

Dry Goods, Millinery,
Wearing Apparel.

Kingsmill's

Floor Covering, Draperies,
Furniture.

Marked Down Sale

Wednesday Morning at 9 O'Clock

The bargain opportunity of the season. Your opportunity to save money on the best of wanted summer goods. Bargains in every department. These bargains are on the Second Floor.

LOOK FOR THE SALE CARDS

SILK DRESSES

VALUES FROM \$15.00 TO \$40.00.

Satins, Taffetas, Georgettes, Silk Poplin and Crepe de Chine; all new styles, all colors.
Your choice **\$10.50**

SILK SKIRTS

REGULAR \$6.00 TO \$10.00.

Poplins, Taffetas and Novelty Check Cloth Skirts in a score of stunning styles; all sizes, all colors.
Your choice **\$3.98**

COATS

VALUES FROM \$15.00 TO \$25.00.

Black Poplin and Repp Coats for elderly women. Some have soutache braiding on collar. All sizes. About 25 coats to be sold. Your choice
Wednesday **\$7.95**

KNITTED COATS

VALUES UP TO \$15.00.

Pure wool samples from the best mills in Canada; wide variety of styles; all the newest colors.
Choose yours tomorrow. Your choice **\$8.95**

SERGE DRESSES

REGULAR \$25.00 TO \$45.00.

Black and navy, as well as browns, greens, taupes and opens; wide range; all new styles; pure wool serges. The materials would cost more than this
clearing price. Your choice **\$18.75**

WASH DRESSES

NEW STYLES JUST RECEIVED.

Ginghams and Chambrays, in the prettiest new styles and colors; checks, plaids and plain colors; all sizes. Your choice Wednesday **\$5.95**

TWEED COATS

VALUES UP TO \$30.00.

Stunning models for motoring or for your holiday wear. Wide choice of colors and styles. You'll be delighted with this bargain. Your choice
Wednesday **\$14.95**

KNITTED COATS

VALUES UP TO \$10.00.

Pure wool sweaters; splendid styles in beautiful colors; all sizes. Choose yours early. Your choice **\$4.95**

Famous for Style,
Quality and
Value.

Kingsmill's

LONDON'S
BEST
STORE.

RUSHING WORK AT BORDEN FOR AERIAL TRAINING

Hurry-Up Preparations For
Beginning of Air Force
Camp.

WILLIAMS TO COMMAND

School of Special Flying Is
Under Vancouver Major—
Brown Adjutant.

OTTAWA, July 19.—(By the Canadian Press).—Preparations for the beginning of training at the Canadian Air Force camp at Camp Borden are now being rushed in an attempt to have everything in readiness for the beginning of classes as soon as the air force regulations have been approved by the privy council. These regulations are now in the printers' hands and will in a few days be submitted to the air board for submission by it to the cabinet.

The work of preparing the graduation and seniority list is being held up because applicants have not been returning their questionnaires to the air board promptly. When these questionnaires are in hand the seniority list will be drafted and issued.

Major J. Scott Williams of Vancouver, who has been appointed commander of the school of special flying, Captain Roy Brown, the Canadian flyer, who was officially credited with bringing down Baron Borden, one of Germany's cleverest air circus leaders, has joined the staff at Camp Borden as first adjutant.

Captain J. D. Fairweather, first equipment officer, is from Toronto. He was formerly equipment officer with the Royal Air Force in Canada.

The second nucleus flight will leave for Camp Borden on Wednesday, and the third will follow on Monday next. The uniforms to be worn by the members of the force are expected to be ready for issue by the end of this month.

COAL PROHIBITION RESTS WITH U. S. ROADS--CARVELL

Railway Commissioners Con-
fident Supply Will Be
Found.

WASHINGTON, July 19.—Plans for speeding up the movement of coal to central Canada were discussed today by Frank B. Carvell and S. J. McLean of the Canadian Railway Board at conferences with the United States Interstate Commerce Commission. Daniel Willard, chairman of the advisory commission of the Association of Railway Executives, before leaving here for Ottawa the Canadian commissioners announced they would meet later with Canadian railroad officials to consider priority of movement for coal and increasing car mileage.

Both commissioners said they were confident that the coal problem facing central Canada would be solved, but added that it primarily rested with the United States railroads and coal operators in getting improved movement of coal.

TWO YOUTHS ARRESTED.
SARNIA, July 19.—Two local youths are held in custody suspected of being connected with the recent thefts of motor cars in the Imperial City. The lads were taken into custody at Harris.

Preserve with
1/2 sugar
LILY WHITE
SYRUP

LEMON JUICE
TAKES OFF TAN

Girls! Make bleaching lotion
if skin is sunburned,
tanned or freckled

Squeeze the juice of two lemons into a bottle containing three ounces of Orchard White, shake well, and you have a quart of the best freckle, sunburn and tan lotion, and complexion beautifier, at very, very small cost. Your grocer has the lemons and any drug store or toilet counter will supply three ounces of Orchard White for a few cents. Massage this sweetly fragrant lotion into the face, neck, arms and hands each day and see how freckles, sunburn, windburn and tan disappear and how clear, soft and white the skin becomes. Yes! It is harmless.

Alkali in Shampoos
Bad For Washing Hair

Don't use prepared shampoos or anything else, that contains too much alkali. This is very injurious, as it dries the scalp and makes the hair brittle.

The best thing to use is just plain mulled coconut oil, for it is pure and entirely greaseless. It's very cheap, and beats anything else at its price. You can get this at any drug store, and a few ounces will last the whole family for months. Simply moisten the hair with water and rub it in, about a teaspoonful is all that is required. It makes an abundance of rich, creamy lather, cleanses thoroughly, and rinses out easily. The hair dries quickly and evenly, and is soft, fresh looking, bright, fluffy, wavy, and easy to handle. Besides, it loosens and takes out every particle of dust, dirt and dandruff.



BRANSTON
HIGH
FREQUENCY
GENERATOR

VIOLET
RAY

Banish Headaches
Insomnia, Brain Fag,
Nervous Exhaustion, Etc.

A few minutes' treatment with the soothing, life-giving rays of the BRANSTON VIOLET RAY GENERATOR and your headache will vanish like magic. It acts directly on the nerves, banishing sleeplessness, soothing and composing the entire system and causing a healthy desire for sleep.

Nervousness is positively relieved by the BRANSTON GENERATOR. The moment the treatment begins on the face, neck and temples the nerves begin to loosen their tenseness and the body to feel rested. It is not a stimulant, but a vitalizer, whose effects are lasting and curative.

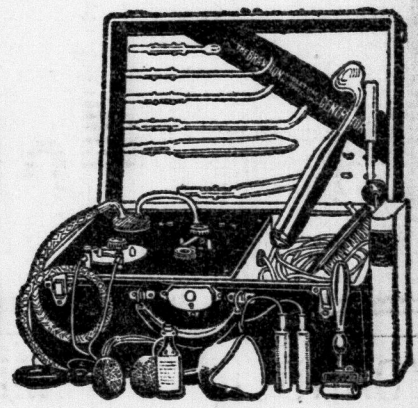
HOME TREATMENT

Branston Violet Ray Generators are especially designed for home use. They have the indorsement of the medical profession, and they have earned the gratitude of thousands who have benefited by their use. We sell them and will tell you all about them.

The Hydro Shop

Dundas and Wellington.

Telephone 7000.



Heintzman & Co., Limited

242 DUNDAS ST., LONDON, ONT.

ESTABLISHED EIGHTEEN-FORTY-SEVEN.

Phonograph :: Bargains ::

Advertising Without Exaggeration
Creates Continued Confidence.

Our last week's Piano Bulletin brought just the results we expected, and when the manager of our Talking Machine Department saw things were moving on the Main Floor amongst the Pianos, he got busy with a little list of his own, so this week we are taking you upstairs. Here, amongst a fine display of various makes of machines will be found the following, and, if you are looking for a bargain, you really do not have to look any further.

Our Victrola Parlors are well worth a visit, and we cordially invite your inspection at any time. Bring your visiting friends with you.

With such a variety of makes of machines, naturally, we carry a complete stock of Records.

NO. 1—A Curtiss Aeronola; mahogany cabinet; improved nickel-plated reproducer, with universal tone-arm. Reduced for quick sale **\$95.00**

NO. 2—A Curtiss Aeronola; walnut cabinet; improved nickel-plated reproducer, with universal tone-arm. You save on this machine **\$35.00**

NO. 3—A "Pathe" Phonograph; fumed oak and cabinet size. Reduced price. Sorry we have only just this one to offer **\$50.00**

NO. 4—A "Sonora" Phonograph; fumed oak, cabinet size, with six double-faced records. This will speedily find a purchaser **\$75.00**

NO. 5—A Columbia Grafonola; cabinet size, in fumed oak. Someone will read this little ad. a second time and then act quickly. Reduced price **\$125.00**

NO. 6—Also a Columbia Grafonola; in fumed oak. Original cost was \$95.00. If you come first your price will be **\$50.00**

NO. 7—A Brunswick Phonograph; mahogany, cabinet size. The "Brunswick" is making us new friends every week. We are proud of this, and they are proud of the "Brunswick." You save on this outfit **\$35.00**

NO. 8—Also a Brunswick Phonograph, in mahogany, cabinet; nothing more to add, except the price **\$98.00**

We do STRONGLY URGE YOU not to leave your buying till the fall if you can get around to do it now. The tendency is still for higher prices in the very near future, and these you should avoid if possible.

Our phone number is 1039, and if you can't get around to the salerooms early we would advise your using this means of securing a bargain.

Heintzman & Co.
LIMITED.
242 DUNDAS ST., LONDON, ONT.
STORE CLOSED WEDNESDAY AFTERNOONS.

STUDENTS CHARGED WITH SMASHING WINDOWS IN CATHOLIC ORGAN'S OFFICE

QUEBEC, July 19.—An action was filed in police court this morning by the authorities of L'Action Catholique against a couple of Montreal law students, Messrs. Roger Mallot and Jean Chauvin, in which it is alleged that these two young men smashed the windows of that newspaper office early last Thursday morning. The damages claimed amounted to over a couple of hundred dollars.

L'Action Catholique is the organ of Cardinal Beaudry and the Catholic hierarchy in Quebec City.

C. N. R. FREIGHT IS DERAILED, BUT ONLY ONE PERSON INJURED

OTTAWA, July 19.—(By the Canadian Press).—A soft spot on the tracks, due to the recent heavy rains, was responsible for the derailment of a special eastbound Canadian Northern freight train at Fitzroy on the Pembroke subdivision, on Sunday evening. The engine, caboose and two special cars left the tracks when the accident happened, about 6:35, and after plowing the right-of-way for some distance, the train was brought to a standstill without any of the coaches being overturned.

The train was proceeding towards Ottawa at a slow rate of speed when the accident happened and only one person was reported injured, Mr. A. Wilson, Ottawa, an employee of the company, who was bruised and scratched.

WINNIPEG CARMEN REJECT INCREASE

WINNIPEG, July 19.—The Winnipeg street railwaymen have definitely rejected the award of Judge Myers' arbitration board, granting them an increase of approximately ten per cent.

It is understood from the men that one of two courses will be taken, either the men will go on strike or they will apply for a new arbitration board. The latter possibility is the more probable.

REDS STILL ADVANCING.

WARSAW, July 19.—The Bolsheviks in the western provinces have reached the vicinity of the former Russo-German battle line. Here the Poles are making a stand and heavy fighting is in progress at various points. The Bolsheviks have brought up armoured trains from the railroad leading southwest from Minsk and along another railroad extending through marshes from Moez and Kalenkovitch.

WRANGLER PUTS 18 REGIMENTS TO SWORD, WORD

Report Says General Also
Took 20,000 Soviet Fight-
ers As Prisoners.

MONTREAL, July 19.—The Star tonight publishes the following under the date of Copenhagen:

Gen. Wrangel has succeeded in destroying eighteen Soviet cavalry regiments and taking 20,000 prisoners, according to reports reaching this city from Russia. It was reported that this success was due to the movement of forces of 100,000 Cossacks, said to have broken through the Soviet front and to have effected a junction with Wrangel.

PROCLAIM MARTIAL LAW.

WARSAW, July 19.—Martial law was proclaimed along the Polish-German frontier after the Polish military had rejected a detachment of 30 uniformed Germans who were endeavoring to cross the frontier west of Posen. The proclamation also followed the arrest of a number of Communists in Posen, who were accused of placarding the city with signs reading, "Poland Will Fall."

It was said that the Communists were sympathizers with a German faction which designed to seize Posen. The Bolsheviks should threaten Warsaw. Within the last few days Communists have been arrested at Warsaw, Lemberg and Lodz. The authorities confiscated a factory where swords and other arms were being manufactured.

JUMPED OVERBOARD FROM S. S. WAUKETA NEAR ALGONAC PIER

James O. Pike of Indianapolis,
Commits Suicide During
Melancholia.

SARNIA, July 19.—Passengers aboard the steamer Wauketa were treated to a startling spectacle today, when at Algonac, a summer resort a few miles from Sarnia, James O. Pike of Indianapolis committed suicide by jumping overboard.

As the boat was nearing Muir's Landing, Pike, who had been sitting with his wife on the lower deck, mounted his chair and stepped overboard. He was said to have been dead when he struck the water, as his body did not sink. A man from shore was first to reach the body, but could not pull it to the Wauketa, so a boat from the steamer was lowered and succeeded in recovering it.

III For Two Years.

Mrs. Pike is at the home of John Gray, Maple Leaf, and can in no way account for her husband's action, other than that he had been an invalid for the past two years and was somewhat melancholy on account of it.

Deceased was 65 years of age and the son of a London, England, banker. He was captain in the 16th Lancers, and resigned his commission 30 years ago to enter business in Indianapolis. Pike and his wife boarded the steamer at Sarnia after spending a few hours here.

STEAMER ARRIVALS.

New York... New York... Southampton

Gibraltar... Caronia... Liverpool

Plymouth... Canopic... New York

Christiania... Frederick VIII... New York

Bordeaux... Niagara... New York

Marseilles... Canada... New York

Rotterdam... Nevisian... Montreal

London... Can. Trapper... Montreal

London... Memphis... Montreal

Avonmouth... Millais... Montreal

Halifax... Minikahda... New York

Quebec... Megantic... Liverpool



The construction
that defies des-
truction is the
distinctive feature
of every brush bearing
the Rubberset trade mark.

The hammer blow may splinter the ferrule, but the bristles are still all tight and true in that everlasting grip of hard rubber. A fresh ferrule to join up the handle to the knot again, and the brush is as good as new. But you couldn't do that unless the bristles were locked tight in that base of hand vulcanized rubber.

This is Guaranteed

—that "RUBBERSET must make good—or WE WILL!" should you have a brush of our manufacture which has not made good—(a mighty rare thing yet a possibility in these uncertain times)—send it to us and, if the fault is our, receive in its stead and with our thanks a new brush of similar style and price. A transaction in RUBBERSET brushes is never closed until you have gotten the "value received," in service for your money.

Rubberset Company Limited
Factories, 3 Sullivan St. TORONTO

RUBBERSET
SHAVING BRUSHES

every
bristle
gripped
ever-
lastingly
in hard
rubber!