START THE SEASON WITH A NEW

Photo Album

We have many styles and sizes.

Hay's Stationery

Phone 150 or 53.
173 DUNDAS STREET.

Pearl-Handle Goods

Pearl-handle goods are very scarce and hard to secure, as the shipments from England are so uncertain.

Our line is complete, and we will be able to meet your requirements.

Pearl-Handle Butter Knives $1.00
Pearl-Handle Pickle Forks $1.00
Pearl-Handle Jam Spoons $1.00
Pearl-Handle Cake Knife $2.75
Pearl-Handle Berry Spoon $3.00
Pearl-Handle Sugar Spoon $1.00
Pearl-Handle Butter Spreaders, half dozen $5.50

Carving Sets

Knives and Forks, one half dozen of each, in case..... $12.00
Knives and Forks, one dozen each, in case, with combination of fancy pieces ..... $45.00 to $75.00
Salad Servers, in case, per set $8.00

C. H. Ward & Co.

Diamond Merchants and Jewelers.
Phone 1084. 386 Richmond St.

Photoplay News

FALL OF BAPAUME AT THE PATRICIA

Great numbers of people from all over Western Ontario are being delighted with the "Fall of Bapaume" pictures showing at the Patricia all this week. The great British war film is one of the finest and most vivid battlefield pictures ever secured, and those seeing it are so carried along by the swift action taking place before their eyes that many actually imagine they are in the fighting and with the soldier boys in their great advance. Spectators get an impression of the great war from the films that can be obtained in no other way, so vividly and rapidly are the events portrayed. An idea of the strength of the Hindenburg defences and the magnificent work the British forces did in smashing lines which the Huns believed to be absolutely impregnable, is also obtained.

AT THE MAJESTIC.

Bessie Barriscale, in "The Snarl," delighted large audiences at the Majestic yesterday by her work in the role of twin sisters in a mystifying plot. The popular little actress made the most of every opportunity in a story full of swift action. She had unusual chances to display her ability in portraying character studies, and accepted every one most cleverly. Pickford & Huff in "Freckles," are on the Majestic bill for today and Saturday, and Frank Mills will be seen at matinees only in "The Moral Fabric."

Fashionable Footwear

Fashion and good taste require every well-dressed woman to have one or two pairs of Pumps in her Summer Shoe Outfitting. See those beautiful Patent Leather Pumps in our window at $5.00 and $6.50. Dull Kid Pumps at $6.00, $6.50 and $7.00. Patent Oxfords, $6.50. Dull Kid Lace Oxfords, $6.50.

THE BEST SHOE SERVICE

Cook's Select Shoe Store

The Citizens of London Appreciate My Efforts

Crowds swarmed my store last Saturday, taking advantage of the wonderful Meat bargains offered. My efforts to keep the prices down to rock-bottom prices are appreciated, so—TOMORROW I SLASH THE PRICES AGAIN. Remember, many came late for the best bargains last Saturday and were disappointed, so if you will take my tip, I say: "Get here early or use the phone."

Watch My Ad in This Paper Tomorrow

I am starting a series of Saturday night meat sales. The first one will appear in this paper tomorrow on the back page. It will contain meat bargains unheard of in London before. Watch for this ad! But take a tip, get here early in the evening.

Point Briskets ..... 18c lb. (Extra fancy)
Lean Beef Cuttings ... 20c lb.
Leg Fillets Veal ..... 30c lb.
Shoulder Roasts..... 23c lb. (Round bone)
Prime Rib Roasts .. 30c lb. (Of extra fancy beef.)
Blade Roasts..... 25c lb. (Extra choice)
Shoulder Fillets Veal ... 22c lb. (Pocket for dressing.)

EXTRA
Saturday Morning While It Lasts
DAIRY BUTTER 37c Per Pound

SMOKED PICNIC HAMS . 27c lb.
STEWING VEAL 16c lb.

Wilson's Arcade Meat Market

PHONES 1119-1120. Richmond Street and Market Square.

Groceries Follow You to Your Summer Home

If it is at Port Stanley. We have arranged delivery so Port Stanley residents may enjoy the privilege of our high quality system. We solicit trial orders.

Gurd's Ginger Ale

Will please you—will refresh you—and do both for your friends when you serve them.
Sweet, 75c per dozen.
Dry, 90c per dozen.

Purity Cross Chicken *A La King*

If you enjoy chicken, you WILL ENJOY Purity Cross Chicken. It's delicious, and—oh, so nice! You'll be glad you tried it.
In tins, 35c and 70c.

Franco-American Soup

It's pure—it's best. Carefully prepared from selected materials. Try your favorite.
Oxtail, Consomme, Mock Turtle, Chicken, Julienne, Bouillon, Mulligatawny.
In tins. Quarts 50c. Pints 30c.

Your Soldier Box

We suggest articles for overseas boxes. When you are in doubt, ask us. We know of many things "the boys" appreciate.

Chocolatta.
Coffee, Milk and Sugar.
Cocoa, Milk and Sugar.
G. Washington Coffee.
Chocolate (Soldiers' Box).
Chocolate (Active Service).
Bodley's Rich Fruit Cake (In tins).
Riley's Toffee.
Jam (In one-pound tin).
Canned Chicken.
Powdered Milk.
Malted Milk Tablets.
Oxo. Gum.

PHONE ORDERS Have you enjoyed the lessened labor of phone orders? Phone early. Two phones.

T. A. ROWAT & CO.

250 Dundas St. Phones 3051-3052.

PAYS HIGH PRAISE TO LONDON MINISTER IN THE FAR EAST

Miss Rose Allen of the staff of Smallman & Ingram's has a brother, a missionary of the American Presbyterian Church, at Urumia, in Persia, the city in which numbers of Assyrian Christians found protection under the American flag and through the missionaries in the midst of the terrible massacres and atrocities of a couple of years ago, described vividly at the missionary conference of the Synod of the Diocese of Huron by Paul Shimmon, personal representative of the patriarch of the Assyrian church. Mr. Shimmon called upon Miss Allen today and referring to Rev. Mr. Allen to The Advertiser, said: "If I had known he had relatives here, I would have mentioned him last night in my address. I know Mr. Allen well. He has been one of the heroic figures in the rescuing of the lives of the Christians. It has been his unfortunate lot to bury most of the Christians after the massacre. His son has gone to the front. I cannot pay too high a tribute to the personal worth of the missionaries of the American Presbyterian Church, which made it possible for them to obtain protection and shelter for the persecuted among our people."

Mr. Shimmon left today for Chicago, where he is making his headquarters.

RETURNED SOLDIERS TAKEN TO LAMBETH

A number of returned invalided soldiers were taken to Lambeth on Wednesday by a party of Londoners, in charge of Mr. Charles Abbott.

They were met at the gates of the church grounds by the presiding hosts and hostesses—Rev. and Mrs. Selmund Anderson, Dr. and Mrs. A. R. Routledge, Revs. Walter Rigsby and John Holmes—and were escorted to the church parlors, where a dinner was served at 5 p.m. by the members of the Red Cross and Verdun Girls' Club.

After dinner an impromptu program was arranged, the soldiers assisting with trench songs, etc. All voted the day well spent.

MRS. JEFFREY LEFT $11,377.

VICTORIA, June 21.—The estate of Mrs. Emma Victoria Jeffrey, late of London, Ont., who died here March 29, has been probated. She left an estate of $11,377.

GENERAL CHANGE IN PASSENGER TRAIN SERVICE CANADIAN PACIFIC RAILWAY JUNE 24, 1917.

General change of time in the Canadian Pacific Railway passenger train service will be made Sunday, June 24, 1917. Information and particulars from Canadian Pacific Ticket Agents or H. J. McCallum, City Passenger Agent, corner Dundas and Richmond street, London. 11

QUALITY STORE

Pure Maple Sugar
Hot Weather Drinks
GRAPE JUICE
LIME JUICE,
GINGER ALE,
CARLING'S ALE,
LABATT'S ALE,
PABST BEER.
Our Usual Supply of Fresh Vegetable.

Telephones 1024 and 3323.
HARRY RANAHAN
515 RICHMOND STREET.

SPECIALS FOR SATURDAY AT PETERS CANDY DEPARTMENT.

Milk and Egg Caramels

A delicious combination of nature's wholesome products. Regular 40c pound,
Saturday 33c lb.

CAKE DEPARTMENT

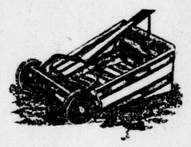
Dundee Cake

A light fruit cake and a good keeper,
30c Each

Peters 2 Shops

Use Chi-Namel on Your Floor, Woodwork and Furniture

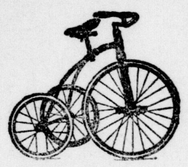
The Purdom Hardware Sole Agents



LAWN MOWERS.
Taylor-Forbes make, Empress, Woodyatt, Daisy, Star. Price.. ..... $4.50 up

PAINT NOW.
This is a good time to paint. Use Lowe Bros. Nothing better.

PERFECTION OIL STOVES.
2-Burner $11.00
3-Burner $15.00
4-Burner $18.00
Guaranteed.

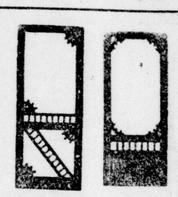


VELOCIPEDES.
Price .....$3.50 up

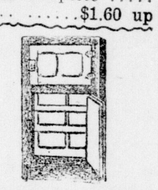
TUB STANDS.
Price ....$2.50 each

SPRAYS.
Price .....50c up

JOHNSON'S CARBON REMOVER.
You will take hills on high if you use it.



SCREEN DOORS.
Sold complete ....$1.60 up



REFRIGERATORS.
Price $20.00

GARDEN TOOLS.
Hoes 35c
Rakes 35c
Spades $1.15
Trowels 15c

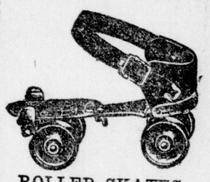
TUNGSTEN LAMPS.
25 and 40-watt..... ..... 45c each
60-watt ...60c each

HOSE REELS.
Will hold 100 feet of hose. Price ...$1.50

GAS OVENS.
Glass front. Double $3.50
Others from 75c up

WRINGERS
Price .....$4.75 up

WATERING CANS.
Price .....35c up



ROLLER SKATES.
Price .....85c up
Ball-bearing. Per pair, only $2.50

LAWN SWINGS.
Price ....$9.00 and $10.50
Lawn Seats ....$1.50 each

ICE CREAM FREEZERS.
White Mount Freezers .....$2.75 up

HAMMOCKS.
All made of fast colors. Price ....$2.00 up

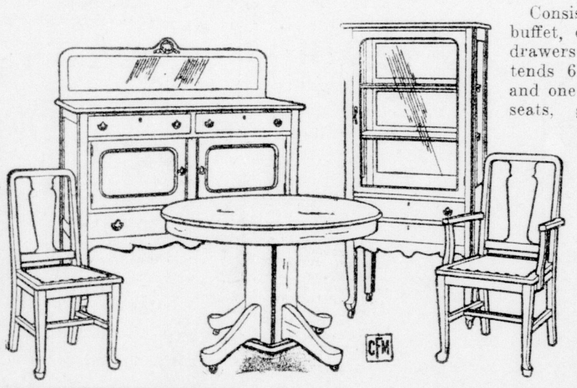
The Purdom Hardware Co.

124 DUNDAS STREET. PHONES 2800—2801

"TRUTHFUL ADVERTISING—ALL GOODS AS REPRESENTED."

This Beautiful Queen Anne Period Dining-Room Suite, Walnut Finish, Reduced for Quick Sale

This is the last of a big shiment. We sacrifice the price for a quick sale. Young couples now furnishing their homes will do well to see this magnificent Dining Suite; truly one of the best bargains offered in Lo ndon. We make it easy for you to buy.



Consists of massive design buffet, china cabinet, with two drawers; extension table, extends 6 feet, five small chairs and one armchair, with full box seats, genuine brown Spanish leather upholstering. This cut is an exact illustration. Regular price $115.00, on sale for

$100

Let us remind you that we have all kinds of Buffets, China Cabinets and Chairs, etc., for you to select from.

They are sanitary, durable, inexpensive and most attractive. We would like to show you our line. You'll be so pleased you are almost bound to make a purchase.

3-Hour Sale
9 to 12 o'clock Saturday Morning
GRASS RUGS
For veranda and summer cottages, 3x6 feet, with or without fringe ends.
Similar to Crex Rugs.
While they last,
$1.25

Only a Few More Members Needed to Complete Our Baby Carriage Club

On Saturday night at 10 o'clock this club closes. We have enrolled almost enough members by our generous offer.

Pay $5 Down and Take Your Baby Carriage Home.

$1.00 A WEEK PAYS FOR IT.

Join now. Saturday is your last chance.

Biggest Display of Brass Beds in London, Now Showing

Every one of them marked at a selling price. Be sure you see them before you buy.

Trafford's
129 Dundas St.—11 Market Sq.
London—Ont.

An Ideal Wedding Gift
Pedestals
Beautiful line just opened. Reduced to clear.
Mahogany-Finish Pedestals, highly polished, square top $5.50
Fumed or Golden-Finish Pedestals, square top ..$5.75

C. P. D. WEGNER. N. M. WEGNER.

How Big Is Your Heart?

OUR HEART IS AS BIG AS THIS.

THE HEART OF LONDON

WEGNER'S

Big Heart Specials for Saturday

Men's Pants

800 pairs of Pants, cotton worsteds, tweeds, serges, cotton and wool mixtures, and all-wool worsteds and serges, plain and fancy stripe patterns. Every pair guaranteed—$2.25, $2.50, $2.75, $3.00, $3.50, $3.75, $4.00, $4.50.

Straw Hats

150 dozen Sample Straw Hats, all the latest styles, in sailors and soft shapes, all sizes—50c, 75c, $1.00, $1.25, $1.50, $2.00. Any one of these is worth double the price asked.

MEN'S FINE SHIRTS

75 dozen Men's Dress Shirts, hard and soft cuffs; some with collars to match; plain white, colored, striped and checks, some silk; Crescent, W., G. & R., Tookes', Arrow and all the other best makers. 75c, $1.00, $1.25, $1.50, $1.75, $2.00

Wegner Clothing Co.

THE HEART OF LONDON.
371 TALBOT STREET, OPPOSITE MARKET.
OPEN EVENINGS. PHONE 1849.
Be sure you find the right store with the Heart of London trade mark over the door.
DANISH LANGUAGE SPOKEN HERE

JOHNSTON & MURRAY

A Dollar Saved Is a Dollar Earned

$2.48 $2.18

MIDSUMMER SALE
SHOES BELOW COST

WE WERE SO BUSY ON OUR OPENING DAY WE COULD NOT SERVE EVERYONE. WE HAVE ADDED EXTRA HELP AND WILL BE BETTER ABLE TO TAKE CARE OF CUSTOMERS. THESE PRICES WILL ONLY LAST A SHORT TIME, SO BE HERE EARLY, IF POSSIBLE. ALL LINES DISPLAYED IN CENTRE OF STORE.

COME AND SEE FOR YOURSELF

Johnston & Murray

$2.98 $1.19

THE BROWN OPTICAL CO

LONDON
EYESIGHT EXAMINED
NO DRUGS USED
GLASSES GROUND AND FITTED
VERY MODERATE COST ACCURACY GUARANTEED
223 DUNDAS STREET PHONE 1877

TAYLOR'S THROAT and LUNG BALM is sold under a written guarantee to cure the worst cough, cold or bronchial irritation. 25c a bottle.
TAYLOR'S 6 CUT-RATE DRUG STORES

MURRAY MINE **Anthracite Coal**
Egg, Stove and Chestnut, $9.00 per ton. Pea Coal, $8 per ton. Mixed Wood and Edgings, per load, $2.50.
ANDERSON Phone 1391. 495 York St.