

FUR

SHOWROOM NOW OPEN
For Season 1922

With a Display of New Authentic Styles
For the Coming Fall and Winter.
First Selection Secures the Best Obtainable Qualities.

This year as in the past we have secured the largest collection of Raw Furs in Western Ontario, which under our personal supervision has been dressed and is being made up into guaranteed reliable garments.

Which We Sell At
Manufacturers' Prices

The Following Are a Few of Our New Numbers.

- Persian Lamb Coat, No. 1 skins, perfectly matched 13-inch collar of Alaska sable and deep cuffs, lined with art brocaded satin, vertical pockets, all round belt. Price **\$380**
- Persian Lamb Coat, selected skins, lined with rich Swiss brocaded satin, large roll collar and deep cuffs of natural Canadian sable, vertical pockets and belt. Price **\$275**
- Persian Lamb Coat, skins beautifully matched, small curl, lined with French art satin, large roll collar and deep cuffs of Alaska sable, vertical pockets and belt. Price **\$250**

- Best Quality Hudson Seal Coat, large roll collar and deep cuffs of best sable, lined throughout with French brocaded satin. Price **\$360**

- Super Quality Electric Seal Coat, trimmed with large roll collar and deep cuffs of sable racoon, all round belt, lined with fancy art lining. Price **\$148**
- Best Quality Canadian Racoon Coat, with two-stripe border, large striped collar and cuffs, vertical pockets, and lined throughout with floral poplin. Price **\$275**

- Natural Racoon Coat, made with fancy striped border and large striped roll collar and cuffs, lined with fancy brocade, all round belt. Price **\$235**
- Canadian Muskrat Coat, made with four-stripe collar and deep striped border in beautiful dark new mink blend, fancy checked lining, vertical pockets, all round belt. Price **\$235**
- Natural Muskrat Coat, with large roll collar and deep cuffs, four-stripe border, vertical pockets and all round belt. Price **\$140**

ROSS' LIMITED
MANUFACTURERS.
Phone 1319. 196 Dundas St.

ROWAT'S TEAS
From the Better Gardens.
65c, 75c, 85c, \$1.00 and \$2.00 Pound.
T. A. ROWAT & CO.
250 Dundas Street. Phones 3051-3052.

C. H. WARD & CO.
DIAMONDS
A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold.
Rings from \$25 to \$1,250.
C. H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
386 RICHMOND ST.
Phone 1084.

WE MAKE EVERYTHING MADE OF CANVAS!
CARTER, SON & CO.
351 GLEBE ST. PHONE 6137.

EASTMAN KODAK FILMS and SUPPLIES
We make a specialty of Developing, Printing and Enlarging amateur snapshots. Twelve-hour service and perfect pictures.

TAYLOR'S Drug Store
390 RICHMOND ST.
Half Block South of Dundas.

WRAY'S Jewelry LIMITED.
234 DUNDAS STREET.

FASHIONS That Please
We insist on quality in workmanship, materials and everything that enters into making and marketing the garment from the factory to you. Our prices are reasonable though!

FISHBEIN'S
"Ready-to-Wear."
254 Dundas Street.

CANNEL COAL
\$14 a Ton
HALF TON, \$7.
ORCHARD'S
45 YORK STREET. PHONE 354.

LONDON OPTICAL CO.
HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, OPTOMETRIST.
Dominion Savings Building, Richmond Street, Phone 6150.

You can't make a mistake when you buy Edison Mazda Lamps
J. H. POLLOCK
397 Clarence St. Phone 5762W.

A real cough remedy
Don't surrender to an obstinate cough. There's a remedy that will help you conquer it—a remedy that speedily relieves all irritation of the respiratory organs and gives bodily strength for permanent cure. Try it—ask your druggist or dealer for—
Robert's
SYRUP OF
Cod Liver Oil & Tar

A Clearance Group of Smart Suits

Saturday, Less Than **\$11.95** Half Price **\$17.50** **\$29.50**

Featuring Homespuns and Serges

Every woman knows that a black or navy serge suit is quite indispensable, also that for service there is nothing to equal the Canadian homespun, and those who are fortunate enough tomorrow to get their size may secure one of these good suits at a very small investment. They are splendidly tailored in the present season's styles. The very suits to start the fall with!

Smart Homespuns, Tweeds, Black and Navy Serges, Sizes are well assorted to begin this sale, the greatest assortment being in the misses' sizes. Colors are in green, gray, rose, orchid and blue homespuns. Sport styles, with belts and pockets; 10 suits in the \$11.95 group; 14 suits in the \$17.50 group, and 6 suits in the \$29.50 group. Sale prices..... \$11.95, \$17.50 and \$29.50



Clearance of Gingham Dresses for Girls - \$1.19

Saturday, a grouping of odd and broken lines in Gingham and Chambray Dresses for girls from 4 to 12 years will be tabled at one price to clear. Pretty styles and colorings and just the dresses for school opening in a few weeks now. Don't overlook this opportunity; the prices would not pay for either material or making. All one price Saturday..... \$1.19 each
Second Floor.

- Corset Covers, 59c**
1 table of Corset Covers, made of fine white mainsock; yoke, back and front of heavy lace insertion; sizes 36 to 44. Special Saturday 59c
- MIDDY BLOUSES, \$1.25**
Girls' Balkan Middy Blouses, made of good quality white drill; sailor collar trimmed with braid; made in all white or white with colored collars; sizes 8 to 14 years. Special Saturday...\$1.25



SIX TALKING MACHINES To Clear at One-Third Off, \$25.00 and \$35.00
The handy little box machine to set anywhere or take to the camp or summer cottage.
4 size 4. Sale price \$25.00
2 size 6. Sale price \$35.00
Third Floor.

A Saturday Treat at Candy Counter
100 lbs. fresh Lunch Jellies and Turkish Delight—a delicious summer candy. While they last Saturday..... 23c lb.
Chocolate Bars and Creamy Toffee..... 6 bars for 25c
"Oh Henry" Bar..... 3 for 25c

Protect Your Snapshots
Looseleaf Snapshot Albums, in heavy black linen covers, which can be refilled at any time.
Size 9 1/2 x 7 1/2 in., 25 leaves..... \$1.00
Size 9 1/2 x 7 1/2 in., 50 leaves..... \$1.25
Size 5 1/2 x 7 in., 50 leaves, morococette..... \$1.50
Size 7 x 10 in., 50 leaves, linen cover..... \$1.50
Size 8 x 10 in., 50 leaves, linen cover..... \$1.65
Size 7 x 10 in., Suede, 50 leaves, in gray and green..... \$1.00
Art Corners, for putting in the snaps, which saves much trouble and time of pasting, and also gives a much neater appearance, 100 in package, for..... 15c
Aisle D.

SPECIALS IN LINEN SECTIONS.

Four attractive items at money-saving prices listed for Saturday's selling limited quantities, but exceptional values.

- LARGE SIZE COLORED BATH TOWELS, 75c PAIR**
You will agree these are the biggest value you have seen in years; lovely soft absorbent yarn in fawn and white stripe, woven to give satisfaction in wear; 20 dozen in the lot. Saturday special..... 75c pair
- 24-INCH HEAVY ALL-LINEN TEA TOWELING, 45c YARD**
Here's a special you should not fail to see. Heavy all pure Irish linen Tea Toweling, a weight we have not been able to offer in the past few years and just what you are waiting for possibly. Saturday we put on sale 400 yards only and advise early shopping for this; 24 inches wide..... 45c yard

REMNANTS OF COLORED TURKISH TOWELING, ONE-THIRD OFF
Here are some most useful lengths, either for roller or kitchen hand towels, imported English toweling of good qualities, in red or blue and white stripe; 17-inch width; about 200 ends Saturday special, one-third off regular.

54x54 INCH BREAKFAST CLOTHS, \$1.98 EACH
This is a very popular size for breakfast or luncheon cloths and the quality is splendid; neat designs in small check or spot, about 60 cloths. Special..... \$1.98 each

Factory Cotton, 7 Yards for \$1.00
Good quality, strong in weave and a nice clean cotton; no dressing and practically free from specks; a useful cotton for underwear, pillow cases, aprons, etc..... 15c yd., 7 for \$1.00



Ladies' Handbags Half Price

Exactly as listed here, 24 Bags in variety of styles, mostly leather, and every bag at just half price.
1 large Lucille Bag, in French leather. Sale price..... \$1.75
1 only Genuine Morocco Soft Leather Bag, nicely lined and fitted with small purse and mirror. Sale price..... \$3.00
1 Red Lamb Leather Bag. Sale price..... \$3.00
1 Afternoon Bag, cord and tassel handle, red only. Sale price..... \$1.50
1 genuine Pen Seal Top Strap Purse, moire lined, black. Sale price..... \$2.25
1 large Leather Bag, in tan, large mirror and coin purse. Sale price..... \$3.88
8 Matinee Bags, moire silk, assorted colors, cord and tassel handles. Sale price..... \$1.25
5 genuine Lamb Leather Bags, nicely lined and fitted, with mirror and separate place for car tickets. Sale price..... \$4.25
2 Princess Mary Vanity Bags, separate place for change and lypsil holder, red only. Sale price..... \$1.88
6 only Black Moire Bags, some with swing purse, others fitted with mirror and coin purse. Sale price..... \$2.38
2 only genuine Lamb Leather, glazed finish, fitted with mirror. Sale price..... \$4.25
1 Beauty Box, lamb leather, change compartment, mirror and toilet articles. Sale price..... \$3.00
2 only genuine Lamb Leather Bag. Sale price..... \$1.00
2 only Rose Chamoisette Bags. Sale price..... \$1.50

YOUR SUIT FOR SUMMER AND EARLY FALL CAN NOW BE BOUGHT CHEAPLY, \$18.50 TO \$27.50

A lot of men like to keep both a light and dark summer suit on hand—one for dress and the other to wear to the office. If you got only one earlier in the season, you should be interested in this. Drastic price reductions have been given everything in our present season's stocks. Palm Beach and Worsteds included.

- MEN'S SUITS, \$27.50**
About 35 Suits, men's and young men's models, gray and brown mixed tweeds and blue serges, sizes ranging from 35 to 44. Exceptional values. Saturday morning specials..... \$27.50
- MEN'S AND YOUNG MEN'S SUITS, \$18.50**
Palm Beach and Tropical Worsteds Two-Piece Suits, in light and dark colors. Many of these one-third less than regular price. Be here early Saturday morning for one of these suits. Sizes 34 to 46. Prices range from..... \$18.50 to \$37.50

A SCHOOL SUIT VALUE FOR BOYS

A boy might get along a few weeks without a new suit. But he'd be wearing out other clothes anyway, and if you wait you may not be able to take advantage of this offering. It's one that should interest every mother, too.

- Boys' Two-Bloomer Suits, \$13.75**
A special showing of new fall school suits, in dark gray and brown tweeds, with extra bloomers, made specially for the sturdy school boy. See these on Saturday. Sizes up to 18 years. Price..... \$13.75
- Boys' Wash Suits Half Price**
Clearance of all Wash Suits on Saturday at half the regular price; coat styles, Oliver Twist, Blouse and Middy Sailor Suits. Sizes 2 1/2 to 6 years. Prices range from..... 75c to \$3.50

Men's Furnishings at Season's End Prices.
In this section all summer lines are grouped for final clearance, many at less than half price—odd lots and small lots—Bathing Suits, Socks, Ties, Shirts, Hats and Underwear. Replenish your stocks now and lay in for next season.



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

SMALLMAN & INGRAM LIMITED

STORE CLOSING AT 5:30 DAILY, SATURDAY INCLUDED.

Registered Trade-Mark

GREAT BOOM AT WEGNER'S

"The Heart of London Store on the Market."

WEGNER GETS BIG SHARE OF BOB LONG'S \$1,000,000 FAILURE

A big 60 days' sale is now on. People are coming hundreds of miles to attend it. Men's Suits, Raincoats, Sweaters, Pants, Hats, Caps, Shirts, Underwear, Furnishings and Overalls are being sold at less than factory prices. You save 25 cents on every pair of Overalls bought here.

LEFTOVERS FROM DOLLAR DAY:

- FINE SHIRTS**
Good patterns. Value to \$1.75..... **\$1**
- RAINCOATS**
Tweeds and Paramattas, with belt. Value to \$18.00, for... **\$9.95**
- MEN'S PANTS**
Best materials. Value to \$3.25, **\$1.95**
Extra good values, reg. \$4.50, for... **\$2.98**

Wegner Clothing Company
The Heart of London—Famous for Their Little Prices.
Main Entrance, 371 Talbot St., Opp. Market, London.

Purdom Hardware
PHONES 2800 2801
124 DUNDAS STREET