

Gurd's Dry Ginger Ale

A delicious beverage made from pure Jamaica ginger, pure fruit extracts and refined cane sugar. Satisfying and Refreshing \$1.50 Dozen

No charge for cases or bottles.

WHEATENA

A breakfast food with the delicious nut-brown flavor of the whole wheat.

35c Package

JIREH DIETETIC FLOUR
Recommended by physicians in the treatment of diabetes.
5-pound Bag \$1.50
Literature mailed on request.

SPECIAL!

GRATED HAWAIIAN PINEAPPLE
Regular 25c tin.
ON SALE 19c

WHEATSWORTH

Whole Wheat Graham Crackers contain all the health-giving elements of the wheat.

25c Package

PREMIER SALAD DRESSING

Delights the appetite with its rare appealing flavor.

30c and 65c Bottle

T. A. Rowat & Co.
Established 1887.
GROCERS. IMPORTERS.
250 Dundas St. Phone 3051-3052.

GETTING BETTER AS IT GOES!



The Wegner Clothing Company, from an acorn beginning, has grown to be the mighty oak in the men's outfitting business.

\$25,000 Branch Store Stock Must Be Sold at Less Than Cost

HERE ARE BARGAIN TREATS FOR EVERYONE

MEN'S SUITS	MEN'S PANTS	FELT HATS
\$16.50 value \$10.95	\$4.50 value \$2.95	\$5.50 value \$3.95
\$19.50 value \$12.69	\$7.50 value \$4.95	\$4.50 value \$2.95
\$22.50 value \$14.69	\$8.50 value \$5.95	Sample Hats \$1.95

FINE SHIRTS	RAINCOATS	KNITTED TIES
\$3.25 value \$1.95	A mixed lot.	75c value
Special \$1.19	Value to \$22.50.	3 for \$1.25
2 for \$2.00	for \$9.95	

WEGNER CLOTHING CO.

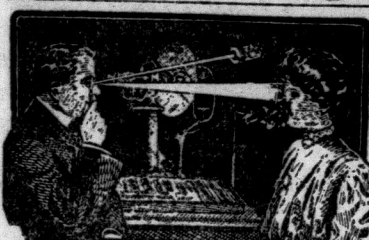
371 Talbot St. "The Heart of London." Open Evenings.
Opposite Market.



DIAMONDS

A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold.

C. H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
386 Richmond St. Phone 1084.



The Science of Examining

the human eye for glasses that will aid the optic nerve in functioning accurately. We have specialized in for 26 years.

Brown Optical Company
223 DUNDAS ST. PHONE 1877.

Also Hamilton, Montreal, Windsor
Largest Exclusive Optical House in Canada.

Sports Apparel Is Simple—But Exceedingly Smart



The simple frock, or the pleated skirt with short jacket, will rule the sports mode. So says Paris, and Paris should know. So here you will find not only these, but all the accessories that seem so trifling and count so much. Clothes, too, that will never play the game except that of fashion; but every one is fascinatingly lovely—colorfully effective.

NEW SPORT DRESSES

Dress of All-Tyme Silk, in sandalwood, trimmed with red, three-quarter sleeve, panel from girdle, girdle panel, trimmed with red, also in pelican gray trimmed with blue. Price \$25.00
Sport Dress of All-Tyme Silk, pleated skirt attached to waist, novelty crepe blouse; collar and cuffs to match skirt. Made in gold, titian and white. Price \$25.00
Very smart models in new styles; some lines only one of each.

Dress of All-Tyme Silk in sandalwood crepe, with waist of printed crepe; four panels extending from girdle; rosettes of crepe finishing panel. Price \$25.00
In All-Tyme Crepe, in plain or novelty silks; colors in orchid, crushed berry, sandalwood blue, white, mohawk. Price \$25.00 and \$27.50

Just received a new shipment of French Hand-Made Dresses in Flat Crepe and Georgettes.

Smart New Models In BLOUSES

Some of the prettiest combinations are shown in Cocoa and Navy, Gray and Navy, Cherry and Gray, besides other smart models. The Jacquette blouse leads, and features many trimmings and shades. Solid color Crepe de Chine and Canton with Paisley trimmings. Paisleys with plain color trimmings. Dainty Hand-Drawn Voile Blouses are shown, that fine voile just like georgette, Irish crochet and fillet lace finish several of the styles. Others have hemstitched edge. See them while the range is complete.

Silk Models at \$7.75 to \$20.00
Voile Models, \$5.50 to \$14.50.



White Flannelette 20c Yard

For tomorrow only we will offer you a nice soft, fine flannelette for baby gowns or diapers. The quantity is very limited. It may not last beyond noon. Shop in the morning for this value. You buy perfect goods, no short ends, 27 inches. Per yard 20c
Also soft, firm Cream Canton, easily bleached 19c yard

Afternoon Tea

Dainty luncheon served from 3 to 5:30
Roast Young Chicken Dinner Saturday, 11:30 to 2. Special 65c

SWEATERS Are In the Foreground for Summer



The new Cardigan Sweater Coat, the ideal coat for golf or tennis. Colors are very pleasing in heather, rust, camel, scarlet and black, navy and gray.

Sweaters in All-Tyme Crepe, made in slip-on or tuxedo styles. Colors in orchid, shrimp and maize. Prices \$11.75 and \$15.00

A very popular line in tuxedo style, very fine weave, belted waistline. Colors black and navy. Prices \$8.75, \$11.75, \$12.50 and \$15.00

Smart Sweater Coats for motoring or beach wear, are of pure wool. Some have fancy stripe for trimming. Colors black, navy, sand, blue, scarlet, orchid or rose. Prices \$3.75, \$5.75, \$7.75, \$10.00 and \$11.75

A nice assortment of Woolen Pullovers in all the newest and prettiest colors. Prices \$2.50, \$3.25, \$3.75, \$5.50 and \$6.00

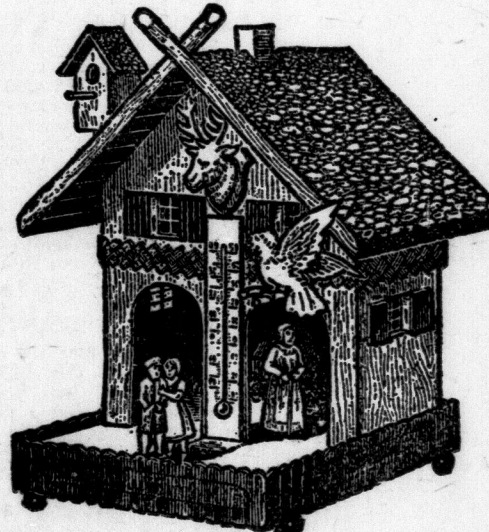
We have a very large assortment of Scarfs in very pretty colors. Prices \$2.25, \$3.00, \$3.75 and \$4.50

YOUR LAST CHANCE TO GET ONE OF THESE Weather Prophets

This Coupon will not appear again in this paper. If you haven't mailed or brought your Coupon in yet, act quickly, for our supply will not last long. Our price, while they last, only 69c

AN EXCELLENT GIFT FOR ALL OCCASIONS

When the weather is fine, the two children will be out, and when rainy weather is approaching the witch will come out 8 to 24 hours ahead of rain or snow. The hydrometer will tell advance weather reports better and more reliably than general weather reports. It also has Thermometer, Elk's Head, Bird's Nest, etc. Mail orders, 8 cents extra for packing and postage.—Main Aisle.



Distinctiveness for Well-Dressed Men IN THE IMMENSE SHOWING OF Two-Trousers Suits, Topcoats and Gabardines, \$25, \$35, \$45

OTHERS \$20 TO \$65.

Clothes that are distinct—that lend individuality to the wearer—stylish, but correct. These new models are the clothes for you, because they are for the men who are well dressed. Tailored in the best of wools and tailored correctly. These are the ideal styles for business or other wear. Foremost clothing manufacturers of Canada and England are the makers of Smallman & Ingram clothes for men and young men. Guaranteed satisfaction, or your money refunded.



MAY RECORDS. "His Master's Voice." Hear Them on a Victor—Third Floor.

SMALLMAN & INGRAM LIMITED

40c SPECIAL COURSE DINNER. For Busy Men. Restaurant.

On Sale Saturday Coats, Dresses, Suits and Skirts

Many Garments At Less Than Half-Price

Every article up to the usual high standard of quality bearing our label. The exceptionally low prices quoted are to effect a quick and complete clearance.

Coats

In Bolivia, Velour, Scotch Tweed, Broadcloth, Jersey and Polo Cloths. Colors gray, tan, brown, blue and heather mixtures. Prices regular ranging from \$19.00 to \$54.00. Clearing at

\$5.00, \$7.50, \$10.00, \$15.00, \$17.95, \$23.50

Silk Dresses

In Canton Crepe, Crepe Meteor, Glove Silk, Taffeta, Crepe Back Satin, Charmeuse, Krepe Knit, etc. Regular \$21.00, \$27.00, \$33.00, \$35.00, \$41.00, \$42.00, \$45.00, \$48.00, \$50.00, \$65.00 and \$69.00. Clearing at

\$14.95, \$15.95, \$16.95, \$17.95, \$19.75, \$24.00

Silk Summer Coats

Regular \$27.50 to \$40.00. Clearing at

\$9.95

Wool Jersey Cloth Dresses

Clearing at

\$9.95

Silk Summer Capes

Regular \$30.00 to \$50.00. Clearing at

\$17.75, \$19.75, \$21.00

Wool Serge Dresses

Regular \$15.00 and \$17.50. Clearing at

\$9.95

Dresses

Large range of Silk, Serge, Homespun and Jersey Cloth Dresses, in all the popular colors of the hour.

Suits

Lot of Summer Ratine Suits Regular \$22.50. Clearing at

\$12.95

Skirts

In Baronette Satin, Migeil Silk, Taffeta and Tricolette. Colors black, navy, taupe, gray, rose, champagne, brown and white. Regular \$8.50, \$10.00, \$14.00, \$15.00, \$17.50, \$18.00 up to \$28.50. Clearing at

\$3.00, \$4.95, \$5.95, \$7.75 and \$15.00

Homespun Dresses

Regular \$15.00. Clearing at

\$9.95

Sale Opens At 9.15 a.m.

ROSS' LIMITED

Phone 1319 MANUFACTURERS. 196 Dundas St.

Order Parnell's QUALITY CAKES For Sunday

You'll find them delicious and good, and you'll also learn that it is cheaper to buy them than to bake. In six flavors:

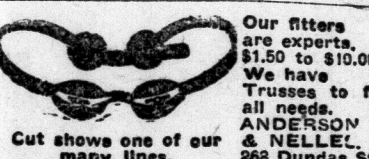
VANILLA
GOLDEN SLICE
SILVER SLICE
CHERRY
WALNUT
RAISIN

Packed in sanitary cartons.

20c Each

At your grocers, from our drivers, or by phoning us.

PARNELL Baking Co.
PHONE 929.



Our fitters are experts. \$1.50 to \$10.00. We have Trusses to fit all needs. ANDERSON & NELLEN, 485 Dundas St.



CARTERS AWNINGS
Tents for Hire
351 Gleda St. Phone 6197.
We Make Everything Made of Canvas



LONDON OPTICAL
HAVE YOUR EYES EXAMINED. A. M. CAMBRA, OPTOMETRIST. Dominion Savings Building, Richmond Street, Phone 6195.

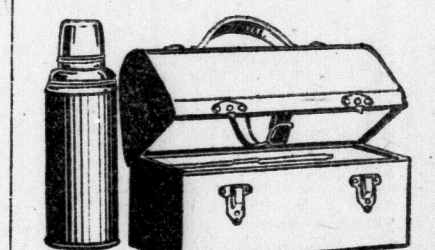
GORDON L. FERGUSON FUNERAL SERVICE. Private Funeral Apartments 250 William St. Personal attention. Lady assistant Phone 6553. Day and Night.

Saturday Selling in China

Clover Leaf Cups and Saucers 20c
Clover Leaf Dinner Plates, each 19c
Myott's White and Gold Porcelain Cups and Saucers 25c
Myott's White and Gold Porcelain Tea Plates, each 20c
Myott's White and Gold Porcelain Bread and Butter Plates, each 15c
Myott's White and Gold Porcelain Fruit Plates, each 10c
Odd White Cups, each 10c
Jelly Glasses, per dozen 60c
Plain Glass Tumblers, dozen 60c
Bridle Wreath Tumblers, Special, each 10c
Dainty design in Blue Floral decorations. Special, 37 pieces, \$24.95
Conventional Border in yellow and navy colorings. Special, 37 pieces \$24.95
Basement.

Japanese Colored Pongee Silks

Another shipment of those desirable Silks; so many practical uses for which they can be adapted: suitable for dresses, blouses, kimono, curtains, children's rompers and lingerie of all kinds. Colors now in stock, wild rose, rose, sage blue, blue bell, taupe, navy, mid navy, mauve, pink, orchid, Dutch blue, sky, golden glow, tangerine, lemon, corn, jade green, red and old gold; 33 inches wide. Price \$1.49 yard



A New Vacuum Lunch Kit, \$2.19

Made of black Japanned tin, with double clasp, and slot for name card; pint size vacuum bottle, for which new filler may be had. Price, complete \$2.19
Filters 50c
Pint Vacuum Bottles \$1.00
Main Aisle.