A

Page

for the

Woman

Who

Sews

IF YOU RELISH COFFEE With That Rich Flavor and Fragrant Aroma, Try

ROWAT'S COFFEE, 70c Pound T. A. Rowat & Co.

250 Dundas St. x Phone 3051-3052

BROCK'S



HAVE YOUR EYES EXAMINED. A. M. DAMBRA, Optometrist. Savings Building, Richi Street, Phone 6189



Our fitters are experts, \$1.50 to \$10.00. We have Trueses to fit all needs.

Egg, Stove, Nut and Pea coal, the best obtainable. Prompt delivery to all parts of the city.

Orchard's

COAL, COKE

ANTHRACITE COAL, SCRANTON

EGG, STOVE, CHEST-NUT AND PEA Well soreened

POCAHONTAS SMOKE. LESS BITUMINOUS COAL

Lump, Egg and Chestnut sizes. DOMESTIC COKE WOOD BLOCKS

Phone 347. 263 Bathurst.

WE WANT YOUR BUSINESS And We Will Serve You Righ THE DAVIS INSURANCE AGENCY, LIMITED. 208 Royal Bank Bldg. Phone 776W.

GORDON L. FERGUSON FUNERAL SERVICE.
Private Funeral Apartmenta.
350 William Street,
rsonal attendance; lady assistant
Phone 656J. Qay or Night.

WEGNER'S

Wholesale and Retail Dealer in Over-alis, Sweaters, Coats, Gloves, Mittens and Raincoate. WORKINGMEN'S OUTFITTERS
Exclusive Manufacturers' Agent for
the Best Canadian Make:
of Overalls,
WEGNER, The Heart of London.
371 Talbot St. Phone 1849J.

OPEN EVENINGS.

DRAPERY SPECIALS

rose, blue and mulberry.

Cretonne, in heavy quality,

and many beautiful designs

and colors.* Regular 80c and

2 yards \$1.00

90c a yard. Dollar Day

Tapestry and Shadow Cloth, 50 inches wide, 99c toned Colored Silk; only one roll

Madras, colors rose and green, gold and blues and tan shades; 45 inches wide. Regular \$1.50 a yard.

Shade Silks, colors

July Celebration in This City.

The County Orange Lodge of East Middlesex held its annual meeting at determined to hold the 12th of July celebration in London. Most Worshipful Bro. Dr. J. W. Edwards, leputy grand master of the Grand Lodge of British America, ldressed the members.

Reports received from the Orange dges within the county were exceptionally good. The following officers were elected: County master, W. J. Hodgins; deputy grand master, Dr. J. Beam; chaplain, Rev. P. ess; recording secretary, W. financial secretary, J. A treasurer, Joseph Murray cturers, W. Savage, W. Wilks, Nel-on Langford and J. P. Walsh; marshal, F. Montieth; auditors, R. T Harding and Gordon Marsh.

COCA-COLA KING WINS OUT

Associated Press Despatch. Atlanta, Ga., Feb. 5.—The jury in the De Bouchel-Candler \$500,000 reach of promise suit today returned a verdict in favor of Asa Candler, the defendant. Mr. Candler has long been nown as the coca-cola king.

"Say it with Howers" PLOWER SHOP

Your Golden Opportunity

All Articles Here Advertised Are On Sale Dollar Day Only

Day,

to sell; colors green, gold

and mixed; 50 inches

wide. Regular \$2.25 a yard.

a yard

Decide To Stage Twelfth of David Mantle Removed To Victoria Hospital in

Overcome with sewer gas while working on the construction of sewer on High street yesterday afte Ulster Hall last night, at which election of officers took place. It was Hospital in A. L. Oatman's ambu

Poisoned Condition.

Although he was working wit tance away, when found he was in serious condition, as much o poison had entered his system. the hospital, first aid methods wer immediately applied.

Dr. C. A. Harris, his attending

physician, stated last night patient was out of danger, but would be confined to the hospital for

MEETING IS TODAY

IN \$500,000 PROMISE SUIT Provincial Supervision of Education To Make Survey of Local Situation.

> Dr. F. W. Merchant, provincial supervisor of education, is expected in London today. He will make a survey of the secondary schools with : view to advising the board of education concerning the matter of reater accommodation in the Lon

on collegiates.

During the day a meeting of the special committee appointed to look into the matter of converting the Technical school into a technical col-

Your Magazines at
Red Star-News Co.

10 MARKET LANE.
THEM AT REGULAR
ISHERS' PRICES
THEM AT REGULAR
THEM AT RE

CASH AND

CARRY

BARGAINS

sizes. Dollar Day prices

Cloth Hampers, 3 different

\$1.49, \$1.69 \$1.98

Liquid Veneer, Mop and

Furniture Polish, 25c bottle

Waste Paper Baskets, Dollar

Day 29c each

Large Polish Mops. Special

for Dollar Day . 59c each

New Wash Goods Patterns and Notions

Long before crocuses and marbles and rug-beaters make their annual appearance, spring sends its forerunners to our store. Already they are taking possession of our Wash Goods department. There you will find the newest Ginghams, Imported Voiles, fine Nainsook for lingerie, and materials for the popular sportswear. As spring sewing comes before spring housecleaning, these announcements are sure to be of immediate interest to you.

Introducing the New Detachable Cape



N VELVETEEN. jersey, gabardine, serge and broadcloth, this charming coatdress is equally attractive. You need only 33/8 yards of 54-inch material for size 36. First buy your pattern at our Standard-Designer Pattern counter and then visit our piecegoods counter. The Belrobe enclosed with the pattern shows you how to make the dress,

Pattern

Buy Standard-Designer Patterns with The Belrobe Method

step by step.

ANDERSON GINGHAMS AND ZEPHYRS

Here are many attractive exponents of the season's vogue for black and white, as well as the conventional checks, the new plaids and the clever two-tone designs; 32-inch width, at ... 50c per yard The Zephyrs are plain colored materials of the same quality and texture as the ginghams, rose, yellow, Delft blue, green, sky and rust; 32-inch width, 50c per yard

NORMANDY SWISS VOILES

Fine voiles, delicatedly patterned in white, with tiny steneilled dots which have a permanent finish. The importance of black and white is emphasized as well as poudre blue, sea-foam green, and the soft peach color which is just being featured at the winter resorts; 38-inch Swiss embroidered voiles in white with dainty designs, 44-inch, at \$1.25

WHITE FOR SPORTSWEAR

White forms the background of the Sportswear styles. For skirts, for children's suits, for uniforms and aprons. Tootal's English Pique in plain, fancy and honeycomb weaves, 44-inch widths. Burton's Irish Poplin, of the finest Egyptian cotton with a double mercerized finish which retains its silkiness after laundering, 36-inch width, priced at \$1.00 Indian Head is useful both for sportswear and for household embroideries such as buffet scarfs and center pieces, 36-inch, at 50c

WHITE FOR LINGERIE.

Nainsook of exceptionally fine even weave with soft finish, 36-inch width at 39c; 40-in. width at 55c; Horrockses' fine nainsook at 65c; Tarantulle, for baby dresses and sheer white lingerie 55c and

SKIRTS THAT ARE NEW AND SMART Pleated Skirts in the dark costume colors of navy, black, sand and grav; of serge or wool crepe side pleats, box pleats and combinations of side and box pleats; waist bands 26 to 34 inches. Prices ...

..... \$3.95, \$5.50 and \$7.75 Wrap-Around Skirts of camel hair in bold plaids; sand with cream or brown, sand or gray with green \$6.50

CHILDREN'S COATS AT HALF PRICE A final clearance of Children's Coats, in tweeds, blanket cloth, velour. The colors are navy, brown and sand, and the sizes are 4, 6, 8 to 14 years. Prices \$2.75 to \$8.50



Evidently the new ginghams heard my promise that they were to have a column of their very own. every time I pass through their cheerful department, they anxiously inquire if it isn't their turn now Perhaps it was their vivid contrast to the gray out-of-doors that made their little corner on the Main Floor particularly attractive today. They suggest the sunshine and spring flowers that are coming.

You will be delighted with the New designed by the house of William Anderson, and with the new low prices of only fifty cents a yard. It is interesting to note that the requirements of the English and American buyers necessitate two very distinct sets of patterns.

Plain little checks in a variety of springtime colors-the reds and yellows of flaunting tulips, violet blue, rose and leaf-green as gay as any flower garden. The plaids an two-tone checks are attracting at tention, both because of their new ness and their delightful color harmonies-yellow and brown, black and orange, Delft blue and peach, coral and seafoam green. (Such an appropriate combination!)

Your collars and cuffs may be effectively made from the Zephyrs, which repeat in solid tones the color range of the ginghams. When you see them, you will picture the porch frocks and children's dresses they will make!

Judith

ONE ROLL OF TERRY CLOTH

Blinds, 3x6. Regu-

10 yards \$1.00 of Scrim, with col-

ored borders; others with

small designs, in colors. Spe-

lar price \$1.00 each:

dark colorings of rose

and blue. Regular \$4.00,

cial value.

Dollar Day,

Reversible, double patterned, blue background one side, tan background on other side. Regular \$1.50 99c yard, for, yard

CUSHION SQUARES Assorted colors. Dollar Day, each

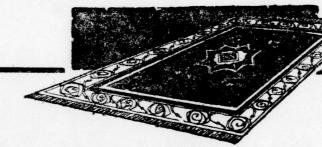
COMFORTERS Worth up to \$5.00 each. Special \$2.89 price, Dollar Day, each

BUNGALOW NETS 45 inches wide; many patterns to choose from. Regular 75c a 2 yards \$1.00 yard, special price... 2 for

FRILLED SCRIM CURTAINS

\$1.39 pair FRILLED MARQUISETTE CURTAINS

\$2.98 pair SOILED CURTAINS TO BE SOLD AT HALF PRICE



\$3.69 a pair for Mar-quisette Cur-

tains. Regular \$5.75 a pair. Made up of A1 Marquisette, trim med with heavy insertion and lace edging.

4 yards \$1.00 of Gross-

Scrim, 1 yard wide, ivory or

white. Regular 35c a yard.

Heavy Quality Kimono Silk,

in assorted colors and de-

signs, 36 inches wide. Dollar

\$1.39

Startling Values In the Rug Department

GROUP ONE. Small **Hearth Rugs** 29c each, or

4 for \$1.00

GROUP TWO. **Tapestry** Mats 27x54, FOR

\$2.95 each

GROUP THREE. Axminster Rugs \$37.50

ADJUSTABLE COAT AND 45C DAY, EACH

WHITE ENAMEL BATH \$3.95 CABINETS, WITH MIRROR IN DOOR, AT EACH

Keene Bros.

Where You Save Money

HOME SEWING ACCESSORIES

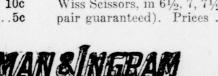
AT PATTERN COUNTER.

Standard-Designer Quarterly, Spring, 1924, 25c Standard-Designer Needlework Book 35c March Designer—Subscribers please call for their copies.

You will save time and inconvenience if your home sewing begins with a careful restocking of your work basket. The accompanying list will suggest some of your requirements. Just check the items you need, and purchase them at the Notions Counter.

Coates' 200-Yard Spools Sewing Cotton, in black and white. Price 9c each, 3 for 25c Clarke's 100-Yard Colored Sewing Cotton. Price 6c spool Belding's 40-Yard Silk Spools 9c each, 3 for 25c Corticelli Twill Tape, in 5-yard rolls, black or white, all sizes. Price 10c to 20c roll D. M. C. Tape, a very fine quality of cotton tape, in narrow widths only up to 1/4-inch width; 10 yards to pack-Abel Morrall English Sewing Needles, in assorted and solid sizes. Price 10c English 250 Steel Pin Sheet, assorted sizes. Price.....5c

REMEMBER: Special Chicken Dinner Thursday,



English Brass Pin Sheet, in assorted or solid sizes. Prices 8c and 10c package Cotton and Linen Tape Measures, 60 inches long, numbers on both sides. Price 5c each Camisole Strapping, in white, pink and sky..... 10c yard Coates' 20-Gramme Mercer Crochet Cotton, all sizes from 20 to 100. Price 18c ball Coates' Ecru and Dark Linen Crochet Cotton, all sizes, from 5 to 50. Price 10c ball De Long Dome Fasteners, in black or white....10c card Cynthia Hooks and Eyes, in black or white 8c card Wiss Scissors, in 61/2, 7, 71/2, 8 and 81/2 inch length (every pair guaranteed). Prices \$1.50 to \$2.25 pair

> SUBSCRIBERS: Here is your copy of the Designer for