Beginning

Tomorrow

3, at 9 a.m.

Asparagus Benefits by Rains.

The continuous spring rains seem to have benefitted the succulent asparagus. Word comes that the crop is the largest and of the best quality in its history.

REDROSE

COFFEE particular people-

Pure! No chicory or any adulterant in this choice coffee

long ago, when speaking of her Moffats

range is almost too good to be true.

has been used three times a day, every day, during that time. And we've

never had a moment's trouble with it.

Our Moffat is always ready for work. Without question it is the greatest and

most dependable convenience in the

when we assured her that Moffats Electric Ranges are giving equal satis-

The Speediest Heating Glectric Range ~

Watch a Moffat element after you

have turned the switch. You can see

it heating, and how it is working.

There is no "waiting around" for a

dinner in a Moffat oven with the switch turned on at "low" and go off to

Church, for instance, without a mo-

ment's worry. On your return the Moffat has the meal all ready. You

can trust Moffats Ranges to do such

omies of time, current and work are endless.

See your electrical dealer, or write for full details to Moffats Limited, Weston, Ontario.

You need such a range. Every home does!

The econ-

You can put your whole Sunday

Moffat; no lost time or delays.

things; that's the secret!

The satisfaction is immeasurable.

faction in 50,000 other homes.

That lady wasn't a bit surprised

Why we've had it over two years; it

Electric Range.

whole house.

"You know, that

WOMEN and THE HOME

British Soldiers Emulate Noted Greek.

IADIES WEAR C. Thursday, July

Six British soldiers have performed the feat of swimming the Dardanelles, thus accomplishing the performance of the Greek Leander, whose devotion to Hero has been for ages the subject of song and story.

OUR ANNUAL

MIDSUMMER

CLEARANCE

SALE

Cocoanut Oil Fine For Washing Hair

If you want to keep your hair in cood condition, be careful what you wash it with.

Do not use prepared shampoos or anything else that contains too much free alkali. This dries the scalp, makes the hair brittle, and is very harmful. Mulsified cocoanut oil harmful. Mulsified cocoanut oil shampoo (which is pure and entirely greaseless), is much better than any-thing else you can use for shampooing, as this cannot possibly in-

pooing, as this cannot possibly injure the hair.

Simply moisten your hair with water and rub it in. Two or three teaspoonfuls of Mulsified will make an abundance of rich, creamy lather, and cleanse the hair and scalp thoroughly. The lather rinses out easily and removes every particle of dust, dirt, dandruff and excess oil. The hair dries quickly and evenly, and it leaves it fine and silky, bright, dirt, dandruff and excess oil. The hair dries quickly and evenly, and it leaves it fine and silky, bright, fluffy, wavy, and easy to manage.

You can get Mulsified cocoanut oil shampoo at any drug store. It is inexpensive, and a few ounces will last everyone in the family for months.

sponsible for his imprison.

LE MORPION and CUREL, cohorts of Monsieur the Devil.

FELICE BONNARD, another accomplice of Lebrun and maid to BERANGERE DES GAUCHONS, the beautiful daughter of JEAN DES GAUCHONS, the target of Lebrun's vengeance, whose South

JACONCON

THE ISLAND OF DEATH

A Weird Tragedy of a Man Who Called Himself "Monsieur the Devil."

By H. BEDFORD JONES.

INSTALLMENT IX.

THE LEADING CHARACTERS. J. HUDSON SMITH, an American

shampoo at any group shampoo a

the American's past that would tend to incite M, the Devil's wrath, too. Smith accuses Lebrun of bearing a false name. When Berangere arrives, she is told that her father and the others have been victims of the others have been victims of the others. the others have been victims of sile sand to promaine poisoning. Curel, observ-care!"

"If you have finished your warn-different problems of the second to t

the proposal of Curel, he was both amazed and suspicious. Suspicion, however, was scarcely justified—he realized this quickly enough. Here was a man who still retained something of the gentleman; coming in contact with Lebrun and what Lebrun had done he instinctively revolted. Curel, or De Curel, must have been in ignorance of all that was intended. Certainly, he had been terribly upset upon getting here. News of the supposed ptomaine poisoning must have been broken to Berangere rather ungently; at all events, the shock had been no less severe to Curel than to the girl. at all events, the shock had been no less severe to Curel than to the girl. The amazement of Smith was more justified than was his first impulse to suspicion. This offer of alliance was the last thing he expected. There was some reason for thinking that Curel would be neutral—but an active aid! This was different. It was distinctly encouraging. And yet—

"That, I believe," responded Smith really



In all his life only once was White Fang knocked off his feet!

A cave by a spruce forest on the edge of icy deso-

A velvet lawn about a country home, with pudgy puppies playing in the sun-

Between those two lies one of the greatest dog stories ever penned.

WHITE FANG

-the story of the wolf that became a dog-will appear exclusively in The Advertiser.

It will start Monday, July 7, and an installment will be published every day.

White Fang helped to make Jack London famous. It is a corking dog story. And it is the kind of writing that gave the world at large an insight into an icebound land of daring and adventure, where every moment brought its thrill.

It's the kind of a story you can't let go once you've started!

And you can start it in The Advertiser on July 7.

On the part of Feine, this feeling was tinctured with lofty contempt.
"You are not the man for the job," was her cool response. "But since it is settled—take warning! The girl

is no fool."
"Ah!" The American's brows were the Devil."

The American's brows were elevated. "Yet she engaged you?" "Take care, you!" she retorted, a slow flush mantling her cheek. "A word from me, and the master will put you out—pouf!—like a candle." Smith regarded her with a cold smile. Already he perceived how one of his difficulties might be removed. He could scarcely kill a woman, and this was a woman who

in bed while Lebrun engages Des Gauchons in conversation near a swimming pool. Lebrun brutally murders Des Gauchons. 2nd Woman and this was a woman who would require killing—nothing less. A woman? No; a snake. Yet she was no more than a sharer in the crimes of the country of Gauchons in conversation near a swimming pool. Lebrun brutally murders Des Gauchons, and Le Morpion is given instructions to deal likewise with the gardener. Smith is aghast at the news, while Lebrun intimates that he knows something of the American's past that would tend

palled by Lebrun's depraved imagination. counter-plots with Smith to overcome Lebrun, Le Morpion and Selice Department of the control of the She darted him one glance that was barbed with venom, then swept

CHAPTER XVII.

Enmity.

During the remainder of the evening. Smith was left to his own devices, not a little to his relief. He found it exceedingly hard to digest the proposal of Curel, he was both amazed and suspicious.

Suspicion, however, was secondar.

season are included in this clearance, canton crepes, satins. roshanaras and other novelity silks in all the gorgeous colors so popular this season, and in

Dresses formerly sold at \$25.00 reduced to \$14.75 Dresses formerly sold at \$35.00 Dresses formerly sold at \$45.00 reduced to \$29.75

tive aid! This was different. It was distinctly encouraging. And yet—
What about this girl, Berangere? "I'll have to go slow until I can see her." thought Smith. "If she's some little fool, some hysterical feminine doll. I'd better put her in the motor boat and beat it. If not—well, let the future manage itself! Curel was right about my chances of surviving, however: I'd better lose no time, or Le Morpion won't be easy to handle."
So thinking, he fell asleep.
In the morning his breakfast was brought by Felice Bonnard. It was not his first sight of this extraordinary person; her he had met briefly, in Saigon. When she had arranged the tray, she stepped back and surveyed him in silence. Her air was saturnine, unsmilling.

"You have changed," she an-

weyed him in silence. Her air was saturnine, unsmiling.

"You have changed," she announced critically. "And for the better. I understand that you have undertaken to tame my mistress."

In the last word was a covert sneer—a flash of the eye, a twist of the lin.

calmly, "is the arrangement. Do you object?"

"Can't help it," said the American. "Can't help it," said the American. "Mutual antagonism, I suppose, How's

She shrugged. Already, without word or reason, there had risen between them a wall of intense dislike. "Excellent. Le Morpion procured transfer and his wound is in-The other nodded composition of the control of the short of help, you understand, and since you can walk—"

CHAPTER XVIII. Identified.

'By all means," assented Smith. ou are a good surgeon!"

Lebrun bowed, laughed and de-At the dinner table that night, Smith for the first time met Be-rangere des Gachons. The house-

hold arrangements were, in the na-ture of things, informal. Le Morpion who possessed some culinary skill, was aiding Felice as cook; Curel buttled, with his tongue in his cheek. At the table in the dining-room, which was lighted by two huge candelabra, were only Lebrun, Smith

and the girl.

Berangere appeared clad in black, crowned by her radiant hair; her blue eyes were dimmed by sorrow, her face pale. She was silent and unsmilling, yet by the quiet manner in which she assumed her position of hostess, Smith was entirely convinced that his game was to be played out here on the spot-there was to be no

running away!
The introduction had been performed mechanically: the talk was all in French. But, when at the table, Smith made a passing remark to Lebrun in English. Instantly he found the blue eyes of the girl widening upon him, a new light stirring in

depths. She leaned forward.
"Pardon, monsieur—is not your name Smith? Your are an Ameri-

the girl said no more; she re-lapsed into her silence, and be-trayed slight interest in the conver-sation. Perhaps Lebrun, who missed nothing, perceived that from time to time her gaze dwelt upon Smith in frowning curiosity. The meal over, Berangere bade the themseves at home, and excused her-

Lebrun and Smith settled down to

Coats—

Handsome coats, suitable for immediate, as well as fall wear, all are full lined and made of choicest materials and range in a large variety of styles. POIRET TWILL COATS-Former values \$27.50, reduced t

Tricotine and poiret twill coats former values to \$39.50, reduced Eleborate coats, former value to \$55.00, reduced to \$29.75 3 only model coats, former values to \$98.00, reduced to hal ... \$49.00

earing Beautiful Plaid and STRIPED COATS ormer values to \$27.50

Suits-

— The Year's Most Important Event —

This is the last sale of the season, with final reductions to force immediate clearance of all summer stocks, to make room for new autumn merchandise which is soon due to arrive.

Beginning

Tomorrow

Thursday, July

3. at 9 a.m.

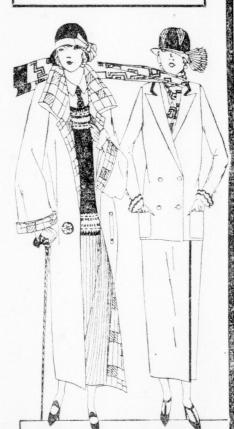
Clearing our entire stock of suits without reservation, all suits are made of choicest quality materials, all are lined with finest guaranteed silk lining and are reduced as follows:

Regular \$25.00 suits reduced to Regular \$35.00 suits reduced

.....\$24.75 Regular \$50.00 suits reduced to

Also our long tailored suits which, owing to the cool weather, we kept our stocks up and you will now find a complete values to \$47.50. All on sale to

Clearing our entire stocks of Suits, Coats, Dresses. Waists. Sweaters, Skirts. Millinery and Furs.



Clearing 34 Dresses At Less Than ½ Price

Dresses made of choice quality taffettas, georgettes, canton crepes, tricotine and poiret Dresses made of choice quality tailettas, georgettes, twills, mostly navy and black, but a few inhigh shade. Regular values to \$25 \$9.95 on sale, your choice,....

ONE LOT OF GEORGETTE WAISTS Slightly soiled, regular values to \$6.00, on sale

Dresses—

Bright colored beaded gowns in

Dark Voile Dresses

terns. Regular \$8.00 values

\$35.00

regular values to \$59.00,

\$1,95 SLEEVELESS WOOL SWEATERS All shades and sizes including white, on sale

BROADCLOTH BLOUSES In white sand and gray, regular \$4.50, clearing

WHITE GABARDINE SKIRTS In plain tailored style with fancy pockets, pear button, regular \$4.50, on sale

Artistic Ladies Wear Co. 158 DUNDAS STREET

door, and Curel had lighted the lamp. Then, blowing out the match, he looked at the American and smiled in his melancholy way. "You can't possibly mean," he said questioningly, "that you'll strike to-

Smith nodded. "It'll have to be now or never, Curel. Late tomorrow afternoon, perhaps. I'll have a talk with Berangere." He broke into a quick laugh. "What's so terrible about it, after all. The odds are absolutely ven. A woman against a woman.
wounded man against a wounded
an. You against Lebrun. Bah!"
Curel lingered his beard. His dark

morning sunlight in his room, he felt himself again—only the twinge of pain as he left the bed brought him to realization that he was good for little. Still, the weakness had gone. He dressed with cheerful confidence in himself, and went down to breakfast. When Berangere appeared he saw that she, too, seemed more like saw that she, too, seemed more like the girl she must have been. He legant, and there was a chance that one of these youngsters will be short and small. A yowl of pained surprise and disappointment startled the disappointment startled the green Forest.

A yowl of pained surprise and disappointment startled the Green Forest.

They didn't look very dangerous. Still Yowler hesitated. But there was no disappointment startled the Green Forest.

This very thing happened. One of those youngsters stopped to examine something that was new to him. Mrs. Something that was new to him. Mrs. Porky was not so far away that he could afford to waste any time. Yowler reached out those youngsters stopped to examine something that was new to him. Mrs. Porky didn't notice that one of these youngsters and disappointment startled the green Forest.

They didn't look very dangerous. Still Yowler hesitated. But there was no disappointment startled the green Forest.

They didn't look very dangerous. They didn't not youngsters stopped to examine something that was new to him. Mrs. Porky didn't not be that one of these youngsters and disappointment startled the green Forest.

They didn't look very dangerous. Still Yowler hesitated. But there was no disappointment startled the green Forest.

They didn't look very dangerous. They didn't not youngsters and there was no thing they didn't not youngsters and disappointment startled the green Forest.

They didn't look very dangerous they didn't not youngsters and disappointment startled the green Forest.

Short memories and small.

Yowler Receives a Surprise When He Strikes Little Porky

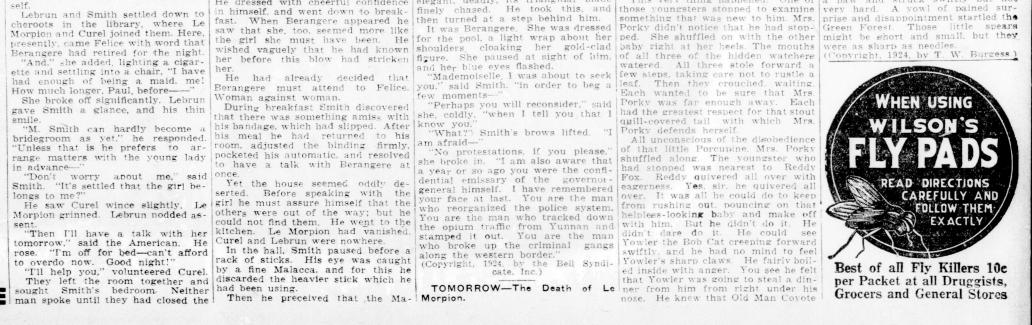
By THORNTON W. BURGESS. Mrs. Prickly Porky shuffled of danger she didn't show it. No. sir she didn't show it. She didn't look this way or that way, but kept her dull little eyes fixed straight ahead. Her two children kept close to her.

It was disappointing and very provoking to Reddy Fox, to Old Man Coyote and Yowler the Bob Cat, who were hungrily watching. As long as Curel fingered insures of the combined of the combined of the combined of the current of the cur With this rather cryptic utterance, knew that babies just starting out in the Great World sometimes have When Smith wakened to the early short memories, and there was a short memories, and there was a chance that one of these youngsters might drop behind to look at something that he was good for



didn't help any.

Now it is Yowler's habit to pounce on those he catches. But he didn't do it this time. Perhaps it was because he knew that this slow moving young-ster could not possibly get away from him. Perhaps it was because he wasn't vet quite certain that this helpless looking baby was as harmless as he appeared to be. Anyway, Yowler ounded out in front of him within a paw's reach and crouched there.
Instantly an astonishing thing happened. That innocent looking baby pened. That innocent looking baby thrust his nose under an old log he happened to be beside, and instantly a thousand little spears appeared the spears and he befrom the hair of his coat, and he be-gan to thrash his funny little tail from side to side. He did exactly what Prickly Porky or Mrs. Porkey would have done in his place. At the sight of those little spears Voyler's eyes grey rounder with sur-Yowler's eyes grew rounder with sur-prise and unbelief. Of course those little spears were short and small.



CONCENTRATION OF CONCEN Electric Ranges.

THE HYDRO SHOP

FOR SALE BY