
make sure order early. We
will fill phone or mail orders
as long as possible. Extra sales people and cashiers in
the department for auick ser thice department for quick ser-
vice. Wednesday Sale price,
$\$ 1.49$. 80 Only Bamboo Verandah Screens Sale Price 950
For This Item We Cannot Take Phone or Mail Orders, These screens are good for
verandah, porch or to shade verandah, porch or to shade
windows exposed to sun. They
afford seclusion with out shut afford seclusion without shut
ting out the air. They are in 4 and 5 foot
widths, with 8 -foot drops, mostly in natural shade, a
few in green. Complete with
cords and pulleys, ready to cords and pulleys, ready to
hang. Sale price Wednesday,
95c.

The Sales of Furniture and Housefurnishings Begin Wednesday, August 1st
In Which Will Be Featured Remarkable Sale Values in Furniture Throughout the Month -and in Floor Coverings, Curtains, Draperies, Wall Papers, Pictures, Chinaware, Electric Fixtures, and General Household Needs, in a Series of Several Days Each-These Departments in Turn Presenting Special Bargains Which Would Be Impossible to Maintain for a Longer Period.
Plan your remodeling and changes in furnishings NOW, and take advantage of the immense varieties and bargains in general household

| Watch doily an- |
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| We prepey shipping |
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## If Ever There Was An Opportune Time to Buy Furniture, That Time is Now---August, 1917

The vast preparations made in the last six months for this big event have been so successful that in spite of five advanced price lists on furniture since August of last year-fair advances made by the manufacturers owing to scar

This is one reason why we say it is a most opportune time to buy.
The purchase of one of the oldest furniture factories in Canada together with its contents furnishes the reason for many unusual bargains in high-grade furniture-in fact the sale prices about represent the usual prices at the factory

This stock consists of complete Dining-room Suites in walnut, mahogany and oak, also Library Tables, Bookcases, Parlor Tables and Music Cabinets
In addition to this, we have secured the entire discontinued lines from largest factories in Canada-among these being bedroom furniture-modern and period designs-in walnut, mahogany and Circassian walnut.

But we cannot tell of all the good things at once. For the past week our warehouses have been receifing from 6 to 8 carloads o furniture per day, and this will
Come prepared to see one of the biggest exhibitions of furniture we have ever held and to share in the savings that the immense efforts of the past six months make possible in August.

 and Mary motifs, in fumed oak, with cane and panel back,
spring seats, covered in floral tapestry. Sale price, $\$ 9.50$.
Buffets, in two designs, are in quarter-ut oak, in golden and fumed finishes, and have
mirror back with display shelf, 48 -inch double top, lined cutlery drawer, 2 linen drawers nid 2-door cupboards. Sale price, $\$ 25.00$.
Dining-room chairs, quarter-cut oak, panel back, box
ent
Dining-room extension tables, in quarter-cut oak, golden and fumed fnishes, 44
inch round top, deep rim, 6 -foot slides, pedestal base. sale price, $\$ 12.75$. Dining-room suite in quarter-cut oak, William and Mary, motif, fumed finish, con-
sists of buffet, china cabinet, serving table, oval extension table, 5 side chairs and 1 arm Dining-room suite in quarter-cut oak, William and Mary motif, fumed anish, con-
sists of buffet, hina cabinet, serving table, oval extession tathe, 5 side chairs and 1 arm
chair, with slip seats, covered in leather; 10 pieces. Sale price, $\$ 141.50$. Dining-room suite, William and Mary motif, made in black walnut, consists of
cuftet, 6 inches long, china cabinet with glass, sides, 2 glass front panels and 1 arge
lass doors; extension table, side table and set of 6 dining-room chairs. Sale price, 10 buffet, 60 inches long, china cabinet with glass sides, 2 glass front panels and larg
glass doors; extension table, side table and set of 6 dining.room chairs. Sale price,
pieces, $\$ 172.00$.

 Brass bedsteads; in large, massive design, finished with best quality of Sale price, $\$ 6.90$. lacquer, dull or bright finish, 2 -inch posts, large ball ends, 1 -inch top rail with Living-room arm chairs and arm rocking chairs, all large sizes, all-over Dressers, 2 design $\mathbf{c}^{\prime \prime}$ " wide and $6^{\prime}$ ' long. Sale price, $\$ 19.50$. Dressers, 2 designs, made in black walnut and fitted with large mirror, heavy
and deep drawers, wood knobs. Sale price, $\$ 21.00$. Chiffgier to match either dresser. Sale price, $\$ 20.00$ Dresser, golden surface oak, with plate mirror, shaped standards, 34 -inct oral tapestry in assorted patterns. Sale price, $\$ 17.50$
Divanette sofa beds, with fumed or golden oak frames, have seat and Divanette sofa beds, with fumed or golden oa
holstered and covered in brown artifcial leather
ted with spring and mattress. Sale price, $\$ 29.50$. Buy Your Floor Coverings Now-In Many Instances Less Than Present Mill Prices The Bulk of the Floor Coverings for This August Sale Were Bought a Year Ago to Save Advances Since Then. We can
Hardly Hope to Repeat Such Bargains for Some Time to Come, So if You Want Floor Coverings Buy NOW. T is not difficult to find a rea-
son for carpets and rugs
advancing in price when one advancing in price when one
asiders that everything that considers that everything that cotton, wool, jute and dyeshas advanced so greatly, and certain that price lists are praccertain that price lists are practically suspended. The making, too, costs
 Over 100 heavy Wilton Squares.
comprise another notable sale item. All are in new and up-to-date defifeets and medium-sized Oriental designs, so popular at the present
time. In tan conventional, two.
toned effects, tan Oriental, green
Oriente then effected. If you need floor coverings of any kind, our advice-
founded on a knowledge of the markets-is to founded on a knowledge of the markets-is to buy NOW.
 riental, blue ground conventional Sturdy Brussels Squares, in scores of patterns, in choice colorings for par lors, dining-rooms, bedrooms, living-rooms and dens. Chiefly in Oriental, small
Persian and conventional effecto, in shades of green, brown, fawn and blues.
Size $6-9 \times 9$ and Sale price. $\$ 12.50$. Size $9-0 \times 10-6$, Sale price, $\$ 19.75$. Size 9.0
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Famous－
Upstairs－ Clothes－ Shop－










 for alterations．

OPEN EVERY EVENING


Stevenson＇s Canaile RICORD＇s SPECITIC
Or，Stevenson＇s Capsules RICORD＇S SPECIFIC


DR．SOPER
DR．WHTR
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Famous for the values we give at a saving of
$\$ 10.00$ to you．
Upstairs，away from high rents，eliminating
ground floor expense． Made by designers，from Chicago，New York and The Largest Upstairs Clothes Shop in Can－

## As Charlie Says－

＂You may start an ARABELA as a skeptic，but you will end it as an enthusiast．＂
（The 4－for－a－quarter cigar）


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 UNUSUAL TRICKS OF FATE IN THE WAR.

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GILLETTS LYE

"The Sweetheart of the Corn"


This picture and slogan has been familiar to Canadians for over eleven years. It tells the story

## Kellogg' таиste

 CORN FLAKESOnly the finest corn is used and our secret process convert
it into a light, appetizing and it into a light,
sustaining food.

MADE IN CANADA.

The Battle Creek Toasted Corn Flake Co., Limite
Head Office and Factory: London, Ont.

$\qquad$
The event ot the week will be the


tennis tournament will be played to- War Organization of Relatives of Mon
day at the Queen's Royal.
Homeseekers The Toronto branch of the Assoct.

 PRISON FOR THEFT. $\quad \begin{aligned} & 5 \text { for the transacton of the associas } \\ & \text { tior's } \\ & \text { bsutiness. }\end{aligned}$





ORDER BLANK...TEAR OUT --MAIL TODAY



No Collectors to Annoy You

Name.....

Polly and Her Pals
ASHUR FINDS NO NEED OF POCKETS
8
By Sterrell





## páge fourteen

THE TORONTO WORLD
. 5 Mightily Important Bargains in Furniture for Today

| 3 only, Chesterfields. covered in good grade - of tapestry, used on floor as samples, and therefore slightly dam. haged. Regular prices $\$ 80.00$ to $\$ 68.00$. Aug- ust sale ...... 39.75 | Chiffoniers, elm, golden finish, 4 large and 2 small drawers, wood trimmed, back has oval shaped bevelled plate mírror. Regular price price 11.75 | Dressers, in surface oak, golden finish, threée drawers, and brass trimmed, bevelled plate mirror. Regular price \$10.50. August Sale price today ..... 7.35 | Extension Table, solid quarter-cut oak, fumed or golden finish; octagon barrel platform base; colonial feet. Regular price $\$ 21.50$. Aug. ust Sale price today | Mattress, with seagrass centre, layer felt both sides and ends, full depth border, deeply tufted; art ticking. Reg. ular price \$4.50. August Sale price today . . $\mathbf{3 . 2 0}$ |
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Some Remarkable Underpricings on Substantially Built Furniture


## he lest few days. The opportumity to save on reliably built furniture and

The Home-lovers' Club Again Open
Responsible home-owners need not miss this sale because of a possible lack of ready cash. Just join the Home-loverr'
Club and arrangements will be made for extended payments with no interest charge for the prioillege. Manke your appli.
cation with the Secrelary of the Homeloverg' Club, \&th Floor.

\$40 Oak Divanette \$32.95
After Today Window Shade Prices Go Up

 Wednesday morning," August 1 st, the new prices go into effect. It will therefore mean a big cash sav-
ing to get your order in today. Come in or phone Main 7841 , Drapery Dept.

Good Quality Window | $\begin{array}{c}\text { Sood Quality Window } \\ \text { Shades at 40c }\end{array}$ | $\begin{array}{c}\text { Oil Finished Window } \\ \text { Shades, Each 60c }\end{array}$ | $\begin{array}{c}\text { Reverible Window } \\ \text { Shades, Each 70c }\end{array}$ | $\begin{array}{c}\text { Window Shades With } \\ \text { Lace Insertion, Each 60c }\end{array}$ |
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Women's Sport Oxfords LessThan Factory Prices A small quantity, only No phone or pairs, that wercemars. mape for another store, and
which were cancelod owing to the lateness of the seaton, were cleared out to us by
the factory at 30 low a figure that we can sell them for lews then the factory at 20 low a figure that we can sell them for lew than uuval factory price.
They are white reignkkin lace Ooxfords, "New Sport Style,", with leather toecap,
ball strap and heel foxis. ball strap and heel foxings, in grey. blue. champagne and fivory colors, white enam

Women's $\$ 7.00$ White Pumps $\$ 2.95$
$\qquad$
 to 7. Today ....... ............................... $\mathbf{2} \mathbf{2} \mathbf{2 0 5}$
our Men's Low Shoes, Including "Victor Brand", Reduced for Today today at $\$ 4.45$. This includes tan calf, "Vurmetor Brand" lines, will be cleared up
freak and freak and Engish recede toe shapes; neolin rubber fibre and leather Goodyear welt
soles; military and flat leather and rubber heels; widths C, D and E. Sizes $51 / 2$ to
10. Regulary $\$ \$ .00, \$ 5.50$ and $\$ 6.00$ shoes Going today and White Dresses

For Infants and Children
Today, Half-Price $\begin{gathered}\text { No Pohne orn } \\ \text { Matil } \\ \text { dent or or Thee } \\ \text { Bis }\end{gathered}$ on Sale This Morning at 8.30
with stripes of green, blue or pink. Are shirred all around
belt with two large side pockets. On sale at less than half
value today, each. Lot 2 consists of 400 Splendid Serviceable Wash Skirts,
assorted styles of good washing durable English white repp.
velous special, offered for less than cost of making and
Each.
$\qquad$

Tremendous ValuesinSkirts
In the Women's Department These Wonderful Specials Will Be

Women's Summer Suits of White Gabardine Reduced to $\$ 6.95$ Misses' $\$ 12.50$ Rajah Suits, $\$ 9.98$
$\qquad$ and

This Morning's Breakfast Exquisite Lingerie Blouses


