

PRE-INVENTORY
SALE

SILK SUITS

From the best makers in styles that are beyond all doubt new. Come in and see them.

One Copen Poplin Suit, size 36, regular \$27.50. Half price \$13.75

Black and Grey Taffeta Suits, rippled back, with pointed sides, trimmed with black silk braid, size 38 in each color, regular \$37.50. Half price \$18.75

Green Silk Faille, pleated style, narrow belt with buckle, regular \$50.00. Half price \$25.00

Brown Taffeta, soft belted effect, with buckles, embroidered collar, skirt has panels, size 38, regular \$42.50. Half price \$21.25

Black Moire Suit, embroidered collar of white satin, size 42, fancy skirt, regular \$47.50. Half price \$23.75

Navy Taffeta, size 42, a perfect beauty, regular \$60.00. Half price \$30.00

Brick & Dundas, Ltd.

188 DUNDAS STREET.

JIMMY COON STORIES

By Dr. Warren G. Partridge.
Copyright 1917 by George Matthew Adams.

JIMMY COON BEATS THE EAGLE IN A RACE.

That was a wonderful race, when Jimmy Coon beat the American Eagle. It seems very remarkable, but it is true. You ask me if this wonderful race was in the air? Oh, my, no! I don't claim that Jimmy Coon has wings and can fly like a big bird. But Jimmy Coon beat the great American Eagle in a race, just the same, and Mr. Eagle would tell you that it is true.

You see, it was like this. The big Eagle was "as mad as a hatter," when



Jimmy beat the American Eagle in the race, but the Eagle got seven hairs—three black hairs and four grey hairs—out of the end of Jimmy's ringed tail.

Cuticura Soap
IS IDEAL
For the Hands
Soap No. 1, Ointment No. 2 & No. 3, Talcum No. 4. Sample each mailed free by "Cuticura," Dept. 5, Boston.

Tomorrow—Jimmy Coon Plans to Fool the Farmers.



Lift Corns Off! Doesn't Hurt!

Don't let corns ache twice! Lift any corn or callus off with fingers—Here's magic!

For a few cents you can get a small bottle of the magic frezone discovered by a Cincinnati chemist. Just ask at any drug store for a small bottle of frezone. Apply a few drops upon a tender, aching corn and instantly that old bothersome corn stops hurting, then shortly you can lift it out, root and all, with the fingers.

Just think! Not one bit of pain before applying frezone or afterwards. It doesn't even irritate the surrounding skin. Hard corns, soft corns, or corns between the toes, also hardened calluses on bottom of feet shrivel up and fall off without hurting a particle. Ladies! Keep frezone handy on your dresser. Wonderful!

PAGE OF INTEREST TO WOMEN

WHICH WOMAN WINS?

The Sentimental, Superficial Creature, or the One Who Charts Her Influence in Life on Sincerity, Sympathy and Common Sense—With Emphasis on the Latter.

Washington Irving has said somewhere that woman sends forth her sympathies on adventure. She embarks her whole soul in the traffic of affection, and if shipwrecked her case is hopeless. Of course, we need sympathy and affection, and they are the brightest and most sought for flowers in the garden of a woman's heart—"If the heart of a man is depressed with cares, the mist is dispelled when a woman appears." But are not sympathy and affection too often misplaced in every day life? Couldn't we get along better with a little less sentiment and a little more common-sense?

Sentiment, sympathy, affection, love—they vary only in intensity. They are all different strings of the same instrument and sound delicately, exquisitely, or loud and harsh, not so much by virtue of their own vibrancy, but according to the hand that plays upon the instrument.

Let us stop to consider the qualities most needed by a woman in order to live up to the best instincts within her, to have the most pleasing influence upon those around her, and to leave impressions the most profound and productive of the most good.

When a girl of sixteen I remember we were asked one day by a teacher who believed in developing girls' hearts as well as their minds, what three qualities we would like best to possess, or for what three particular traits we would wish to be admired. One girl gave such a strikingly comprehensive answer that it has never been forgotten. Her choice was sincerity, sympathy and common sense, and it seems to me that she struck at the root of all good for a woman's soul, heart and mind.

Sincerity—the quality of being at all times and in all places what you really are, the reality of one's self shining from every look and word and action. Sincerity is an opening of the heart, not in a rush of sentiment, but in a steady stream of loyal thoughts, candid avowals and upright positive deeds. There is a certain negative attitude towards life that is sometimes mistaken for sincerity. Let us say it is something too real, too vital to be passive. It is in constant demand if the thing that it is within is to have expression, and if we are to count for anything worth while in business or in the home. Why let your friend speak through you? Why accept a certain standard, or adopt a particular attitude, because another does? When a matter presents itself for consideration, look at it from all sides, form your judgment and abide by that opinion as long as you really believe you are right.

A poor creature is always far better than a good imitation. Sooner or later the veneer wears off, and we see the miserable stuff underneath. Or perhaps the very perfection of the imitation causes us to look for the hall mark and it is missing. It is always well to build upon what you have, to improve your own good points, rather than to shift and change according as the whim moves you, or the occasion demands. To be sincere is to travel in a beaten road, which will bring you sooner to your journey's end than the by-ways in which you may lose yourself. There is only one highway to sincerity, and that is along the road of Truth. Think the truth, speak the truth, and act the truth, that "your heart may be as far from fraud as heaven from earth."

Then we come to sympathy, the gentle transfusion of mind into mind, the quality that ever felt but never understood, "the touch of nature that makes the whole world kin." It is in every human heart to smile upon those who smile, and weep with those who weep, not warped by conventions, nor choked by selfishness. Sympathy is like tact, in that it is an indefinable something, felt rather than the absence of all unkindness, all rancour and the complete withdrawal of self, than by the assertion of a positive attitude. It is more than an impulse to pity, for pity sometimes hurts; it exceeds tact, inasmuch as tact usually means only

DON'T BE A NUT



Nature can teach you a lot about conservation. In time of plenty prepare for times of emptiness by canning and drying vegetables and fruits.

diplomacy involving thought for self, while sympathy excludes self and denies a pleasure that gives another pain. Though coming from the heart, its influence can be felt in intellectual life, filling it and extending it beyond the limits of mere learning and knowing.

And common sense—to be guilty of a platitude—the most uncommon thing in the world. It just means the application of good judgment, the habit of thinking before you act, of pausing to consider the wisdom and practicability of such an act. But it is useless to preach common sense to others; one can only gain it from experience. It is born in some natures to be capable of doing a thing because it is the best thing to do, rather than the easiest or the sweetest. Sincerity can be taught, sympathy inculcated, but common sense can only be learned. It is worth every effort to acquire. Want of good sense will spoil your life and many others. Lack of judgment will make you give a man a cream puff when he wants bread. He will thank you at the moment, for then appearance deceives, but he will be as empty after as before. So all good deeds and generous actions profit nothing, unless regulated by common sense. Be true, be kind, be wise; herein lies the secret of woman's power as a positive factor in the world's advancement, her worth as measured in relation to her fellow-beings, and her ultimate success in whatever realm she undertakes to hold sway.

CHANCE TO DEVOTE
SURPLUS FRUITS
TO WORTHY CAUSEGarden Association Urges
Gardeners to Help the Red
Cross From Gardens.

Miss Carling and members of the executive of the Women's Gardening Association, who are having private gardens, as well as those engaged in community gardens, are requested to contribute surplus fruits and vegetables which they can spare, the same to be sent to Croydon Hall on Monday morning by 10 o'clock. The donations of fruits and vegetables will be sold and the money turned over to the Red Cross. The gardeners who will send them to Croydon Hall, the executive will not accept.

SOCIAL AND
PERSONAL

Readers Are Invited to Phone All News of This Kind to the Society Editor. Phone 3570.

Mrs. Wesley Hayward and Miss Sadie Sargent of Toronto are visiting with Mrs. Richard Graham, King street.

W. G. Strong of Argine is a visitor in town.

Miss Hazel VanAlstine of Watertown, N. Y., is visiting Miss Ila Riddell, Dufferin avenue.

Miss Saunders was a guest with Mrs. Sam Bradford-Southcott at her summer home in Grand Bend.

Misses Patricia and Margaret Lovett of Paris are spending a week with their uncle, Rev. H. H. Bingham.

Judge Judd has left for Winnipeg.

Mrs. Drake and small son are at Port Stanley.

Mrs. Garvey is visiting her sister, at Lake Rosseau, Muskoka.

Miss Dorothy Dennis is visiting her mother, Mrs. John Dennis, in Buffalo.

Mr. and Mrs. James E. Kerrigan are holidaying at Orchard Beach.

Mrs. Melville Martin, wife of the premier of Saskatchewan, is staying in town.

Mr. and Mrs. W. M. Martin and Mrs. Martin, South London, and with her sons, the Misses Thomson, Burwell street.

Mrs. Arthur Gunn of Ottawa, accompanied by her daughter Lillian, is visiting in the home of her father-in-law, John Gunn, 327 King street.

A quiet wedding was solemnized on Thursday morning when Miss Rachel Loughhead of Newberry was united in marriage to Sergt. Thomas W. Warf, of this city. Rev. J. N. Norton, of the Maitland Street Baptist Church, officiated. The young couple were assisted by Quartermaster-Sergt. W. V. Mathers, and Miss Mabel Loughhead, sister of the bride. The young couple left for Georgetown and other western points.

A pretty wedding was solemnized at the home of Mr. and Mrs. George

ADVERTISER PATTERNS



A Pretty Style for Summer Wear. 2473—This will be pretty for foulard, for taffeta, satin or organdie, gingham, chambray, crepe and voile. The bolero is finished separately. The gathered skirt is joined to an under-body that may be of lining. The pattern is cut in three sizes, 16, 18 and 20 years. It will require 5 1/2 yards of 36-inch material. The skirt measures 2 yards at the foot. The pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

ADVERTISER PATTERN DEPT. Please send above-mentioned pattern as per directions given below:

Name

Town

Province

Age (If child's or misses' pattern).....

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

Caution: Be careful to enclose the above illustration, and send size of pattern wanted. When the pattern is sent measure, you need only mark 33, 34, or whatever size you want. When waist measure, 22, 24, 25, or whatever it may be. If a child's 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 one week from date of application.

Heath on Wednesday afternoon, when Miss Florence Nellie Clarke was united in marriage to Ernest Waite, of this city. The ceremony was performed by the Rev. J. E. Holmes in the presence of a large number of friends and relatives. The bride and groom, the drawing-room was tastefully decorated with flowers and ferns and a wedding luncheon was served, after which the young couple left for a trip to western points.

Mr. and Mrs. W. B. Richardson are summering at Port Stanley.

DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE UNIFORM LESSON FOR SUNDAY.

JULY 21, 1918.

ONE GOLDEN TEXT SUGGESTION.

(By Rev. T. S. Linscott, D.D.)

Praying to God—Luke 11:1-13; Ps. 145:15-19.

QUESTIONS FOR TODAY.

14. Verses 9-10.—Why may we be absolutely sure that God will, in due time, answer every prayer of ours that is for our good?

If the prayer for all we think we need, but omit a great many things we do not think of, may we rest in confidence that we shall get all we need?

15. Verses 11-12.—If a true Christian prays for a stone, thinking it is the bread he needs, what will he get, and why?

16. Verse 13.—If God is as willing to give the holy spirit to those who ask, as parents are to give good things to their children, how is it that so few claim to have the holy spirit? (This is one of the questions which may be answered in writing by members of the club.)

GOLDEN TEXT—Let us, therefore, draw near with boldness unto the throne of grace, that we may receive mercy, and may find grace to help us in time of need.—Heb. 4:16.

GOD IS A PRESENT HELP IN TROUBLE.

There was a time, perhaps, when picturing God as being like the great kings of the earth, sitting upon a throne, was fitting; but I do not think that it now harmonizes with what we know of God as revealed to us through Jesus Christ our Saviour, and he was God manifest in the flesh. I therefore prefer to think of God as the loving Father, with a compassionate heart, to whom we can go with our sickness, sadness and sorrows, and no matter how unworthy we are, we shall find him to be a very present help in trouble. He will give us the necessary grace to help us in time of need; he will help us in our troubles, extend mercy to us, forgive our sins, put a new song in our mouths, even praise to our rock, and will put our feet upon the rock.

SPECIAL VALUES IN
SEASONABLE GOODSLadies' and Misses' Gingham
Dresses, \$3.25

In stripes and checks, yoke front and back, pleated skirt; collar, cuffs and belt of plain colors; sizes 34 to 44.

Skirts for Stout Ladies, \$1.75

Made of fine repp, full-gored back, pockets and belt, sizes 30 to 36.

Bedford Cord Skirts, \$2.95

Full-gathered back, set-in fancy pockets, broad belt, sizes 24 to 36.

Ladies' Middies \$1.50.

Of all-white, good quality jean, collar trimmed with braid, sizes 34 to 42.

Skirts to Match, \$1.50

All sizes. Third Floor.

Seasonable Cotton
Dress Fabrics

Second Floor.

White Cotton Gabardine, 75c
\$1.00 and \$1.25.

In fancy stripes and checks, width 36 inches.

White Cotton Hop Sacking, 75c

Novelty checks, width 36 inches.

White Cotton Poplin, \$1.25 Yd.

Check pattern, width 36 inches.

White Cotton Whipcord,
50c a Yard.

WIDTH 36 INCHES.

CANADA FOOD BOARD.

COOK BOOKS,

FOUR BOOKS IN THE SERIES.

No. 1—Fruit and Vegetables; canning, drying, storing.

No. 2—Canadian Fish and How to Cook Them.

No. 3—Vegetable Recipes.

No. 4—Bread Recipes.

PRICE, 5c EACH.

These books will shortly be placed on sale in this city.

Gray's
Limited

Agents for the Ladies' Home
Journal Patterns.
140 DUNDAS STREET.
Phones 115, 116.

Gray's
Limited

Patriotic Western
Ontario

Address All News for This Column to the Editor of the Women's Page.

WYOMING.—The following articles were shipped from the Wyoming Red Cross Society rooms in June to Hyman Hall, London, for overseas:

Wyoming—75 pairs socks, 18 shirts, 8 suits pyjamas, 9 ties, 9 collars.

Ketchikan—17 shirts, 50 pairs socks, old linen.

Reece's Corners—12 grey shirts, 1 pair socks.

The July meeting of the W. C. T. U.

THE SANDWICH GIRL



Read the sandwich and follow the advice.

By Cliff Starrett.

Seasonable Hosiery

Ladies' White Lisle Hose, 65c a Pair.

Seamless, reinforced heels, toes and soles, wide at top, sizes 8 1/2 to 10.

Children's White Silk Lisle
Hose, 45c a Pair.

Four-thread heels and toes, sizes 4 1/2 to 7 1/2.

Ladies' Fine Knitted Vests, 50c

Fall weight, V neck, open down front, long or elbow sleeves, good value.

Women's Jersey Bloomers, \$1

In pink or white, elastic top and bottom, sizes 36 to 42.

Specials in Staple Dept.

Main Floor.

Bordered Tablecloths, \$2.95

Six pretty designs in heavy damask. See window display.

Table Napkins, 25c Each

20 and 22 inches, conventional, floral and round patterns, excellent quality.

White Bath Towels, \$1.25 and \$1.50 a Pair.

Colored borders, blue, gold and pink.

White Bath Towels, \$1.95 Pair

Novelty patterns, colored borders, in pink, blue, gold, green and maize.

SEASONABLE FABRICS—SILK DEPARTMENT, SECOND FLOOR.

BLACK VELVETEEN FOR
THE SLEEVELESS COATS

BLACK VELVETEEN, 27 and 36 inches \$1.50 yard

BLACK VELVETEEN, chiffon finish, width 27 inches \$2.00 yard

BLACK VELVETEEN, chiffon finish, width 36 inches \$2.75 yard

NEW NECK FRILLINGS.

Main Floor.

WHITE NECK FRILLING, wide width \$1.25 and \$1.50

WHITE GEORGETTE FRILLING, wide width \$1.65 and \$2.00

Stop that cough!

Don't let it master you, for a continuous cough is "dangerous." Attack it with a remedy that will quickly irritate the respiratory organs and at the same time build up the body for permanent resistance. Ask your druggist or dealer for—

Robert's
SYRUP OF
35¢
Abottle Cod Liver Oil & Tar

No other remedy will so surely and quickly correct stomach ailments, regulate the liver and improve the general health as a dose of

Beecham's
Pills

Largest Sale of any Medicine in the World. Sold everywhere. In boxes, 25c.

VEGETABLES

New Cauliflower 30c
New Beans, per bunch 5c, 10c
New Carrots, per bunch 5c, 10c
New Cabbage, per pound 10c
White Onions, from Dutch sets 5c
Green Onions, from Dutch sets 5c
Head Lettuce, fine 10c
Leaf Lettuce, crisp 5c, 10c
Asparagus, per bunch, 15c, 2 for 25c
Spinach, fresh, per lb. 10c
Tomatoes, choice, hothouse, lb. 40c
Rhubarb, per bunch, 8c, 2 for 15c
Cucumbers, choice, hothouse, lb. 15c
Parsley, Watercress and Mint .. 5c

MAIN & COLLYER

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Flowers, Think of

WEST FLORAL COMPANY

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Guaranteed Not To Shrink

POLLY AND HER PALS.—Ultra-Modern Apartments Have Accommodations for Ducks, Of Course.

