

July Clearance Sale

Starts Thursday

A sale that embraces all broken lines and odd sizes—Suits, Coats, Dresses, Waists, etc. High Grade Merchandise, all new. Just what you would expect to find at this store—marked at July clearance prices. A glance below will give you an idea of how exceptional are these values.



Savings on Modish Summer Blouses

You will find these Blouses "summery" in every sense of the word, but because they are broken sizes, or a trifle soiled, they are marked at July clearance prices.

Crepe Kimonos

Dainty pale shades, in plain cotton crepe, some trimmed with lace, others with satin. July clearance sale:

Regular \$2.95, for \$1.98
Regular \$3.50, for \$2.39

Suits and Wraps at July Clearance Prices

There are lots of suits and wraps in this clearance, but you probably won't find two sizes in the same style. However, you are certain to find a number of modes to your liking, for the variety includes very many smart styles, fabrics and colorings.

Wash Suits

One in linen, one white gabardine, \$16.50 and \$15.00. July clearance \$9.95

7 Only Taffeta Suits

Brown, light and mid grey, navy and black, very smart styles; sizes 16, 36, 38 and 40. Regular \$27.50 to \$42.50. July clearance \$19.75

2 Only Silk Faille Suits

Navy, \$42.00; green, \$40.00. July clearance \$27.50

A Chance In Raincoats

Twice finish, set-in and raglan sleeves, full belt, light and dark grey. July clearance \$9.75

14 Only Capes and Dolmans

Of very fine quality serge and poplins, navy blue, with black braids, some fancy lined.

Regular \$33.50, for \$24.75
Regular \$37.50, for \$27.50
Regular \$39.75, for \$29.75
Regular \$47.50, for \$36.50



WATCH OUR WINDOWS.

SALE STARTS THURSDAY MORNING.

BRICK & DUNDAS, LTD.

188 DUNDAS STREET.

WINIFRED BLACK

Writes About "The Circle."

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Winifred Black

Why do I love everything that is round?

The ring upon my finger, the bracelet that lies upon the little tray, the oval framed in an old-fashioned frame of wood—round as an O.

The bowl of glass that sets upon the shelf, the broken circle of the rainbow—half of its beauty would be gone if it were a straight line—O, the round letter, the beauty symbol of the alphabet.

Why do I love these things as I love the flash of a flame in the fireplace, the glitter of the stars in the brilliant skies, the radiant silver of the argent moon, the sound of the wind in the trees and the plash of waves upon a pebbly beach?

How deep within us lie the roots of these deep likes—a determined fancy of ours.

Square, oblong, straight and down—the straight and narrow path, the door with no mystery behind it—all very useful, these things, no doubt, but I don't care for them.

The circle is the symbol of completeness, satisfaction, the thing ended that was begun, and ended fortuitously. "I hate the people who begin things and do not end them," said a friend of mine the other day. "They make me nervous."

I hate songs that have no true beginning and no proper ending; I hate writers who start anywhere and finish when they happen to feel like it.

Things She Hates.

"I hate women who have homes and who don't stay in them."

"Men who have businesses and don't attend to them."

"Children who are wise and not innocent. Does that will not offend; cats that pretend they have a real affection for you, and are not just looking for something for themselves."

"I hate violets that have no perfume, birds that will not sing, asiads without a spice of garlic."

"People with no sense of humor, preachers who are not serious, actors who are serious."

"Musicians who want to be painters, and painters who would like to be musicians, doctors who hate the smell

of medicine, nurses who are always trying to get out of the sick room. "Of course boys who watch the clock, stenographers who wear bracelets and too many rings. "Chauvinists who get so interested in thinking about the fun it would be to sell an airplane that they run their own machine off into the ditch. "School teachers who are not fond of children, mothers who have no patience, fathers who have no kindness, cooks who don't know how to season the soup. "Waiters who put their thumbs in the soup, bellhops who can't remember your name. "Police who don't know the names of the streets, street car conductors who can't call street names so you will understand them. "Singers who won't open their mouths, speakers who will never keep their mouths shut. "Chairmen at meetings who let people mander on without regard to time, roses that try to look like lilacs. "Lies that some florist tries to make look like lilacs. "Camouflage, pretence, over-ambition, under-ambition—take that isn't done, a tenderloin that is burned, strawberries that are too ripe, raspberries that are not ripe enough. "It's What It Pretends. "Men who aren't enough in love with their wives, women who are too much in love with their husbands, dancers with heavy feet—that the things that are unfinished and unbalanced and ill-tuned. I don't like it. "And for all these reasons I think I love the circle. "It is what it pretends to be. "It starts and it gets to the place for which it starts. "There is something soothing and harmonious and mildly satisfying about everything that is really round. "When I start a new relation, some day, I'm going to make the circle the symbol of it. "I think that would be interesting—don't you?"

THREE-MINUTE JOURNEYS

Where Suspension Bridges Are Found In Primitive Places.

Many of us who first gathered our idea of a suspension bridge from pictures of the famous Brooklyn Bridge—which spans the East River between the Borough of Manhattan and the Borough of Brooklyn, New York—may believe that the suspension bridge idea was originated in this country. Our illustration of this suspension bridge over a turbulent river in India proves the contrary. "It is a far cry from this primitive bridge of three ropes to the wonderful steel cable, stone and wood bridge that spans the East River. But the fundamental principle is the same. "When a native of this section of India wishes to cross the river, he goes to the top of the bank from which the bridge is suspended and says a prayer to Allah before he ventures across. One cannot be careless or the least bit untidy in the crossing. For there is only one rope that lies between safety and death in the wild waters growing below. "To cross this bridge one must really be a tight-rope—rather a slack-rope—walker. But there's the advantage of two stout ropes to lean upon and to pull infrequent wooden stretchers, the guide ropes are conveniently placed at the height best calculated to help in walking. Should one make a misstep and

lose footing he can cling to these ropes until he is able to gain the foot rope again. "Crude as the bridge is, it's a most useful and popular aid in this section. It saves a long, circuitous route to a ford, and not only is a speedy means of crossing this river, but is a sure and dry road to the other side.

Cynthia Grey's Mail-Box

Seeing Her Home.

Dear Miss Grey, Please answer the following questions: 1. If a boy asks to take you home from church or a party, what should you say? And if one doesn't wish to go with him what should you say? Thanking you, I am, BLUE EYES. "Ans.—1. You might say, "Yes, thank you," or "Thanks, you are very kind," or "That is very good of you," or "I shall be very pleased to have you company." 2. If you do not wish to refuse too rudely, you might reply, "Please do not trouble," or "Thank you, I have other arrangements," or "Thank you, but I really prefer to go alone," or "It's not at all necessary, thank you."

SOCIAL AND PERSONAL

TELL IT TO THE SOCIETY EDITOR.

Dr. Angus of Detroit is in the city. Mr. and Mrs. T. F. Kingsmill are at Fort Stanley.

Miss Alice H. Archer of New York is visiting with relatives in this city. Rev. (Capt.) Clarence Foreman, formerly assistant at St. Paul's Cathedral, has returned from overseas.

Mr. Thomas Rowe, Mr. Nell McGill and Mr. William Abbott are in Toronto attending a meeting of the Masonic grand lodge.

Mr. and Mrs. Thomas Freeland, 221 William street, announce the marriage of their daughter, Miss Irene, to Mr. William Donald Irvine.

Mrs. Alice Henderson has been engaged by the Crossed Mich. fair committee to supply pipers and dancers for their fair, September 15 to 19.

Mr. and Mrs. Frank P. Cumstock of Providence, R. I., announce the engagement of their daughter, Miss Katharine Cumstock, to Mr. T. L. Meredith of Toronto.

Mr. and Mrs. George Devlin of Port Credit announce the engagement of their second daughter, Miss Mary, to Mr. Melville McDonald, son of Mrs. Robert McDonald, Toronto. The marriage is to take place about the middle of July.

Mr. and Mrs. F. Wainwright-Ingram of Aymer announce the engagement

of their youngest daughter, Frances Hazel, to F. C. Widmer, B.A.Sc., son of the late Rev. W. V. Ball and Mrs. Ball of London, Ont. The marriage to take place towards the end of July.

The Ladies' Auxiliary to the Brotherhood of Railroad Trainmen held their annual outing at Springbank Park on Wednesday, July 9. A good program of sports was indulged in, also a very enjoyable lunch was served. The members wish to thank all those who so kindly donated prizes.

Rev. Father Pocock officiated at a military wedding at St. Peter's Cathedral yesterday morning when Miss Mary Pearl Coles, daughter of Mrs. Frank Coles, 219 Central avenue, became the bride of Capt. William Nesbitt, of the medical department at Carling Heights, this city. The ceremony was conducted at 9 o'clock, and the happy couple left on an extended motor trip to Hamilton, Buffalo, Niagara Falls and other eastern points. Capt. and Mrs. Nesbitt will reside in Chicago. The bride looked charming in a gown of white satin, and carried a bouquet of orange blossoms. She was given in marriage by her brother, Lieut.-Col. W. G. Coles. Her sister, Miss Ada Coles, assisted, wearing a gown of pink chiffon. Mr. Arthur Nesbitt, brother of the groom, was the best man. The bridesmaids were two nieces of the bride, Shirley Wilson of London, and Dorothy Elias of Detroit. Major Archibald MacAuley and Capt. Albert Judd were the ushers.

Exercise It You'd Beautify Your Neck and Throat

By Lucretia Bori, The Famous Spanish Prima Donna.

The collarless and low-neck gowns which are so fashionable this season make all of us anxious to have a beautiful neck and throat.

Perfect contour and smooth, unblemished skin are the two requisites for a pretty neck and throat. All of us may rise to look like lilacs. There is nothing more fleeting than loveliness, and loveliness is not a thing to be bought. It is a thing to be won.

Some necks are badly modeled from the bones up. Beauty instead of being "skin deep" is frequently bone deep. But even bones that are not beautifully molded by Nature may be hidden by flesh well padded with the muscles which Nature has given us to build on. If your neck is too thin, learn to breathe deeply and to exercise. A neck on which the collarbones protrude may be the result of a faulty carriage. Stand sideways before a mirror and look at yourself. If you stoop and hunch your shoulders forward, your collarbones are apt to be prominent. Throw your shoulders back and take the correct standing position with your chest properly lifted and you will probably see the hollows in your neck disappear.

Simple Neck Aids. A neck which is sometimes more difficult to "model" properly than the overly thin one. Thinness is often

an attribute of youth, and fat a sign of age, so it is frequently easier to build up flesh than to tear it down, or youth is a great ally in our fight for beauty.

If your neck is too fat, exercise that part of your body specifically, and make it as often as you can spare the time and the money—the time for your own neatly massaged fifteen minutes of well-placed strokes with your own fingers, and the money for professional massage.

A good exercise for the development of your neck is gone through with by lying on a couch, preferably a hard one, so as your body is supported only by your feet and your shoulders. Your head if let go would fall backward.

Let your head drop backward as far as it will hang, then lift it until your chin comes as near to touching your chest as you can make it. At first you may not be able to get your chin all the way to your chest. It may seem a long, long road, with your body in this position.

Other Good Exercises. Go through with this motion from five to ten times, increasing the number as the first soreness of the muscles disappears.

Standing erect, bend your head sideways as far as possible, so that your eyes are looking backward over your shoulder. Then bring your head back to its normal position. Go through this looking backward five to ten times.

Another excellent exercise for developing the neck is to go through a series of nary chewing motion. Hold your head well up, and with your mouth empty open it as wide as you can and chew. You will feel the muscles pulling. This exercise is especially good for reducing a double chin, that great enemy of beauty.

After any of these exercises bathe your neck and throat with warm water, and apply a good massage cream.

Crystal Gazing Has Again Become a Fad

Most new fashions turn out to be old, and few enthusiasms have greater antiquity than that which seeks in the mystic gleams of a crystal to find answers to the things that come. Alexander Dumas in one of his romances has Cassefrotto show Archduchess Marie Antoinette, afterward Queen of France, a glimpse of her terrible future in a decanter which was placed in a dim semi-circular alcove. This sort of divination is said to have originated in Persia.

"Crystallomancy" is the name given to this sort of self-fulfilling prophecy. In the beginning a sheet of water, a goblet of water, or as in the Dumas tale, a decanter might be used. Later crystal globes were fashioned as a special means of inviting visions. Remarkable tales of clairvoyance accompany records of the crystal globe. Scientists like Pierre Janet have set up nights trying to get at the psychology of this superstition. Frequently it is called self-hypnosis.

A self-hypnotized person naturally has numerous experiences and gives out some curious signs, whether or not they see a future husband in the globe. Quite aside from the interest of the recurring fad of crystal gazing, it is evident it has become fashionable again from the pictorial side. To be photographed with your crystal has become the thing to do in London. So many beauties find the gleaming globe an attractive adjunct in a picture. It gives them something to look at that is more interesting than the photographer and suggests various striking variations of expression that may range all the way from amused concentration to dramatic astonishment. The globe varies in size from one not much larger than grapefruit to huge globes as large in diameter as portly watermelon. These often have a teakwood stand, or some contrivance for holding them steady on a stand or table. The professional neomancer who invites you to sit opposite her with the globe between you naturally employs an ornamental contrivance of mystical form. For photographs of this sort.

A Comfortable House Dress. 2517—Here is a model easy to develop and easy to adjust. Skirt and waist portions are made in one piece. The sleeve may be made in wrist or elbow length. (Gingham, khaki, galatea, percale, muslin and chambray are good for this design.)

The pattern is cut in seven sizes—34, 36, 38, 40, 42, 44 and 46 inches bust measure. Size 38 requires 2 1/2 yards of 36-inch material. The dress measures about 2 1/2 yards at the foot.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

Name

Town

Province

Age (if child's or misses' pattern)

Measurement: Bust..... Waist.....

Caution: Be careful to include the above illustration, and send size of pattern wanted. When the pattern is sent, measure, you need only mark 28, 24, or whatever it may be. When in waist measure, 22, 24, 26 or whatever it may be. If a skirt, give waist and length measure. When misses' or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than ten days from the date of application.

CASTORIA

For Infants and Children

In Use For Over 30 Years

Always bears the Signature of

Wm. D. Hoar

His Friend—MENNEN'S

FRESH and clean from his bath—he makes a bee line for MENNEN'S. He knows what MENNEN'S does for him. It cools his body. It prevents "chaps" and "chafing". It makes him cheerful, comfortable and contented. In the hot, sticky weather that tries his temper and makes him irritable—then he needs "MENNEN'S". But, be sure it's MENNEN'S. His skin is tender.

MENNEN'S TALCUM POWDERS

are pure and unvarying in quality. It's safe for baby skins.

Adult's skins enjoy the comfort of silky Talcum protection just as much as baby does.

Mennen's Talcums—all with the original Borated formula which has never been bettered—include variety to satisfy every need: Borated; Violet; also Flesh Tint and Cream Tint, each charmingly perfumed; and the new Talcum for Men which is neutral in tint and delightful after shaving.

The Mennen Line—

Shaving Cream	Violet Talcum	Cold Cream
Deodorant	Flesh Tint Talcum	Tar Shampooing
Talcum for Men	Cream Tint Talcum	Green Cream
Borated Talcum	Mennen's Baby Soap	Kora-Konia

217

THE MENNEN COMPANY, Factory: MONTREAL
Sales Office: HAROLD F. RITCHIE & CO., Limited, TORONTO

Graphic purposes it is desirable to consider delicately how the light falls on the globe and what the reflections may be.

Young women and girl clerks who proved so valuable during the period of war in all the civil service departments in London, England, are now being demobilized to make room for the men returning from the army, navy and air force. It is estimated that there are 20,000 of these women who must give way to the men.

IF A SAUCE

with an appetizing flavor makes a rump steak taste better than a tenderloin, it's the sauce you want. That's what

LEA & PERRINS SAUCE

THE ORIGINAL WORCESTERSHIRE

will do every time. Try it.

LOOK FOR EDDY'S NAME ON THE BOX

Whenever you buy matches, see that the name "EDDY" is on the box. It is your best guarantee of safety and satisfaction. More than sixty years of manufacturing experience is back of it.

EDDY'S MATCHES

keep the fires burning in millions of Canadian homes. There is a match for every purpose among the 30 to 40 different Eddy brands. Now that the tax on matches practically doubles their cost, it is more than ever a real economy to see that Eddy's name is on the box.

The E. B. Eddy Co. Limited
Hull, Canada
Also Makers of Industrial Pyrotechnics and Paper Specialists

—By Cliff Sterrett.

"LESS MEAT—MORE WHEAT"

that's the Summer slogan in every home where the selection of food is directed by intelligent regard for the health of the family.

Shredded Wheat Biscuit is 100 per cent. whole wheat made digestible by steam-cooking, shredding and baking.

Give yourself a Summer treat by eating Shredded Wheat Biscuit with berries, sliced bananas, or other fruits. "Lots of food for a few cents."

The package with the Handy Little Spout

The Canadian Salt Co., Ltd.
MADE IN CANADA

LIKE NIAGARA YOU CAN'T STOP IT RUNNING

REGAL Table Salt

FREE RUNNING

IS CLEAN
SANITARY
AND FREE
FROM
RUNNING

The Canadian Salt Co., Ltd.
MADE IN CANADA

186

