## Special Sale of **Summer Hats**

BELTZ & CO. PHONE 517.

GENERAL CHANGE OF TIME OF CANADIAN PACIFIC RAILWAY SUNDAY, JULY 14.

The following changes will take place in Canadian Pacific train service in and out of London Sunday, July 14, 1918; New train, No. 629, will leave Toronto 7:45 a.m. daily except Sunday and arrive London 11:35 a.m.

Train No. 21, leaving Toronto 8:40 a.m. daily, arriving London 12:50 p.m., will

daily, arriving London 12:50 p.m., will leave Toronto same time and arrive London 12:05 p.m.

Train No. 633, leaving Toronto at 3:30 p.m. daily except Sunday, arriving London, 7:15 p.m., will run daily.

Train No. 630, leaving London at 7:40 a.m. daily except Sunday, arriving Toronto 12:10 p.m., will arrive Toronto 11:55 a.m.

Train No. 634, now leaving London at 1:40 p.m. daily except Sunday, arriving Toronto 5:25 p.m. will run daily and arrive Toronto 5:15 p.m.

New train, No. 632, will leave London 4:40 p.m. daily except Sunday and arrive Toronto, 9 p.m.

Train No. 22, now leaving London 4:40 p.m. daily for Toronto, Ottawa and Montreal will leave London 6:15 p.m. daily arriving Toronto 9:35 p.m.

Train No. 21, now leaving London 1:00 p.m. daily, arriving Detroit M. C. depot 3:30 p.m. Central Time, 4:30 p.m. Eastern Time, will leave London 12:10 p.m., arrive Detroit M. C. Depot 2:25 p.m.

Central Time, 3:25 Eastern Time.

Train No. 634, arriving from Detroit and intermediate stations will run daily.

Train No. 434, arriving from Detroit at 1:30 p.m. daily except Sunday, will run daily.

Train No. 22, now leaving Detroit M.

Train No. 23, now leaving Detroit M.

at 1:30 p.m. daily except sinday, win run daily.

Train No. 22, now leaving Detroit M. C. depot daily at 12:05 p.m. Central Time, 1:05 Eastern Time, arriving London, 4:30 p.m., will leave Detroit M. C. depot 1:45 p.m. Central Time, 2:45 p.m. Eastern Time, arriving London 6:05 p.m. deily.

6:05 p.m. daily.

For further particulars, apply to
Ticket Offices or H. J. McCallum, City
Passenger Agent, corner Dundas and
Richmond streets.

July20



Diamond Rings from \$5 to \$350, including single diamond rings, three and five diamonds, and many fancy settings in newst designs,

C. H. WARD & CO. DIAMOND MERCHANTS.

386 Richmond Street

WHY NOT? BUY GUARANTEED GOODS.
Canadian Beauty Irons .....\$5.00
Canadian Beauty Toaster ....\$5.00
Electric Fans ....\$7.50 to \$40.00
Flashlights .....90c to \$2.50 Western Ontario Electric Co.

THE 'ARCH PRESERVER' SHOE is the only shoe ever made that is auto-matically and mechanically RIGHT for he perfectly good or normal foot so says the man who makes it e presenting this wonderful show London, and we want to introduce to you. It is the great efficiency and omfort shoe for the businessman.

COOK'S SHOE STORE

Developing and Printing Any size roll of film developed and printed for 25 cents.

Taylor's 6 Cut-Rate Drug Stores

IT WILL BE TOO LATE. day when that batter on the road, it will be too late to avoid a lot of trouble. Why not send it to us today and let our experts put it in shape for you? BENSON-WILCOX ELECTRIC CO., 264 Dundas Street.

Carlyle

PHONE 2351. 233 DUNDAS Two Doors East of Majestic Theatre

Save Money on Shoes Modern Shoe Repair Phone 2310.



Artificial Limbs Martin-Halsted Co.

REPAIRS SOLICITED. 104 Adams Ave. W. Detroit, Mich.

Our RETREADING QUALITY Work, Not the Average.

London Tire Repair Depot 454 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's

GET YOUR TIRES RETREADED.



346 DUNDAS STREET. PHONE 5124.

A Few Government Bonds FOR SALE

To Pay 7% Apply quickly.

London Loan and Savings Co. London, Ont.

CYCLISTS' PICNIC AT Rowat's Coffee SPRINGBANK WAS ONE YOUNGS ROUND OF PLEASURE PLAMONDS AND WATCHES London

Ladies' Gold-Filled

Wrist Watches

\$21.00

The ladies' watch we are now showing at \$21 is something a little better than the ordinary watch at \$21. It is a splendid style, one that keeps the exact time. It looks well on the arm. It is fully guaranteed. The kind all the lady folks are buying.

**YOUNG'S** 

170 Dundas St. 674 Dundas St

NOTICE!

Johnston Bros.

WALLACE REID

The Firefly of France

A Paramount Picture

At the Majestic again today. Also a onesome Luke Comedy, "Somewhere Turkey," a News Weekly, and Bert erte and Hilda Barr in a complete lange of songs.

enters into the American's life and she takes a prominent part in the exciting scenes which later transpire in an old French chateau on the firing line. How the daring American wins both the cross of war and the love of a tender, brave woman is told in a series of unusually fine scenes, vibrant with patriotism, thrills and heart appeal.

A Lonesome Luke comedy, "Somewhere in Turkey," and a Majestic screen telegram complete an excellent program of motion pictures,
In vaudeville Bert Ferte and Hilds Barr present an entirely new list of songs.

SPEND \$1.00 AND FEEL

BETTER

If you are suffering from nervousness, anaemia, backache, sleeplessness, rheumatism or any system weakness brought about by impure and impoverished blood, buy a box of Tonal-Iron Capsules and start taking them immediately. They are guaranteed by all druggists to help in cases of that kind. Tonal-Iron Capsules, the new French gelatin preparation, are making a wonderful record since their introduction to Canadians. On account of the peculiar way in which they are packed, they retain their freshness always, and because they are soluble, they reach the affected parts of the system immediately upon being taken. On cale at all first-class druggists for \$1, or by mail from us on receipt of price. Tonal-Iron Company, Box 184, London, Ont.

NEW FAST SERVICE LONDON TO TORONTO, OTTAWA, MONTREAL, VIA CANADIAN PACIFIC RAIL-WAY, COMMENCING JULY 14,

1918.

Commencing Sunday, July 14, Canadian Pacific train No. 22, leaving London at 4:40 p.m. daily for Toronto, Ottawa and Montreal, will leave London at 6:15 p.m., arriving Toronto 9:35 p.m. Ottawa 7:30 a.m., and Montreal, 8 a.m. For full information, apply Ticket Offices or H. J. McCallum, City Passenger Agent, corner Dundas and Richmond streets. July20

NEWSPAPER.

Federal

Advertising

Bicycle and Motor Sales Co. Entertained More Than 400.

Popular Local Dealer Host of One of Best Outings in Years.

Are bicycles popular? Well, did you see the parade of the 400 that left the Bicycle and Motor Sales Company's office yesterday afternoon? First, they were photographed, and then to the tune of "We'll Never Let the Old Bike Die" they trekked to Springbank. Men and women, boys and girls were there, and never did a merrier line-up wheel their way to the popular picnic park. They just travelled along in a care-free manner, for all the fun and all the food were supplied by the bicycle company. The riders wore white jockey caps with the Brantford Red Bird crest, and pennants flew from the wheels proclaiming what but not who they were. Some went leisurely along, but a few "peppy" youngsters raced the street car. But they were all there in time for the races.

The Bicycle and Motor Sales furnished the most unique picnic seen in London for years. George Wenige is a splendid host, and with his staff of able assistants gave every child, big and little, a jolly good time. It was the nicest kind of a picnic, for no one had to bother about a basket.

For a day or two the bicycle com-

THRILLING PHOTOPLAY

OF LOVE AND WAR

Excellent Picture Showing a Majestic Theatre Again Today.

Walker Bod in "The Viriety of Prance" are and which was a throw ever a bord of the process of a rich young are process of a rich young and was a throw ever a bord of the process of a rich young and was a throw ever a bord of the process of a rich young and was a throw ever a bord of the process of a rich young and was a throw on the process of a rich young and was a throw on the process of a rich young and was a throw one as you for which and a which was a first through the process of a rich young armerican who process of a rich young American who will find to young a process of a rich young American who will find to young a process of a rich young and was a throw one was process on the was a process of a rich young and was a throw one was process on the process of a rich young and the process of a rich young and a rich was a rich which a rich was a rich which a rich was a

55c PER POUND

250 Dundas St. Phones 3051-3052. Canada Food Board License No. 8-3422. cyclometer; 2 Jack Ferguson, lock.

The novelty bicycle race entailed more than a little speeding; at 25 yards the contestants dismounted, took off one shoe, ran 25 yards further, crawled through hoops, kept on running for another 25 yards, turned, through hoops again, replaced the shoe, remounted and back to the starting point. It was open to girls and boys, and the fact that the girls just had to kick off a slipper, may account for both prizes going to them—at least the boys said so. Agnes Murphy received first prize, a T. T. cover; Lillian Claxton came second and was rewarded with a tire bell.

Trick Fiding. GEO. WENIGE PRESIDED

was rewarded with a tire bell.

Trick Riding.

Bicycle trick riding came in for a good deal of attention. Three minutes were allowed each contestant to perform while riding his wheel. Hubert Fulton did the most ingenious stunts throwing a leg over the handlebars, standing with one foot on the saddle, and the other on the handlebar, riding with both feet on the saddle, and what brought forth much applause, making about turn, sitting on the front wheel guard and riding back-iwards: He received an electric lamp.

The starter, policeman. food controller, and chairman for the presentation of prizes was George Wenige, manager of the Bicycle and Motor Sales Company. He was assisted by Jack Ferguson, F. Harvey and Thomas Nottage as judges.

**EXAMINATION RESULTS** 

THORNDALE PUBLIC SCHOOL.

ONTARIO'S CROPS IN **WORKERS BELIEVE** FAIRLY GOOD UNDER **GOVERNMENT REPORT** 

Haying Not Over Yet In Some Comparison To Be Made With Parts.

Middlesex Reports Some Disease in Potatoes, Including Blackleg.

TIMOTHY LACKS LENGTH

The following is a summary of reports made by agricultural representatives to the Ontario department of ag-

ports made by agricultural representatives to the Ontario department of agriculture:

Rain during the last week interfered somewhat with haying, but on the whole the crop is being harvested under favore orable circumstances. Many farmers in the Lake Erie district are already through with cutting, but considerable yet remains to be done elsewhere. The average yield is likely to be only a moderate one.

Timothy is lacking in length. Alsike is unusually heavy in biossom. The second growth of alfalfa is showing upvery well, and there is promise of a good yield of seed. Ontario county resowing rape to supplement pasture.

Fall wheat and barley are being cut in Essex, and harvesting there will be common next week. The fall wheat that has survived the winter is said to be of excellent quality. Complaints of smut in harley come from several counties. Oats are heading out and give good promise. All the grain crops, however, are rather short in straw owing to the unusually cool weather of June of delaying growth.

Peas and Beans Good.

ASSESSMENTS ON HOMES TOO HIGH

the Real Value Shortly.

Contending that the assessment of the workingmen's homes of London is proportionately higher than it ought to be, the trades and labor council at its regular meeting last night resolved to distribute printed forms to the local unions for the individual members to make returns of the real and assessed value of their property. No. 1 committee will deal with the question when the returns are complete.

Sunday cars to Springbank are another question that is demanding a deal of attention from the labor men. Nearly

WHEN YOU PAY FOR THE BEST, WHY NOT HAVE IT? When you order a loaf of bread from your grocer, why not say:

When you do you are sure of getting the best bread it is possible to bake. Try a trial loaf today. THE BREADMAN

**SELLING** SUMMER SILK SUITS

From Our Own Factory These new, distinctive, rich and serviceable garments are made in all the new and staple weaves of

Palm Beach Suits, in natural, grey, copenhagen and rose ...... \$15.00 to \$16.50

silk; also in all the new and staple colors. Prices....

New Fancy Coatee Suits, in palm beach, Bedford cord, fancy gabardine, etc. Prices ...... ...... \$9.50, \$10.50, \$12.50, and \$13.00

Fancy Khaki Kool and Gabardine Suits . . . \$3.98, \$6.50, \$9.50, \$14.50 Special.—Silk Poplin Skirts, black .......\$6.00

Fancy Silk Skirts, new styles ...... \$9.50, \$10.00, \$12.50, \$16.50

White Wash Skirts, in repp, Bedford cord and gabardine ...... \$1.00 to \$6.50 Voile Dresses in white and fancy ...\$4.00 and up

Silk Poplin Dresses ...... \$10.00 to \$14.50 Silk Dresses in duchess, charmeuse, taffetine, poplin, etc., in all the new colors .....\$14.00 to \$36.00

Blouses in voile, georgette and crepe de chine. 98c to \$8.50 Lisle and Silk Hosiery ..... 50c to \$2.00

SILK FIBRE SWEATERS. BRUSH WOOL SWEATERS. SILK GLOVES, ETC.

196 Dundas Street

**Phone 1319** 

## ng Out of Business!

BIG SALE STARTS TODAY

AND WE HAVE THOUSANDS OF PANAMA HATS TO BE SOLD REGARDLESS OF COST BEFORE WE DO SO. THE ROYAL MILLINERY AND FEATHER COMPANY HAS TAKEN OVER OUR STORE AND WILL MOVE IN WITH A FULL LINE OF HIGH-CLASS MILLINERY AND FURS AND HIGH-CLASS WOMEN'S COATS.



All our Trimmed Panamas to be sold at half price. We have several hundred trimmed Panamas in a big variety of shapes and styles. They are beautifully trimmed with white satin ribbon, white corded ribbon and fancy silk ribbon and novelty bow effects, which are so expensive and hard to get just now. The regular prices of these hats were \$2.45, \$2.95, \$3.95, \$5.00 and \$6.50. To be cleared out at

\$1.65, \$1.95, \$2.45, \$2.95 and \$3.95

These beautifully trimmed hats cannot be duplicated in London, and at this price, and when you buy one they are all ready to wear.



Our FAMOUS \$1.35 PANAMA

in other stores for \$2.00 and \$3.00. FOR A QUICK

CLEARING 95c South American Panamas Well made, finely woven, in many different shapes. Some are sailors, large flops, beautifully hand-rolled

signs are included in this lot. Sold all season at \$2.95 and \$3.95

pencilled brims and several other de-

Our GENUINE JAMAICAN PANAMAS

That are famous all over the country because they are guaranteed against rain or damp weather. They formerly sold at \$3.95, \$5.00, \$6.75 and \$10.00. To be \$2.50, \$3.50, \$4.25 and \$6.50

THESE PANAMA HATS

must be sold within three weeks—by August 10. It's some job, but rather than pack and return them to our head office we are going to sacrifice them. The people of London and district know the excellent quality Panamas we have been selling this season, so you need have no hesitancy in buying one. You'll never get such a bargain again in a Panama, so come early before the best ones are selected. The warm months are yet to come. During the burning hot days of July and August and September you'll be glad to have a light, airy Panama, and it will last you for next year, too. For your summer vacation, for your outing or for street wear a Panama is just the thing. These Panamas are in all the latest blocks, including large sailors and flops. They are absolutely the best Panamas that money can buy.

This is absolutely the biggest sale ever handled in London in this particular line. The Royal Millinery must have this store in three weeks. We have to move. We cannot take the hats with us. They must be sold. Therefore we are forced to sell them at give-away prices. You cannot realize what bargains we are offering until you come in and see them. Buy a Panama to finish off the season, or if you have one, buy another. It means a big saving to you. REMEMBER, THIS SALE STARTS THURSDAY MORNING, JULY 18, AT 9 O'CLOCK. We have hundreds of freshly-trimmed hats ready for your inspection. Come early for a good selection.

Jamaica Panama Hat Company

246 DUNDAS STREET

Next Door to Mason & Risch