

Rowat's Teas
Used in Homes Where Quality Rules.
From 70c to \$2.00 Pound
T. A. Rowat & Co.
250 Dundas St. W. Phone 3951-3952



If your wife has put off getting glasses because she imagines they will interfere with her appearance, tell her that we will fit her in becoming style.

"You remember the distinguished looking folks of your acquaintance who wear stylish glasses?"

Carlyle TREBILCOCK OPTICIAN
233 DUNDAS STREET
TELEPHONE 2351.

MILITARY RIBBONS, BADGES AND BUTTONS.
Peel's! Peel's!

10 MARKET LANE
NOW AT RED STAR NEWS CO.

HAWKEN-LANG COAL COMPANY

ALBERTA COAL
\$14.00 per ton

Highest Grade Anthracite and Sol-way Coke at summer prices.
Phone 522. Rectory and C. N. R.

Our fitters are experts, \$1.50 to \$10.00. We have Trusses to fit all needs.
ANDERSON & NELLES
Dundas St.

SLEEPING SICKNESS VICTIM IS BURIED AT GODERICH

Special to The Advertiser.
Goderich, July 27.—The funeral took place today of Jessie Isabel Clark, 21, daughter of John S. Clark, of Loyal, from her home to Colborne cemetery.
Miss Clark was a victim of sleeping sickness. She became ill three weeks ago.

Quality • Vulcanizing Only

ART WILKES
London Tire Repair Depot.
354 WELLINGTON STREET.
Opposite McClary's.

GILLIES Coal-Coke-Wood
PHONE 1312
COR. ADELAIDE AND BATHURST

J. FERGUSON'S SONS
R. R. Ferguson, Manager.
174 TO 180 KING STREET.
FUNERAL DIRECTORS AND EMBALMERS
24-Hour Service.
Phones: Office 543; Res. 2056W.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 459.

GEO. E. LOGAN
FUNERAL HOME
371-373 DUNDAS STREET.
PHONE 1962.

AMBULANCE SERVICE
The Sedan Ambulance, a modern and desirable method of quickly transferring patients.
THE INVALID CAR
Available at a moment's notice for emergency calls. Both ambulances equipped with adjustable cot and air mattress.
A. L. OATMAN,
Funeral Director,
Cor. King and Colborne Sts.

TWO ARE INJURED IN MOTOR MISHAP

Mrs. James B. Brooks of St. Thomas Suffers From Severe Cuts and Bruises.

Special to The Advertiser.
St. Thomas, July 27.—Mrs. James B. Brooks, of this city, received severe cuts about the face, when the car in which she was riding collided with that of W. D. Higgins, of Indiana, about three miles south of Blenheim, Sunday. The driver of the other car had one rib broken, and other occupants received a severe shaking up. The accident happened at the intersection of the Erieau road and the southern highway, where a number of accidents have occurred this summer.

Mrs. F. Henderson Dies.
After an illness of seven months, Mrs. Beatrice May Henderson, wife of Fred Henderson, died Monday morning at the residence, 77 Cravel road. Mrs. Henderson came to the city nine months ago from Ottaville. Besides her husband, she leaves one daughter, Florence Marie, and one son, Frederick James, both at home. The funeral will be held Wednesday afternoon at 2 o'clock to the South Park cemetery, and will be conducted by Rev. Dr. Martin, of the First United church.

Prof. Freeman Speaks.
Substitution of goodwill for any spirit of animosity in Canada's attitude toward the East, was recommended by Prof. E. Freeman, M.A., of Oxford University, in his address at the Kiwanis' luncheon yesterday. The jealousies of Europe did not pass unobserved in China and other Oriental countries, he said. He advised that white solidarity be the aim of western nations.

Fire Committee Meets.
That a master hand in the council was preventing consideration of the Bickell 300-gallon fire truck was the charge made by Ald. Webster at a meeting of the fire committee Monday evening. The committee is desirous of purchasing a 1,000-gallon truck, and it was decided that the committee should travel to Brantford on Thursday, when trucks of this type will be demonstrated. The La France truck costs \$15,750 and the Seagraves machine \$17,650. The committee consists of Aldermen Brinkman, Handford, Webster, the city engineer and the fire chief.
Ten new fire hydrants will be installed at a cost of \$60 per year. Fifty new hydrants are needed, it is understood, but the expense prevents installation of the full number.
Firemen A. Macdonald and H. Evans, who have received a six months' probation, have been appointed as regular firemen.
While it was admitted that a fire alarm box was needed at the foot of Talbot street, it was decided to lay the purchase over until next year. The cost will be \$400.

TWO MESSENGER PLANES FORCED BACK TO JAPAN
By J. RUSSELL KENNEDY.
By Cable to The Advertiser and the Chicago Daily News. Copyright.
Tokio, July 27.—The two civilian aeroplanes which were to have left the shores of Japan today to carry messages and greetings to Moscow were forced to return to Osaka on account of engine trouble. The planes were piloted by Abe and Shinohara, the two best known Japanese civilian flyers.
The flight was promoted by the newspaper Asahi. This paper announced that the first objective is Moscow, but that the planes will continue to Paris and London.

JULY CLEARANCE SALE

This Store Remains Open All Day Wednesday—This Enables Out-of-Town Shoppers To Take Advantage of the JULY CLEARANCE SALES

Satin and Rochanara Dresses
About one-half off. In this collection there are also Crepes and Georgettes, including some pretty French models in navy, gray, black and sand. There are also some little coat dresses with straight back and white vests. Prices from \$6.95 to \$29.50

FLANNEL DRESSES
In checks and solid colors and stripes, in colors of blue, greens, brown and fawns.

JULY CLEARANCE of FROCKS
SATINS, SILKS, PRINTED CREPES AND FLANNELS
Second Floor.

Printed Crepe Dresses
Clearance of the entire line; sizes from 16 to 44. In many pretty shades and patterns, including some lovely French models. Prices \$16.50 to \$25.00

MISCELLANEOUS
White Dresses of fugi silk, trimmed with touches of color. Splendid dresses for daytime wear \$7.95

SALE of SILKS TOMORROW, 69c, 98c, \$1.48, \$1.98 \$2.48 and \$2.98 YARD

Our cleanup for the season of odd and broken assortments. Many of these lines are cut to less than half price. No out-of-date silks, but all smart, chic styles. Come at 9 a.m. tomorrow morning.

PLAIN AND FANCY WHITE BARONETTE SATINS FOR \$2.48 YARD
This is your opportunity for a smart white sport skirt in French Baronette Satin; plain or figured design to choose from; 40 inches wide. To clear at \$2.48 yard

STRIPE DRESS CREPE DE CHINE; STRIPE SILK BROADCLOTH CREPES; FOULARD SILKS; EMBROIDERED GEORGETTES; ALL TO CLEAR AT \$1.98 YARD

Five pieces 40-inch Silk Crepe de Chine, in newest wide candy stripes of sand, gray, navy, green and bisque. All 40 inches wide. Less than half price.

Two pieces Striped Broadcloth Silk Crepe, in orchid and rose petal grounds, with contrasting color stripes; 40 inches wide.

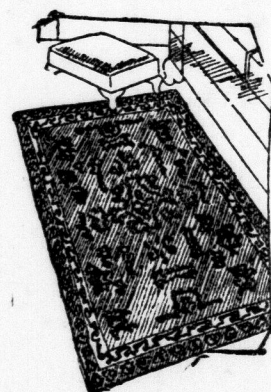
Two pieces Embroidered Georgette, in gray and almond green, with design embroidered in black; all 40 inches wide.

Three pieces Foulard Silks, in dotted stripes of red, jade and turquoise on white grounds; 38 inches wide.

This entire lot to clear at \$1.98 yard

MOIRE SILKS, \$2.50 YARD
Two colors only in navy and sand Poplin Moire; extra fine import quality; 42 inches wide. To clear \$2.50 yard

RUGS 1-4 and 1-3 Off WILTONS, AXMINSTER AND BRUSSELS RUGS



These Rugs are of beautiful quality, in Oriental, Persian, Chinese and conventional designs. In colors of tans, rose, blue and taupe.

26 Wilton Rugs, in sizes 4 ft. 6 in. x 7 ft. 6 in.; 6 ft. 9 in. x 10 ft. 6 in.; 9 ft. 9 in. x 12 ft. 6 in.; 11 ft. 9 in. x 15 ft. 9 in. Prices \$17, \$19, \$39, \$49, \$59, \$69 and \$79

11 Axminster Rugs, in sizes 9 ft. x 12 ft.; 9 ft. x 10 ft. 6 in.; 9 ft. x 9 ft., and 6 ft. 9 in. x 9 ft. Prices \$39.00, \$59.00, \$69.00 and \$89.00

28 Brussels—Sizes 4 ft. 6 in. x 7 ft. 6 in.; 6 ft. 9 in. x 7 ft. 6 in.; 6 ft. 9 in. x 10 ft. 6 in.; 6 ft. 9 in. x 12 ft.; 9 ft. x 9 ft.; 9 ft. x 10 ft. 6 in. and 9 ft. x 12 ft. Prices \$11.50, \$17.25, \$18.50, \$19.50, \$23.50, \$26.50, \$29.00, \$39.00

One only Axminster Rug, 36 in. x 63 in., very pleasing colorings and patterns; one-third off \$5.95

SPECIAL VALUES IN ALL-WOOL TAPESTRY RUGS

These are in small patterns or in an Oriental effect. These Rugs are all in one piece, and there is only a limited number. They are to clear at such reduced prices that they are no higher than linoleum rugs. Sizes 6 ft. 9 in. x 9 ft.; 7 ft. 6 in. x 9 ft.; 9 ft. x 9 ft., and 9 ft. x 10 ft. 6 in. \$8.50, \$10.50, \$13.00 and \$15.50
5 only Cotton Reversible Rugs, 36 in. x 63 in., suitable for bathroom or bedrooms. These are washable; one-third off \$5.95
20 only Washable Rugs, of extra heavy reversible cotton, suitable for any room. Brown mixture, blue, gray or green \$9.75

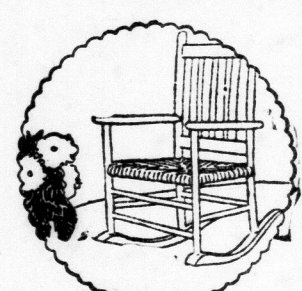
Third Floor.

House and Porch Dresses

A splendid assortment of these Dresses is to be had by the early shopper at this low price. They are in the straight lines or slightly gathered at the waist. All feature the short sleeves with white collars and cuffs or collars and cuffs of the same material. Sports stripes, checks, neat little ribbon bows and buttons trim these comfortable frocks for house and porch wear. They are in all the summer shades, also in black and white combinations. \$1.59



OUR ENTIRE STOCK OF Veranda Chairs and Rockers



This includes the balance of this season's stock of Sea Grass, Willow and Rush and Hardwood Frame Chairs and Rockers with cane seats and backs.

Large Sea Grass Chairs with wide arms and good high back. One-third off. \$7.00

Sleepy Hollow Sea Grass Rockers, very comfortable; one-third off \$5.67

High-Back Buff Willow and Rush Rockers, a chair that is light to handle and can be used inside; one-third off \$5.85

Hardwood Frame Veranda Chairs, in natural finish, with cane seats and backs; one-third off \$3.67

Rockers to match, one-third off \$3.97

4 only Hammo Couch Canopies, in khaki duck. These have become slightly soiled from displaying. They would make a very nice awning or canopy for children to play under. Half price \$2.50

Third Floor.

SOME OF OUR BEST PRINTED DRESS CREPES, TO CLEAR AT \$2.98 YARD

Extra quality Pure Silk Printed Crepes, including some of Cheney's famous Cinderella qualities, in figures, spots, vibrating stripes and border effects, in navy, sand, gray, canna, etc. grounds. All to clear at \$2.98 yard

SHIPMENT SILK BROADCLOTH, 98c YARD
White, black and colors, in our standard pure silk make, for 98c yard

NOVELTY JAQUETTE SILKS, 69c YARD
Five beautiful pattern in very small variegated color checks, comprising copen, cocoa, navy, nigger and tan. Your choice 69c yard

NOVELTY PRINTED CREPES, 98c YARD
Smart styles for Dresses, in check and figures. Not large quantities of each color. All to clear at less than half price 98c yard

BLACK BROCADE SILK CREPE DE CHINE, \$1.98 YARD
Rich allover pattern in French All Silk Crepe, for dresses; quantity limited; 38-inch. To clear at \$1.98 yard

PRINTED VOILE HANDKERCHIEFS WEDNESDAY
50 dozen of these pretty Handkerchiefs, one-half inch hemstitched hem, plain or check centers in copen, tan, purple and green, with lovely printed designs 19c each, or 3 for 55c
Main Floor.

Novelty Check Dress Crepes, 19c Yard

Tomorrow morning at 9 a.m. this opportunity of buying pretty dress fabrics at a most unusual price will be seized by many. There is a lot of merchandise, but don't trust to your choice being left over. Be early—if you want it.

Many will buy three or four lengths at such a price. Imagine buying a nice quality Japanese Crepe, firm, strong in weave; all check designs, but pretty checks, fair size, lined with black, at only the price of a very low grade factory cotton. The colors are lovely shades of blue, gray, pink, yellow, green, brown, mauve, etc.; material suitable for ladies' or children's dresses. See window display. Wednesday sale, 32-inch 19c

HOUSEHOLD COTTONS ON SALE

Wednesday all day we will continue with the specials featured in our sale of today. Lay in your requirements of Sheets, Pillow Cases, Sheetings, Pillow Cases, Underwear Fabrics, etc., at these saving prices. See department displays. Wednesday all day.

Main Floor.

LINOLEUM RUNNERS
Size 9 ft. x 18 inches. To clear 85c each

DRESSES ON SALE



WEDNESDAY MORNING ONE HOUR
Clearing From 9 to 10 o'Clock

Latest Frocks of the hour at final clearing reductions. This is genuine, high-class merchandise which will be sold at less than the prices of the most ordinary Summer Dresses. The colors are just the present season's favorite shades, and the fabrics are the newest on the market.
This special clearing is a money-saving event.

LOT OF 12 SILK DRESSES
In all the new shades; regular up to \$22.50. Clearing at \$9.98

LOT OF 21 VOILE DRESSES
Regular up to \$16. Clearing at \$7.95

LOT OF 13 VOILE DRESSES
Regular up to \$17.50. Clearing at \$8.95

LOT OF 12 VOILE DRESSES
Regular up to \$12.50. Clearing at \$6.70

Clearing Chiffon Silk Hose

IN CIRCASSIAN AMBER, HOGGAR AND BLACK; regular 1.75. Clearing at \$1.39

BALANCE OF NATURAL BROADCLOTH BLOUSES
Regular \$2.25. Clearing at \$1.98

ROSS' LIMITED
MANUFACTURERS
196 DUNDAS STREET PHONE 1319

RESTAURANT
Special Dinner, Wednesday—
Course Dinner with Roast Young Turkey.

SMALLMAN & INGRAM LIMITED