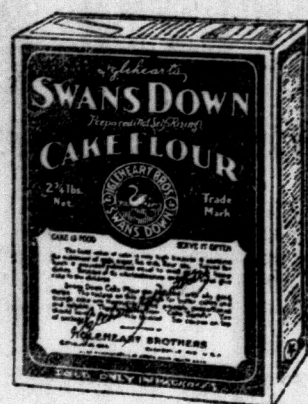


## FREE Demonstration



### FRIDAY AND SATURDAY

All ladies interested in better cake making are invited to come in and try our cake.

"CAKE SECRETS," a booklet containing valuable cake and pastry recipes, given away with every package.

### LEMON CHEESE

A Delicious Pie and Cake Filling Imported From England.

50c JAR.

### WHEATSWORTH

Whole Wheat Graham Crackers, Delicious, Digestible, Nourishing

25c PACKAGE.

### WHEATENA

The nut-flavored Breakfast Food, containing all the health-giving elements of the wheat.

35c PACKAGE.

### DUERR'S JAMS

(English) Strawberry, Raspberry, Black Currant, Stouffville Damson, Stouffville Greenage.

75c Jar

## T. A. Rowat & Co.

Established 1857.  
GROCERS. IMPORTERS.  
250 Dundas St. Phone 3051-3052

### WEGNER'S

Wholesale and Retail Dealer in Overalls, Sweaters, Coats, Gloves, Mittens and Raincoats.  
LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTER.  
Exclusive Manufacturers' Agent for the Best Canadian Makers of Overalls.  
WEGNER, The Heart of London.  
371 Talbot St. Phone 1843.  
OPEN EVENINGS, 7 to 10.

Day Books, Ledgers and Journals.  
Reasonable Prices.

Red Star News Co.  
10 MARKET LANE.



Cut shows one of our many lines.

Our fitters are experts, \$1.50 to \$2.00. We have trifles to fit all needs.

ANDERSON & WELLES,  
268 Dundas St.

## FRUIT CAKE IS THE PARNELL SPECIAL

FOR SATURDAY.  
20c each  
And a real treat, at that.  
TRY ONE FOR SUNDAY.

## Smithing COAL

Prompt delivery to all parts of the city.

## Orchard's

45 York St. Phone 384

## GEO. BOYD Foot Specialist

Removes Corns, Bunions and Calluses.  
Immediate Relief—No Pain.  
156 KING STREET and DUNDAS ST. V.

### MAGNIFICENT ASSORTMENT—EXCLUSIVE DESIGNS



### HAY EXCLUSIVE PERSONAL GREETING CARDS.

Are now ready. Early selection is always best. Why not phone for our sample book today? Phones 5600 and 5601.

HAY STATIONERY COMPANY, LIMITED.  
331 Richmond Street.

WHEN YOU Buy a WRAY DIAMOND You know you have the best, 1-3 off present prices. THE STORE WITH THE STOCK.

## The Importance Of Glasses

Is often overlooked by many who subject themselves to headaches, nervousness, etc., which might readily be overcome by wearing properly-fitted glasses.

## The Brown Optical Co.

223 Dundas St. Phone 1877  
Branches at Hamilton, Montreal, Windsor.

### Don't Know What To Send?

## DICKS FLOWER SHOP

## COAL

ANTHRACITE SIZES  
Egg, Stove, Chestnut, Pea, Scranton and Madeira Hill  
BITUMINOUS COAL  
Steam, Lump, Domestic, Cannel, Pocahontas Egg, No. 3 Vein  
Blacksmith, George Creek

## Chantler Bros.

263 BATHURST. 22V PHONE 347.

## GORDON L. FERGUSON FUNERAL SERVICE.

Private Funeral Apartments, 350 William Street.  
Personal attendance; lady assistant. Phone 6563. Day or Night.

## DEPARTMENTS PRESENT FINANCIAL STATEMENT

Water and Electrical Sections Show Surplus For Present Year.

The financial statements for the first eight months of the year for the water and electrical departments of the public utilities commission show surpluses of considerable amounts, although that of the latter shows also a decrease from the same period in 1922.

The figures as compiled by General E. V. Buchanan and presented to the commission at its meeting yesterday afternoon are as follows: In the waterworks department the revenue for the period Jan. 1 to Aug. 31, this year is \$158,281.67, as against \$151,309.62 last year. The expenditures for the same period this year are \$30,800.29, while last year they totalled \$33,091.95. The surplus for 1923, to date, is \$77,481.38, while in 1922 it was \$48,217.67, an increase of more than \$9,000. The total expenditures on the construction account for the period are \$69,576.34. Meters alone cost \$20,000.

Larger figures are dealt with in the electrical department, where the revenue for the eight months was \$488,120.70, and expenditures \$472,693.22. Last year the figures were, revenue \$499,536.38, and expenditures \$430,682.85. The surplus for the two years is: 1923, \$15,427.38; 1922, \$21,146.43. On the construction account \$140,503.47 has been paid out.

Members of the commission expressed themselves as highly pleased with the reports. A lengthy report was received by Dr. George Smith, playgrounds supervisor, which was referred to the general manager.

## CONSTABLE STARTS BRAVE ON HIS HOMEWARD JOURNEY

A young Indian brave from off the reserve at Muncey who had imbibed rather freely of fire-water was taken to the police station last night and searched. When it was found that he carried nothing harmful, he was escorted to the city limits by an officer. Here he mounted his faithful steed and blithely galloped away to reach his home ere dawn.

## MESH BAGS AT Johnston Bros.

Jewellers and Diamond Merchants, 208 Dundas St. V. Next Allen Theatre.

WE WANT YOUR BUSINESS And We Will Serve You Right THE DAVIS INSURANCE AGENCY, LIMITED, Phone 776V.

## OXFORD GLASSES STYLISH AND COMFORTABLE.

There's a sweeping grace and touch of individuality to Oxford glasses. They are light, not easily broken and can be closed into a compact space when not in use.

MANY ATTRACTIVE STYLES IN GOLD, SILVER AND TORTOISE-SHELL.

Expert Work. F. Steele Moderate Prices. 210 DUNDAS ST. 210 DUNDAS ST.

## Get Your Name On the VOTERS LIST

In the interest of good civic administration don't take it for granted that you are on the list because you were on last year.

Phone 7000 City Clerk  
For Full Particulars VER. O. 17



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, 386 Richmond St. Phone 1084.

## LONDON OPTICAL

HAVE YOUR EYES EXAMINED. A. M. DAMERA, Optometrist, Dominion Savings Building, Richmond Street, Phone 118V.

## These Are the Days When Shopping Is a Joy

This store is filled with every new beauty-thing that fashion-right woman or home-loving housekeeper could desire. We've searched thoroughly and far; we've selected with knowledge and skill; we've gathered abundantly—and today everything is shown attractively RIGHT BEFORE YOUR EYES everywhere in the store. There are SO MANY LOVELY THINGS TO SEE! Fashion-right apparel of every sort. Delightful new accessories. Such adorable things for children—and new furnishings for the home that will give housekeepers many enjoyable hours. Every new arrival has given us a thrill as it was opened, and a visit to the store will give many thrills to all who enjoy seeing NEW THINGS while they are NEW.



## Topcoats Designed For Smart Women About Town

Some are the large, roomy kind which slip comfortably over a frock from neck to heels. Others, with an eye to slenderness, follow straight lines and place their faith in the correct location of the belts. Misty tweeds, overplaids or soft novelty coatings develop them, suggesting themselves as being well suited for motoring or sports. Worn with a cloth frock, they are a distinguished costume.

Misses' Coat of Sand Bolivia Cloth, collar of beaverine, one-side closing with tie, soutache braid trimming coat and sleeve; lined with Italian satin. \$45.00

Ladies' Coat of Brown Velour, collar of beaverine, wrap style, two loose straps finished with silk ornaments extending from waist to hem in back; lined with novelty poplin. Price \$37.50

Ladies' Coat of Taupe Duvetyn, collar of beaverine, sleeve with deep armhole, stitching and straps trimming the back; belt extends all around; slashed pockets, full lined. Price \$39.50

Ladies' Coat of Reversible Tweed Coating, shawl collar of coon; inset pockets, belt all around, raglan sleeve, half lined. Price \$42.50



## Everything Young Girls Require Is To Be Had Here

Everything that the young lady from her teens to her teens will require to complete her school term or hours of leisure. Mid-dies, Knickers, Dresses, Coats, Skirts and Blouses. Good looking, but designed with the idea of lots of wear, long hikes and merry good times.

## Dresses, Middies, Etc.

Girls' Navy Blue Serge Dresses, pleated skirts, trimmed with silk braid and fancy stitching; sizes 8 to 14 years. Prices..... \$4.50 to \$6.50  
Girls' Billie Burke Dresses, broadcloth finish, in very pretty styles; colors of green, brown, fawn and gray; sizes 12 to 14. Prices..... \$6.00 to \$11.50  
Pleated Skirts of navy blue serge, sizes 8 to 14 years. Price..... \$2.50, \$2.95  
Pleated Skirts and a very pretty range of colors; sizes 8 to 14 years. Prices..... \$3.50, \$3.95, \$4.50  
Girls' Flannel Middies, in colors of navy, red, green..... \$4.98 to \$3.00  
Girls' Navy Blue Serge Bloomers—These are good and roomy; sizes 6 to 16 years. Price..... \$3.50  
Children's Flannelette and Velour Kimonos, trimmed with satin binding and cord at waist; pink, blue, gray, floral designs; 6 to 14 years. Prices \$2.50 to \$6.50

## Chicken Dinner Saturday, 65c

Course Dinner with Roast Young Chicken, 11:30 to 2..... 65c Restaurant.

## Saturday Selling in the Basement

Gold and P. & G. Soap..... 13 for \$1.00  
Sunlight Soap..... 15 for \$1.00  
S. & I. Chips..... 2 pounds for 29c  
Princess Chips..... 23c lb.  
Ivory Flakes..... 10c lb.  
Sai Soda..... 10c  
Dutch..... 12c  
Pameline..... 10c  
Bon Ami, powder and cake..... 15c  
Sani Flush..... 30c  
Lux..... 10c  
Silver Gloss Starch..... 15c, 2 for 25c  
Charm..... large, 25c; small, 2 for 25c  
Rinsos..... 3 for 25c  
Ammonia..... 3 for 25c  
Welcome Soap Powder..... 3 for 25c  
Hanslick..... 25c  
Wonder Wash..... 15c  
Quick Wash..... 25c  
Satisfactory Paper..... 10c  
Sani Crepe..... 6 for 25c

Guaranteed Electric Heaters..... \$4.50  
Majestic Electric Heaters..... 1-coil, \$10.00; 2-coil, \$15.00  
Condor Bulbs..... 40c each  
Diamond Bulbs..... 3 for 89c  
Banner Ash Sifters..... \$2.25, \$3.50, \$5.00

## A SPECIAL PURCHASE OF MEN'S AND YOUNG MEN'S OVERCOATS

On Sale Tomorrow \$26.95  
25 to 50 Per Cent Off

Last week we were fortunate in securing a group of fifty-one Overcoats at a reduction of 25% to 50%. These have arrived just in time to put on sale tomorrow.

## Luxurious Rug Back Overcoats

Tailored from beautiful English fabrics; new style touches; light, medium and dark mixtures; big burly Motor Coats and lighter weights. Expertly tailored and trimmed, many quilted satin lined. We cannot speak too highly of these, for at this price they are extraordinary values. See window display and be here early tomorrow. It is your opportunity to save 25% to 50% on your Winter Overcoat. Sale price..... \$26.95

RESTAURANT GRILL SERVICE Continuous.

SMALLMAN & INGRAM LIMITED



MARTHA JANE, Home-made Chocolates, 60c Box.

## Vinolia Toilet Soaps

Vinolia Castle Bars..... 19c  
Vinolia Cakes..... 8 for 25c  
Vinolia, large size..... 3 for 25c  
Vinolia Boracic and Cold Cream Bath Tablets..... 3 for 50c  
Vinolia Round Tablets..... 3 for 50c  
Vinolia Winsome..... 3 for 25c  
Vinolia Sweet Pea, Liril, English Lavender or Baby Soap, boxed..... 3 for 35c Main Aisle.

## To-day I saw

Do you remember the French afternoon dresses which insisted on having a column of their own? This is it! After I had spent a delightful but bewildering hour among them today I regretfully concluded that I couldn't choose the prettiest. So I'll give you just an impression of their beauty—and advise you to come and see them for yourself!

According to the recent decrees these gowns retain the slender silhouette, but they introduce subtle and interesting modifications. And I rejoiced to see that they confirm the vague for velvet. You will find nothing lovelier than the beauty they achieve in color, line and texture. Even their prices are an added inducement to select one for your very own!

In heavy cotton crepe or the silkiest of chiffon velvet, they are equally alluring. Black, sage blue, coral, jade and again black! Cut steel, crystal, silk and multi-colored beads trace embroideries in designs that are conventional, floral, geometrical and Chinese.

A gown of striking beauty was developed in two shades of heavy cotton crepe—the blouse, the wide girdle and the long sash ends are of coral, and the skirt of brocade. The sleeves have disappeared entirely, but a clever designer has substituted draperies which fall from the shoulder and hang softly over the arm. From the bateau neck line to the hem the gown is sprayed over with floral embroidery in silks of coral, jade, oyster white, American Beauty, Tuscan, sand and gold.

You can attend two art exhibitions during the Fall Opening Days—the paintings on the Third Floor and the French costumes on the Second. Of course the dresses aren't really in a picture gallery, but I think they are notable examples of contemporary Art!

Judith