



Hasten to This ALL-IMPORTANT Sale!
Friday, Saturday, Monday
 Notice How Timely These Offerings Are.

WHITE QUILTS.

Nice American Honeycomb Quilts. A delight to the eye, handsome designs, plain hem, 2 1/4 x 2 1/4 yards; ample size. Reg. to \$2.70. Friday, Saturday and Monday

2.35

American Sheets.

70 pairs of Pure White Cotton Bed Sheets, family size, 72 x 90, with deep hem at ends. This is our first handling of this quality and we bespeak for them a ready sale. Reg. \$1.90 pair. Friday, Saturday and Monday

1.72



Are You Getting Your Share?

PIC-NIC OUTFITS!

PICNIC OUTFIT.

In pure White Tissue, contains 6 paper towels, 6 napkins, 6 waxed lunch wrappers and 4 drinking cups; the entire outfit; Special

PAPRUS PLATES.
 Harder than crockeryware when it comes to camping or picnics; inexpensive and convenient size. Special

Weather Report.

12 o'clock, Noon.—Winds mostly E. & N.E., some showers but partly fair. Friday.—Mostly fair & moderately warm.
 Report, Noon.—Bar, 29.60; ther. 58.



REAL Economies in Men's Wear.

FOUR-IN-HAND SMART NECKWEAR.

Wide end style, in plain shades of Navy, Grey, Blues, Fawn and Green, also Black; extra long. A Tie made for service. Reg. 45¢. Friday, Saturday and Monday

39c

MEN'S NEGLIGEE SHIRTS.

A splendid lot of all-over Negligee Shirts, showing some very pretty stripes, soft bosom, laundered cuffs; sizes 14 to 16 1/2. Reg. 80¢. Friday, Saturday and Monday

69c

Men's Soft Collars.

2 for 23 cts.

A better line than ever in deep Cream shade, each collar put up in separate envelope, improved shape to ensure more perfect fitting than before. Reg. 15c. collar. Friday, Saturday and Monday

2 for 23c

MEN'S HANDKERCHIEFS.

Serviceable makes in White Lawn, others with coloured border, medium size. Reg. 8c. Friday, Saturday and Monday

3 for 20c

Men's Khaki Shirts.

A good working shirt, made of extra strong drill, also very suitable for campers, trouters etc. Other makes in pretty stripe effects, strongly made, collar and pocket on each shirt; sizes 14 to 16 1/2. Reg. 80¢. Friday, Saturday and Monday

72c

MEN'S SUMMER SINGLET.

Only 4 dozen in this Special lot. A mid between wool and the finer makes of Cotton. Reg. 45c. each. Friday, Saturday and Monday

32c

American Pillow Cases

Amazing Value in strong White Cotton Pillow Cases, 21 x 32, with 3 inch hemstitched hem; this is our first shipment of these, they are beautiful. Reg. 25c. Friday, Saturday and Monday, each

Aluminum Drinking Cups, 5 & 10c

Amer. Shirting.

What you are often looking for, a nice fine, shirting entirely free from dressing, 36 inches wide, pure White, first showing. Friday, Saturday and Monday, per yard

Boys' LINEN SUITS. 49c

Pretty combination suits in Blue, Tan, Fawn and striped; new style Dutch suits with pretty round collar and silk cord. Reg. 60c. value. Friday, Saturday and Monday

49c.



A SAMPLE LINE OF Boys' Washable SUITS, only 3 doz. in the lot.

In all White Sailor, others in belted style, and others again in light shades with round collar and silk cord, mock vest and open knee pants; others in Fawn and Navy. Values up to \$1.50. Friday, Saturday and Monday

89c

BOYS' INDIAN SUITS, 72c.

Just about 1 dozen of this line assorted sizes, showing khaki Linen, loose fitting tunic, flared with red; long pants of same material and feather head dress. Special. Friday, Saturday and Monday

Boys' Embroidery Collars, 15 cents.

A cheaper line than we cleared out last week, square cut collar of White Jean with feather stitching embroidery edge. Reg. 18¢. Friday, Saturday and Monday

Boys' Washable Tams.

In all White Pique, with detachable name band; very tidy shape. Reg. 45c. Friday, Saturday and Monday

Curtain Nets.

52 inches wide, all pure White, overlook edge, a rather pleasing selection of patterns; others a trifle narrower, in very neat patterns. Reg. to 22c. Friday, Saturday and Monday, per yard

Navy DRESS SERGE

4 pieces of superior English Dress Serge, fast Navy shade, 42 inches wide, good wearing, a popular line with us, very suitable for present wear. Reg. 80c. Friday, Saturday and Monday, per yard

72c

Three Glove Specials of Interest

LADIES' KID GLOVES, 59c.

Gloves like these you must buy, and why not now? the price is certainly low; we have shades of V Rose, Prune, Navy, Reseda and White, the latter having black stitched backs; assorted sizes. Special. Friday, Saturday and Monday

Ladies' Lisle Gloves

Wrist length and long, in shades of Beaver, Grey, Black and White, a new line. Our usual 30c. value. Friday, Saturday and Monday

Children's Gloves.

In nice summer Lisle, shades of Navy, Brown, Beige, Black and White, slip over and buttoned wrists. Reg. to 24c. Friday, Saturday and Monday

BLIND ROLLERS, 8 cents.

The improved roller with patent cover over end. If you are having trouble with your rollers discard them at once and have a look at this new lot of ours, the best yet, 3 1/2 inches wide; simple and strong. Friday, Saturday and Monday

Boys' Tweed Pants, 22c.

To fit boys from 3 to 8 years, made of strong American Tweed, light and dark mixtures; every pair perfect in form and well finished; open knee style. Good value for 40c. Friday, Saturday and Monday, Special

22c.



HOSIERY!

Ladies' Lace Lisle Hosiery, 39c.

Fashionable shades of Sage, Hello, Grey, Tan and Reseda, etc.; Lisle tops with high lace effect, very fashionable. Reg. 45c. Friday, Saturday and Monday

Our Showroom reveals the very newest New York creations. Lots of New arrivals since last week.

Brand New Line of American Blouses for 49c

A prettier lot we have never handled, and such a variety of makes, all White, White Embroidery, fine Muslin, Striped Gingham, Plain Linen in Pale Blue, Deep Blue and Fawn; lots of others in fine pin striped Muslin, silk figured. Don't miss this extraordinary offer. Just imagine you get 2 handsome Blouses for less than \$1.00; or your choice from this rare line. Friday, Saturday and Monday

Children's White Embroidery Dresses

Excellent materials, all-over Embroidery, with ribbon binding, at waist; other makes in fine White Muslin, Embroidery trimmed. These represent the very newest arrivals and are worth seeing; to fit 6 to 14 years. Reg. to \$1.50. Friday, Saturday and Monday

Ladies' American ONE-PIECE DRESSES

in plain shades of Blue, Fawn and Hello; others in striped and figured. Our usual \$1.00 Dresses, now **85 cts.**

Job Line Ladies' Summer Underwear

Regular 40c. value. Extra fine ribbed Jersey; Vests with high and low necks, with and without sleeves; Pants to match, lace trimmed. Special. Friday, Saturday and Monday

27 cts.

Black Lisle Hosiery

A high-grade line in fast Black Lisle, real summer wear, with these we have placed a lot of others, showing fine 1/2 Silk leg; our usual 50c. value. Friday, Saturday and Monday

44c

Men's 1-2 Hose.

In fast Black Cashmere, seamless; portion of a big Job Line; summer weight, usual 40c. value. Friday, Saturday and Monday

35c

Amer. Gingham, 8 1-2 cts.

These come in long remnant form, i.e. lengths up to 20 yards, will cut any required length, pretty checks, plaids and stripes, assorted shades, nice for children's make-ups, etc. Special. Friday, Saturday and Monday per yd.

8 1/2c

Carriage Wraps, \$1.08.

Good English striped Linen, with fringed ends, full size, assorted stripes. Reg. \$1.25. Friday, Saturday and Monday

1.08

Rubber BATHING CAPS,

Very neat, snug fitting; they come in colors of Red, Blue and Lavender; only a small assortment. Reg. 40c. Friday, Saturday and Monday

Ladies' Collars, Job Line . . . 13 cts

A stylish lot of Embroidered Peter Pans, Medici, wide Muslin, hemstitched Pique with colored border, and a host of other dainty makes; Job line. Special. Friday, Saturday and Monday

Amer. Nightdresses

A very dainty assortment, made of fine Lawn, beautifully finished; yoke of Swiss Embroidery and wide ribbon heading, generously made. Reg. 80c. each. Friday, Saturday and Monday

69c

Children's Combinations

Called the "Step-into" Combinations, being so easy to put on; they are comfortable nice light make, with buttons and tape for attaching suspenders; to fit children from 2 to 12 years. Reg. 35c. Friday, Saturday and Monday

GIRDLE FOUNDATIONS.

So much asked for to-day; they come in lengths from 25 to 34 inches. Specially suited for making wide ribbon belts. Special. per length. Friday, Saturday and Monday

9c

Tea Cloths.

Handsome White Linen Tea Cloths, size 32 x 2, hemstitched and embroidered; very pretty designs; 1 dozen only for sale. Reg. 65c. Friday, Saturday and Monday

53c.

Kitchen Towels.

Another lot of those strong Diaper and Huckabuck Towels; very handy for use in the kitchen, making strong dish cloths or glass cloths; others very suitable for hand towels; assorted sizes. Special. Friday, Saturday and Monday

8c

MEN'S GARTERS.

Don't judge the quality by the low price; this is a serviceable line; in coloured, elastic, secure fastenings and snug fitting. Special. Friday, Saturday and Monday

14 cents.

Boys' Khaki Blouses

All the boys are wearing them now; they're smart, strongly finished, snug fitting collar and pocket; to fit boys from 6 to 14 years. Special. Friday, Saturday and Monday

36 cents.



Ge mans Despair of Zeppelin War.

Belgium Now Cleared of Count Zeppelin's Aerial Craft and the Enemy Are Panic-Stricken by Triumphs of British Airlighters.

London, July 15.—The Daily Chronicle prints an article which, it says in an editorial note, contains "inner knowledge of the change which has come over the German disposition with regard to Zeppelins. It is stated definitely that since the triumphs of Lieutenant Warnford, V.C., and the destruction of the air shed near Brussels, Belgium has been cleared of Zeppelins and the ascendancy of Britain's aerial armadas is connoted by the suspension of Zeppelin raids on the east coast."

The article says that over a month has passed since the LZ-38 was destroyed in its shed at Evere, and the LZ-37 was brought to the ground by Lieutenant Warnford. The writer adds:

"The aerial offensive of the Zeppelin, in short, has been broken. I do not pretend that there will be no more raids while the war lasts. To suppose that argues a very poor understanding of German determination. Yet it does remain a remarkable fact that just at the time of the year when, according to experts, weather conditions are most favorable for aerial activity, the enemy has been paralyzed by the discovery that he has now to face a new British war organization, only recently established yet marvelously efficient, as already proved by the inflicting on Germany of the most absolute check she has experienced for ten months."

"Information which has reached me from divers sources in Belgium, and upon which I have complete reliance, not a single Zeppelin has been left in Belgium save one, which was so seriously damaged on June 7, and which the Germans are trying to repair as best they can at Namur."

"All the giant steel and concrete sheds built at great pains and great expense within the occupied territory to shelter Count Zeppelin's famed air fleet are now empty. Some of them are vast enough to accommodate three of these huge destructive engines. They are now mere deserted halls. The fright—sheer, blanched fright—that followed the drama of the LZ-37 and the LZ-38 sent the wave of aerial invasion receding into Germany."

"It would be quite impossible to exaggerate the panic accompanied by the fall of the blazing carcass of the Zeppelin destroyed by Lieutenant Warnford and the blowing up of the Evere hangar and its contents. What perhaps most affected the morale of the enemy was the fact that the LZ-37, Lieutenant Warnford's victim, was a brand new Zeppelin, which was undergoing its first tests and had on board several of Count Zeppelin's chief engineers."

The LZ-38, according to the Chronicle's correspondent, was the most famous of all the Zeppelins. It was the LZ-38 which bombarded Ramsgate and Southend and part of the London area. He adds: "It had therefore a pretty busy lease of life before it blew up in the shed at Evere on June 7. Then fifty men were burned to death."

"Naturally the Germans have done their utmost to belittle and confuse the news of its destruction and have started a report that it was a Parseval and not this famous Zeppelin that was in the shed at Evere. Nothing can be further from the truth. I have talked with folk from Brussels who saw the LZ-38 come from its shed at 8.30 p.m. on June 7 and re-enter it, never to come out again, at 9.30 p.m., after a brief flight."

"There is no room for doubt, taking into account the Zeppelins destroyed by British bombs or by accidents of all kinds on the one hand, and on the other those that have been recently built under more or less secrecy, that we are justified in concluding that the German air fleet at this moment cannot possess more than fifteen Zeppelins capable of taking the air. This calculation is supplied by expert authority."

TO SHAVING—£2,000,000

The cost to the community of shaving was calculated some years ago by an ingenious statistician, who estimated that there were 7,000,000 shavers in the United Kingdom of three classes—those who shave themselves, but still have to purchase razors, straps, etc.; those who are shaved daily by a barber; and those, like the majority of the working classes, who submit themselves to the razor only once or twice a week. Charges for shaving range from 1d. to 8d. or 1s.; and the final calculation was that our average yearly expenditure on shaving must reach £2,000,000.

To boil an egg so that the white will be hard and the yolk soft, the egg must be dropped into water that is boiling hard, left to boil for three minutes and then lifted out and opened.