Ladies' New
FALL HATS
BELTZ & CO.
PRACTICAL FURRIERS.
ywt

"Save Your Feet"
"IT PAYS IN THE LONG RUN."
The "Arch Preserver" Shoe will help you to conserve your body capital. The perfect use of perfect feet is a great aid to successful business. We sell the "Arch Preserver" Shoe. Come in and let us explain its merits.
Cook's Shoe Store

Diamonds!
ENGAGEMENT RINGS
We are at your service, with a most wonderful selection of sparkling gems direct from the cutters. These stones are mounted in exclusive white gold and platinum settings.
Such gems can never depreciate in value, but are constantly increasing, and will be a constant source of pleasure to the wearer.
Before buying, see our wonderful values at $35, $45, $53 and $75.
YOUNG'S
TWO JEWELRY STORES.
London, Main Corner.
East London, Dundas and Elizabeth.

Break Away!
DON'T BE A KITCHEN SLAVE.
Why worry and fuss over a hot stove baking bread when you can get this wholesome, delicious
Johnston Bros. XXX Bread
At just as cheap a price as it costs to bake at home.
Sold by Progressive Grocers
JOHNSTON BROS.
PHONE 944.
C. F. B. License No. 5-263.

NEWSPAPER,
magazine, farm paper, trade paper, billboard, street car and direct advertising.
Federal Advertising Agency
T. H. YULL,
Dominion Savings Building,
LONDON, CANADA.
ywt

Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS
Two Doors East of Majestic Theatre.

HELP NEEDED FOR WESTERN HARVEST

When traveling to western harvest fields—go by Canadian Northern Railway and give loyal support to the people's line.

Purchase through tickets and ask for routing via Grand Trunk to Toronto, thence Canadian Northern.

Information of value to harvest hands is given in a leaflet entitled "Harvesters' Work and Wages," to be had from any C. N. R. agent. A. 21

ROWAT'S COFFEE
The best procurable. Pleases particular people.
55c PER POUND
250 Dundas St. Phones 3051-3052.
Canada Food Board License No. 8-3422.

ROSS'
LIMITED
CLEARING
SILK SUITS
Latest styles in Charmeuse Taffeta, Duchess, Silk Poplins, etc., in all the new fall colors.
Regular $28.00 Suits for $18.50
Regular $39.00 Suits for $25.00
Regular $47.00 Suits for $35.00
The garments are all high-class, up-to-the-minute and most reliable.
THIS WEEK
Fall Tweed and Velour Coats
IN THE NEWEST SHADES AND MIXTURES AT THE OLD PRICES, WHICH MEANS A SAVING OF MANY DOLLARS ON EVERY GARMENT.
Prices of Coats in Tweeds ..... $15.00 to $20.00
Prices of Coats in Velours ..... $33.00 to $40.00
Prices of Coats in Burilla Cloth ..... $24.00 to $26.00
Price of Coats in Tricotine $29.00
Sale of Voile
--- and ---
Silk Blouses
STILL CONTINUES THIS WEEK. CLEARING ALL BALANCE OF WASH SKIRTS. MANY DOLLARS SAVED BY HAVING YOUR FURS REMODELED NOW.
196 Dundas Street Phone 1319

LONDON ARTIST LEADS 600 FOR VICTORY POSTER

Frank Nicolet Captures First Award and Two Honorable Mentions.

RECEIVES $1,000 BOND

Federal Competition Reveals Great Array of Talent in Canada.

OTTAWA, Aug. 14.—The award of the judges in respect of the poster competition instituted by the Dominion publicity committee of the Victory Loan organization is announced as follows:

First prize, $1,000 Victory bond, Frank Nicolet, London, Ont.

Second prize, $500 Victory bond, Lorne K. Smith, Toronto.

Third prize, $250 Victory bond, Christopher Fulleylove, Ottawa.

Honorable award, $100 Victory bond, L. Ross Perigard, Montreal; J. E. Sampson, Toronto; Mary Essex, Montreal; Frank Nicolet, London, Ont.; G. W. L. Blayden, Montreal; W. H. Taylor, Montreal; Frank Nicolet, London, Ont.; Frank Downing, Toronto.

Honorable mention, without award: George Fawcett, Winnipeg; A. H. Hider, Toronto; J. S. Morrison, Toronto; Frank Downing, Toronto; Berthe Des Clayes, Montreal.

For Forthcoming Campaign.

This competition was arranged to secure designs for posters which will form a part of the intensive advertising campaign in respect of the forthcoming Victory Loan.

Those entries which have won Victory bond prizes have been accepted for the use of the committee.

The collection, which numbers upwards of six hundred suggestions, and includes contributions from all parts of Canada, evidences very considerable talent. Under the terms of the competition all designs become the property of the Dominion publicity committee and it is intended to feature an exhibit of original drawings during the campaign next October.

Mr. Nicolet Well Known.

Frank Nicolet, who has been awarded the chief prize offered Canadian artists for Victory bond posters, is well known in this city. He is of Belgian birth and spent many years in London as a commercial artist before going to New York, where he studied under a number of distinguished painters. He returned to Canada to join the Canadian forces, but his services were not accepted. During his stay in this city he drew a number of fine cartoons for The Advertiser. For several months he has been in Montreal.

According to the award of the committee, Mr. Nicolet has not only secured the grand prize, a $1,000 Victory bond, but has also won two special awards, apparently for other posters which he submitted to the committee.

W. G. Thomas of the People's Outfitting Company, a close friend of Mr. Nicolet, was notified of the award. The poster which wins the first prize is described as a poppy poster, while the other two awards are given for a Highlander poster and a poster describing a scene back of the fighting lines. Mr. Nicolet may be in London in the course of a few days.

HAY STATIONERY CO. EMPLOYEES ENJOY BIG PICNIC AT PORT

First Annual Gathering Most Successful—Good Program of Sports.

The employees of the Hay Stationery Company gathered at Port Stanley for their first annual picnic Wednesday, and if the first picnic is any indication of what those to follow are to be like, the future picnics will be exceptionally good ones.

In the opinion of the funmakers who journeyed to the lakeside yesterday, however, the future picnics will have to "go some" to beat the first one.

A unique program was in the hands of the picnickers to guide them on their way, and it was embellished with mottoes and familiar sayings of famous persons, including members of the staff.

The committee who had charge of the good time arrangements was composed of Misses Clark and Mottashed and H. Donahue and J. Hately, while the official umpire was J. B. Hay and M. G. Hay acted as official starter. and M. G. Hay acted as official starter.

In a thrilling game of baseball the factory staff team beat the store team to the tune of 11 to 5. After luncheon served on Invererle Heights, the gathering finished the evening with dancing at the casino.

Following is a list of those who bested fellow-employees in the sports:

Boys' race—1 Ed Thorngate, 2 Mel Forbes.

Men's race—1 Ben Blackwell, 2 Harold Donahue, 3 Arnold Warwick.

Ladies' race—1 V. Mottashed, 2 Mamie Mottashed, 3 Mable Modeland.

Three-legged race—1 Miss M. Mottashed and Mr. J. Hateley, 2 Miss M. Modeland and Mr. A. J. Warnick, 3 Mrs. L. Clark and Master Ed. Thorngate.

Wheelbarrow race—1 Miss L. Clark and Master Joe Gilmore, 2 Miss Mottashed and Mr. Hateley, 3 Miss Kipp and Mr. B. Blackwell.

Necktie race—1 Miss Kipp and Master Joe Gilmore, 2 Miss May Jenkins and H. Donahue, 3 Miss L. Stoneman and J. Hately.

Obstacle race—1 Ben Blackwell, 2 and 3, H. Howard and J. Hateley (tied).

HAWAIIAN PROFESSOR TO MAKE LONDON HIS HOME

Londoners, particularly the lovers of that weird, fascinating music produced from the Hawaiian guitar and ukulele, will be pleased to learn that Prof. Luther Kekoa of Honolulu, who is appearing at one of the local theatres this week, has, at the request of many prominent musical people, decided to remain in the city for a time and open a class of instruction. Prof. Kekoa, who is an expert player of the above instruments, was born in Honolulu, where he remained until three years ago, when he took up residence in New York City. During the past year on the vaudeville stage Prof. Kekoa has visited practically every large American and Canadian city, coming from Vancouver to London this week. During his stay in the city Prof. Kekoa will have his studio at the Mason & Risch warerooms, 248 Dundas street, where he will be pleased to meet any person desiring to know more about this wonderful music. B

IT'S IDEAL FOR BABY.
During these hot nights, when there is not a breath of air stirring, you should have an electric fan in the bedroom for baby.
Our stock is complete. Our prices are right.
BENSON-WILCOX ELECTRIC CO.,
254 Dundas. Phone 2671 w

TAYLOR DRUG CO.
ODD CENT SALE
EVERY ARTICLE LISTED IN THIS WONDERFUL SALE IS A MONEY-SAVING OPPORTUNITY FOR YOU. "SQUARE DEAL" TAYLOR'S GUARANTEE OF ABSOLUTE SATISFACTION IS BEHIND EVERY ARTICLE. YOU CANNOT LOSE. TAYLOR'S ENORMOUS STOCK PROTECTS YOU FROM DISAPPOINTMENT. HE IS NEVER "JUST OUT." YOU CANNOT AFFORD TO MISS THE FOLLOWING BARGAINS FOR THURSDAY, FRIDAY AND SATURDAY.
PRICES THE SAME AT ALL SIX STORES

50c Pebeco Tooth Paste 28c
35c Castoria 24c
50c Fruit-a-tives 28c
$1.25 Pinkham's Compound 98c
$1.50 Syrup Hypophosphites 79c
25c Thomas' Eclectric Oil 14c

25c Carter's Pills ..... 2 for 25c
35c Listerated Tooth Paste 24c
35c Healing Ointment 18c
1-lb. Water Glass 16c

DEVELOPING AND PRINTING
Any size roll film developed and printed for 25c. Expert work. One-day service. Films and supplies for any make of camera.

$1.00 Burdock Blood Bitters 69c
50c Syrup of Figs 38c
35c Syrup of Figs 24c
5c Chewing Gums ..... 3 for 10c
50c Lithia Tablets, 5 gr. 39c

CIGAR BARGAINS
10c Rex, Mi Linda, Baled Havanas, Arabs, Havana Perfecto or Cubanola ..... 4 for 25c
10c Japs, Gaste's 1492, Suns or Santa Claras ..... 5 for 40c
Gaste's Spark or Stock Broker ..... 5 for 25c

100 A. B. S. and C. Tablets 15c
100 Blaud's Iron Pills 19c
15c Palmolive Soap ..... 5 for 50c
35c Best White Liniment 19c

A HOUSEHOLD SAVING
10 cases Comfort Soap, large size cake ..... 7c cake

50c Canadian Hair Dye 36c
Listerine ..... 24c, 48c and 96c

YOUR HEALTH
is largely determined by the health of your stomach and liver. Taylor's Stomach and Liver Cure is a purely herbal remedy for constipation, biliousness, sick headache, torpid liver, dyspepsia, backache and gas. Stomach and Liver Cure is a laxative, but, unlike pills, it does not weaken the system; it acts as a powerful system tonic. Sold at 25c a bottle on our no-cure-no-pay guarantee. Large sizes, 50c and $1

25c Mennen's Talcum 14c
35c Wild Strawberry 22c

CANADA FOOD BOARD
Use the wheat substitutes that are available in your community.

50c Sweet Nitre Kidney Pills 28c
50c Pink Pills 32c
50c Emulsified Cocoanut Oil Shampoo 28c

BUILD UP YOUR STRENGTH WITH VINOL
The great Cod Liver and Iron Tonic. Pleasant to take. Sole agents for London.

Velnor Shampoo 50c
25c Hydrogen Peroxide ..... 2 for 25c
60c Hydrogen Peroxide 35c
25c Lilas de France Talcum, 2 for 25c

MORINA PEROXIDE VANISHING CREAM
A greaseless skin food, used by the most discriminating women for tan, sunburn, rough, red skin and all complexion faults. As it does not contain one particle of oil or grease, it cannot promote the growth of hair on the face. Regular 50. Sale price 24c

$1.00 Dr. Morin's Kidney Tonic 49c
25c Liquid Veneer 19c
50c Liquid Veneer 28c
50c Pape's Diapepsin 29c

10c Toilet Paper ..... 4 for 25c
60c Philips' Magnesia 47c
Mecca Ointment ..... 2 for 25c
50c Gin Pills ..... 35c, 3 for $1
50c Pond's Vanishing Cream 33c
50c Dr. Chase's Ointment 38c

TAYLOR DRUG CO.
6 Red Stores
London's Greatest Cut-Rate Druggists
6 Red Stores
NYAL'S Family Medicines
Main Store—399 Talbot Street, Opposite Market ..... Phone 1194
South Branch—Corner Horton and Wellington Streets ..... Phone 379
East Branch—652 Dundas Street ..... Phone 663
North Branch—Corner Richmond St. and Central Ave. ..... Phone 4151
Hamilton Road—Corner Hamilton Road and Anderson Ave. ..... Phone 405
London South Branch—Corner Wortley Road and Craig St. ..... Phone 1920
There Is a TAYLOR STORE Near You

GRANTED MATRICULATION; SCHOLARSHIP RESULTS

TORONTO, Aug. 14.—The following have been granted matriculation on the results of the scholarship examinations held in Ontario:

Ashworth, C. G.; Avery, C. L.; Bell, A. D.; Bird, Miss G. R.; Broughall, C. M.; Burwash, Miss F. M.; Carswell, Miss H. M.; Cordingly, Miss K. D.; Couch, J. H.; Coutts, J. M.; Crawford, A. R.; Crombie, K. B.; Curry, A. G.; Gavin, Miss D. G.; Gee, A. H.; Gemmell, J. G.; Gladman, Miss E. G.; Graham, Miss E. G.; Graham, Miss M. E.; Griffiths, Miss G. M.; Hamilton, F. C.; Hodgins, Miss I. L.; Hilborn, H. W.; Horwood, E. C.; Izzard, Miss E. W.; James J. F.; Johnston, H. W.; Kearney, Miss M. B.; Kella, Miss G. G.; Lewis, Miss G. V.; Lisso, W. R.; Luck, J. M.; Marks, G. R.; Middleton, Miss J.; Mills, J. H.; Munro, Miss P. E.; Macdonald, D. C.; McGonligle, Miss E. M.; McKeown, J. J. F.; Nation, J. S. D.; Newton, G. G.; Paterson, Miss J. L.; Patterson, Miss E. F.; Porter, D. H.; Reid, Miss M. E.; Ryrie, R.; Seigal, M.; Stowe, H. J.; Telford, Miss M. E.; Wilson, Miss M. A.

The following are the awards: 1—The Prince of Wales and the first Edward Blake scholarship, A. H. Gee; 2—The Gibson scholarship, Miss G. V. Lewis; 3—The second Edward Blake scholarship, Miss H. M. Carswell; 4—The third Edward Blake scholarship, Miss E. F. Patterson; 5—The fourth Edward Blake scholarship, H. W. Hilborn; 6—The fifth Edward Blake scholarship, J. H. Couch; 7—The sixth Edward Blake scholarship, J. M. Coutts; 8—The West Durham scholarship, Miss E. M. McGonigle.

The following is the order of merit: A. H. McGee, Hamilton C. I.; Miss G. V. Lewis, Harboard Street C. I., Toronto; Miss H. M. Carswell, Seaforth C. I.; E. C. Horwood, University Schools, Toronto; Miss M. E. Reid, London C. I.; F. C. Hamilton, University Schools, Toronto; Miss E. F. Patterson, Niagara Falls C. I.; H. W. Hilborn, Galt C. I.; Miss I. L. Paterson, Ingersoll C. I.; J. H. Couch, Ottawa C. I.; J. M. Coutts, Chatham C. I.; Miss M. B. Kearney, Harboard Street C. I., Toronto; H. W. Johnston, Harboard Street C. I., Toronto; J. M. Luck, Brantford C. I.; Miss E. M. McConigle, Newmarket High School.

Edward Blake scholarships in classics and moderns—1, Miss G. V. Lewis ranked first for the scholarship, which was awarded by reversion to J. S. D. Nation, University Schools, Toronto; 2, J. H. Mills, Parkdale C. I., Toronto; 3, Miss H. M. Carswell ranked first for this scholarship, which was awarded by reversion to Miss E. W. Izzard, Woodstock C. I.; 4, H. W. Johnston.

Edward Blake scholarships in classics and mathematics—1 E. C. Horwood, 2 Miss H. M. Carswell, A. H. Gee, Miss G. V. Lewis and D. H. Porter (mention).

Edward Blake scholarships in moderns and mathematics—1, A. H. Gee ranked first for this scholarship, which was awarded by reversion to Miss I. L. Paterson; 2 J. H. Couch, H. W. Hilborn, Miss H. M. Carswell and Miss M. E. Reid ranked in the order named for this scholarship, which was awarded by reversion to Miss F. M. Burwash, Arnprior, N.S.

Edward Blake scholarships in moderns and science—1, Miss G. V. Lewis and A. H. Gee ranked in the order named for this scholarship, which was awarded by reversion to Miss M. E. Reid; 2, Miss E. F. Patterson, Miss H. M. Carswell and H. W. Hilborn (mention).

Ashworth, C. G.; Avery, C. L.; Bell, A. D.; Bird, Miss G. R.; Broughall, C. M.; Burwash, Miss F. M.; Carswell, Miss H. M.; Cordingly, Miss K. D.; Couch, J. H.; Coutts, J. M.; Crawford, A. R.; Crombie, K. B.; Curry, A. G.; Gee, A. H.; Gavin, Miss D. G.; Gemmell, J. G.; Gladman, Miss E. G.; Graham, Miss E. G.; Graham, Miss M. E.; Griffiths, Miss G. M.; Hamilton, F. C.; Hodgins, Miss I. L.; Hilborn, H. W.; Horwood, E. C.; Izzard, Miss E. W.; James J. F.; Johnston, H. W.; Kearney, Miss M. B.; Kella, Miss G. G.; Lewis, Miss G. V.; Lisso, W. R.; Luck, J. M.; Marks, G. R.; Middleton, Miss J.; Mills, J. H.; Munro, Miss P. E.; Macdonald, D. C.; McGonligle, Miss E. M.; McKeown, J. J. F.; Nation, J. S. D.; Newton, G. G.; Paterson, Miss J. L.; Patterson, Miss E. F.; Porter, D. H.; Reid, Miss M. E.; Ryrie, R.; Seigal, M.; Stowe, H. J.; Telford, Miss M. E.; Wilson, Miss M. A.

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The following is the order of merit: A. H. McGee, Hamilton C. I.; Miss G. V. Lewis, Harboard Street C. I., Toronto; Miss H. M. Carswell, Seaforth C. I.; E. C. Horwood, University Schools, Toronto; Miss M. E. Reid, London C. I.; F. C. Hamilton, University Schools, Toronto; Miss E. F. Patterson, Niagara Falls C. I.; H. W. Hilborn, Galt C. I.; Miss I. L. Paterson, Ingersoll C. I.; J. H. Couch, Ottawa C. I.; J. M. Coutts, Chatham C. I.; Miss M. B. Kearney, Harboard Street C. I., Toronto; H. W. Johnston, Harboard Street C. I., Toronto; J. M. Luck, Brantford C. I.; Miss E. M. McConigle, Newmarket High School.

Edward Blake scholarships in classics and moderns—1, Miss G. V. Lewis ranked first for the scholarship, which was awarded by reversion to J. S. D. Nation, University Schools, Toronto; 2, J. H. Mills, Parkdale C. I., Toronto; 3, Miss H. M. Carswell ranked first for this scholarship, which was awarded by reversion to Miss E. W. Izzard, Woodstock C. I.; 4, H. W. Johnston.

Edward Blake scholarships in classics and mathematics—1 E. C. Horwood, 2 Miss H. M. Carswell, A. H. Gee, Miss G. V. Lewis and D. H. Porter (mention).

Edward Blake scholarships in moderns and mathematics—1, A. H. Gee ranked first for this scholarship, which was awarded by reversion to Miss I. L. Paterson; 2 J. H. Couch, H. W. Hilborn, Miss H. M. Carswell and Miss M. E. Reid ranked in the order named for this scholarship, which was awarded by reversion to Miss F. M. Burwash, Arnprior, N.S.

Edward Blake scholarships in moderns and science—1, Miss G. V. Lewis and A. H. Gee ranked in the order named for this scholarship, which was awarded by reversion to Miss M. E. Reid; 2, Miss E. F. Patterson, Miss H. M. Carswell and H. W. Hilborn (mention).

Edward Blake scholarships in mathematics and science—1, F. C. Hamilton; 2, A. R. Crawford, A. H. Gee and E. C. Horwood ranked in the order named for this scholarship, which was awarded by reversion to Miss M. B. Kearney.

Scholarships in one department, Mary Mulock scholarships in classics—1, J. S. D. Nation, Miss G. V. Lewis, J. H. Mills and Miss H. M. Carswell ranked in the order named for this scholarship, which was awarded by reversion to D. H. H. Porter, University Schools, Toronto; 2, Miss E. W. Izzard (mention).

Edward Blake scholarships in moderns—1, Miss K. D. Cordingly, Harbord Street C. I., Toronto; 2, Miss G. V. Lewis ranked first for this scholarship, which was awarded by reversion to Miss F. G. Gladman, Peterboro C. I.

Edward Blake scholarships in mathematics—1, F. C. Hamilton, E. C. Horwood and A. H. Gee ranked in the order named for this scholarship, which was awarded by reversion to J. M. Luck, Brantford C. I.; 2, Miss M. B. Kearney, A. R. Crawford, H. W. Hilborn and Miss M. E. Reid ranked in the order named for this scholarship, which was awarded by reversion to A. G. Curry, St. Andrew's College, Toronto.

Edward Blake scholarships in science—1, F. C. Hamilton ranked first for this scholarship, which was awarded by reversion to A. R. Crawford, University Schools, Toronto; 2, A. H. Gee and Miss M. E. Reid (mention).

The George R. Cockburn scholarship in Greek is awarded to J. D. S. Nation.

THOUSANDS OF MEN REQUIRED FOR HARVESTING IN WESTERN CANADA.

Thousands of men are required to help in the work of harvesting the western crop. The C. P. R. has completed arrangements to transport to the West this great army of workers.

For those going from points in Ontario to Manitoba, Saskatchewan and Alberta extra trains will be operated through to Winnipeg (the distributing point) without change.

Going trip west, $12 to Winnipeg. Returning trip east, $18 from Winnipeg.

Consult C. P. R. agents regarding transportation arrangements west of Winnipeg. Going dates:

August 20

All stations in Ontario, west of Smith's Falls, up to and including Toronto, on Lake Ontario Shore Line, and Havelock-Peterboro line, also from stations Kingston to Renfrew Junction, inclusive, and from stations Toronto to Parry Sound inclusive. From stations, Bethany Junction to Port McNicholl and Burketon-Bobcaygeon.

August 22.

From stations west and south of Toronto, up to and including Hamilton and Windsor, Ont., on Owen Sound, Walkerton, Teeswater, Wingham, Elora, Listowel, Goderich, St. Marys, Port Burwell and St. Thomas branches, and stations Toronto and north to Bolton, inclusive.

Further particulars from any C. P. R. Ticket agents. H. J. McCallum, C. P. A., London, Ont. Aug.27

YOU WANT TO DO YOUR BIT TO HELP WIN THE WAR
Then buy bread made by expert bakers, of substitutes ordered by the Government.
PARNELL'S BREADS
are made from the most nourishing substitutes it is possible to use. Our laboratory tests prove this. Every time you use a loaf of Parnell's, you save wheat and flour for our fighting boys.
TRY A LOAF TODAY.
PARNELL THE BREADMAN PHONES 929-1390.

Our RETREADING is QUALITY Work, Not the Average
London Tire Repair Depot
154 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's.
ywt

DIAMONDS
Diamond Rings from $5 to $350, including single diamond rings, three and five diamonds, and many fancy settings in newest designs.
C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

GET YOUR TIRES RETREADED. IT PAYS.
London's Rubber Man
BROCKMAN
346 DUNDAS STREET. PHONE 5124.
ywt

A Few Government Bonds FOR SALE
To Pay 6½%
Apply quickly.
London Loan and Savings Co.
London, Ont.
ywt

FARM LABORERS' EXCURSIONS.
"The Canadian Pacific is advertising $12 rate to Winnipeg for farm laborers." Information at C. P. R. ticket office, London. Aug.17

Make no mistake
SOLDIER OR CIVILIAN SHOULD
EAT
NEAL'S ALFALFA BREAD
NEAL BAKING CO. LTD.
2173 - Phones - 1313
Canada Food Board License No. 5-448

IT COSTS A LOT TO LIVE
But don't let the matter of expense keep you from having your eyes cared for. Sight is more important to you than clothing, food or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company. Specialists, 223 Dundas street. Phone 1877. ywt

WHY NOT?
BUY GUARANTEED GOODS.
Canadian Beauty Irons $5.00
Canadian Beauty Toaster $5.00
Electric Fans ..... $7.50 to $40.00
Flashlights ..... 90c to $2.50
Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.

CASSELMAN BROS.'
"Over-the-Top" Shoe Sale
Continues To Be the Talk of London and Surrounding Country
In the minds of the public we are in the vanguard in offering the greatest values during these days of strain and stress. Every shoe displayed and tagged in plain figures, and if money-saving is an object, this is the place to come for high-class footwear at prices that could not be duplicated from any stock bought now.

RACK 1.
Do you wear sizes 2, 2½, 3 or 3½. We have Pumps, Oxfords and some Boots which are moving very fast.
At, a pair 98c

RACK 2.
Has Tan Calf Boots and Oxfords, Patent Pumps and Oxfords, Kid Button Boots and Suede Button Oxfords; good sizes in lot, at $1.98
Also Black Suede and Satin Pumps, Tan Calf Pumps and Patent Boots, mostly small sizes, at $1.39

RACK 3.
Includes High-Cut Boots and Pumps, splendid styles in white, brown, grey and black. Values up to $9.00, for
$4.39 and $5.39

RACK 4.
We can give you stylish Patent Lace White Top High Cuts, Patent Button and Lace Boots, Patent and Kid Pumps and Strap Shoes, for ... $2.89

RACK 5.
Showing White Canvas High Cuts and Pumps, low, medium and Louis heels, for $2.39
Also other styles at $1.98

RACK 6.
On this rack we have Men's Boots in patent, Tan Calf and Gunmetal Button and Lace Boots, styles worth up to $8.00. Now going for
$2.89, $3.89, $4 89, $5 89

RACK 7.
Men's Tan Calf, Patent and Gunmetal Oxfords, good sizes in lot, at
$1.98, $3.39 and $3.89
Men's Solid Work Shoes $3.89
Prospectors Boots, tan and black $5.89

RACK 8.
Boys' Boots for $2.89
Girls' Boots for $2.19
Children's Boots for $1.89
Infants' Boots for $1.39
Babies' Boots for $1.19
Also White Boots and Slippers at closing-out prices.

THE SHOP OF QUALITY, VALUE AND SERVICE.
CASSELMAN BROS.
171 DUNDAS STREET.