor Muslins, 48 inches wide; very select designs	\$1.25 yard
Fruited Dotted Marquisette, 30 inches wide	90c yard	And many other materials.	
Dotted Marquisette, 36 inches wide	75c and 95c yard	HAVE YOU SEEN OUR FINE RUFFLED VOILE CURTAINS?	
Plain Trans-Fillet Marquisette, 40 inches wide	95c yard	They are very graceful and sheer, at	\$3.75 and \$4.00 pair
Plain Marquisette, 39 inches wide	45c yard	WINDOW SHADES TO ORDER.	
Dotted Grenadine, very sheer, colored doe, 30 inches wide, in blue, rose, yellow or mauve	\$1.10 yard	We will be pleased to figure on the cost of Window Shades for the new home. We can please you with price and work also.	
Pyramid Nulace, a very sheer voile with neat artistic designs, 38 inches wide	\$1.25 yard	Should you require new Shade Cloth on your old rollers, bring them in, or we will call for them. This saves you the price of each roller. It is worth while.	
Barred Marquisette, 36 inches wide	55c and 70c yard		

Popular Priced Furniture For the Porch or Summer Cottage

In our new assortment you will find pieces suitable for the bungalow or more formal country dweller.

Japanese Sea Grass Chairs and Rockers priced at	\$8.50, \$9.00, \$10.00 and \$11.00
Tables at	\$6.50, \$10, \$14 and \$18
Fern Stands at	\$8.50, \$11.50, \$12.00
Old Hickory Furniture, rustic, yet comfortable, Chairs and Rockers priced at	\$5.00, \$7.50 and \$8.50
Simmons Steel Stretchers, 6 feet long; fold flat	\$5.00
Simmons Stretcher Mattresses, 2-inch border	\$5.00

Simmons Leader Couches can be easily opened into full size bed, with mattress complete \$12.95

Marshall
SANITARY Mattress AND Cushions ARE GUARANTEED
Keep their shape—Cannot sag
A Double Guarantee With a Marshall.

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Saturday Included.
SMALLMAN & INGRAM LIMITED
HALF HOLIDAY During the months of June, July and August, this store will close at 1 p.m. on Wednesdays.

The Funeral Home.
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DIRECTOR OF FUNERAL SERVICE.
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Phone 555.

Personal Service
Few, if any, professions demand the quality of service which marks one funeral director above another.
In this calling, which has ever to deal with sadness, he must be quietly sympathetic yet ever keen to handle unobtrusively a maze of details.
Our plan of keeping in close and personal touch with every service entrusted to our care explains in part the success which has attended our efforts.