

LADIES' APPAREL

Early Fall Bargains

ON SALE

THURSDAY

SUITS

15 TWEED SUITS

in brown, green and gray mixtures. Regular \$25 to \$30, for **\$9.98**

2 ONLY, BLACK SUITS

Embroidered and braid trimmed, in sizes 18 and 36. Regular \$40, for **\$15.50**

2 ONLY, BROWN TRICOTINE SUITS

Trimmed with military braid and buttons. Regular \$35 to \$40, for **\$15.50**

COATS

9 ONLY, TRICOTINE, SERGE AND BOLIVIA COATS

in navy, black and French blue. Regular \$20 to \$25, for **\$5.98**

11 DONEGAL TWEED COATS

in plain tailored lines. Regular \$25, for **\$5.98**

DRESSES

VERY SPECIAL VALUES IN 23 MISSES' SILK DRESSES

in navy, sand, brown, open and black, made in straight lines, with side panels, tunic and basque effects, trimmed with tucks and frills and finished with ribbon girdles. Regular \$29.50, for **\$18.50**

THE NEW FALL SERGE AND JERSEY DRESSES

in navy, black, plum, open and sand shades, made in straight tailored lines, embroidered and braid trimmed; Sizes 34 to 44. Prices ranging **\$10.00 to \$29.00**

BLOUSES

GEORGETTE BLOUSES, in white and sand, trimmed with fillet lace and embroidery. Price **\$9.75**

NAVY CREPE DE CHINE OVERBLOUSE, beaded in henna and black, 3/4-length sleeves. Price **\$8.75**

HOSIERY

SILK HOSE, in black, white, navy, sand, brown and silver. Price, pair **\$1, \$1.50, \$2, \$2.25 and \$3**

EMBROIDERED SILK HOSE, in black, white and brown, with self and contrasting embroidery. Price **\$3 and \$4.50**

GLOVES

LONG SILK GLOVES, in black, white, sand, navy and gray. Price **\$2.00, \$2.25, \$2.75**

ROSS' LIMITED

MANUFACTURERS.

Phone 1319. 196 Dundas St.

ROWAT'S COFFEE
The Finest Procurable,
70c Pound.

T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052.



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.
335 RICHMOND ST.
Phone 1084.

FISHBEIN'S

Ready-to-Wear



We are now showing the newest fall styles in ladies' coats, suits and dresses.

Quality and style combined with low prices is the motto at

Fishbein's
254 Dundas Street
Come in and look them over.



HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, OPTOMETRIST.
Dominion Savings Building, Richmond Street, Phone 6180.

BANK MANAGER RETIRES AFTER 48 YEARS' SERVICE

A. D. McLean, who for the past eight years has been manager of the London branch of the Canadian Bank of Commerce, has been retired on pension, and R. T. Brymner of Kingston appointed his successor. Mr. McLean, whose home is at 621 Waterloo street, has been 48 years in the service of the Bank of Commerce, and his retirement comes as the close of an exceptionally faithful and efficient service. Previous to coming to London he was associated with branches of the Bank of Commerce in various places throughout the province. Mr. Brymner, his successor, is at present manager of the Kingston branch of the Bank of Commerce.

TWO THOUSAND FEET ABOVE THE SEA.

The wonderful air of Algonquin Park is found to be most efficacious to those who are recuperating from illness or feel at all run down. Two thousand feet above the sea, with its area covering forests of pine and balsam, makes the air pure and invigorating. Good fishing, splendid hotel accommodation, fine boating and bathing, tennis, etc. Two hundred miles north of Toronto. Through sleeping car from Toronto. Perfect immunity from hay fever. Illustrated booklet free on application to any Grand Trunk agent or C. E. Horning, D.P.A., Toronto, Ont. A23.26

10 karat Bean End Cuff Links, regular \$6.50 for \$3.00.

WRAY'S Jewelry LIMITED.
234 DUNDAS STREET.



You can't make a mistake when you buy Edison Mazda Lamps

J. H. POLLOCK
337 Clarence St. Phone 5762W. xzv

Jackson Grace, BUILDING CONTRACTOR.
Brick work and cement foundations a specialty; also houses raised and moved. sidewalks, cellar floors. 552 Grey, Phone. xz



Growing Days

When you are growing as hard as ever you can every minute it's sometimes just additional hard work to feed the kitten or jump even once over a skipping rope.

Then it is little bodies must not lack nourishment, yet digestion be carried on with the least possible effort.

Neal's Good White Bread

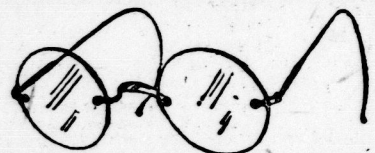
sustains and builds, for among its splendid all-pure ingredients it contains Vitamines to aid in nutrition, which governs growth.

Order from your grocer.

Phone 1313-2173.

Neal Baking Co. Limited

Bread factories at Windsor, London, St. Thomas, Sarnia.



EYES EXAMINED GLASSES FITTED AS LOW AS \$3.00

Of course glasses can be purchased for less, but WE WILL NOT supply any that we cannot guarantee to be of benefit to the eyes.

THERE IS ONLY ONE

BROWN OPTICAL CO.

Where all the work is done from the examination of the eyes to the manufacture of glasses complete on the premises at factory prices.

223 DUNDAS STREET. PHONE 1877.
Branches at Montreal and Windsor. Established 26 Years. xzv

Fashion's First Word

A Peek At Delectable New Fall Apparel

Box, after box, mysterious, alluring, has arrived. One by one they are opened — and out of tissue wrappings emerge new things for Fall! Hats, intriguing affairs with brims that do strange, new things—apparel that hints of more artistic colorings and styles than ever. But this is all we can tell you. You must come in and see them yourself!

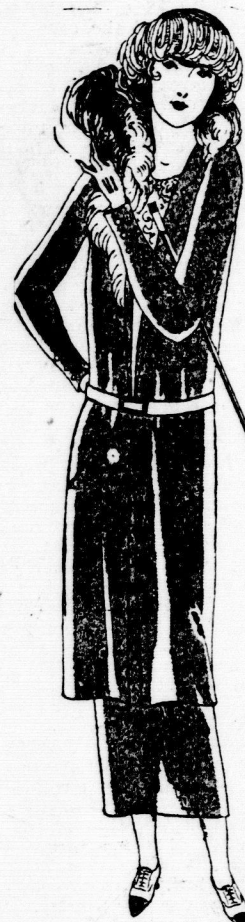


New Autumn Hats Just Opened

Charming new models just arrived, fashioned of satin, with steel trimmings; moire silk with metal braid entwined with wool; satin and duvetyne combinations and rich duvetynes in wonderful shades of brown, henna, blues and all soft autumn colorings.

The last rose of summer must have been a tea rose—for one of the new fall shades is a rose tan. Others are beige, terra cotta shades, many browns, wood tones, gold-tan, dull reds, sage, almond green, caracul and Russian ballet colors.

NEW TAILORED SUITS FOR FALL



The unexpected always happens! You really should have something new and fallish in your vacation trunk now. It may turn suddenly cool, or an unexpected social event might occur. To fortify yourself against the unforeseen, are charming new things for fall here.

Suits In Tricotine and Velour

Tricotine Suits, in navy and black, at \$45.00; a good range of styles; coats are in lengths 36 to 39 inches, trimmed with stitching or strappings, notch collars, belted, silk lined \$45.00

A very smart model of Yalama cloth in reindeer color, silk lined, collar of beaver, pockets edged with beaver, embroidered in self colors, belted, skirt two piece. Price \$113.00

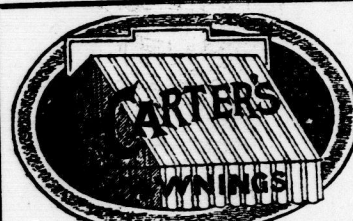
Suit of velour cloth in reindeer color, detachable collar of beaverine, slashed pockets, belted, sides trimmed with pin tucks, silk lined, skirt two piece. Price \$45.00

Suit of yalama velour in French blue, collar buttons close at neck, slashed pockets, belted, collar, cuffs, front and back of coat embroidered in self colors, silk lined. Price \$78.00

HALF HOLIDAY.

During the months of July and August, this store will close at 1 p.m. on Wednesdays.

SMALLMAN & INGRAM LIMITED



OUR STOCK IS NEW

Tents For Hire

We Make Everything Made of Canvas.

351 GLEBE ST., PHONE 6197. xz



BLACKSMITH'S COAL

Delivered to all parts of the city.

ORCHARD'S

45 York St. Phone 384. xzv

Miller's WORM POWDERS

Contain No Narcotics

When your child is restless, peevish, sleepless, or when convulsions threaten, it indicates the ravages of worms and that the little one's strength is being sapped and undermined. Miller's Worm Powders get promptly at the root of the trouble and restore the digestive organs to a healthy condition. Sold by all druggists.

Listening In—



Consider the Luggage

DEAR old Alma Mater! You'll soon be going back to her, Miss College Girl. And ere you go, if you're as wise as you're supposed to be, you'll buy a Wardrobe Trunk. It will hold so much, so nicely. \$25.

BY THE WAY, have you seen the new Fall Sports Hats? There's a fuchsia colored duvetyn one you'd like in the Millinery Section priced \$15.

Then Comes the Suit Question

TRAVELING is not a bit harder on Suits than campus or classrooms are—a Tweed Suit is just the thing for all uses. New ones in Tricotine. Price \$45.

BLOUSES—you'll need so many. Tub Blouses galore—and, of course, one of the new crepe Smocks, trimmed in Russian embroideries. Priced at \$8.75.

A Fur Coat for Campus Breezes.

B-RR-R! Remember way back last January when you almost froze to death. Why not purchase a Fur Coat? Muskrat models made of selected pelts. A Muskrat Coat \$142.

NOW who would be an "old grad"? Think of the nifty sports togs they didn't have! New ones here include swagger Campus Sweaters at \$6.75.

A Wool Frock? Yes! Yes!

VERY smart Wool Frocks here are the handy kind. They slip on and off in a jiffy, and are stylishly developed in twill cloth or novelty knitted stuffs. A Coat Frock in Autumn brown Poiret Twill is priced at \$10.50 up.

Cosy Bathrobes—Frisly Negligees

WHEN the wind howls outside the old dormitory, and you're studying late, you'll need a Bathrobe. A Bathrobe, a silky, frilly Negligee, too, of chiffon or satin, is indispensable for those times after the dance. In every adorable color imaginable.



HOMELIKE AND COOL.

A pleasant spot to enjoy your noon-day meal. Restaurant—Fourth Floor, 40c, 65c and 75c Courses.

Excellent Results in Cobourg With the

Pease FURNACE

Last December Mr. W. G. Scopia of Cobourg had a 28,000 cubic foot Pease Economy Furnace installed in his store. After giving the outfit a fair trial he made the following report:

"We are pleased to say that the Pease Economy Furnace installed in our store is giving excellent satisfaction. It produces ample heat, and this is done with much less coal than we used in the old furnace. We recommend the Pease Economy."

And many other similar reports, all prove that this heating appliance has exceptional merit. May we send our twenty-page booklet, giving detailed information. Write or telephone for it today.

WM. STEVELY & SON
197 King Street.

Geo. Winterbottom & Son
519 Richmond Street.
London Representatives.

