

JULY ECONOMY SALE!

Weather Forecast.

TORONTO, Noon.
—Light to moderate winds, fair & warm to-day. Friday—S. & S. W. winds with showers.
ROPER'S Noon.—
Bar. 29.50; ther. 74.

SEE WINDOW

FOR DISPLAY OF CHILDREN'S AMERICAN DRESSES.

New arrivals, bound to catch your eye. They are prettily made and exquisitely trimmed. Marked much less than you could make them for. We predict a sharp selling for these Friday, Saturday & Monday. Special 33c

A BIG UNDER - SELLING EVENT

Featuring all kinds of Summer Apparel, Summer Needs, etc., at prices that make shopping a pleasure.

Every day brings something new here. Big shipments of American Goods opening daily. Glance through this list of Specials, they give you some idea of the many opportune offers you may expect

FRIDAY, SATURDAY AND MONDAY.

New Arrivals.

MEN'S KHAKI PANTS.

A SPECIAL LOT.

Assorted shades in Khaki Drill, cuff bottoms, well made, 2 hip pockets with buttoned overflap; assorted sizes. An ideal pants for knockabout wear, for fishing, camping, etc. Reg. \$1.10. Friday, Saturday and Monday **98 cents.**

James Baird

New Arrivals in **BOYS' & GIRLS' AMERICAN HOSE,** 15c. pair.

This popular line in Black and Tan just opened; full range of sizes in fine ribbed Special, Friday, Saturday and Monday, per pair **15 cts.**

July Economy Sale of Household Goods.

AMERICAN PILLOW CASES.

See these! Regular beauties, size 24 x 34, finished with deep hemstitched hem at open end and wide band of handsome embroidering extending full width of pillow, unapproached value; marked low at our regular price, 35c. Friday, Saturday and Monday **32c**

HIGH GRADE BOXED STATIONERY.

per box, 15c.

Just 60 boxes of superior quality, containing 25 Envelopes and Paper, in assorted shades, unruled paper with envelopes to match, neatly boxed. Reg. 30c value. Friday, Saturday and Monday, per box **15c**

GLOVE ASSORTMENT.

A mixed lot offering, very special value, Summer Lisle and Suede Lisle finish in natural shade, Beaver and Grey, these come long; other makes in wrist length in shades of Navy, Cream, Black and White. Reg. 45c. Friday, Saturday and Monday **39c**

July Economy Sale of Gent's Furnishings

ALPACCA COATS, 98c.

This is a Job Line, a coat good enough for knockabout wear during the warm weather, mostly Alpaca but you'll also find a few others in fine Serge; come early for these. Regular \$1.40. Friday, Saturday and Monday **98c**

MEN'S TENNIS SHIRTS, 82c.

A superior line in Cream Flannel-ette showing pretty vertical Silk Stripe effects, each fitted with a detachable soft collar, turned down style, pocket in each. Reg. 95 cents. Friday, Saturday and Monday **82c**

WHITE TURKISH TOWELS.

A nice weight in all White, size 19 x 40, fringed ends; only 4 dozen pairs available for this week's sale. Reg. 17 cents. Friday, Saturday and Monday **15c**

TABLE NAPKINS, 3 for 20c.

These are made of pure White Damask, rather pretty designs, with deep border, size 14 1/2 x 14 1/2, convenient size for table use. Notice the low price for Friday, Saturday and Monday **3 for 20c**

Spotted SILK MUSLINS.

Not like the ordinary, but possessing more silk than cotton; beautiful rich lustrous finish, assorted spot effects, comes in White only. 28 inches wide; ideal for Blouses or special occasion Dresses. Special, Friday, Saturday & Monday, yard **35c**

Stunning Neckwear, Value 17 cents.

25 dozen of these in flowing end style, plain and fancy and stripe effects, also a lot of narrow String Ties in the most fashionable shades. Reg. 25c. values. Special, Friday, Saturday and Monday **17c**

Service Khaki Shirts.

The best shirt on the market for hard wear, dark Khaki shade, extra strong stitching; faultlessly cut, two breast pockets, each with buttoned-over flap; sizes from 14 1/2 to 16 1/2. Reg. 85c. Friday, Saturday and Monday **77c**

AMERICAN BED TICKS.

The finest value ever! Soft finish with extra fine twill, easy to stitch, undressing, full 31 inches wide, unsurpassed for wear. Special, Friday, Saturday and Monday. **19c**

AMERICAN SHEETING.

Unbleached quality, 60 inches wide, wears surprisingly well, ideal sheeting for present wear. Special, Friday, Saturday and Monday, per yard **28c**

American Curtain Muslin and Scrims.

American Curtain Muslins, 35 ins. wide, 21c.

These are all brand new and personally selected by our American buyer but a few weeks ago; 35 inches wide; dainty snow white patterns showing a variety of figured effects, and having a faint colored flower pattern giving the material a decidedly neat appearance. Reg. 25c. Special, Friday, Saturday & Monday **21c**

American Scrims, per yard, 15c.

36 inches wide, your choice of pure White, Cream or Paris shades, showing all plain centres with very handsome band borders, in assorted shades; it washes splendidly; not a material for one season only; good year after year. Reg. 25c. Special, Friday, Saturday & Monday **15c**

Summer Vests.

Reg. values to \$3.00 for **\$1.25**

In White Pique, White Flannel, Plain Linens and assorted fancy stripes, also a few in White Silk Cover pattern; these latter are extra low cut. Reg. values to \$3.00. Friday, Saturday and Monday **\$1.25**

Watch Fobs.

Very neat designs in relief on untarnishable white metal attached to leather strap. Special, Friday, Saturday and Monday **22c**

Cigarette Holders

In sweet scented cherry wood, with patent stub ejection. Special, Friday, Saturday and Monday **15c**

Economies From All Over the Store.

BRASS CURTAIN RODS.

These extend to 48 inches, made of strong tubing with silvered knob at both ends. Reg. 12c. Friday, Saturday and Monday **10c**

D'OYLEYS.

3 dozen of fine White Muslin D'Oyleys, nice embroidered designs; size 12 x 12. Reg. 10c. Friday, Saturday and Monday **7c**

JULY ECONOMY SALE

in Our Fashionable Showroom.

American Camisoles.

In strong White Lawn, trimmed with embroidery and lace insertion; also wide ribbon beading and lace embroidery edging at neck and sleeves; sizes from 34 to 44. Regular 45c. Friday, Saturday and Monday **37c**

Collar and Cuff Sets.

Dainty conceptions in Muslin and Embroidery, all the newest shapes, showing Medici Collars, Peter Pan and rolled cuffs to match; these are rather striking, others in Repp, Fancy Crepe and Muslin; they are the very latest New York styles. Regular 45c. Friday, Saturday and Monday **38c**

Economies From All Over the Store.

LADIES' TAN BOOTS.

Laced and buttoned, in nice summer weight, noble style, Cuban heel, black toe; sizes 3 to 6 1/2. Reg. \$2.90. Friday, Saturday and Monday **2.60**

STYLISH PUMPS.

These come in Gun Metal with Grey Cloth Top; the most popular footwear on the street today, high heel, plain toe, 1/2 sizes, from 3 to 6. Reg. \$2.50. Friday, Saturday and Monday **2.33**

Patriotic Handkerchiefs

A generous assortment of these, with silk embroidered flags of the Allies intertwined; others in printed designs, showing the Union Jack in large printed effect; ample size, hemstitched, mercerized finish. Reg. 20c. Friday, Saturday and Monday **17c**

WHITE UNDERSKIRTS, 68c.

Very special values here this week; fine White Lawn Underskirts, with wide embroidery flounce and dust frill. Our regular values up to 85c. Friday, Saturday and Monday **68c**

CHILDREN'S BONNETS.

Cute little shapes, cleverly made in Embroidery, Straw and Silk, ribbon trimmed; large and small shapes; values to 45c. Friday, Saturday and Monday **34c**

MISSSES' NIGHTDRESSES.

Made of extra fine lawn, fine embroidery yoke and embroidery edging at neck and sleeves, ribbon beading; 3/4 sleeves to fit from 8 to 14 years. Reg. 85c. Friday, Saturday and Monday **68c**

BOYS' WASHABLE TWO-TONE SUITS.

Blouse of Tan and Drill, piped with Navy, round collar and silk cord; Pants of Navy Serge, open knee style. This is a very dressy little suit; other makes showing White Jean Blouse and Tan Pants; and other again in stripe effects; to fit boys from 5 to 8 years. Reg. \$1.50. Friday, Saturday and Monday **\$1.33**

Hosiery Snaps!

CHILDREN'S HOSE, 15c.

All sizes in this line; a nice summer weight in fine ribbed cotton lisle, reinforced knees, seamless; you get surprising wear from this low priced Hosiery. Special, Friday, Saturday & Monday **15c**

LADIES' LISLE LACE and CASHMERE HOSE, 44c.

Fast Black; this is one of our best selling lines; assorted sizes in dependable makes. Reg. 50c. Friday, Saturday and Monday **44c**

American Blouses. Rompers, 32c.

Another line of smart American Blouses, showing some very effective styles in fine striped White Muslin, with black band at turned down collar, long sleeve, kimona style; others in colored Brocade Silk, Tango, Crepe de Chine, Black Silk and Black Nylon, and a host of other elaborate styles in White Lawn, with high neck; full range of sizes. Values to \$3.00. Friday, Saturday and Monday **\$1.25**

TEA APRONS.

6 dozen of fine White Lawn Tea Aprons, assorted shapes; lace edge and embroidered. These are very neat; of course they'll simply vanish at our special price. Friday, Saturday & Monday **15c**

Ruffles.

The very newest styles in fine tulle, full shape, in Black, White and Navy. Reg. up to 60c. Friday, Saturday and Monday **42c**

DRESSING GOWNS.

For ladies; they come in fancy Muslin, embroidery trimmed fronts, and at sleeves; in Blue and White and Pink and White; very effective styles; assorted sizes. Reg. \$1.70. Friday, Saturday & Monday **1.39**

Oil Cloth Shelvings.

50 pieces of 12 inch Shelvings, pretty designs in floral and tile patterns, wide band borders and scalloped edge. Special, Friday, Saturday and Monday, per yard **6 1/2c**

Congoleum Mats, 27 cents.

Extra weight, size 18 x 36; a variety of patterns in tiles and scenes, etc., nice rich colorings; some of these would make pretty splashers for walls. Special for first showing Friday, Saturday and Monday, each **27c**

JOB LINE LADIES' HOSE, 15c.

In Black, Tan and Sky only. Come early for these; 10 dozen won't last long at our special price. Reg. values to 25c. Friday, Saturday and Monday **15c**

INFANTS' SLIPPERS.

In fine Dongola Kid, Black only; single strap over instep; sizes 2 and 3 only. Reg. 40c. Friday, Saturday and Monday **34c**

Young Man,

If you are thinking about buying a BLUE SERGE SUIT, better see our stock first. We specialize on Blue Serges, and carry a splendid stock of never-fade Indigo Blues from \$20 to \$25. As to fit and style, you 'shouldn't worry.' Leave it to us and you will get the best that's going. SPURRELL BROS., 365 Water Street.—may25,eod,t

Forcing the Dardanelles.

What It Will Mean.

When the Allied Fleet forces the Dardanelles, reaches Constantinople, and makes the way clear to the Black Sea, the public will then realize fully the value of the operations which have aroused not a little severe criticism. The first result of the achievement will be restoration of communications between Russia and her Western Allies.

The fact is not generally realized that at the beginning of the war the entrance to the Baltic was blocked by the German fleet, the Dardanelles closed by the Turks, while Archangel the only other outlet for Russia, was shut off by ice. The consequence was that there was no means of getting ammunition and other goods into Russia, and it is now fully recognized that the whole explanation of the Russian set-back in Galicia is the simple one that big guns, huge stores of ammunition, and military equipment of all kinds are waiting until a means can be devised of carrying them to the vast armies. And it is the Allied Fleet which is attempting the task of opening up a way for this purpose.

There are also two other good reasons why the Dardanelles must be forced. The autumn of 1914, according to the story of "The Dardanelles" (Andrew Melrose saw a heavy wheat harvest garnered on the shores of the Black Sea. It was a food supply of infinite value to the Allied forces at a time when the price of wheat was mounting by leaps and bounds over the world. But so long as the Dardanelles are closed to our merchant ships, the Russian wheat must be useless in the granaries. And so, if only to restore trading communications between East and West, the attempt on the Dardanelles had to be made.

The second reason why it is essential that the Dardanelles should be forced is that the Turks will be cut off from their supplies of weapons, munitions, and skilled advisers. There will be a rapid end of them as a fighting force, and a deadly menace to the whole of our Eastern Empire will be removed.

There seems no doubt that a plot has been hatched between the Germans and Turks to rouse the fanaticism of the 300,000,000 Mohammedans into carrying on a religious war against Great Britain. The Sultan has declared a holy war, and it is sedulously reported that the English are determined to crush the Mohammedan faith. That is why the Allies have decided to launch an attack at the very heart of Turkey in order that the so-called holy war will become, for the Sultan, a war of self-preservation.

Aviator Sleeps As Hydroplane Drifts on Sea

Had Descended in the Adriatic Owing to Carburettor Trouble.

Rome, July 22.—While "Gink" Dougherty, a young American birdman, slept peacefully in a hydroplane drifting about on the Adriatic, the entire Italian aviation corps at the Taranto naval base searched for some trace of his craft, believing he had encountered Austrian airmen or a submarine. The story reached Rome today.

Dougherty, whose home is in Buffalo, is an instructor in aeronautics at Taranto. He was on scout duty the morning when word came that an Austrian submarine had been sighted off the coast and he flew out to reconnaissance at five o'clock with a two-hour supply of gasoline in his tank.

The two hours passed and the Buffalo airman failed to return. When four hours had gone by John Lansing Callan another American aviator, and a dozen Italian birdmen had their machines wheeled from the hangars and started in search of Dougherty.

For nearly an hour they sped along the coast. Finally twelve miles out an Italian sighted a drifting hydroplane and slid into the water beside it. There sat Dougherty asleep in his seat. After half an hour's flight he had been forced to descend because of carburettor trouble. Something had come loose and dropped into the water, Dougherty said.

"I hadn't slept well the night before and the wind lulled me to sleep almost before I knew it," said the American. "I knew somebody would find me."