



OUR PRE-REGATTA SALE

COMES BUT ONCE A YEAR

And it's a Sale that makes an irresistible appeal to lovers of Dainty Summer Apparel, especially with our Special Underpricings for the big occasion.

This year our presentation is unusually large and particularly strong in values, particularly good in its selection, and we are particularly anxious that you come and examine these values. Knowing that Saturday or Monday may be inconvenient to some shoppers to get away from home, we include Tuesday as one of our Bargain Days. Find it convenient to be here either day.—IT WILL PAY YOU.

FRIDAY, SAT., MON. & TUESDAY

are days of veritable

Value Showers

Raw Silk Skirtings

6 pieces of these to clear this week: large patterns on assorted grounds, 36 inches wide, very fashionable, very serviceable, and our regular selling price \$1.50 yard. Pre-Regatta Sale Price

89c.

We are showing some Extra Good Values in Ladies' Boots this week. They're on our Counters now.

Also the following Low Shoes—

WOMEN'S TAN SHOES—Dark Tan laced style shoes; plain pointed toe and spool heel; one of the prettiest shoes seen on the street to-day, and a shoe that is going to give you every satisfaction in wear. Regular \$10.25. Pre-Regatta Sale Price \$9.95

WOMEN'S SANDALS—Some dainty cross bar Sandals with spool heel and pointed toe; fine soft Gun Metal make; all sizes to 6½. Reg. \$5.00. Pre-Regatta Sale Price \$4.78

CHILDREN'S 2-STRAP SHOES—These are old stock and consequently best value to-day; patent leather make and very comfortable fitting; sizes 6 to 8. Reg. \$1.70. Pre-Regatta Sale \$1.48

LADIES' OXFORDS—A pretty broad toe style Blucher Oxford, with medium low heel of rubber, cushion insole; as comfortable as you want. Special Pre-Regatta Sale Price \$4.85

Our Best HOSIERY VALUES are Displayed for this Pre-Regatta Sale

LADIES' BLACK SILK HOSE—Only 4 dozen pairs in fast Black, with a lace leg and little top; assorted sizes. Reg. \$1.50 pair. Pre-Regatta Sale \$1.28

LADIES' SILK HOSE—Last year's stock in real good grade Silk Hosiery in almost any shade you could ask for: Light and Dark Greys, Navy, Tan, Khaki, Beige, Champagne, Seal, Black and White, etc. Regular \$1.75. Pre-Regatta Sale Price \$1.39

BOYS' and GIRLS' TAN HOSE—Fine ribbed Cotton and very strong; sizes from 5 to 9½ inches; a sample line. \$55c. Pre-Regatta Sale Price

COLOURED HOSIERY—Crimson full ribbed Hosiery in all required sizes for girls or boys; Black and White in this lot also. Reg. 60c. value. 49c. Pre-Regatta Sale Price

LADIES' LISLE HOSE—10 dozen pairs in good looking Greys and White; a real Summer Hosiery. Value for \$1.25. Pre-Regatta Sale Price \$1.10

CHILDREN'S SOCKS—A mixed line, samples and regulars, thrown together; in plain shades of Sky, Pink and all White; double tops. Special 25c. Pre-Regatta Sale Price

Two Special Values in Ladies' Gloves

LADIES' SILK GLOVES—Double tipped coloured Silk Gloves, shades of Grey, Silver, Pongee, Tan, Black and White. 2 dozen wrist. Reg. \$2.60. Pre-Regatta Sale Price \$2.35

LADIES' SUEDE GLOVES—Extra fine quality Suede Gloves in a pretty Pastel shade, a delightful Summer Glove; 2 button wrist. Reg. \$3.80 pair. Pre-Regatta Sale Price \$3.55

These are Special

BUNGALOW CASEMENT—A medium Dark patterned Casement Cloth, 50 inches wide, well covered, best English quality, may be used for many purposes. Reg. \$1.25 yard. Pre-Regatta Sale Price \$1.10

BUNGALOW CURTAIN NETS—These are coloured, showing neat little Pink or Blue spray on white ground; nice soft limp finish, hangs well. Reg. 85c. Pre-Regatta Sale Price 79c.

WHITE TOWELS—Pure White Turkish Towels, large enough for bathers, 24 x 48 inches; a nice close towel and extra thick. Reg. \$1.40 each. Pre-Regatta Sale Price \$1.29

CURTAIN RODS—Half round futed White Enamel Curtain Rods, with turned knob ends and brackets, complete for hanging light Summer Curtains. Pre-Regatta Sale Price 22c.

NU-BARE BOOTS—For the young hopefuls; sizes 3 to 5 in laced or buttoned, Black or Tan, hand sewn, soft flexible finish. Reg. \$2.80. Pre-Regatta Sale Price \$2.60

ATTRACTIVE APPAREL for the Style Parade on the Course

Ladies' Hats Half Price

CHILDREN'S VESTS—Fine Jersey ribbed vests with round neck and wing sleeve; assorted sizes; value for 40c. Pre-Regatta Sale Price 29c.

LADIES' UNDERSKIRTS—White Lawn Underskirts with wide embroidery flounce and dust frill, made in full sizes. Reg. \$1.50. Pre-Regatta Sale Price \$1.25

\$1.00 LINEN CRUSHER HATS FOR THE "COURSE"—Just the Hat for "The Day"; nice light linen make, in White and colored with band simple but effective style. Reg. \$1.00. Pre-Regatta Sale Price 57c.

Beautiful Waists

Here is the latest in Smart American Waists; some in White Muslin, others in lovely Voiles with embroidered fronts, square or round neck, with or without collar; long and short sleeves, beautiful styles. Decide on one for Regatta Day. Reg. \$3.50. Pre-Regatta Sale Price \$3.12

LADIES' FINER UNDERPANTS—Fine White Jersey make; lace trimmed, full sizes, assorted makes. Our regular 80c. line. Pre-Regatta Sale Price 72c.

LADIES' BELTS—An assortment in Patent Leather and fine Kid, suitable for Sport Coats, Midy Blouse, Dresses or Jersey; mixed shades and full sizes. Reg. 80c. Pre-Regatta Sale Price 72c.

Ladies'

\$10.50 Sweaters \$8.98

These offer you Slip-over and Coat Styles, and all this year's importations; shades of Rose, Copenhagen, Turquoise, American eauty, Purple, Emerald, Heather and Coral, etc. There is a long season ahead to enjoy one of these. Reg. \$10.50. Pre-Regatta Sale Price \$8.98

CHILDREN'S COLOURED DRESSES—Mothers! See this display of inexpensive Little Wash Dresses for your little girls, from 2 to 6 years. Pretty styles in Checks, Stripes and Plaids; square necks, short sleeves, piped with white. Good wearing and good washing dresses for Regatta Day and long after; \$1.00 values. Pre-Regatta Sale Price 79c.

Mercerized Lawns

75c Values for 53c

MERCERIZED LAWNS—Just one piece extra fine, 40 inches wide, nice for children's make-up, in faint Blue, Cream and White; old stock. Reg. 75c. yard. Pre-Regatta Sale Price 53c.

MADAPOLANS—Nearly 36 inches wide with a nice even thread, suitable for Ladies' Mince and children's make-ups. Reg. 70c. yard. Pre-Regatta Sale Price 64c.

MOTOR CLOTHES—Coarse Crash Motor Cloths for washing; the ideal mop. Reg. 20c. Pre-Regatta Sale Price 20c.

GLASS TOWELS—Hemmed Glass Towels, Crim-son cross-barred, best English Crash. Reg. 45c. each. Pre-Regatta Sale Price 42c.

Boys' Knicker Hose

Fancy topped Heather Wool Knicker Hose, in assorted mixtures, the very pick of best English makes. Would you not like a pair for your boy. Reg. to \$2.30. Pre-Regatta Sale Price \$1.89

BATH BRUSHES—Solid back Bath Brushes with long curved handle, which is detached, leaving brush with hand strap if required; best of bristles. Pre-Regatta Sale Price \$1.25

MILITARY BRUSHES—The brush a man likes to keep his hair shapely and in proper trim with these are special brushes, stiff black bristles set in aluminum and heavy ebony back. Reg. 85c. Pre-Regatta Sale Price each 75c.

MEN! YOU CAN SAFELY BET ON THESE VALUES AS SURE WINNERS

And some real good Values here for the Boys as well

MEN'S LEATHER BELTS—Neat looking Waist Belts in good strong leather make; Black and Tan with a patent non-slip fastener. Reg. \$1.00. value. Pre-Regatta Sale Price 85c.

MEN'S WHITE MESH SHIRTS—A new one and a dandy for Regatta Day; delightfully cool and catch with a detachable collar to match; full fitting sizes. Reg. \$3.50. Pre-Regatta Sale Price \$3.30

MEN'S BRACES—Fine quality Elastic Braces with white cord fastenings and nickel finished mountings; strong and yields to every motion of the body. Reg. 60c. value. Pre-Regatta Sale Price 50c.

MEN'S SILK SHIRTS—Striped Silk Shirts of unusual attractiveness; these have double turn cuff and a neat fitting detachable collar to match. The ideal Shirt for the Course. Regular \$7.50. Pre-Regatta Sale \$7.20

MEN'S NEGLIGEE SHIRTS—In assorted colored checks; very pretty Shirts, double soft cuffs and deep pointed soft collar to match; these are all made in full fitting sizes. Reg. \$4.50. Pre-Regatta Sale Price \$4.10

MEN'S NECKWEAR—Plain long flowing Neckwear in a serviceable Poplin make. Just as good as silk and better wearing. Reg. 60c. Pre-Regatta 49c. Sale Price



BOYS' CRICKET BELTS—Boys' 3-barred Coloured Elastic Waist Belts, with strong make clasp fastener; assorted colours. Reg. 40c. Pre-Regatta Sale Price 35c.

BOYS' CRICKET SHIRTS—Cream Flannellette Shirts with collar and pocket; boy's choice of Shirts for Sunday and particularly Regatta Day; assorted sizes. Special Pre-Regatta \$1.30

BOYS' IMITATION PANAMA HATS—A neat looking turn-up trim Hat with black corded band; light weight; some men's sizes will be found in this lot also. Reg. \$3.00. Pre-Regatta \$1.50

BOYS' WHITE CANVAS BOOTS—Very light in weight; White Canvas make, white rubber sole and heel; sizes 2, 2½, 4, 4½, 5, 5½ and 6. Special Pre-Regatta Sale Price, the \$1.39

BOYS' CANVAS SHOES—Rubber sole and heel Navy Canvas Shoes; sizes 13½, 1, 1½ and 2 only. Special to clear, Pre-Regatta Sale Price 89c.

BOYS' WHITE CANVAS SHOES—Just what he would like for Regatta Day, a pair of White Canvas Shoes, rubber sole and heel; sizes 11½, 12, 12½, 13½, 1 and 2. Special Pre-Regatta \$1.28

MEN'S STRAW HATS HALF PRICE

This includes several different makes in the popular Boater shape; high and medium crowns, and a dozen or so of Panama Hats. Now is your time to get a brand new one for Regatta Day. Boys. ALL HALF PRICE.

James Baird LIMITED

"Rowe's" Sailor Jumpers for Boys

Best quality White Jean with Navy Sailor collar and Navy cuffs; regulation naval style. Special Pre-Regatta Sale Price \$5.40

Bodice to suit the above \$2.40

Yesterday at Mt. Cashel.

Yesterday's Garden Party at Mt. Cashel was attended by the largest gathering on record, and the success of the affair was beyond the expectations of the promoters. The weather was ideal, and long before the usual hour, hundreds had entered the grounds, keeping the table holders busy selling ice cream, drinks and candy. It is estimated that fully 7,000 people visited the place during the evening. The affair was under the distinguished patronage of His Excellency the Governor and His Grace the Archbishop. Among those present were Rev. Frs. Renout, Wilson, Nolan, Kelly, Pippy, Ashley, Thibault, Carter, St. John, and the Brothers from St. Patrick's, Holy Cross and St. Bonaventure's, as well as many prominent lay citizens. The C.E.B. and C.C.C. Bands rendered excellent music and together with the regular sports, attractions such as dancing by the lads of Mount Cashel, gun drill, ball pitching and other amusements were afforded and greatly enjoyed. At the conclusion of the sports' programme, the prizes were presented by Mr. W. J. Higgins, M.H.A., who on behalf of Mount Cashel, extended hearty congratulations to the recipients. After the presentation the Committee were entertained by the Brothers. Mr. J. L. Slattery, chairman, announced that the proceeds would exceed that of last year. Mr. W. J. Carroll, in proposing the health of Rev. Bro. Conway, predicted great advancement for Mount Cashel in the future, and in reply, Bro. Conway thanked all under God, for the progress made in the affairs of the institution. Particularly he thanked those who in conducting the sports, etc., had made the day successful. Rev. Bro. Ryan, of Mt. St. Francis, paid eloquent tribute to the Sports' Committee whom the Brothers were fortunate in having associated with them. Mr. W. J. Higgins replied, pointing out that his, and the work of others interested in the Garden Party programme, was looked upon by them as a duty, but the great tribute to the work of the Brothers was the gathering of all classes on the occasion. It gave him pleasure to see old Mount Cashel workers present, and to Messrs. C. E. Hunt, C. Trapnell, W. H. Herder and others he extended hearty welcome. To Messrs. H. Macpherson, T. Curran and O'Flannigan, he also paid tribute in conducting the day's sports. Messrs. P. J. Shea, N. J. Vinnicombe, J. L. Slattery, C. H. Hutton and M. Smythe spoke in praise of Mount Cashel and its aims, and Rev. Bro. Ennis, in response to the toast coupled with his name, reviewed the history of the institution and heartily thanked those of all denominations whose assistance was an appreciation of and incentive to the Brothers in their work.

In the Sports, the Junior Baseball game was won by St. Patrick's Hall team, the following being the players: McFarlane, P.; Holden, C.; Duffy, I.; Hunt, 2nd; Chaplin, 3rd; Norman, 4th; Breen, 5th; Morrissey, 6th; Smith, 7th. In the Boys' Race (under 15) Slattery and Rogers won out. In the first round of the football five, the Highlanders won against the Collegians through the latter failing to put in a team; the Saints defeated the C.C.C., the Britons the B.I.S., and the Stars the Pelidians. In the second round the Britons defeated the C.E.L. and the Stars won from the Highlanders, and in the play-off, after the Saints defeated the Britons, they beat the Stars by a goal and a corner to nil. The Baseball game between the Cubs and Wanderers for the H. D. Reid Cup, was one of the big attractions. The Cubs won by 4 to 1, and are now the undisputed owners of the Cup, having won it three years. The successful team was: Hall, p.; Clouston, c.; DeMers, 1b.; Gosse, 2b.; Sawyers, 3b.; Manning, 3b.; F. Phelan, cf.; T. Duggan, rf.; O'Donnell, lf. Messrs. Chesman and Hartnett were umpires and Messrs. Merner and Skinner scorers. The Pony Races were run in three heats and were followed with greater interest on the part of the spectators than perhaps any other item on the programme. There were 13 entries and four heats run, five competing in the first, 4 in the second and third, and six in the fourth, the first and second place winners in all three competing in the final, when Kirby's pony won, with Marshall's second and Morrissey's third. This year the race was run over a new and better track than before. A thoroughly finished course is promised for next year.

C. of E. Garden Party,

FOOTBALL SIXES. The football sixes set for to-night have been postponed, owing to the double header baseball game being on. However two games will be played on Friday night. The Pelidians vs. Highlanders at 6:45 and the Collegians and Stars at 7 o'clock. The remaining three preliminary games will be played on Tuesday commencing at 6:30. One game before the baseball match, two after. 6:30, H.M.S. Briton vs. C.E.L. after the baseball game, B.I.S. vs. C.C.C.; Saints vs. Collegians or Star. The remaining three games will be played at the C. of E. Garden Party at Shannon Munn Memorial Farm on August 11th.