

Rowat's Teas
Used in Homes Where Quality Counts.
From 70c to \$2.00 Pound
T. A. Rowat & Co.
250 Dundas St. W. Phone 3051-3052



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.

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.
Phone: Office 543; Res. 2055W.

GEO. E. LOGAN FUNERAL HOME
271-273 DUNDAS STREET.
PHONE 1968.

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

FUR COATS

FALL AND WINTER SEASON, 1925-26
ROSS' RELIABLE FURS

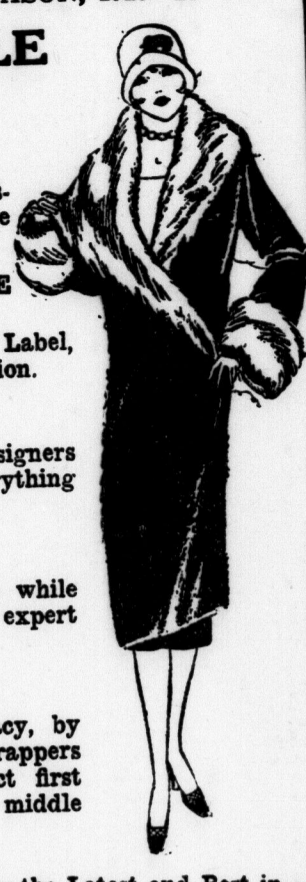
IN SELECTING FURS— the following essentials are necessary in the securing of reliable garments.

THE QUALITY SHOULD BE GUARANTEED.— This is covered by our own Factory Label, which stands for absolute satisfaction.

STYLE.— This is assured through skilled designers who are ever conversant with everything correct and new in the trade.

FINISH.— This is imparted to every article while passing through the hands of our expert fur workers.

BEST VALUES.— This is where we claim supremacy, by purchasing pelts first hand from trappers and importers, and selling direct first hand to the wearer with no middle profits.



This Season's Selection is featuring the Latest and Best in—
Hudson Seal Coats, Persian Lamb Coats, Canadian Natural Muskrat Coats, Southern Top Natural Muskrat Coats, Canadian Raccoon Coats, Electric Seal Coats.

Largest and Best Selection of Silver Fox Neck Scarfs we have ever shown.
Full showing of Isabella Fox Neck Scarfs, also Natural Canadian Red Fox Scarfs, also Fur Chokers in Mink, Stone Marten.

ROSS' LIMITED
MANUFACTURERS
196 DUNDAS STREET PHONE 1319

THE STORE IS OPEN ALL DAY WEDNESDAY

Voile Dresses

One rack of dainty Voile Dresses, patterned and dotted, and a few plain ones. They are prettily trimmed with organdy, lace or contrasting pipings. The colors come in a large range and the styles are many. Sizes 16 to 42. Price, \$3.95.



French Voile Dresses 1/4 Off

French Voile Dresses — Pretty frocks that could be worn later for dancing. Some are beaded, others frills, touches of embroidery, others with hem-stitching work, tucks and net, trimming in colors of orchid, white, peach, copen, yellow and rose, the prettiest of the summer's colors. They are all "Yvette" (French) dresses, and all one-quarter off. Prices, \$7.13—\$16.88.

Irish Linen Damask Cloths and Napkins One-Third Less Than Regular

2x2 YARD CLOTH AND 1/2 DOZEN NAPKINS, \$10.00
Just one quality and one design only in the 2x2 yard size. A value that should create big selling tomorrow. Plain center with floral band and spot. Quantity limited. Sold separately if desired.
Cloth, 2x2, and half dozen 24-inch Napkins... \$10.00 set
Cloths \$5.95 Napkins, 24-inch, \$8.50 doz.

ALL-LINEN GUEST TOWELS, 49c EACH
Pure Irish Linen Towels grouped under one price. They represent mostly damask borders, some with space for initials. Well finished and price at from 20 to 30 per cent less than regular. The quantity is limited to ten dozen. One price 49c each

BIG SPECIAL BATH TOWELS, 65c EACH
Imported direct from the mill at a special quotation, makes possible this feature. Special lovely weight and weave, in colors of rose, lavender, blue, gold, Greek key, stripe on fawn ground. Extra size, 25x48. Special 65c each

COLORED BORDERED HUCK TOWELS, 79c to \$1.29
Broken lots from the mill at a liberal discount means you save one-third on the purchase on these delightful quality Huckback Towels with dainty borders in rose, lavender, gold, blue.
Guest size 59c and 89c each
Usual size 79c, 98c and \$1.29 each

Furs Restyled AND REPAIRED TO LOOK LIKE NEW.
Now is the time to have your furs made over into the newest 1926 styles, or relined. Place your order now so you can have your coat ready by fall.
Latest Coming Winter Styles Are Here Now to Choose From.
Years of experience have taught us the best methods of renewing the life of furs.
ROSS' LIMITED
MANUFACTURERS 196 DUNDAS ST.

Western Ontario's Leading Loaf

Neal's is the best bread possible to make.
Perfection is assured in each loaf by the most modern equipment, the most careful selection of ingredients, the highest skill in baking, and the choicest of recipes.
Neal's quality, deliciousness and service are for your benefit. Why not take advantage of them?
ORDER A LOAF TODAY.

NEAL'S Good White Bread

PHONE 2173-1313.

NEAL BAKING CO., LIMITED

Bread Factories at
WINDSOR LONDON ST. THOMAS SARNIA

Sanitary tape-bands Patented

Marshall Mattress \$22.50

Ventilated Spring filled, will not get hard or lumpy. Ventilated. Always clean and fresh. A famous Mattress, within the price of all. August Sale price... \$22.50

29c Sale In Drapery Department On Wednesday

Four very useful materials, offered Wednesday at a sale price of 29c yard, that should meet with great response. We are now approaching the fall season, when it will be necessary to replace curtains and draperies. You can do this for very little cost on Wednesday.

LACE-EDGED BUNGALOW NETS, WEDNESDAY, 29c YARD
300 yards only Lace-Edged Bungalow Nets, ivory only; four attractive designs; striped block and all over lace effects; 36 inches wide. Secure your share early. Sale price 29c yard

SILKOLINE AND CHINTZ, WEDNESDAY, 29c YARD
15 pieces to select from, in medium and light grounds, suitable for comforter coverings or overdraperies; easily laundered; all 36 inches wide. On sale Wednesday. Sale price 29c yard

SCALLOPED EDGE MADRAS, WEDNESDAY, 29c YD.
500 yards Scalloped Edge Madras, 35 inches wide, bordered both sides, in five excellent designs, suitable for any room; cream only. On sale Wednesday..... 29c yard

WHITE CURTAIN MUSLIN, WEDNESDAY, 29c YARD
300 yards of White Scotch Curtain Muslins, 35 inches wide, in dainty designs for bedroom, bathroom or kitchen curtains. Sale price 29c yard
White Curtain Frilling for the above, about 2 1/2 inches wide; ready to sew on 9c yard

Children's and Misses' Socks

The balance of our season's Socks in many attractive shades. In half and three-quarter lengths. Made of very fine lisle and fancy ribbed Rayon (fibre silk) Socks. These are very suitable for school and early fall wear.
One-half length Socks of plain black rayon; also white with fancy colored silk tops. Solid shades, in mauve and pink. Sizes 6 1/2, 7, 7 1/2.
Three-quarter length Socks of fancy ribbed rayon; also plain black, fawn, pink and yellow, fancy ribbed lisle in gray, fawn, green, peach, white and camel; broken sizes, 8 to 10.
All assorted prices, from 23c to 67c pair

Specials In the August Furniture Sale

Cedar Chests—Genuine Tennessee Red Cedar Chests, 37 in. x 18 1/2 in. Strong strap, copper hinges and lid stays. 5 only \$13.95

LIBRARY TABLES, ONE-THIRD OFF.
2 only very choice Library Tables of solid walnut. One is in the beautiful Cromwellian design, while the other is in the well-known William and Mary pattern. Both are \$37.50
Very handsome Walnut Finish Table, ideal for a large hall, study or library. Price \$39.50
Solid quarter-cut oak, in William and Mary design, in a beautiful finish \$23.50
Walnut Finish Table of the Italian Renaissance period. This table is slightly damaged. Price only \$21.00

Free Delivery to Port Stanley
Motor truck will deliver your goods free every Friday during August.

SMALLMAN & INGRAM LIMITED

Sept. 12--Western Fair--Sept. 19
5 Tickets for \$1.00. On sale on Main Floor.
Main Office, 4th Floor.