

ECONOMIES Shouting Their IMPORTANCE

To The Observing Shopper.
THE WEEK-END BRINGS ALL NEW
AND REPUTABLE MERCHANDISE
in perfect accord with the
NEW SEASON

Their prices tell in a convincing way that
the occasion merits your Patronage

These Specials constitute just the things you need for
wear right now. They quote prices that are less than the
prices that goods of equal quality have been selling for all
along, proving that there is an advantage shopping here.

FRIDAY, SAT. and MONDAY

Cool Looking, Nice Looking, Inexpensive HEARTH RUGS

Superior Rugs to take the place of higher priced ones; size 27 x 54, and quite a range of fancy mixtures. We bought heavily and thereby secured a special price—the advantage is yours. Regular \$2.50. Friday, Sat. and Monday \$1.98

CARRIAGE WRAPS—Plaid patterned Linen Carriage Wraps, trimmed; ample size for carriage or motor. Special Friday, Saturday and Monday \$1.48

SHOPPING BAGS—Strong Burlap Bags for shopping time; a fine bag when going countrywards; carries a good deal. Special Friday, Saturday and Monday 19c.

LACE CURTAINS—Pretty open mesh Summer Curtains, 2 1/2 yards long; nicely patterned border, suitable for your bedroom, and well suited for bungalow or summer home. Reg. \$5.00. Friday, Saturday and Monday \$3.19

CURTAIN LACES—50 inch White Curtain Laces, all-over pattern; skimpily about these. Reg. 70c. yard. Friday, Saturday and Monday 64c.

SPECIAL!

Ladies' Coat Dresses

\$12.00 Regulars for \$4.98

Suitable for street wear or house wear, in fine Shepherd's Checks and fine Plaids, long sleeved, girdled, and self button trimmings. Wore \$12.00 each. Tabled for clearance Friday, Saturday and Monday

\$4.98

Snappy FOOTWEAR Styles

and they're the latest.

Ladies' Palm Beach Oxfords

LADIES' PALM BEACH OXFORDS—A new piece of Footwear for Summer wear; Palm Beach, canvas back and front, chocolate kid, centre lacing, rubber sole and heel, classy. Reg. \$4.00. Friday, Saturday and Monday \$3.79

LADIES' DONGOLA OXFORDS—Blucher cut Summer Street Oxfords, in Black Dongola Kid, kid lined, Cuban heel and semi-pointed toe. Special Friday, Saturday and Monday \$3.69

MEN'S OXFORDS—Soft Black Dongola Oxford Shoes, light weight. Blucher style; all sizes. Special Friday, Saturday and Monday \$4.90

Bath Towels Hand Towels

New Arrivals Bring
New Values

BATH TOWELS—Large size, quality White, Turkish Towels for bathroom, or the beach later on. Reg. \$1.50 each. Friday, Saturday and Monday \$1.32

FAMILY TOWELS—Beautiful White Turkish Towels, as well as large size unbleached Turkish Towels; values to 75c. each. Friday, Saturday and Monday 65c.

TOWELS—Large White Towels, plain hemmed ends; they are just the weight Towel you will like. Reg. 70c. each. Friday, Saturday and Monday 65c.

Battenburg Table Cloths

Slightly Soiled

650 Regular for 3.95

These are large size Circular Cloths, very handsome patterns, linen in part, showing centre and deep border of Battenburg Lace; all the need is mending. Reg. \$6.50. Friday, Saturday and Monday \$3.95

DRESS GOODS

Prices Keenly Pared

SILK ETOILES—Among the shades are pretty bridal Greys, as well as Brown and Dark Green; just two lengths in each piece. Value for \$3.50. Friday, Saturday and Monday \$2.49

SPECIALS & YARD SUIT LENGTHS—40 Special Suiting Lengths, showing very pretty shades; the offering includes Pongees, Tricotines, Melrose Cloths and Serges.

Prices range from \$2.20 up to \$4.70 yard.

Special Prices from \$4.79 to \$6.49

OUR HOSIERY Makes

Trim-Clad Ankles

CUTIES SOCKS—White Cotton Socks, showing two tone coloured tops; assorted sizes. Special Friday, Saturday and Monday 32c.

CHILDREN'S SOCKS—Fast Black Wool Cashmere three-quarter Socks for little girls, or boys; assorted sizes. To clear Friday, Saturday and Monday 58c.

BLACK HOSIERY—Real All-Wool Cashmere Hosiery, plain Black; our very best grade. Were \$8.00 pair. Friday, Saturday and Monday \$1.49

LADIES' VICI BOOTS—This is a nob by piece of Black Vici Footwear; pointed toe, military heel, rubber tipped, light weight. Regular \$6.00. Friday, Saturday and Monday \$5.58

LADIES' BROWN BOOTS—Comfort shape in Chocolate shade, soft Vici Kid, military heel, rubber tipped, round toe, sensible looking. Reg. \$6.00. Friday, Saturday and Monday \$6.25

MOLE HOSIERY—This is a splendid line, pretty shade of Mole, plain finish, doubled under the "wear" comes. Special Friday, Saturday and Monday 69c.

"SPORTS" HOSIERY—A variety line, showing plain and fancy ribs, all the leading shades, represented, Cashmere weight. Regular to \$1.50 pair. Friday, Saturday and Monday \$1.39

LINLE HOSIERY—In Dark Brown and Fast Black, real spring weight, very popular. Reg. 60c. value. Friday, Saturday and Monday 49c.



Don't Miss The Showroom Specials

LAWN KNICKERS—Ladies' White Lawn Knickers, plain, hemstitched and tucked, made full, trimmed with Swiss Embroidery; open and closed. Reg. \$2.50. Friday, Saturday and Monday \$1.87

SUMMER VESTS—Very fine ribbed Summer Vests, strap shoulder, low neck, 36 and 38 inch bust. Reg. 37c. each. Friday, Saturday and Monday 29c.

INFANTS' KNIT BANDS—Sleeveless Knit Bands to fit 3 months to 3 years; tabs for diaper fastenings. Reg. 30c. Friday, Saturday and Monday 23c.

MISSES' KNICKERS—Shapely White Lawn Knickers, embroidered, trimmed and finely tucked; to fit 12 to 16 years. Reg. \$1.20 pair. Friday, Saturday and Monday 98c.

LADIES' CHILD'S & MISSES' MIDDIES.

You will soon hear the call for these White Jean Middies with coloured collar-cuffs and pocket; others all White with Black tie laced and V-neck, others in coloured Linen, embroidered in wool; assorted shades. Sizes range up to 42 inch bust. Reg. \$3.50. Friday, Saturday and Monday \$1.98

SILK TRICOTINE SWEATERS—For the new season, Silk Tricotine Sweaters, showing Tuxedo collar, long sleeves and girdle; shades of Henna, Navy, Saxe, Fuschia, Brown, Buff, Peach Honeydew and Black; 38 to 42 size. Values to \$12.00. Friday, Saturday and Monday \$5.95

CHILDREN'S JERSEY KIMED SUITS—All-Wool with pleated skirt, square or round neck, long sleeve, bloomers to match; shades of Emerald and Rose, Emerald and Putty, Saxe and Putty and plain shades as well, to fit 3 to 6 years. Regular up to \$15.00. Friday, Saturday and Monday \$9.87

WHITE SHIRTS—Smart looking White Shirts, pocket and wide belt, trimmed with pearl buttons and tucked; assorted sizes; service-giving shirts. Reg. \$1.60. Friday, Saturday and Monday \$1.39

CHILDREN'S GUMPS—Becoming plain Linen and Check Gingham Gumps for girls from 8 to 14 years; straps over shoulders, buckled and neat fitting pleated skirts. Reg. \$2.50. Friday, Saturday and Monday \$2.19

PLAY TIME FOOTWEAR

Sandals, Scufflers
and White Boots

GIRLS' WHITE SCUFFERS—Very strong White Canvas Shoes, with double soles, will stand a lot of scuffling about; all the rage up along. Special, Sizes 6 to 8 \$1.55
Special, Sizes 8 1/2 to 11 \$1.75
Special, Sizes 12 to 14 \$1.98
GIRLS' and BOYS' SANDALS—Dark Tan, double strap Sandals, perforated front, cool footwear, with extra heavy soles; they look for these. Special, Sizes 6 to 8 \$1.75
Special, Sizes 8 1/2 to 11 \$1.98
Special, Sizes 12 to 14 \$2.15
GIRLS' WHITE CANVAS BOOTS—Fine White Canvas Boots, laced style, high cut with a nice semi-broad toe and low heel. Special, Sizes 6 to 8 \$2.15
Special, Sizes 8 1/2 to 11 \$2.39
Special, Sizes 12 to 14 \$2.58



The Bride has an affectionate
regard always for

FANCY LINENS

These are Fitting Gifts

IRISH LINEN TEA CLOTHS—Very handsome Cloths showing some rare examples of distinctive embroidery, hemstitched border, of course, were \$3.20. Friday, Saturday and Monday \$3.98

BUFFET RUNNERS—Rare looking Cloths of real good grade English Linens, something new in embroidery and eyeletting, hemstitched border, of course, were \$3.20. Friday, Saturday and Monday \$2.69

DUCHESSE SETS—All over embroidery Duchesse Sets, very dainty looking for the bridal chamber, 4-piece sets, handsomely edged. Reg. \$2.50. Friday, Saturday and Monday \$2.28

PILLOW SHAMS—English Linen Shams, plain centre, triple border of hemstitching all around; simple but good looking. Regular \$2.00. Friday, Saturday and Monday \$1.79

PILLOW CASES—Irish Linen Pillow Cases with hand-worked hemstitching, the most serviceable kind you could buy. Reg. \$1.20. Friday, Saturday and Monday 98c.

EMBROIDERED PILLOW CASES—Quality right through and through, full size, deep hemstitching and embroidery; 20c. value. Friday, Saturday and Monday 79c.

DAMASK TABLE CLOTHS—Large Dining Cloths in strong White Damasks, 12 only and they are special in quality and in value. Reg. \$5.00. Friday, Saturday and Monday \$5.48

TABLE NAPKINS—Hemmed White Damask Table Napkins. Just the quality to go with the Table Cloth advertised here this week-end. Special Friday, Saturday and Monday 39c.

Table Oil Cloths 38c yard

Special for this week end, a lot of standard width Fancy Oil Cloths for kitchen tables or walls; soft rubber-like finish. Special Friday, Saturday and Monday 38c.

SHELVINGS—12 inch fancy bordered and scalloped Oil Cloth Shelvings. Special Friday, Saturday and Monday 11c.

COLD CREAM—Soothing and relieving after the day's sunburning; all prices: 15c, 17c, 20c, 25c, 30c, 35c.

PAPRUS PLATES—Indispensable for the outing and picnic; two sizes. The Smaller—The dozen 12c. The Larger—The dozen 17c.

SERVETTES—Plain White—25 for 50c. Plain White—25 for 100c. Fancy Border—25 for 90c. 40 Plain White in sealed pkg. for 20c.

ALUMINUM CUPS—Very handy for any time, anywhere; each 10c. KNIVES—One piece; good enough each 7c. FORKS—Real picnic style; each 10c. SPOONS—Tinned; lasting; each 5c.

MOTH BALLS

We made a special purchase of these, and thereby gained a big advantage in price. Sold at 15c. a package last year. Special, 24-oz. boxes for 19c.

Another Batch of DRESS REMNANTS

DRESS GOODS REMNANTS—Re-priced for clearance, lengths for every desired purpose, Dress, Costume, Skirt or for Children's wear.

Every Place a Real Value



1st "Caribou" Company

GIRL GUIDES.

Last evening the 1st Caribou Company Girl Guides held their first public entertainment in St. Joseph's Hall, which was enjoyed by the large audience present. The affair opened with the Recital of the Guide Law and Manual Exercises by the Company under command of Lieut. John McGrath. After this the Company were put through some figure marching and made a very creditable showing. Then followed a very pretty two act play entitled "The Little Mothers' League" in which all the players (including the Baby) carried out their parts to perfection and were loudly applauded. In the second part of the entertainment another two act play was staged. In this play which had for a title "The Ghost of Tiny" there was a delicious spice of tragedy and romance which all thoroughly enjoyed. During the evening there were dances and songs by the Guides and all were enjoyed. The recitation by Guide Broderick was a feature of the evening, as also was the Dances by Guides Costello, Chislett and Grace as well as the Highland Fling by Guide M. Grace. The whole affair which proved such a success speaks well of the combined efforts of the whole company, and particularly of the management of Lieut. McGrath who conducted it. The pianist, Miss M. Gallivan, rendered some beautiful music throughout the whole evening. The committees are sorry that the advertised programmes were not available owing to the printers failing them in the last minute. The whole company ended their most successful entertainment in true Guide manner by saluting the flag after forming horseshoe formation. The same entertainment will be presented on next Saturday afternoon at 2.30 for the benefit of those who could not see it last night.

"The Scoffer" a Masterful Production

A BIG THEME HANDLED IN REALISTIC MANNER.

"The Scoffer" which was seen at the Nickel Theatre last night, was one that appeals to all classes of screen supporters. "The Scoffer" is a powerful story interpreted by a cast of players chosen for their special aptitude in depicting the type of characters assigned and directed by Allan Dwan, under whose magic touch the shadow world pulsates with red-blooded men and women. An excellent example of a successful play that, strictly speaking, has no "star" but a well-balanced cast of finished players who diversity and hold the interest usually concentrated in the personal equation of the stellar role. There are ten important roles essential to the telling of the story in this photodrama and each is in the hands of an artist. The picture is one that you would travel miles to see. Another important feature is Mr. Henry G. Kelly's renditions of "The Lost Chord" and "Cookies and Mussels." Watch for Norma Talmadge on Monday in "The Passion Flower." It moves forward at a tension that grips the mind like a vise, is wonderfully acted and artistically produced adaptation of the stage success.

The Gypsy Curse.

The Gypsies are a race about whom there hangs many a tale of mystery and romance. Long years ago a Moslem saint of Turkey cursed the Gypsies in these words: "May you never more enter or belong to the seventy-seven and a half races that people the earth, but as outcasts be scattered to the four corners of the earth, homeless, wretched and poor; ever wandering and toiling, never realising wealth, enjoying the fruits of your labor, or acquiring the esteem of mankind." This curse seems to rest upon the Gypsies of the present day, and the son of the Roman is still a wandering, homeless, restless creature. Of the marriage customs of the Gypsies one writer says: "In most tribes of European Gypsies the girls use cakes as love letters. They procure a coin and bake it in a cake, which they fling at the first opportunity to the favored man. All over Europe, and in both the Americas, the fortune of the newly-married pair is told by the chief of the tribe—told from the fragments of a pitcher which he breaks after the bride has decked it with a garland of wild flowers."

JUST ARRIVED

2000 Bottles BRICK'S TASTELESS COD LIVER OIL.

Uses: Spring tonic and blood purifier. The ideal tonic after La Grippe. For Coughs, Colds and Run-down condition. For the backward or sickly child, it brings health and strength and increases the appetite, gives positive tonic results whenever the health is not good.

TRY A BOTTLE.

Price \$1.20 bot.; postage 20c. extra. Brick's Tasteless makes you eat. DR. F. STAFFORD & SON, Wholesale and Retail Chemists and Druggists.

James Paired