



"The Time of Times" for Buying Furniture and Other Home Furnishings

The big Furniture Sale is here again--it begins this morning--and in spite of the difficult manufacturing and transportation conditions we are ready with a programme that should prove irresistible to those who require home-furnishings.

Special Purchases Will Constitute an Important Feature at This Sale

In addition to the substantial reductions that will be in effect on goods out of regular stock, we were fortunate in procuring many special lots of first-class merchandise at prices that will allow us to sell them to you at the usual wholesale prices or less, and still make our regular margin of profit.

manufacturers from whom we buy large quantities the year round co-operated with us to make this a big event.

The manufacturers sacrificed a portion of their usual profit; we are giving up some of our usual profit--and so by working together we are able to make this sale a mighty big event.

The Home-lovers' Club is the key that will unlock the doors of opportunity to thousands during this sale. Let it unlock the door for you, too.

The Home-lovers' Club Again Opens Its Register to Help Home Owners who wish to share in the advantages of this sale, but who do not wish to pay all cash for their purchases.

The policy of this store has always been, and now is, to buy and sell for cash. We have only one price, and that the lowest cash price to everybody.

We have found, for the past three years especially--that is, during the period of the war--an increasing thrift and conservation, which avoids debt and prefers to pay as you go.

To many perfectly responsible customers of moderate income this would involve the postponement of home furnishing or the doing of it piecemeal.

For these customers we started the Home-lovers' Club, which has now on its register about six thousand names.

Simultaneously with our August Furniture offerings we re-open the Club to old members and for a limited list of new applicants.

The Club Office is on the Fourth Floor, where the Secretary will receive your application for membership. He will explain to you the plan for extending payments and the amount it is necessary to pay in cash.

You buy at our close cash prices, or, in the case of Furniture and similar goods, at our August Sale prices. There is no extra charge of any kind. The Club is just a convenience to those who wish to avail themselves of it.

Here is the List From Which You May Choose Today for Your Dining-room

- Sets of Dining-room Chairs, in genuine oak; golden or fumed finish; mission design; pad seats upholstered in genuine leather; five small and one arm chair. Regular price \$20.50. August Sale \$16.75.

Six Extra Specials for Lucky Purchasers

Four only, Chesterfields, as illustrated. Frame of solid mahogany, hand carved; length 6 ft. 2 in.; full spring seats, covered in green denim. Regular price \$71.50. August Sale price \$38.75.

The August Sale of Furniture for the Bedroom

- Mattresses have seagrass centre, with jute felt both sides and ends; deeply tufted; full depth border; encased in good grade of art ticking; all regular sizes. Regularly \$44.00. August Sale \$32.00.

Opening the Sale of Rugs

Every day will have its own special attractions in the Rug Department. The sale begins today with the following list, every item of which is out of regular stock, with the price reduced for this sale.

The August Sale of Baby Carriages

- Baby Carriages, as illustrated. Reed bodies and hoods; natural and brown finishes; reclining backs and foot-wells; princess cloth upholstery; spring gears, brakes and rubber-tired wheels. Regularly \$19.50. August Sale price \$11.65.

Kitchen Cabinets

- Kitchen Cupboards, elm, golden finish, two small drawers for cutlery. Good cupboard space. Top fitted with shelves and enclosed with glass doors. Regular price \$17.25. August Sale \$14.15.

Save from \$1 to \$10 on Electric Fixtures, Etc.

- 50 only, New Artistically Designed Fixtures. Our regular prices \$9.50 to \$40.00. Reduced for today at \$8.50 to \$30.00.

The Drapery Department's Contributions to the August Sale

- Months of preparation has resulted in our complete readiness with many splendid special groups that are offered in this sale for less than regular prices.

HOTEL FOR... PROBS... PEACE... FAILS BRIT... Commons D... of Ramsay... Big... NINETEEN... [Aquith an... Answer P... Have... London, July 2... mbs, after emp... ing session in... a resolution mov... MacDonald, Soc... ber, defeated it... The announce... received with so... laughter. The smallness... house is an ind... trest shown by... of a useful pe... present junctur... was voiced in... by Herbert H... premier, that no... ed for from the... German reich... Mr. MacDonald... vote, found ve... George James W... Labor party, d... to do with th... The speech of... the government... dealt largely w... He said that al... were staggering... that the resour... sufficient to ma... into that unles... them, they must... when they ente... struggle had re... It was a quant... and in this mat... confidence in the... ly certain that... peace it would... tering. Blame... Philip Snowden... state disclosed... ernment, more... was standing in... settlement. He p... blood being dr... Lorraine de Fran... A little group... a peace debate i... (Concluded on... The Viaduct... Opened for... Residents of No... council and box... bury on the con... street viaduct. T... very from the w... Dr. E. A. McD... North Riverdale... declared to The W... most of the main... at once; and a H... "But I am a... missioner Harria... the job, altho he... wish to procure... may keep the p... bridge for six mo... been completed... they will have t... roundabout way... reach the north... thru the fallow... their orders in t... Controller Post... selling Ald. Risk... O'Neill to their... There is lack of... why wagons and... low freely across... Colonel Rolly Ha... Ottawa with a tr... North Riverdale... headed by the th... one, will wait on... Church as soon... Colonel's back... TAMPCO ST... Mexico City, ... change in the ... pleo oil fields, b... a settlement of... the fallow... panies are arran... FRIDAY... The clearance... English straw... made hat in th... bargain implies... cheapness in pri... hat is a thour... A list of prices... placement on... ang, World... Street.