

## Rotary Luncheon.

At the Rotary Luncheon held at the Hotel Carleton yesterday Mr. McKay, chairman, introduced a very interesting address on "The Future of Newfoundland" as regards the possible development of Newfoundland's resources, but principally of the vast quantities of copper ore lying dormant in the island.

Mr. McKay is well known to Newfoundland as a promoter and the St. John's Rotary Club is but one of the many organizations which he has handled successfully. Mr. McKay stated that the unlimited wealth of resources held by Newfoundland warranted nothing but optimism. He showed the Rotary members a little instrument called "sextometer," and said that it could actually determine the value of a piece of land. Mr. McKay stated that the idea of such an instrument was a few years ago, would have been laughed at, but the inventor became an Optimist and determined to make a scientific instrument of great value. The big pioneer plant of Newfoundland was the idea of an Optimist. It was Mr. H. J. Crowe, who was an Optimist and persistent effort in the movement for the development of Grand Falls. To-day this big industrial plant is a very practical reality of what well directed Optimism can accomplish.

Mr. McKay's efforts in Newfoundland are principally aimed at the development of copper. When the Little Bay Copper Mine was first operated, 1000 men were employed. The development of this mine encouraged the building of the Newfoundland Railway. Unfortunately, operations at the Little Bay Mine were discontinued, and perhaps the main reason was that it was that it was discontinued too soon. The many improvements for the economic development and extraction of copper during recent years make possible the operations of mines such as the Bay on a very profitable basis, and results can now be achieved which were not possible when the mine was first operated.

While in New York recently Mr. McKay had obtained information regarding a new acid process for the treatment of copper ore. This process has been successfully and economically used in other countries at the same time. The property now under consideration for development by McKay gives every indication of deposits—one seam about 10 miles, 7 miles long, estimated to contain 75 million tons of copper ore treated thereon. The immense value of this deposit can be seen. Its value would pay the small debt of Newfoundland—ten million dollars—over. Mr. McKay pointed out that copper development was a future in Newfoundland, exceeding that of pulp and paper.

Mr. McKay also stated that the process of extraction of iron from Copper Ore is successful. A daily output of thousands of tons of concentrates yield about three hundred tons of iron, 250 tons of Sulphur, and 250 tons of Copper.

His recent visit abroad Mr. McKay had got in touch with Mr. F. A. regarding the manufacture of electric iron which is absolutely necessary for the manufacture of rustless iron and steel. The possibilities of use of rustless iron and steel are one's imagination. Approximately 2 million tons of iron are lost through oxidation. The value of rustless iron and steel is therefore of immense importance. This fact is imperative to rust. Mr. McKay also is in negotiation with the Strong-Whitworth Company for utilization of the 60,000 horse power of surplus electric energy that Company will have when plant is completed, and which might be used for electro-chemical sulphur and copper production. The interest of big capitalists is in the successful development of our copper resources, and if development of electric iron is published in connection with copper, the result would produce a new wealth for Newfoundland. The value of the 60,000 horse power surplus electric energy, welded to copper holdings controlled by Mr. McKay would give a production of 100,000 tons of iron with an approximate value of \$24,000,000 daily. This new daily production, consisting of rustless iron, copper and sulphur, would represent a gross recovery of \$80,000,000, Mr. McKay claims.

Mr. Mussolini of Italy, has seen the possibilities of the Rustless process to-day a demonstrating plant is being erected at Milan, Italy. The introduction of new processes and improvements have been more or less retarded by the reluctance of the South African and other mine owners to discard old methods, but the economic value of modern processes is quickly being recognized. Our Copper Mine deposits in Newfoundland were developed by the equipment and operated scientifically. It is reduced cost and accuracy of quality would easily bring them in the forefront as a new product. He stated there are 100,000,000 tons of rustless iron available in the Humber, which could be utilized in the operations in Notre Dame. On his recent visit abroad Mr. McKay met Mr. John Stadler of the

# A Host of Mighty Values in Summer Merchandise

Offered to Thrifty Folk this Friday and Saturday

## Chic Millinery

### Millinery Hats.

A charmingly varied assortment, in pretty Cloche shapes, for Summer wear; in shades of Red, Brown, Grey, Cinquante and various other shades, covered with plain and Oriental materials. Regular \$4.50 each for ... **\$3.85**

### Panama Hats.

Women's White Panama Hats, broad brim, with pretty two tone ribbon bands, of assorted shades; in ... **\$5.95**

### Misses' Hats.

Cream Straw, in pretty Bonnet shapes, nicely trimmed with corded ribbon band and bow at back. Reg. \$1.20 each for ... **\$1.00**

### Children's Hats.

White Straw, in Sailor shapes, trimmed with Navy ribbon band and bow. Reg. 80c. each for ... **80c.**

### Dressing Gowns.

Silk Maroon Dressing Gowns, in assorted pretty stripe effects, shades of Lavender, Blue and Rose; exceptionally pretty and serviceable. Reg. 12.00 ea. for ... **\$10.40**

### Marocain Skirts.

The new Skirts take the straight way to smartness, even though they indulge in pleats, as shown in these new arrivals of Black, Navy & Grey Marocain, in pretty stripe effects; assorted sizes. Reg. \$9.25 each for ... **\$8.45**



### Wool Slippers.

All Wool, long sleeves, round neck, pockets and girdle; shades of Peacock, Lavender, Scarlet and Pearl. Reg. \$4.25 each for ... **\$3.65**

### Jackettes.

All Wool Jackettes, long sleeves, Tuxedo collar, buttoned on the hip; colors of Saxe, Grey and Lavender. Reg. \$4.00 each for ... **\$3.69**

### Wool Jumpers.

Colors of Jade, Navy, Black, Scarlet, Pink, Camel and Nigger; round neck, long sleeves; with girdle running through waist line; in all wool. Reg. \$2.75 each ... **\$2.42**

### Blouses and Smocks.

In White, Flesh and pretty dotted Muslins, Rolled and Peter Pan collar, some nicely trimmed with heavy lace and fine pleating, long sleeves, button cuff. Reg. \$3.25 each for ... **\$2.70**

### Shantung Shirtrwaists.

Natural Shantung, two way collar, buttoned front, long sleeves with buttoned cuff; assorted sizes. Reg. \$4.90 each for ... **\$4.90**

### Marocain Dresses.

Wool Marocain, shades of Navy, Nigger, Mole, Blue and Brown; medium sleeve, trimmed with stitching in self and contrasting shades; finished with flower, or buckle of self material; assorted sizes. Reg. \$5.75 each for ... **\$5.75**

### Wash Dresses.

Pretty Utility Frocks for Summer wear with charming individual touches that delight the feminine heart. Made from pretty striped Repp, short sleeves, square neck, colors of Helle, Pale Blue, Rose and Lemon. Reg. \$5.10 each for ... **\$4.35**

## Football Boots for Men and Boys

### Men's Football Boots.

The famous CHIT brand, lasted, guaranteed all leather, cross-barred and heavy ankle protector; English manufacture; sizes 6 to 10. Reg. \$5.99 per pair for ... **\$5.99**

### Boys' Football Boots.

Deed-sure CHIT brand, English manufacture, guaranteed all leather, cross-barred and heavy ankle protector; sizes 2 to 5. Reg. \$4.50 per pair for ... **\$4.32**

### Men's Boots.

Black Kid, Blucher style, wide fitting; all sizes. Reg. \$19.50 per pair for ... **\$19.50**

### Men's Oxfords.

Black Gun Metal Oxfords, Blucher style, wide toe; all sizes. Reg. \$8.10 per pair for ... **\$8.10**

## Super-Values From the Men's Section

### Flannel Pants.

Men's Grey Flannel Pants, cuff bottoms, finished with belt of self material and fancy buckle; all sizes. Ideal for outing wear. Reg. \$7.00 pair for ... **\$6.50**

### Men's Socks.

All Wool Socks, light weight for present wear, in a splendid assortment of Light and Dark Grey effects; all sizes. Exceptional value. Reg. 95c. per pair for ... **72c.**

### Cashmere Socks.

Men's All Wool Cashmere Socks, ribbed, in very fine quality, shades of Brown, Fawn, Grey and Black; assorted sizes. Reg. 75c. per pair for ... **68c.**

### Plain Socks.

Men's plain Black Cashmere Socks, fine quality; all sizes. These are extra special value. Reg. 60c. per pair for ... **54c.**

### Men's Shirts.

Made of strong Percal, coat style. White grounds, with assorted colored stripes, double cuffs and starched collar bands; sizes 14 to 16½. Reg. \$1.40 each for ... **\$1.24**

### Trench Coats.

Grey Raglans, Trench Coat style, with waterproof lining throughout, full belt, also belted sleeves; assorted sizes. Reg. \$23.00 each for ... **\$19.80**

### Light Weight Overcoats.

Men's Light Grey English Tweed Overcoats, for Spring and Fall wear, patch pockets; assorted sizes. Reg. \$18.00 ea. for ... **\$16.50**

### Men's Ties.

A splendid assortment of Silk Ties, in wide ranging ends, in the newest shades for Summer wear. Reg. 35c. each for ... **29c.**

### Crepe Ties.

The Ideal Tie for hard wear, will not wrinkle or pull out of shape, in a special selection of the newest designs and colorings for Summer. Reg. \$1.45 each for ... **\$1.23**

### Men's Felt Hats.

New arrivals in Men's Felt Hats for Summer wear, showing the very newest shapes, in assorted Browns and Fawns; all sizes. Reg. \$4.00 each for ... **\$3.59**

### Tweed Hats.

Men's English Tweed Hats; assorted patterns; all sizes. Just the thing for your vacation, will stand lots of knocking around. Reg. \$1.75 each for ... **\$1.55**

## Boys Wear Specials

### Wash Suits.

Boys' White Jean Wash Suits, Tunic style, Sailor collar. To fit ages 5 to 8 years. Reg. \$2.85 per suit for ... **\$2.60**

Boys' Cotton Tunic Suits, striped in Light and Dark stripes. Peter Pan collar. To fit ages 3 to 8 years. Reg. \$2.10 per suit for ... **\$1.98**

### Boys' Pants.

Made from special quality Cheviot Serge, colors of Grey and Fawn, lined throughout. To fit ages 3 to 10 years; splendid value. Reg. \$1.40 per pair for ... **\$1.25**

### Boys' Hats.

Straw Hats in new shape for Boys, colors of Navy and Fawn, Brown and Fawn, Fawn and Brown and Drab and Fawn; turned up brim, with silk poplin band; all sizes. Reg. \$1.30 each for ... **\$1.07**

## Stamped Linens

### Tray Cloths.

White Linen Tray Cloths; sizes 16 x 22, for crocheted and button hole edge, stamped in pretty designs ready for working. Reg. \$1.00 each for ... **84c.**

### Serviettes.

White Linen; size 12 x 12, suitable for crocheted edge; special value. Reg. 30c. each for ... **27c.**

### Luncheon Sets.

7-piece Fawn Linen Luncheon Sets, stamped in pretty designs, ready for working. Regular \$2.25 per set for ... **\$1.87**

### Pillow Cases.

White Longcloth, hemstitched border, stamped in eyelet and solid designs; size 21 x 33. Reg. \$2.50 per set for ... **\$2.09**

## Summer Dress Materials

### Cotton Crepe.

Fretty patterns, in assorted striped designs, new color combinations. Reg. 60c. values. Friday and Saturday, yard ... **35c.**

### New Voiles.

Superior grade Voile, 36 inches wide, a splendid assortment of pretty figured designs, in colors of Navy, Grey, Fawn and White. Reg. 60c. per yard for ... **53c.**

### Adora Crepe.

Exceptionally pretty Crepes of Silk and Wool; colors of Fawn, Navy and Orange, in beautiful designs; 36 inches wide. Regular \$1.30 per yard for ... **\$1.17**

### Sylvan Crepe.

36 inches wide, in pretty figured designs, colors of Saxe and Grey. This is one of the season's newest materials. Reg. \$1.20 per yard for ... **\$1.07**

### Kanton Crepe.

A leader in this season's fashions, silk and wool, in colors of Brown, Navy, Fawn and Henna; 36 inches wide. Reg. \$2.50 per yard for ... **\$2.16**

### Venetian Cloth.

The ideal costume material, colors of Light and Mid Fawn, Brown and Grey; 52 inches wide; all wool. Reg. \$3.00 per yard for ... **\$2.70**

## Notions

### ALUMINUM FISH TURN.

Reg. 30c. ea. for ... **25c.**

### ALUMINUM PEPPER & SALT SHAKES.

Medium size. Reg. 7c. each for ... **7c.**

### HAIR PINS.

Black and Brown, a sorted kinds in cabinet. Reg. 20c. per cabinet for ... **17c.**

### NAIL BRUSHES.

Medium size hard bristles. Regular 15c. each for ... **13c.**

### CLOTH BRUSHES.

Medium bristles. Reg. 40c. each for ... **35c.**

### LEMON OIL SOAP.

Reg. 10c. cake. Special two cakes for ... **18c.**

### TURKISH BATH SOAP.

Large size cake. Reg. 18c. per cake for ... **14c.**

### CLEVER'S SHAMPOO POWDERS.

Regular 6c. per package for ... **5c.**

### VINOLIA FIXATIVE HAIR CREAM.

Non-greasy, keeps the hair in place. Regular 45c. per bottle for ... **39c.**

## Stationery

### PICNIC PLATES.

Cardboard Plates; large size. Special per dozen ... **25c.**

### SMALL SIZE.

Notched edge. Special per dozen ... **25c.**

### TABLE COVERS.

Decorated paper Table Covers, Regular 45c. each for ... **37c.**

### ROYAL CROWN EXERCISE BOOKS.

Smooth Ivory Paper. Special each ... **6c.**

### EAGLE SCRIBBLER.

100 pages. Special each ... **5c.**

### FEELLESS ENVELOPES.

25 to package. Special per package ... **6c.**

### MAYFAIR WRITING TABLET.

Containing 100 sheets best quality Linen Paper, large size. Reg. 30c. each for ... **25c.**

### DUPLEX RUBBER BANDS.

½ inch wide; 25 to box. Regular 15c. per box for ... **13c.**

## Women's Underwear

### Jersey Knit Vests.

Very fine knit, shoulder straps, trimmed with heavy crocheted lace, silk draw string; assorted sizes. Reg. 55c. each for ... **49c.**

### Women's Pants.

Knee length, lace trimmed, both styles. Reg. 55c. pair for ... **49c.**

### Camisoles.

Silk Jersey Camisoles, colors of Brown, Peach, Lemon, Helle, Fawn, Peacock, Pale Blue and White; shoulder straps, elastic at waist. Regular \$1.20 each for ... **\$1.05**

### Brassiers.

Made of White Cotton, of pretty dotted and diamond designs; assorted sizes. Regular 55c. each for ... **46c.**



## Values in House Furnishings

### White Sheets.

Plain White Sheets, made from special close woven sheeting, hemmed, ready for use; size 2 x 2½ yards. Reg. \$5.50 pair for ... **\$4.75**

### Lace Curtains.

3 and 3½ yards long, of a splendid quality Lace, in a selection of pretty designs. Reg. \$5.20 per pair for ... **\$4.59**

### Damask Table Covers.

Very fine quality, in pretty patterns, special finish; hemmed; of a generous size. Reg. \$4.00 each for ... **\$3.55**

### Casement Cloth.

Cream Casement Cloth, with pretty lace edge and insertion insert. 36 inches wide. Reg. 70c. per yard for ... **60c.**

### Chintz.

A splendid selection of new Chintz; 36 inches wide, in a wide range of designs and colors. Regular 50c. per yard for ... **44c.**

### Circular Pillow Cotton.

42 inches wide, of a fine quality. Reg. 60c. per yard for ... **54c.**

### Diaper Cloth.

White Diaper Cloth, 24 inches wide, soft finish, contains no dressing. Reg. 30c. per yard for ... **27c.**

## Sport Hair Nets

The Dutch Aer-o-net, silk crepe open mesh, ideal for holiday season, in all the popular shades. Regular 35c. each for ... **30c.**

Newfoundland Power and Paper Company at the Ritz Carleton Hotel. Mr. Stadler stated that he was aware of the immense copper resources of Newfoundland, and that there was no doubt of their possible economic development. There are very many other things which can be done in Newfoundland if we had but the initiative to do them. For instance if the total coal consumed in St. John's was handled in a scientific manner, the by-products obtained from it would considerably reduce the cost of coal. Henry Ford in his immense plant is proving this every day. Benzol, gas, sulphite of ammonia, coal tar etc., would be extracted, and sold at a large profit which would be utilized to reduce the original cost of coal to the consumer.

With regard to the Silver Cliff Mines, Mr. Bennett, of St. Joseph Lead Company, is now here to visit the Placenta lead deposits to investigate the possibilities of the district for his Company.

Mr. McKay was accorded a vote of thanks. Among the guests present were Mr. A. F. Bennett, New York; Mr. Armstrong, and Mr. Bishop of Toronto; Mr. H. Gillis, Halifax; Mr. McLaren, Mr. Ferris and Mr. Myers, of Syracuse, New York.

## FRIENDSHIP

is no Criterion

in the selection of an

### EXECUTOR

Quite the contrary. As a rule, the less personal interest an Executor has in an Estate, the better its affairs are administered. The selection of an Executor is a matter of business, not of friendship. Friendship should, therefore, give way to sound business judgment.

Appoint this Company your executor.

## Montreal Trust Company

Mr. Herbert S. Hall, President.  
A. J. Brown, E.C., Vice-Pres.  
R. G. Donaldson, Gen'l Manager.  
F. T. Fairley, Mgr., St. John's.

## YOUR GIRL

Will take a real interest and make a success of the fine art of cooking if you provide her with the necessary equipment at home. Just because her grandmother used an old-fashioned coal stove is no reason why the young generation should be burdened down with it. If your kitchen is equipped with a "SMOOTHTOP" VULCAN GAS RANGE, fitted with a Modern Heat Regulator, perfect results are certain.

Try this recipe for NUT BREAD: 4 cups flour, 6 teaspoons baking powder, 1 teaspoon salt, 1 cup sugar, 1 cup English walnuts, 1 cup milk, 2 eggs. Mix and sift dry ingredients and add the chopped nuts. Add milk and well beaten eggs. Put in two buttered pans and let stand 20 minutes. Set your oven heat regulator at 375 degrees and bake for 20 minutes. Estimates and full particulars gladly furnished by

St. John's Gas Light Co.  
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## St. JOHN'S Grocery Stores

Best Grade Flour  
58c. Stone.

Choicest Cut Rib Pork

Very Choice Beef  
12c. lb.

Spare Ribs  
13c. lb.

Choice Beef at 10c. lb.

Small Green Cabbage.

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## New Hearth Rugs

### Axminster Hearth Rugs.

Fringed ends, rich Oriental designs and colorings; size 24 x 54. Reg. \$5.65 each for ... **\$5.05**