

Summer Drinks

OF SUPERIOR QUALITY.
ORDER A SUPPLY FOR
THE HOLIDAY.

Gurd's Ginger Ale, White Rock
Ginger Ale, Montserrat Lime
Juice, Welch's Grape Juice,
Marah's Grape Juice, Raspberry
Cordial, White Rock Table
Water, Loganberry Juice.

WHEATSWORTH

Wholewheat Graham Crackers
25c Package.

ARROWROOT

Genuine St. Vincent Arrowroot
Direct From England
Half Pound Glass, 45c
One Pound Glass, 85c

SUGGESTIONS FOR THE PICNIC

Dainty Biscuits, Choice Olives,
Imported Sandwich Pastes,
Boneless Chicken, Ox Tongue
(in glass), Salad Dressing,
English Pickles.

WESSON OIL

A Pure Vegetable Oil for Short-
ening, Frying and Enriching
Vegetables. "Makes Delicious
Salad Dressing."
40c and 75c Tin.

ZWIEBACK

Delicately Flavored Toast, Easily
Digested.
30c Package.

T.A. Rowat & Co.

Established 1887.
GROCERS — IMPORTERS
250 Dundas St. Phone 3051-3052



DIAMONDS

A Diamond for an engagement
ring. Beautiful Blue White Dia-
monds set in Platinum, white, green
and yellow gold.

Rings from \$25 to \$1,250.
C. H. Ward & Co.
Diamond Merchants, Jewelers and
Opticians.
286 Richmond St. Phone 1084.

WHEN YOU
Buy a Ward's Diamond
You know you have the best.
1-3 off present prices.
THE STORE WITH THE STOCK.

GORDON L. FERGUSON
FUNERAL SERVICE.
Private Funeral Apartments.
350 William Street.
Personal attendance; lady assistant.
Phone 6564. Day and Night.

Smithing COAL

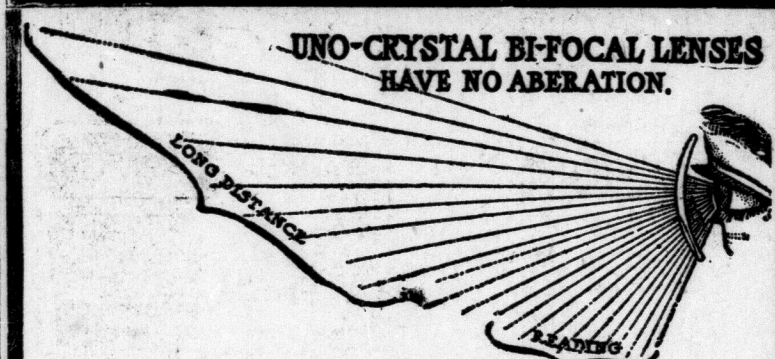
Prompt delivery to all parts of
the city

Orchard's
45 York St. Phone 384.
NEW



SAVE YOUR EYES EXAMINED
A. M. DAMRA, OPTOMETRIST.
Donation Savings Building, Richmond
Street. Phone 1155. NEW

All good Canadians will
report at Victoria Park
Monday at 11 a.m. It's Can-
ada's Day.



Genuine KRYPTOK Bifocals
1,900 Pairs of
These Lenses \$7.50
On Sale at

No lines in the lens. Regular price \$12.00 and up.
Far and near vision all in one piece of glass.
Every pair guaranteed.

Personal attention and examination of the eyes by our specialists.

The Brown Optical Co.
223 Dundas Street. Phone 1877
Largest Exclusive Opticians in Canada.
Branches at Hamilton, Montreal and Windsor. NEW

Parnell's Quality Cake For Saturday

Delicious, Light, Well
Baked

LEMON CAKE 20c

From your grocer or
delivered to your door.

PARNELL
Baking Co.
PHONE 929. NEW



FLAGS

351 Gile St. Phone 6197.
We Make Everything
Made of Canvas NEW

WOOD

MOSTLY HARDWOOD.
12" and 16" BLOCKS.

DOMESTIC LUMP,
MILLER CREEK

also
CANNEL LUMP.

Chantler Bros.
253 BATHURST. PHONE 347. NEW

LET'S SWAP

When Carters left their furnished

Their bank account was low.
To fit a place up, seemed to them.
Would take a year or so.
But Mrs. Carter said: "Of course
We'll just trade off our car,
We'll SWAP it for some things we
need—
How handy SWAP-ADS are!"



Premium Coal \$17.50

Jenkins Fuel Co.
45 York St. NEW Tel. 1391.

MARION BECK IS THROWN FROM HORSE, UNHURT

Grosse Point Hunt Club Is
Scene of Two Unique
Spills.

Special to The Advertiser.

Detroit, June 28.—Two unique spills
in neither of which was the rider in-
jured, thrilled the spectators watch-
ing the ladies' hunter event at Grosse
Point Hunt Club show yesterday af-
ternoon.

The first spill came when Miss
Marion Beck, daughter of Sir Adam
Beck, of London, was thrown into
the air by her horse, Fanatic. Miss
Beck landed on top of a beam un-
injured. She remounted her horse
and finished the event.

Just before reaching the second
last jump Freckles Sister, ridden by
Mrs. T. R. Donovan, balked and threw
the rider in a somersault over the
horse's head. She landed feet first,
uninjured, on the other side of the
jump.

Miss Viola Hammond rode two
winners in Class No. 9 for horses
suitable to become hunters. She rode
the winner, Good Will.

DR. ANNIE ROSS ADDRESSES
TILLSONBURG INSTITUTE

Special to The Advertiser.

Tillsonburg, June 28.—The annual
summer meeting of the Tillsonburg
Women's Institute was held Wednes-
day afternoon on the grounds of the
home of Mr. and Mrs. V. A. Sinclair.
Dr. Annie Ross, of the McDonald In-
stitute, Guelph, gave an excellent
paper on "Institute Work." The fol-
lowing program was rendered:
Piano duet, Misses Melissa Tupper
and Irene Guttman; report of year's
work, Mrs. George Weston, Sen.;
vocal solo, Miss Marie Mabey; read-
ing, Mrs. J. B. Reid; piano solo, Mas-
ter Dick Carroll. The social commit-
tee served refreshments before the
meeting.

Things You'll Need Over the Holiday Are Here

The important trifles that can make or mar any holiday—the pullover sport sweater, the bathing suit, the over night bag, the powder box or tooth brush. The gift for your hostess and the many other last minute things for which you come tearing in just before train time and expect to get; we will not disappoint you, for we know how things are when one goes away—and so we are fully prepared to serve you tomorrow with every requisite for your comfort and enjoyment over the double week-end holiday, and the many Saturday sales will help. But remember this store closes at 5:30 on Saturday, the same as other days.



All Novelty Suits Half Price Saturday, \$16.25 to \$57.50

About 26 Suits in the group in navy, sand and black. All
this season's smartest models. A wonderful opportunity for
misses and small women, as all are in sizes from 16 years
up to bust 38. None larger; a splendid choice.

Six Black, Ten Sand and Ten Navy in Misses' sizes only.
Ten Sand Suits, sale price \$17.50, \$22.50, \$25.00, \$25.00 and
\$31.00, in sizes 16, 18, 20 and 38.

Six Black Suits, sale prices \$13.75, \$16.00, \$17.50, \$21.00,
All Misses' sizes.

Ten Navy Suits, five of them are in three-piece Suits.

1 only Navy, size 18. Sale Price \$43.50
1 only Navy, size 38. Sale Price \$33.75
1 only Navy, size 20. Sale Price \$27.50
1 only Navy, size 18. Sale Price \$57.50
1 only Navy, size 20. Sale Price \$22.50
Two-piece Suits. Sale prices \$16.25, \$16.75, \$25.00 and \$24.50.

Sportwear For the Holiday

Smart Jaquet Coats of Flannel or
Homespun, in white, orchid, red and
green. Prices.....\$7.95, \$10.50 to \$22.00.

Jaquet Coat of Homespun in green, or-
chid or red, collar faced with white, side
closing, tucking finished band. Price
.....\$7.95

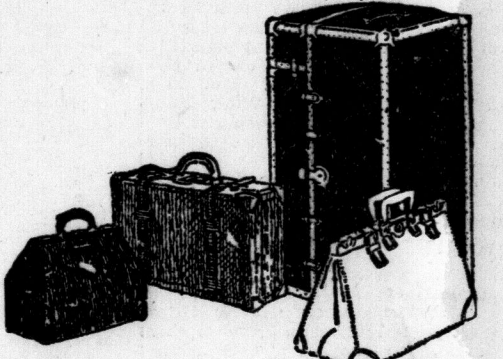
Pleated Skirts in crepe de chine with
camisole top. Prices \$12.50 to \$15.75

Jaquet Coat of Orchid Homespun, side
closing with tie, edges of coat bound with
gray silk. Price \$10.50

These are ideal coats for wearing with
the new pleated skirts.

Pleated Skirts in white serge. Prices
.....\$7.50, \$7.75 and \$7.95

Pleated skirts in flannel. Prices
.....\$9.50 to \$11.50



June Whitewear Sales Specials

Slip-Over Gowns, embroidery or lace trimmed.
Prices 69c, 98c, \$1.29, and \$1.98

Envelope Chemise, embroidery or lace trimmed.
Prices 79c, 98c, \$1.39, \$1.50, \$1.98, \$2.50, \$2.98

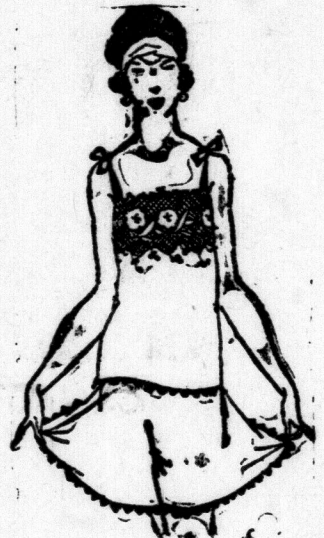
Step-Ins, in fine dimity and crepes, finished with
lace or hemstitching. Prices \$1.25 and \$1.49

Bloomers in fine cotton crepes and dimity. Prices
..... 49c to \$2.50

White Cotton Drawers, embroidery and lace-
trimmed. Prices 49c up to \$2.50

Princess Slips, embroidery and lace-trimmed.
Prices \$1.98 to \$4.75

White Cotton Skirts, embroidery and lace-trim-
med, flounces. Prices 89c to \$4.50



Chocolates—1 1/4-lb. Box 43c

Assorted fresh chocolates while they last
Saturday. A holiday treat 43c box
Toasted Marshmallows 33c lb.
O'Henry Bars 3 for 25c

Sale of Trimmed Millinery Saturday, \$4.98

Two tables of Trimmed Hats to be cleared Sat-
urday at less than half-price. Imported hats as
well as models from our own workshop in this sale.
No two alike. White, black and all season's colors,
including sport, street and dress models. A new
hat for the holiday at less than half. Get yours
early Saturday. Sale price \$4.98



For Your Holiday Trip 4 Special Numbers in Club Bags and Suit Cases

598 and 649. Special All-Leather Club
Bag. Full leather lined.

18-inch \$5.98

20-inch \$6.49

Genuine Cowhide Club Bag. Heavy cor-
ners and double handles. Sewn frame,
full leather lined.

18-inch \$16.50

20-inch \$18.50

Heavy Leather Club Bag. Sewn in frame.
Large style; full leather lined.

18-inch \$10.50

Fibre Suitcase. Extra strong leather
corners. Strong lock and bolts. Price...

..... \$4.50 to \$5.50

Saturday Selling in Basement

Sunlight Soap 15 for \$1.00

Lux 10c

Pan Shine 10c

Rinso Powder 3 for 25c

S. & L. Soap Chips 2 lbs. 29c

Bon-Ami 15c

Starch 2 lbs. for 25c

Ivory Soap 3 for 25c

Gold Soap 13 for \$1.00

Old Dutch 12c

Snowflake Ammonia 3 for 25c

Citmax Wallpaper Cleaner 15c

Old English Wax 75c to \$1.50

Shoe Polish 15c and 2 for 25c

SATURDAY CLEARING SALE

30 Chiffon Taffeta Silk Dresses

Regular Prices \$25.50 to \$35.00 clearing at

\$13.95, \$15.95 and \$16.95

Lot 1—Pure Chiffon Taffeta Silk Dresses

Represents a choice selection of Pure Chiffon
Taffeta Silk Dresses, in navy, brown and black.
The most approved styles of the hour. Regular
\$25.00 to \$27.50. Reduced for clearing \$13.95
to

Lot 2—Superior Chiffon Taf- feta Silk Dresses

Many just only a few days ago from our fac-
tory. These are also in navy, brown and black.
Self or ribbon trimmed, worth \$32.50. \$15.95
Clearing at

Lot 3—High Class Garments

In same colors, navy, brown and black. Trimmed
in assorted distinctive styles, either of self ma-
terial or with ribbon or embroidery. These dis-
tinctive gowns worth \$35.00, are \$16.95
clearing at

Suits — Four Novelty Silk Sport Suits

This season's Styles with wrap-around skirts.
Colors black, pink, open blue coats with white
skirts. A range of sizes. Regular \$11.95
\$24.00, for \$4.95
1 Silk Trico Suit, shell pink shade.
Regular \$28.00, for

Five Sport Flannel Suits

Red, pink, Nile green, mephisto coats \$7.95
with white skirts. Regular \$18.00 for

Twelve Silk Ratine Suits

In pink, lavin green, citrine, open blue and rose.
Made in both sport and tailored styles, others em-
broidered and button trimmed, patch or set in pockets,
belted in the latest style. Regular up to \$20.00.
Clearing at \$8.95

Eight Silk Krepe Knit Suits

In both two-piece and three-piece styles, some plain
and others embroidered. Tuxedo, Scarf and Peter Pan
collars, fastened in front with fancy clasp or orna-
ment, in such colors as cocoa brown, elderado, lavin
green, mayflower and rose. Sizes 34 to 40. Regular
\$36.00 to \$38.00. To clear Saturday \$15.95
at

BLOUSES

Voile Blouses in Peter Pan and Tuxedo styles
with contrasting gingham collars and cuffs, and all
white with short and long sleeves. Price ..
\$1.50, \$1.75, \$2

Fine Voile Blouses with V necks and Tuxedo Col-
lars, embroidered and trimmed. Price \$2.98 and \$3.50

HOSIERY

Silk Hose in white, black and navy. Regu-
lar \$1.00 and \$1.25. Special for Saturday 69c

NECKWEAR

New Organdy Collar
and Cuff Sets. Price 75c, \$1, \$1.50
Vestees in lace and net. Price
\$1.25, \$1.50, \$2.00, \$2.50



MANUFACTURERS.

Phone 1319

196 Dundas Street.

Comfort With Good Style Is Emphasized In Cool Apparel for Men and Young Men



Do not fail to see our new line of Palm Beach—Tropical, Worsted,
Mohair and Gabardine Suits for summer. Each suit is carefully
tailored; the prices are consistent; stylish models featured for
young men. Rosenwald & Weil, famous summer clothing special-
ists, have tailored for us new feature models; light medium and
dark shades; grays, fawns, tans, blues and blacks; excellent fit-
ting suits; regulars and stouts; sizes 34 to 46. See this assortment
tomorrow.

\$19.95, \$25.00, \$30.00

Striped and Plain White Flannel or Serge Trousers, \$5.95, \$7.85, \$10.50

Balbriggan Shirts and Drawers, 59c

Eoru shade, Balbriggan Shirts, with long sleeves; drawers ankle length;
Splendid value at (sizes 34 to 46) 59c

"Arrow" Athletic Underwear, \$2.00

Fine Woven Mesh Athletic style, strong durable fabric; launders easily
and good fitting \$2.00

Athletic Underwear, \$1.50

Nainsook, tailored by Forsyth, cut full and
roomy, strong good wearing fabric and
guaranteed \$1.50 suit

Athletic "Silk" Union Suits

Good quality plain White Silk.....\$5.00 suit.
Silk top, Soisette drawers \$3.85 suit

Shirts, \$1.98

Well tailored Shirts with soft double cuffs,
good patterns; fabrics are good wearing;
colors fast; sizes 14 to 16. Special.....\$1.98



HIS MASTER'S VOICE.
JULY RECORDS.
On Sale Saturday.

PALM BEACH SUITS

JUST IN.
"LONJAY."
White and Colors.
36-inch, 75c yard.

SMALLMAN & INGRAM
LIMITED