

FRIDAY, SATURDAY & MONDAY SPECIALS!

The Store With the Helping Hand

Ready to Help YOU in the Day's Problem --- ECONOMY.

One glance through this page of profit-pared prices is sufficiently convincing of the material assistance it affords to the family shopper, those to whom the spending of ever-so-little must bring ever-so-much. In a word, these values offer the HELPING HAND to all economy-wise shoppers FRIDAY, SATURDAY and MONDAY.

Pause and Read Awhile! Economy Prices are Quoted Here!

HEARTH RUGS.

Must mention these right here. They're worthy of your inspection; strong Axminster Hearth Rugs, in varied hues, nicely patterned, Tapestry and Turkish designs. Long wool fringed ends; size 54 x 27. Reg. \$3.80. Friday, Saturday and Monday **\$3.48**

BREAKFAST CLOTHS.

These come in a strong half bleached Damask; size 50 x 60. Crimson band stripe and fringed edge; these come as a save on your better cloth; take one on your next outing or picnic. Reg. \$1.00. Friday, Saturday and Monday **90c**

New Ribbons.

Brand new Silk Taffeta Ribbons, in shades of Pink, Sky, Sage, Crimson, Brown and Green, etc. Ribbons ever so useful and needed these dress times, and Ribbons representing good value at 20c. per yard. Come and give these the once over, you are sure to want a yard or two, the price irresistibly compels you to buy. Special, per yard, Friday, Saturday and Monday **16c**



Fresh Shipments to Complete our stocks of DESIRABLE WASH GOODS.

"MacLEAN" GINGHAMS.

These are hard to beat for general excellence; everything to recommend them, beautiful sheer surface, even cloth, extra strong, fast shades; 21 inches wide. Brown and Tan stripe; nice for regulation gowns. Regular 25c. value. Friday, Saturday and Monday **19c**

"Tobralco" Cloths.

The Cream of Summer White Goods, for making the most charming and airy summer frocks for Ladies, Misses and Children's wear. "Tobralco" washes like new, and offers you spot, figured and striped patterns, pleasing to the eye, rich silky finish. 'Tis a pleasure to offer such worthy goods. Special, per yard, Friday, Saturday & Monday **25c**

"SAMSON" GINGHAMS.

Strong gingham always appeal to the housewife, these are about the strongest you may secure, strong in quality and strong in value, 27 inches wide, grounds of Sky, Grey, Hello and Green, etc., with a nice white stripe. Reg. 18c. Friday, Saturday and Monday, per pair **16c**

SILK MUSLINS.

A few pieces of all White Silk Muslins with a Georgette Crepe-like finish, 38 inches wide, a very satisfying material for making up special dresses for garden parties and such like. Regular 24c. per yard. Friday Saturday and Monday **19c**

Garments for the Little Ones at Home

CREEPERS.

A simple style of Romper for the little ones. They come in Pink and White and Blue and White. Suesucker, white braided edges. These wash perfect and just what they need during fine weather wear, in or out of door. Special, per yard, Friday, Saturday and Monday **32c**

CHILDREN'S ROMPERS.

A mixed line, showing 2 tone makes, Blue and White, Blue and Khaki, and others in fine Blue and White stripes; shapely garments for immediate wear; assorted sizes. Reg. 40c. Friday, Saturday and Monday **34c**

ROMPERS.

Plain Linen Rompers of excellent quality for children from 2 to 6 years; belted style, small Dutch collar, and elastic gathered at knee. Reg. 50c. Friday, Saturday and Monday **45c**

Don't Roast With the Heat.

Try lighter Underwear. Special Values offering this Week.

MEN'S "BALBRIGGAN" UNDERWEAR.

A most desirable make for present wear, faultlessly shaped from the finest combed Egyptian yarns; pants ankle length with double seat; not a flaw in a case full; all sizes to hand. Special, per garment **68c**

A MID-WEIGHT IN MEN'S SUMMER UNDERWEAR.

We could not pass these by without giving them prominence this week. A most comfortable make of Underwear in Cream and White; beautifully finished vests and pants. Reg. 70c. value. Friday, Saturday & Monday, per garment **60c**

MEN'S NEGLIGEE SHIRTS.

Something particularly good-looking about this lot; perhaps it is the new broad stripe effects that strike you. The materials are unusually strong and give promise of good serviceable wear; double soft cuffs. Real cool summery-looking shirts. Reg. \$1.50. Friday, Saturday and Monday **\$1.39**

Pronounced Savings on Home Needs.

TABLE DAMASKS.

200 yards of Pure White Table Damasks, excellent quality, nicely patterned, 60 inches wide; one of our leaders this week. Good value at 50c. per yard. Friday, Sat. & Monday **42c**

TICKINGS.

A couple of pieces of extra strong English Tickings, 29 inches wide; very closely woven, no feathers can possibly work through this. Reg. 40c. value. Friday, Saturday and Monday **35c**

ROLLER TOWELING.

For the kitchen, stout bleached Linen Crash Roller Toweling, 14 inches wide, with narrow crimson striped edge. Reg. 13c. yard. Friday, Saturday and Monday **11c**

PILLOW SHAMS.

A couple of dozen of very neat Pillow Shams, made of strong White Pillowing, size 30 x 30; they are nicely embroidered and finished with a wide frilled border. Reg. 35c. value. Friday, Saturday and Monday **29c**

PILLOW CASES.

A new lot of strong Cotton Pillow Cases, size 20 x 34. These are finished with a wide frill; will wash well; serviceable Pillow Cases 32c underpriced. Friday, Sat. & Monday **32c**



For the Children

"MIDDY" BLOUSES.

A bewitching lot of chic little styles for children and misses say from 4 to 12 year. White Jean body with plain or striped linen trimmings, some with navy or sky collar and cuffs and laced front. Others all white with that pretty sailor collar and buttoned front; 3/4 or long sleeves. Here you have the best wearing and most serviceable "Middy" Blouses with a good bit clipped off their regular price. Reg. 20 cents. Friday Saturday and Monday **64c**

Rann-dom Reels.

THE OSTRICH.

The ostrich is a tropical bird with a collapsible neck and a tungsten steel digestion. It is manufactured for the sole purpose of producing willow plumes, and on that account is looked upon with suspicion and distrust by every right-minded husband.

Men who have made a close, personal study of the ostrich and have observed his lack of table manners tell us that he is not supplied with the brains that ordinarily accompanies the domestic cabbage. All the ostrich knows how to do is to moult and shed willow plumes, which are then run through a dye vat and sold to women who are too proud to wear the wing of a defunct turkey. After a fond husband has paid for enough willow plumes to ornament a four-foot picture hat, he will not be able to approach an ostrich without a shudder.

We are taught in our physiology that the man who invented the seamless garden hose secured his inspiration by watching the ostrich take down his neck just before retiring and find it around his person. It is a fascinating sight to see a tame ostrich open the top valve of his neck and swallow some lumpy article of food, like a can of sardines or a discarded coffee grinder. This causes us to inquire why it is that the ostrich never chokes to death, while a baby which bites into a soda cracker with its first teeth can throw the entire family into a nervous fit.

The appetite of the ostrich has never been sounded up to the present writing. The nearest approach to this appetite known to scientific research is that of the winner of a pie-eating contest. It costs more to put flesh on an ostrich with his surging, funnel-shaped appetite than it does to buy a few hours of sleep at a New York hotel. This is why the genuine willow



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plume roasts so high in the department store advertisements.

If there is anything the ostrich is good for except to tantalize reluctant husbands with the price of its wearing apparel, nobody has ever discovered what it is. Nobody would think of eating an ostrich for Sunday dinner, and it has a sour and highly inflammable temper. If it should become suddenly and irrevocably extinct, nobody would mourn except the milliners.

Your Boys and Girls.

"Do mothers realize that children get homesick, just the same as grown ups," said a friend of mine. She was unfolding as she spoke a pretty blue and white table cover that always draped the sitting room table at home; and there was a little pile of articles—some cushion covers into which the bed pillows were easily slipped, a patch work crib quilt, a gay striped afghan, and a brown linen creeping rug with the animals outlined in red cotton. There were even a few pictures slipped out of their frames so as to be carried easily.

"I frame these sometimes with cheap frames," she explained, noticing my glance, "but usually, simply mount them on carriage paper." I tell the children the pictures are on a vacation, too. By the by, they will go back to their gilt and wooden houses and shut the glass door—that always pleases the baby. Oh, yes, children like changes and novelty, but nights and rainy days, they want something they're used to. Many a time when people call children cross they are just plain homesick."

The Gas Range!

The Gas Range means comfort for the housewife; shorter kitchen hours for her, and a cleaner kitchen. It is a great mistake to think that cooking with gas is expensive.

Whenever a woman becomes used to gas for cooking, thoughts of a coal or wood stove fill her with gloom. A Gas range is so much easier to operate, so efficient for all kinds of cooking, and so much cleaner, that the idea of going back to the old style methods is decidedly unpleasant. Yet in winter many housewives think they must use a coal or wood stove, because there is no other way of heating the kitchen. THERE IS ANOTHER WAY AND IT IS FAR BETTER THAN THE OLD. THE CLOW GAS STEAM RADIATOR WAY. may 23.17

MINARD'S LINIMENT - CURE FOR BURNS, ETC.

VALUES Hard to Beat On

SCRIMS AND ART MUSLINS.

Of these we have a good showing this week: Cream and White grounds, in an endless variety of patterns, up to 36 inches wide, plain and bordered, making the prettiest and lightest of Summer Dresses, at an inexpensive price. Reg. to 25c. yard. Friday, Saturday and Monday **19c**

CASEMENT CLOTHS.

Light Cream Casement Cloth, 28 inches wide, with a 3 1/2 inch lace insertion band near edge, looks well on large windows. Just a piece or two now this Spring. Reg. 25c. yard. Friday, Saturday & Monday **18c**

Smallwares and Notions

AT LITTLE PRICES.

- O'Sullivan Rubber Heels, pair 39c.
- The Baston Whisk 15c.
- Shinola for White Shoes, pair 15c.
- Boot Polish, Black Tan 25c.
- Liquid Court Plaster, tube, 10c.
- Pocket Combs, in case 7c.
- Dressing Combs asst. 12c.
- Hair Brushes, at an inexpensive price 15c.
- Razor Straps, swing 17c.
- Tooth Brushes, asst. 14c.
- Shaving Brushes 25c.
- Mohair Boot Laces, doz. 15c.
- Gauze Bandage, 10 yd. roll. 7c.
- Waxed Wrapping Paper, roll 5c.
- Mending mends everything 10c.
- Stud Sets, assorted 20c.
- Mending Wools, assorted card 3c.

TOWELING.

15 inch half bleached Toweling that can be very serviceable in the kitchen for cloths, or the roller, has a soft finish, extra heavy, with a huch finish. Reg. 15c. yard. Fri. Sat. and Monday **13c**

TRAY CLOTHS.

Fancy White Damask Tray Cloths in a nice soft finish, size 18 x 27, an extra one of these is handy to have in the house. Reg. 25c. value. Fri. Sat. and Monday **18c**



MEN'S SATEEN SHIRTS.

Fawn Sateen Shirts for the working man, equally suitable for outings and camping time, best quality mercerized Sateen make, 2 buttoned-top breast pockets; these look well; all sizes to hand. Reg. \$1.30. Friday, Saturday & Monday **\$1.10**

Jap. Straw Covered SUIT CASES.

A most respectable looking traveling companion, in a plain, strong, rigid frame, made of a 1 procted corners, firm easy carrying handle, spring lock and clasps, strapped inside, 24 inch size; a spacious grip for your vacation. Special, Friday, Saturday & Monday **\$1.90**

Hosiery VALUES that will make pleasant shopping here this week

MEN'S SUMMER SOCKS.

We have grouped a lot of these up to 60c. pair in plain black Cashmere and others with silk embroidered ankles, one of our hosiery leaders this week. Special, per pair, Fri. Sat. & Mon. **49c**

INFANTS' SOCKS

Basketfuls of infants' summer weight socks showing white with fancy tops and toes; sizes range from 5 to 8. Special, per pair, Fri. Sat. and Monday **15c**

Ladies' Hose

Fast Black Silk and Lisle Hosiery in all sizes, with our regulars we have put some dozens of closed out lines, incomplete ranges, offering values to 50c. Friday, Saturday and Monday **39c**

Soft Felt Hats.

Lightweight American Soft Felt Hats, in the shades most popular to-day, viz.: Brown, Fawn and Navy; an easy-fitting, self-conforming Hat that will make you look your best every day of the week. Special, Friday, Saturday & Monday **1.95**



SHOWROOM OFFERS

Fittingly-Priced These Economical Times.

DRESSING JACKETS.

Something nice and handy for morning wear about the house. Fancy muslin make; others in crepe, large collar, lace trimmed style; sizes 36 to 44 inch bust; good value at 90c. Friday, Saturday and Monday **79c**

FRILLED EMBROIDERIES.

Made on finest White Cambrics, with band of insertion to match and pretty ribbon beading, ready to sew on garments. Reg. 15c. yard. Friday, Saturday and Monday **13c**

DRESS SHIELDS.

Adjustable perfect fitting Dress Shields, laced at back and fastened in front; assorted sizes; fitted with elastic and net webbing; the easiest fitting shield made. Reg. 40. pr. Friday, Saturday and Monday **34c**

LADIES' UNDERWEAR.

Try a suit of this Summer weight Underwear, pure white, finest ribbed Jersey, a pleasure to wear; low neck, wing sleeve or sleeveless; pants to match; knee length, lace trimmed, wide. Reg. 45c. per garment. Friday, Saturday and Monday **39c**

KNICKERS.

Ladies' White Linn Knickers, with wide Swiss embroidery trimmings and fine pin tucks; just a 3 dozen lot we happened on in our search for values this week. Reg. 49c. Friday, Saturday and Monday **39c**

CHILDREN'S UNDERWEAR.

The weight they wish for in perfectly shaped garments, pure white, fine ribbed Jersey; Vests with high or low necks, short sleeves; Pants to match. Reg. 33c. per garment Friday, Saturday and Monday **27c**

DR. PARKER'S WAIST FOR GIRLS & BOYS.

The very best make for growing girls and boys from 2 to 12 years; fitted with best suspenders, with patent rubber clasp; stockings always in place. Try a pair. Reg. 50c. Friday, Saturday and Monday **32c**

CHILDREN'S WHITE DRESSES.

A dainty lot of children's White Melin Dresses, embroidery trimmed, lace edging and fine pin tucks. Others in that nice White Pique make, with belt and rolled collar, very neat looking; sizes to fit girls from 2 to 12 years. Reg. to 90 cents each. Friday, Saturday and Monday **76c**

12 ONLY CARRIAGE WRAPS.

All that was left of them after the last sale, these are a goodly size, nicely patterned in that broad striped plaid effect, fringed ends, suitable for motor, carriage or hammock. Reg. \$1.25. Friday, Saturday & Monday **\$1.10**

BOYS' UNDERWEAR.

The boys like the Balbriggan weight. We have just opened another case lot, offering all sizes from 24 to 34, shapely garments that fit without feel, shirts or pants. Flurdy, Saturday and Monday, **33c** per garment **33c**

BOOTS & SHOES

AT AFFORDABLE PRICES TO-DAY.

GIRLS' BOOTS.

Black or Tan in Button-style, these have cloth uppers and look nice and dressy for Sunday wear. strong leather sole and heel; sizes 5 to 8 only. Regular \$3.50. Fri. Sat. Mon. **\$1.25**

LADIES' HIGH CUT BOOTS.

The most stylish looking boot on the street to-day, 15 eyelet boots in soft gun metal calf; if the best quality a pleasure to walk in, a pleasure to look at; sizes 4 1/2 to 6. Regular \$5.25. Fri. Sat. & Mon. **\$4.95**

Sturdy Boots

WITH COPPER TOE FOR THE BOYS.

These are a special line we have just opened. The boot he needs for the holidays, strong, gun metal calf make with heavy sole and heel, the small sizes with copper toe front, not a heavy boot either. Special, Friday, Saturday and Monday, Sizes 9 to 13 **\$2.45**

STUD SCARVES AND OTHERS.

Snug-fitting knots with stud or wire fastener. A pleasing variety of fancy silk mixtures, and others in becoming stripes, very neat looking. You can't distinguish these from knot you make yourself. Reg. 30c. Friday, Saturday & Monday **27c**

Little Items

You Need Every Day at Paltry Prices.

- Vaseline, per pot 6c.
- Lanoline, tube 15c.
- Pears Glycerine Soap, cake, 14c.
- Herb Soap, per cake 10c.
- Velvet Skin Soap, 3 in box. 10c.
- Taylor's Infants' Delight Soap 9c.
- Colgate's Shaving Stick 15c.
- Colgate's Dental Cream 15c.
- Mennen's Talcum Powder, tin 22c.
- Florida Water, genuine bottle 30c.
- Florida Water, large bot. 55c.
- Ammonia, per bottle 15c.
- Nursing Bottles, graduated, 5c.
- Wristlet Watch Case, assorted 15c.
- Safety Pin Books, asst. 6c.
- Sewing Cotton, Black and White 4c.
- Royal Dolly, strong 15c.
- Souvenir Brooches, Special 22c.
- Barrettes asst'd. 16c.
- Manicure Sets, complete 15c.
- Dress Fasteners, Black and White, dozen 5c.

BATHING PANTS.

Right in the height of the bathing season comes this offer of Navy Jersey Bathing pants, full sizes; don't take to the water without a pair of these. Reg. 40c. Fri. Sat. and Monday **23c**

CANVAS GLOVES.

These are mighty useful when roughing it, camping or fishing outside the heads, strong twilled cotton gloves, per pair, Friday, Saturday and Monday **19c**



Sizes 1 to 5 1/2 **\$2.90**