

Cherry Cake
For Sunday
THEY ONE OF
PARNELL'S
rich, fruity
CHERRY CAKES
at 20c
It's much cheaper than baking.

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street - Phone 2351
m.w.t.b.f.

SALE OF FUR COATS
Beltz & Co.
PRACTICAL FURRIERS.

DIAMONDS
are always a valuable asset, as well as an adornment.
Diamonds when purchased here are the only merchandise that carry a guarantee of full exchange value.

Diamond Rings, \$10.00 to \$1,250.00
Diamond Cuff Links, \$30.00 to \$50.00
Diamond Barmans, \$20.00 to \$250.00

C. H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
386 Richmond Street. PHONE 1084.

THE MERRY CHRISTMAS GIFT

Waterman's Ideal Fountain Pen

Early Selection — Better Choice
— "At Hay's, of Course"

Hay Stationery Company
LIMITED.
331 RICHMOND STREET. PHONE 5600.

J. FERGUSON'S SONS
R. R. FERGUSON, Manager.
74-180 KING STREET.
Funeral Directors. Personal Attention.
Day or Night Service.
Phones: Office 543. Res. 2056-W.

WEGNER'S
Wholesale and retail dealers in
Overalls, Sweater Coats, Gloves, Mitts and Raincoats.
LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTERS.
Exclusive Manufacturers' Agents for the best Canadian makes of Overalls.
Wegner, the Heart of London
871 Talbot Street. Opposite Market

Store Opens 9 a. m. **GRAY'S, LIMITED** Store Closes, 6 p. m.

NOTICE — On Saturday nights, until Christmas, this store will remain open till 10 p.m. Store closed from 6 to 7.15 in the evening — salespeople supper hours.

Ladies' Trimmed Hats, \$4.95
New models, all new shapes and shades, newest trimmings. Saturday's bargain price **\$4.95**

Children's Pleated Skirts
of navy serge. Regular \$4.75, on sale on Saturday **\$2.50**

GREAT SALE OF WINTER COATS. COATS OF QUALITY \$19.50
38 of these Coats are on sale on Saturday (some displayed in our show windows). They are attracting much attention for the women who are anxious to save money. There are many of these Coats worth double the sale price. The models are new and distinctive; the cloths the new soft weave; fancy collars, some fur-trimmed, others braided, embroidered and fancy tucks, all beautifully lined. On sale on Saturday at one bargain price **\$19.50**
Third Floor.

SPECIAL SALE Children's Coats
On Saturday for **\$5.00 to \$15.00**
Third Floor.

SPECIAL SALE Children's Brush Wool Scarfs
All colors. On Saturday **\$1.00**
Third Floor.

To Shop At Mara's Is To Save Money

\$1.00 HOSE 29c

25 dozen Ladies' Black All-Wool Cashmere Hose, and Silk and Wool Hose with silk clock, all size 8½, all A. B. C. brand, first quality. Regular \$1.00 value, on sale, pair

\$3.00 MIDDY SKIRTS, \$2.19.
25 dozen Girls' Middy Skirts, made of all-wool navy blue serge, in wide and fine pleats, fitting girls from 6 to 16 years. Regular \$3.00 value, on sale **\$2.19**

\$1.50 SCARFS, 98c.
10 dozen Children's Scarfs, made of all-wool Angora wool, in white, with pink borders and fringe. Regular \$1.50 value, on sale **98c**

\$2.00 LEGGINGS, 98c.
10 dozen All-Wool Hand-Crochet Leggings, with feet, in white only, extra heavy weight, fitting children from 6 months to 2 years. Regular \$2.00 value, on sale **98c**

\$5.00 GIRLS' DRESSES, \$3.48.
10 dozen Girls' Dresses, made of all-wool navy blue serge, with round collar and pleated skirts, trimmed with silk embroidery and fitting girls from 6 to 16 years. Regular \$5.00 value, on sale **\$3.48**

\$6.00 COATS, \$3.98.
5 dozen Children's Winter Coats, made of all-wool white chinchilla cloth, lined with white flannelette and trimmed with silk braid. Regular \$6.00 value, on sale **\$3.98**

\$1.00 INFANTS' COATS, 69c
25 dozen Infants' Hand-Crochet Coats, heavy weight, in white, with pink and blue trimmings. Regular \$1.00 value, on sale **69c**

\$2.75 LINED UNDER-SKIRTS, \$1.98.
25 dozen Ladies' O. S. Black Sateen Underskirts, with heavy flannelette lining, with wide, pleated flounce. Regular \$2.75 value, on sale **\$1.98**

\$5.00 SPORT SWEATERS, \$3.48.
2 dozen Ladies' Extra Heavy Pullover Sweaters, in white only, with roll collar and cuffs, button, in all sizes. Regular \$5.00 value, on sale **\$3.48**

45c MITTS, 25c.
50 dozen Children's Heavy Weight All-Wool Mitts, with cuffs, in colors of cardinal, navy blue, gray and white. Regular 45c value, on sale **25c**

\$1.50 COMBINATIONS, \$1.19.
25 dozen Children's Winter Weight Combinations, in white only, all Health Brand, fitting children from 3 to 14 years. Regular \$1.50 value, on sale **\$1.19**

\$1.50 CHILDREN'S SLEEPERS, \$1.00.
35 dozen Children's Extra Heavy Weight Fleece Sleepers, in natural color, all Watson's make. In sizes 1 to 3, on sale **\$1.00**
In sizes 4 to 8, on sale **\$1.25**

\$2.50 COMBINATIONS, \$1.79.
35 dozen Ladies' Winter Weight Combinations, in cream color, all Health Brand, with high neck and long sleeves, ankle length, in all sizes. Regular \$2.50 value, on sale **\$1.79**

\$2.50 NATURAL WOOL, \$1.48.
25 dozen Ladies' Natural Wool Shirts and Drawers, all Mercury make, unshrinkable drawers, in both open and closed styles. Regular \$2.50 value, on sale **\$1.48**

ARMY BLANKETS.
100 All-Wool Gray Army Blankets, largest sizes, extra heavy weight, in light and dark gray. On sale **\$2.95 each**

100 pairs White Union Blankets, large size and heavy weight. Regular \$8.50 value, on sale \$5.95 pair

\$5.00 SUITS, \$3.48.
5 dozen Children's All-Wool Oliver Twist Suits, in colors of sand and navy and white, in plain colors and combinations, fitting children from 2 to 5 years. Regular \$5.00 value, on sale **\$3.48**

\$2.50 TAMS, \$1.50.
10 dozen Girls' All-Wool Astrachan Tams, in colors of gray and sand. Regular \$2.50 value, on sale **\$1.50**

\$4.00 COMFORTERS, \$2.95.
75 Bed Comforters, made of good quality fancy art sateen, filled with clean, white batting and well quilted, large, double bed size. Regular \$4.00 value, on sale **\$2.95**

\$3.75 KIMONOS, \$1.98.
10 dozen Ladies' Kimonos, made of all-wool navy blue serge, in wide and fine pleats, fitting girls from 6 to 16 years. Regular \$3.00 value, on sale **\$2.19**

\$5.00 SKIRTS, \$2.98.
5 dozen Middy Skirts made of all-wool Scotch tartans, heavy weight, fitting girls from 6 to 16 years. Regular \$5.00 value, on sale **\$2.98**

\$4.00 KIMONOS, \$1.98.
5 dozen Girls' Kimonos, made of heavyweight fancy eiderdown, satin trimmed, with girdle, fitting girls from 6 to 12 years. Regular \$4.00 value, on sale **\$1.98**

\$5.00 KIMONOS, \$2.98.
20 dozen Ladies' Kimonos, made of extra heavyweight fancy eiderdown, with large collar and satin-trimmed, with girdle, sizes 36 to 44. Regular \$5.00 value, on sale **\$2.98**

\$450 CHILDREN'S DRESSES, \$2.98.
10 dozen Children's Dresses, made of all-wool jumper flannel, in sailor style, with pleated skirts, in colors of navy blue, copenhagen, henna, sand and old rose, fitting children from 2 to 6 years. Regular \$4.50 value, on sale **\$2.98**

\$3.75 KIMONOS, \$1.98.
10 dozen Ladies' Kimonos, made of serpentine crepe, made in Empire style, with elastic waist, silk and embroidered, trimmed, in colors of rose, pale blue, copenhagen and pink, sizes 36 to 44. Regular \$3.75 value, on sale **\$1.98**

\$2.00 PULLOVERS, 98c
25 dozen Children's and Ladies' All-Wool Pullovers, with short and long sleeves, in colors of sand, navy blue, white, black, brown and rose. Regular \$2.00 value, on sale **98c**

\$2.50 BLOOMERS, \$1.59.
10 dozen Ladies' All-Wool Jersey Knit Bloomers, in cream color, in all sizes. Regular \$2.50 value, on sale **\$1.59**

50c HOSE, 29c.
50 dozen Children's All-Wool Cashmere Hose, fine rib (A. B. C. Brand), in black and white only, sizes 5 and 5½. Regular 50c value, on sale **29c**

\$2.00 HOSE, 98c.
100 dozen Ladies' Winter Weight Silk and Wool Hose, in colors of black, jasper, navy blue, sand, brown and gray, some with silk clock, sizes 8½ to 10. Regular \$2.00 value, on sale **98c**

FLANNELETTE GOWNS \$1.00
50 ONLY LADIES' WHITE SAXONY GOWNS, slipover style, kimono sleeves. On sale on Saturday at **\$1.00**
Third Floor.

GIFT APRONS, 49c
TEA APRONS, of fine white lawn, lace trimmed. On Saturday special **49c**

Visit Our Infants' Dept.
Showing many suitable gifts, popular prices.
INFANTS' AND CHILDREN'S PURE SILK STOCKINGS, pink, blue and white; sizes 4 to 6½. Regular \$1.25, sale price, a pair **85c**
INFANTS' SILK SOCKS, crochet tops, very dainty; pink, blue, white; sizes 4 to 6½. Saturday's price, a pair **75c**
Infants' Dept.—Third Floor.

BRUSH WOOL SWEATER COATS, \$5.95
All good colors and combinations; a real garment at a low price.
BOYS' KNIT SUITS (Oliver Twist style), all-wool, turn-down collar, long sleeves, in contrasting colors of epen and navy, copen and gray, buff and brown, buff and navy; sizes 2, 3, 4, 5, 6 years. Regular \$4.35, Saturday to clear, suit **\$2.98**
Third Floor.

MARVELLA COATING
ONE PIECE 58-INCH MARVELLA COATING, mole color only; \$6.50 value, on sale on Saturday, while it lasts at, a yard **\$3.98**
Second Floor.

FOR KIDDIES' COATS
TEDDY BEAR CLOTH, 50-inch widths, blue, rose, sand and white. Price, a yard **\$3.00**
POLAMA CLOTH, pure wool, soft and cosy; in navy, cardinal and white; 54-inch width. Price, a yard **\$2.00**
WHITE EIDERDOWN COATING, chinchilla finish; 54-inch width. Price, a yard **\$2.25**
WHITE ASTRACHAN, 52-inch width. A yard **\$4.00**
Second Floor.

SILK SALE
Opportune for many of your Christmas gifts. \$2.00 and \$2.50 values, on sale Saturday

36-inch Paillette Silk, plain colors, including black **\$1.49**
36-inch Novelty Messaline, rich color combinations
36-inch Plaid Silks navy and black grounds
40-inch Lingerie Crepe, white, orchid, pink, blue, navy
Saturday to clear at one special price, yard \$1.49
Silk Dept.—Second Floor.

Christmas Gifts in the Making
Dainty and inexpensive.
SALE OF COTTON FABRICS
For underwear and negligee.
36-INCH FINE CHECK MULL, colors in pink, sky, lavender and white.
40-INCH TROUSONAIN, in pink, mauve, lemon and white, with dainty patterns (butterfly and fairy)
36-INCH CHIFFONELLA, sky, pink, lemon, with pretty patterns, in contrasting colors.
32-INCH PLYSSE CREPE, checks and stripes, in a good range of shades; 75c and 85c values, on sale on Saturday at, a yard **59c**
COTTON CREPES AND CHALLIES, plain and floral patterns; pinks, blue, cream and white. Special, a yard **29c**
Wash Goods Dept.—Second Floor.

UNDERWEAR SPECIALS
LADIES' SILK TRICOLETTE VESTS, with STEP-INS to match; colors: flesh, orchid and white. Extra special at **\$1.98**
STEP-IN COMBINATIONS, of silk, satin and crepe de chine, hemstitched and lace trimmed; colors in flesh, orchid and white; \$5.00 and \$6.00 values, Saturday's big special **\$3.89**
In pretty gift boxes.
BRASSIERES, of white and pink brocade coutil; back, front or side fastenings; extra quality. Special, each **49c**
Main Floor.

Acceptable Gifts
Embroidered Towels, scalloped ends.
GUEST TOWELS, at, each **75c**
LARGE TOWELS, at, each **\$1.50**
NOVELTY BATH TOWELS, a big assortment; blues, pinks, mauve or gold. Specially priced, each, from **75c to \$2.25**
WHITE BATH TOWEL SHEETS, extra large, 48x68 and 48x72; plain, hemmed of hemstitched. Price, each **\$2.95**
BEAUTIFUL BATH MATS, blues, greens and rose. Priced at, each **\$1.95**, **\$2.25**, **\$2.50**, **\$2.95** and **\$3.95**
Staple Dept.—Main Floor.

Welcome Christmas Gifts
EMBROIDERED PILLOW-CASES, scalloped or hemstitched. At, a pair **\$1.50**
HONEYCOMB SPREADS, exceptional value, priced at, each **\$1.95**, **\$2.95**, **\$3.19**, **\$3.50**, **\$3.95**, **\$4.50**, **\$4.95**, **\$5.50**, **\$5.95**
MARSEILLES SPREADS, big range, big values, priced at, each **\$5.95**, **\$6.95**, **\$7.50**, **\$7.95**, **\$8.50**, **\$12.00**.
Main Floor.

SEE OUR LARGE STOCK OF COMFORTERS, BLANKETS, SPREADS AND AUTO RUGS
Second Floor.
COMFORTERS, cotton filled. Special prices
..... **\$3.19**, **\$3.50** and **\$3.75**
EIDERDOWN COMFORTERS, 4 only. To clear at, each **\$8.95**
EIDERDOWN COMFORTERS, rose, blue, mauve, gray. Regular \$15.00 value, snap of the season price **\$10.95**
NOVELTY ALL-WOOL COMFORTABLE BLANKETS, silk - bound ends; plain colors or plaids; pinks, blues, tans, lavender. Specially priced at, each
..... **\$6.50**, **\$6.95**, **\$7.50**
Staple Dept.—Main Floor.

ALL PURE WOOL BLANKETS—Each Blanket finished separately, all white or with pink or blue borders. Special, a pair **\$7.95**
Also at, a pair
..... **\$10.00**, **\$10.95** and **\$12.95**
NOVELTY PLAID BLANKETS, pink, blue, gray, yellow. Sale price, a pair **\$4.95**
FLANNELETTE BLANKETS, best quality, largest size, 12x14; white or gray, with pink or blue border. Special at, a pair **\$2.95**
FLANNELETTE BLANKETS, double-bed size, beautiful quality. Special, a pair **\$2.69**
AUTO RUGS, special at, each **\$3.95**, **\$5.95**, **\$7.95**, **\$9.50** and **\$12.00**

DELINEATOR
Special year subscription **\$1.20**
Main Floor.

Gray's, Limited
140 DUNDAS STREET. PHONES 115-116.

Butterick Patterns
with Deltor.
Main Floor.