

## Rowat's Teas

Our Special Blends Please People Who Are Particular. 70c, 80c, 90c, \$1.00, \$1.10 and \$2.00 a pound.

**T.A. Rowat & Co.**

250 Dundas St. Phone 3051-3052



## DIAMONDS

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

Rings from \$25 to \$1,250.

**C. H. Ward & Co.**  
Diamond Merchants, Jewelers and Opticians.

308 Richmond St. Phone 1084.

## Premium Coal

**\$17.75 a Ton**

**Jenkins Fuel Co.**

495 York St. Tel. 1391.

WHEN YOU Buy a Wray's Diamond You know you have the best. 1-3 off present prices. THE STORE WITH THE STOCK.

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

Cut shows one of our many lines.

## Genuine Invisible BIFOCALS

1,900 Pairs of These Lenses **\$7.50**  
On Sale at ...

Regular price, \$12.00 and up. Far and near vision, with no line or seam. Every pair guaranteed.

**The Brown Optical Co.**

223 DUNDAS STREET. PHONE 1877.

Largest Exclusive Opticians in Canada. Branches at Hamilton, Montreal and Windsor.

## BLOUSE SALE

Special Sale of Travelers' Samples

Crepe de Chine Blouses in Overblouse and Jacquette effects in White with Paisley trimming and Paisley with flowered trimming, in Sand, Navy, Black, White, Gray and all Paisley. Worth from \$7.50 to \$12.00.

Special for Saturday **\$5.98**  
6 only Middies with Navy Collars trimmed with White braid. Sizes 40 and 42. Regular \$2.98.

To clear on Saturday at **75c**

**ROSS' LIMITED**

MANUFACTURERS. 196 Dundas St.

Phone 1319.

## Saturday Dress Sale

Clearing 50 Voile and Organdy Summer Dresses

Regular prices, \$12.50, \$15.00, \$18.50, \$19.00, \$22.00, \$25.00 and \$27.50. Clearing at from **\$4.95 to \$12.95**

This sale comprises high-class French Embroidered Voiles, in floral, checked and striped designs; also best Swiss Organdies. Colors of white, blue, mauve, maize, orchid, pink, harvest, etc.

LOT OF 6 DRESSES—Regular \$12.50. Clearing at **\$4.95**

LOT OF 4 DRESSES—Regular \$15.00. Clearing at **\$7.75**

LOT OF 21 DRESSES—Regular \$18.50 to \$22.00. Clearing at **\$9.85**

LOT OF 14 DRESSES—Regular \$19.00 to \$25.00. Clearing at **\$10.95**

LOT OF 5 DRESSES—Regular \$27.50. Clearing at **\$12.95**

**ROSS' LIMITED**

MANUFACTURERS.

Phone 1319

196 Dundas Street.

## Parnell Cake Special

For Saturday

## Cherry Cake

20c

Light, well baked and the tastiest tit-bit you could imagine. Order one from your grocer, your baker or by phoning us.

## LONDON OPTICAL

SAVE YOUR EYES EXAMINED. A. M. DAMSRA, OPTOMETRIST. Dominion Savings Building, Richmond Street. Phone 6180.

VIEW BOOKS OF LONDON, CANADA, AND PRETTY SPRINGBANK. **Red Star News Co.** 10 MARKET LANE.

**GORDON L. FERGUSON** FUNERAL SERVICE. Private Funeral Apartments. 350 William Street. Personal attendance; lady assistant. Phone 6561. Day and Night.

Kindly phone your orders or take up business matters with us today.

## CLOSED

on Saturday, July 7, 1923

for our Sixth Annual Picnic

at Port Talbot, Ontario

**HAY STATIONERY Company**

Phones 5600-5601

## WOOD

MOSTLY HARDWOOD. 12" and 16" BLOCKS.

DOMESTIC LUMP, MILLER CREEK

also CANNEL LUMP.

**Chantler Bros.** 265 BATHURST. PHONE 347.

351 GLEBE ST. PHONE 6197.

**TENTS**

We Make Everything Made of Canvas

UNKNOWN FALLS TO DEATH.

Canadian Press Despatch. Philadelphia, July 5.—An unidentified woman leaped or fell to death from the third floor of the Wana-maker store here at noon today. Crowds of shoppers on the streets witnessed the fall.

It Takes 42 Pounds of Butter To Pay a Plumber for One Day.

It takes 42 lbs. of butter or the output from 14 cows fed and milked for 24 hours to pay a plumber \$4.00 a day in New York. Again I say, the one sure place for the farmer to get one hundred cents value in from John A. Nash My Jeweler "where you will eventually buy."—Adv. zzv.

## GREAT ADVERTISERS STARTED WITH LITTLE

Firms Now Nationally Famous Had Small Beginnings.

It is not necessary to have a lot of money to start advertising. Many of the largest advertisers started on an unbelievably small scale.

The following first appropriation figures, taken from the May issue of *Printers' Ink*, shows how humbly many well-known advertisers began: Hupp Motor Corporation, \$100.65; The Proctor & Gamble Co., \$11.54; William Wrigley Company (total capital), \$32; The Charles E. Hires Company, \$700; The Borden Company, \$513.75.

Even the smallest appropriation, if it is wisely placed, will bring results. It is not the size of the beginning, but the consistency of the effort that counts. Why not apply the same principle to your business?

A small percentage of your gross annual business will pay for a good sized campaign if concentrated in the publications that give you a most complete coverage of your prospects. Invest your advertising dollars in mediums of known circulation and proven value. Even the smallest appropriation, if it is wisely placed, will bring results.

It Takes 42 Pounds of Butter To Pay a Plumber for One Day.

It takes 42 lbs. of butter or the output from 14 cows fed and milked for 24 hours to pay a plumber \$4.00 a day in New York. Again I say, the one sure place for the farmer to get one hundred cents value in from John A. Nash My Jeweler "where you will eventually buy."—Adv. zzv.

## WANTS "SANITY" SIGN ON CANADIAN BORDER

U.S. Senator Would Place Sign Marked "Nonsense" On American Portal.

Canadian Press Despatch. Montreal, July 6.—Paying tribute to the attractions Montreal holds for tourists, United States Senator John J. Walsh of Massachusetts, speaking here yesterday, declared himself strenuously opposed to prohibition.

"I do not believe in anything unnatural," he said, and he suggested it would be a great thing for Canada to establish a propaganda in the United States opposing prohibition. In reference to this question, the senator thought that it would be appropriate for Canada to have a sign marked "Sanity" at the country's entrance for tourists, and that as a contrast a sign should be placed at the American portal marked "Nonsense."

"I like to come to Montreal," Ex-Senator Walsh continued, "because it fills every human want adequately."

## Smithing COAL

Prompt delivery to all parts of the city

**Orchard's** 45 York St. Phone 394.

## For the Outdoor Days—Loveliest of the Year—



## Special

Course Dinner Saturday, with Roast Young Turkey.

**65c**

For vacation days—for glorious week-end trips—right clothes that mean so much—needed accessories for every sport are ready here in full supply. When you know just what you want—kind, style, color, shape, size and the like, you'll find it here. When you are in doubt about just what is right, when you don't just know what is worn or what the new season has produced, come here and our stock will tell you all that you wish to know—the best always—at the fairest prices.

## WHITE VOILES

New goods for hot weather and holiday needs, and all at special July prices. We are showing some very pretty weaves in the better Voiles, fine, dainty and as good as new after repeated washing. See display in Wash Goods Department.

40-inch Plain and Fancy Voiles ..... 69c 40-inch Novelty Check White Voiles ..... 59c 40-inch Novelty Check White Voiles ..... 75c

## LADIES' SUMMER UNDERWEAR

BEAUTIFULLY FINISHED, SILK OR COTTON.

White Cotton Combinations, step-in style, camisole top or shaped straps. ..... 89c and \$1.00  
White Cotton Vests, plain hem top, sleeveless or camisole top ..... 59c  
Children's Cotton Vests, low neck, sleeveless, sizes 4 to 14 ..... 30c

Silk Vests, camisole top, with self strap, colors of flesh, orchid, white and maize, special ..... \$1.98

White Knitted Cotton Drawers, loose knee, with lace edging or tight knee, close and open styles ..... 85c and 95c.

Second Floor.



## WEEK-END CANDY SPECIAL

100 Boxes Assorted Chocolates, 1/2 lb. box, while they last. 23c box  
Maple Buds, Chocolate Beans and Medallions ..... 49c lb.  
O'Henry Bars ..... 4 for 25c  
Chocolate Bars ..... 6 for 25c



## Summer Dresses, On Sale Saturday, \$11.95

Forty-eight only, Dainty, Plain Voile Dresses in all the dainty shades, hello, bisque, sky, lemon, orange, gray, tan and rose. The deep tucking on skirt and sleeve of several models is very effective. Hemstitched ruffles and panels are also a novel feature. There are several styles to choose from. Special Saturday ..... \$11.95

## Special Values In Cottons

For July are a feature of this department many clearing lots of unusual values are too small to list here. It pays to buy your Cottons in July. These are lines we bought at very special prices for this month's selling. 28-in. Fine Pure Bridal Cloth 29c yd. 36-inch Times Lencloth, no filling. 25c yard  
Extra quality Pure Circular Cotton. 40-inch, 42-inch, 44-inch, 46-inch at 55c yard  
70-inch Sheeting, strong and well-bleached ..... 29c each  
Special big values in Pillow Slips, plain hem ..... 89c and 98c pair  
Horrockses ..... \$1.10 pair

## English Hold-Alls, \$1.19

A very attractive line of Traveling Holdalls—a place for everything and everything in its own place. Pretty colors and designs, rubber lined. Special ..... \$1.19  
At Toilet Counter—Main Aisle.

## Jolly Bathing Suits

TO TEMPT THE SUMMER SEA.

Whether you buy one to enjoy the water or the sea, you choose well here. Smartness is their watchword and each achieves it in the individual way. Suits of shimmering texture that retain their lustre. Knitted Suits in every conceivable color and combination. We're well equipped to take care of you.

Special Group Saturday ..... \$4.75  
All Wool Bathing Suits smartly trimmed with contrasting colored bandings at bottom and neck. These are three-piece with bloomers and skirt attached to waist. All beach colors. Special ..... \$4.75



## Saturday Selling In Basement

Self-Wringing Mops ..... 50c  
O'Cedar Oil Mops ..... \$1.25 to \$1.75  
Wod Mops ..... \$1.00, \$1.50 and \$2.00  
Brush Brooms ..... \$1.00, \$1.25, \$1.75 and \$2.25  
Corn Brooms ..... 69c, 90c, \$1.00 and \$1.25  
Mop Sticks ..... 25c  
Carpet Beaters ..... 25c  
Clothesline Props ..... 30c

Clothed Bars ..... \$1.00 and \$1.25  
Stepladders ..... \$2.25 and \$2.50  
Ironing Boards ..... \$1.25, \$1.50, \$1.75 and \$3.75  
Sani Crepe Toilet Paper ..... 6 for 25c  
Clothes Pegs ..... 3 doz. for 10c  
Glass Wash Boards ..... 80c  
Glass Rolling Pins ..... 40c  
Black and White Shoe Polish ..... 2 for 25c  
Sunlight Soap ..... 15 for \$1.00

## Vacation Apparel For Men and Young Men

Featured In the Men's Shop Saturday

Summer two-piece suits in newer models—Golf Knickers, Flannel Trousers, Sport Coats, Lounging Beach Robes, Polo Shirts, Venticool Caps, Interwoven Socks, Hickok Belts with initialed buckles, and a host of other new things for Vacation time. See this selection of holiday togs tomorrow.

## PALM BEACH SUITS

Tailored by Rosenwall & Weil, famous Summer Clothing Makers, new feature models, conservative models for business wear, dark, medium and light shades, plain, pencil stripes, checks, etc.

All sizes ..... **\$19.95, \$25.00**

## BATHING SUITS

**\$2.98**  
All Wool Bathing Suits in new color combinations, one-piece with skirt. These are splendid values at this price, all sizes ..... \$2.98



## Youths' Bathing Suits

**\$1.98**  
All Wool Bathing Suits for Youths, one-piece with skirt, all sizes ..... \$1.98

## Gabardines, Koverdines SUMMER SUITS.

Fine imported fabrics in tan shades—fine herringbone weave ..... \$30, \$40

## Boys' Balbriggan Combinations

Plain or mesh ..... 69c suit.  
ECRU OR WHITE SHADE WELL-TAILORED BOYS' COMBINATIONS—Good fitting, all sizes 24 to 32, Sale price ..... 69c

## Balbriggan Shirts and Drawers

Ecru shade, shirts have long sleeves; drawers ankle length, all sizes ..... 59c

## Men's Athletic Combinations

**\$1.50**  
Extra quality nainsook, well tailored and good fitting, sizes 34 to 48, price ..... \$1.50



## Venticool Caps, \$1.50 and \$2.00

The new ventilated cap—cool for summer wear—in rich materials; several styles, see these tomorrow ..... \$1.50 and \$2.00

SPECIAL. ELECTRIC CURLERS, \$1.98. Basement.

**SMALLMAN & INGRAM** LIMITED

"HIS MASTER'S VOICE." JULY RECORDS. Now in. Third Floor.