

COMPLETE CLEARING SALE

OF ALL SUMMER GARMENTS

BEGINNING WEDNESDAY MORNING

EACH DAY FROM 9:30 TO 10:30

UNTIL ALL IS DISPOSED OF

The merchandise in this offering is composed of the latest styles in the market, made in our own factory on the premises, and up to the reliable Ross standard.

A look will convince the most skeptical that the Values are unequalled in the trade.

6 ONLY EMBROIDERED RATINE SUITS in Tuxedo and Coat Styles. In rose, blue, pink and natural shades. Regular \$20.00 to \$25.00, for **\$13.95**

20 SILK RATINE AND HOMESPUN SUITS in Tuxedo and Plain Tailored Styles. In rose, blue, pink and natural shades. Regular \$16.50 to \$20.00, for **\$9.95**

7 ONLY STRIPE FLANNEL SUITS in rose and white, green and white, gray and white, yellow and white. Regular \$18.75 to \$23.00, for **\$10.00**

10 ONLY FLANNEL AND JERSEY COMBINATION SUITS, plain and pleated skirts, Tuxedo and Tailored Coats. Regular \$18.50 to \$20.75, for **\$12.75**

11 ONLY RAJAH SILK SUITS, embroidered and tailored styles. Regular \$20.00 to \$25.00, for **\$10.85**

6 ONLY SILK COATS in black, navy, brown and taupe shades, trimmed with fancy stitching and buttons:

1 only \$27.50, **\$9.50** for

1 only \$30.00, **\$16.50** for

1 only \$35.00, **\$17.50** for

1 only \$36.00, **\$19.75** for

1 only \$37.00, **\$22.25** for

1 only \$39.00, **\$26.00** for

The following showing in Organdy Dresses in plain and embroidered fabrics, finished with rosettes of lace and self-pleated frilling, tunic and panel effects with shades of self and flowered girdles. In white, pink, peach, orchid, blue, pale green, mauve, maize, rose, etc.:

2 DRESSES. Regular \$9.50, for **\$7.50**

2 DRESSES. Regular \$10.50, for **\$8.50**

2 DRESSES. Regular \$14.50, for **\$11.50**

2 DRESSES. Regular \$15.75, for **\$11.50**

8 DRESSES. Regular \$17.50, for **\$12.75**

1 DRESS. Regular \$18.00, for **\$13.00**

17 DRESSES. Regular \$18.00 to \$19.00, for **\$14.50**

1 DRESS. Regular \$22.00, for **\$15.50**

2 DRESSES. Regular \$22.50, for **\$16.50**

1 DRESS. Regular \$24.50, for **\$17.50**

ROSS' LIMITED

MANUFACTURERS.

196 DUNDAS STREET.

LONDON.

HARRISTON FORESTERS

KEEP DECORATION DAY

Canadian Order Members Parade To Cemetery To Honor Deceased Brothers.

HARRISTON, July 31.—Sunday afternoon was observed by Canadian Order of Foresters as decoration day, large crowd assembled at the lodge-rooms at 2:30 to parade behind the Harriston Band to the cemetery to honor their deceased brothers by depositing flowers on their graves.

The services at the graves were conducted by A. W. Lambert and W. Montgomery, while the opening and closing addresses were given by C. Harris, chief ranger. K. Darch performed the duties of chaplain.

Upon the departure of the parade from the hall, Marshal W. J. Welch halted the procession at the monument at the town hall, which bears the name of J. Bacon, who gave his life in the late war, and deposited a beautiful wreath.

It was the first ceremony held here in many years. The markers on the graves are in the form of a maple leaf painted green, with an inset of C. O. F. in white enamelled letters.

OAT CROP EARLY BUT YIELD BEST IN YEARS

Unseasonable Ripening Does Not Affect Quality in Woodstock District.

Special to London Advertiser. WOODSTOCK, July 31.—The oat crop in this district ripened two weeks earlier than usual and already the farmers have commenced the harvest and cutting will be general this week. Despite the fact that the oats ripened earlier, it has not deteriorated the yield or quantity, for the crop is easily the best in some years.

Owing to the recent wet spell there is considerable rust, especially in the late oats, but the loss will not be nearly as much as predicted a while ago. Considerable wheat threshing has already been done and the sample is very good, running from 20 to 35 bushels to the acre.

ROWAT'S COFFEE. Unless you are drinking Rowat's Coffee you do not know the real delights of this beverage at its best. Try a Pound Today—10c.

T. A. ROWAT & CO. 250 Dundas Street. Phones 3851-7652.

First Glimpse of
FALL HATS
Autumn Shades
BELTZ & CO.
PRACTICAL FURRIERS
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DIAMONDS
A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold.
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234 DUNDAS STREET.
Headquarters for Jewelry, Novelties, Phonographs and Records.

AUGUST HALF-HOLIDAY SALES BEGIN TOMORROW



We close at
1 P.M.
on
Wednesday

Not July, but August, prices for the clearing of summer stocks now. We are facing the arrival of fall stocks and price is less a factor in these sales now, as it is absolutely necessary to make room that no stock be carried over. This policy is strictly adhered to each season by this store. These Wednesday morning sales seem to be just timed for this purpose, affording a special day to bring such sales to your notice, and prices are certainly lower than on any previous occasion this season.



One Table of Summer Sport Skirts Half Price

Here is your opportunity to procure one of those smart sport models for the summer outing and fall season, attractive, pretty styles in flannel, tweed and homespun, all to be cleared Wednesday morning at just half price. Sale prices **\$3.25, \$4.25, \$5.00, \$7.50, \$10.00 and \$10.75**



Vanity Purses 95c

6 dozen Nickel-Plated Coin and Vanity Purses, with mirror and compartments, for rouge, compact powder, lipstays, and two pockets for coin. Wednesday morning **95c**

Traveling Holdalls, \$1.19

In floral and black and white checks. English make, real good quality, light and dark colors. Wednesday morning **\$1.19** At Toilet Counter.

Wallpaper Remnants, Half Price and Less.

150 bundles of Wallpaper, in quantities from 6 to 16 rolls. Many have borders to match. Others walls only, including papers for all rooms.

DINING, LIVINGROOM AND HALL TAPESTRIES in gray, tan and brown colors. Grass Cloths in brown and blue, etc. Many of these in 30-inch widths **15c to 50c** roll

KITCHEN AND PANTRY PAPERS—Block and conventional patterns, gray and tan colors **10c** roll

BEDROOMS, in Chintz, stripes and plain styles, all colors **10c to 20c** roll

BATHROOMS—Washable tiles, tan, blue and green **15c** roll

CEILING—White and cream colors, 4 to 6 roll lots **10c to 15c** roll

FLOOR AND PORCH PAINT—100 cans. Colors, yellow, drab, light gray and orange. Wednesday, Quarts, **60c**; pints **30c**

Wallpaper—Third Floor.

Sale of Sheetting, 49c Yard

The biggest special value of the season here in sheeting. A good strong cotton, firm, of nice clean even weave, well bleached, most useful for regular use, especially homes where there are children's beds to be considered. You can use it on big double beds, for it is extra wide, 78 inches **49c** yard



Cream Canton Flannel 19c Yard

A great opportunity for laying in supplies for baby. Without question a soft fleecy Canton is best for nursery purposes. This is easily washed, thickens just a little, and bleaches easily in washing. A special we have been waiting to offer you. On sale 9 a.m. **19c** yard

Some of Our Ready-made Overdraperies and Valances, Soiled From Display, Wednesday Less Than Half Price, \$1.95 to \$4.95 Set

Mostly made of Chintz and Cretonnes, a few plain curtains amongst the lot in green or mulberry. The majority of these are made to fit a full-size window, so kindly bring your measurements to avoid disappointment. On sale Wednesday morning less than half price **\$1.95 to \$4.95** set

REMNANTS—Curtain and Drapery Remnants **HALF PRICE.**

Bedroom Boxes Half Off and Less, Slightly Soiled.

1 only Bedroom Box, with arms, covered in plain blue case, cover is soiled, but can be laundered, less than half price. Sale price **\$10.00**

1 only Bedroom Box, with arms, covered in gray chintz, one-third off **\$11.50**

4 Shitwaist Boxes, slightly soiled, lined, half off **\$1.50** each

1 Sewing Stand, soiled cover, less than half off. Sale price **\$3.95**

2 Footstools, upholstered in velour and leather, half off. Sale price **\$1.75** each

1 Porch Dress, Gingham Cretonne, size 36, half off. Sale price **\$2.50**

4 Bungalow Aprons, beautiful chintz designs, half off. Sale price **\$1.75 and \$3.75**

Fourth Floor.

Wednesday Selling In Basement

Corn Brooms, extra special **39c** each

Brush Brooms, extra special **59c** each

Tungsten Lamps, 25, 40 and 60 watt, **3** for **\$1.00**

S. & I. Soap Chips, 2 pounds for **27c**

Snowflake Ammonia Powder **3** for **23c**

Lux **2** for **23c**

Clothes Line Props **25c** each

Clothes Bars **\$1.19** each

Step ladders, extra strong **\$2.19**

Clothes Baskets, extra special **69c**

Factory Cotton, 15c Yard 7 Yards For \$1.00

This is not a low-grade loose woven cotton, but a most exceptional quality, nice even thread, of good weight and color. Very free from specks, and easily bleached. A great cotton for children's underwear, pillowcases or aprons. We expect a lot of buyers early for this Wednesday special **15c** yard, **7 yards** for **\$1.00**

Sport Sweaters, \$1.89

DON'T MISS THESE.

20 dozen Ladies' and Misses' Sport Pullover Sweaters, made of lovely quality fine wool, in a wonderful variety of novelty stripes, showing a beautiful combination of all the most popular colorings. Sizes 36 to 42. Special Wednesday morning **\$1.89** See Window Display.



Morning Dresses \$1.39 Wednesday

Five dozen Morning Dresses of solid color percale. The neat pointed neck and pockets are piped with black and white. Kimono sleeve, finished at edge with pic-nic braid. Detachable belt at waist. Colors are blue, helio or pink. Special **\$1.39**

White Silk Blouses, \$1.98

These are made of Habitu Silk, with V-shaped neck. The full length set-in sleeve have stitched cuff with overlap. The collar can be worn high or low, opening down front with pearl buttons. Sizes 36 to 44. Price **\$1.98**

Wednesday Morning Sales In the Men's Shop

Sale of Men's Shirts, Reduced to \$1.89

A selected group of splendid shirts, in neat patterns and stripes. Soft French cuffs, Arrow and W. G. & R. make. Reduced for quick selling Wednesday morning **\$1.89**

Athletic Combinations, \$1.49 Half Price

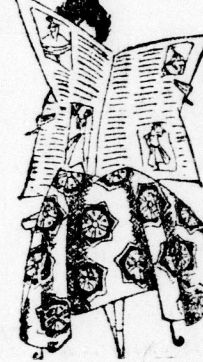
Men's Athletic Combinations, in high grade materials, fine meshes, madras, stripes, etc. Regularly twice this price, Wednesday morning **\$1.49**

"Cashmere" Socks, 15c Pair

Natural shades, good wearing socks, reinforced heel and toe, elastic ribbed top. Sale price **15c** pair

Sale of Linen Handkerchiefs, 29c

25 dozen only Linen Handkerchiefs. Half-inch hemstitched. Fine quality linen. Sale price Wednesday morning **29c**



Yours Are the Only Hands That Touch Parnell's Family Loaf

With all its ingredients automatically mixed in our huge mixers, with its carriage from mixers to ovens, and then to wrapping tables by machinery, and its wrapping in electrically-sealed wax paper, this loaf comes to your table as fresh and pure as can be.

Parnell's Wrapped Family Loaf

another of the well-known family of Parnell Breads, retains its freshness and original taste and is absolutely free from contamination of any kind.

If you like wrapped bread, just ask your grocer or our drivers for a "Family Loaf." We know you'll be satisfied.

Parnell Baking Company

PHONE 929.

HALF HOLIDAY

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

SMALLMAN & INGRAM LIMITED

STORE CLOSING AT
5:30 DAILY,
SATURDAY INCLUDED.

GODERICH BOOKSELLER DIES AFTER LONG ILLNESS

GODERICH, July 31.—George Porter, proprietor of Porter's Bookstore, died here today after a lingering illness.

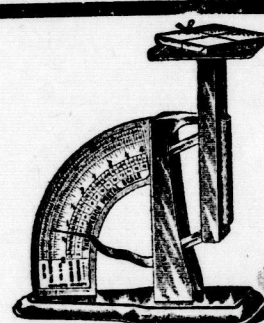
He was 58 years of age, and for many years conducted a stationery business here. He took until his illness interfered, an active interest in the municipal life of the town. Mr. Porter was a member of St. George's Church, and for years a member of the Synod of Huron. He belonged to the Masonic and Odd-fellow Orders here. One daughter and one son, both of Goderich, survive.

The funeral will be held from St. George's Church on Tuesday, and will be in charge of Maitland Lodge, No. 23, A., F. and A. M.

J. S. WALLACE BURIED

Toronto Salesman Dies As Result Of Fall From Tree On Fancy Free Island.

Special to London Advertiser. SOUTHAMPTON, July 31.—The funeral of J. S. Wallace of Toronto, who died as a result of injuries received in a fall from a tree at his summer home at Fancy Tree Island, Rideau Lake, on Monday, took place at Port Elgin Wednesday afternoon. Mr. Wallace was born in Southampton in 1868. About thirty years ago he became a member of the Surprise Soap Company, of late years occupying the position of sales manager for the firm. He was unmarried and is survived by two sisters and one brother, all living in Western Canada.



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Students take positions. Violet Hodgins with Daisy Grange Tea Co.; Elsie Orr with Silverwood's, Ltd.; Jean Hauck, Woolworths.

ried and is survived by two sisters and one brother, all living in Western Canada.



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We employ the technique of the artist, the skill of the artisan and the science of the optometrist in designing, making and fitting glasses to suit your individual needs.

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233 Dundas Street. Phone 2351
Two Doors East of Majestic. ywt

Quality Vulcanizing Only.

ART WILKES
London Tire Repair Depot,
354 WELLINGTON STREET,
Opposite McClarys. ywt

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Ladies' Wear at Reasonable Prices.
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(Near Wellington). y

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124 DUNDAS STREET.

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We have Trusses to fit all needs. Our fitters are experts. \$1.50 to \$10.00. **ANDERSON & NELLES.** 268 Dundas St. ywt

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Funeral Directors and Embalmers.
Handsome Motor Car or Hearse
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Residence on premises. Phone 459.

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Finest Motor and Horse Equipment. ywt

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