



THESE PURCHASE-INVIGORATING PRICE-INDUCEMENTS

Will Be of Interest to
FRIDAY, SATURDAY and MONDAY ECONOMISTS.

DON'T let anything prevent you from participating in the far-reaching opportunities of this week's all-important Sale. Lots of Seasonable Needs are now marked to their very lowest possible prices. Such Goods must move to make room for new arrivals. **Can you let such opportunities pass?**

Table Napkins.

Something always needed; we have picked these from our big stock of quick sellers regardless of price; the soft White Damask with a mercerized finish, mostly size 20 x 20, hemmed. Your pick Friday, Saturday and Monday ..

12c

Toilet Covers

2 dozen nonly of all-White Honeycomb Toilet Covers; size 22 x 48, fringed edge, the kind we usually sell at 35c, each, closing out the line Friday, Saturday and Monday ..

29c

Dainty Tea Cloths.

Yes! Daintier than these for the price you cannot find; Hemstitched and embroidered White Linen; size 36 x 36. Just 18 of them for this week's sale. Reg. 70c. Friday, Saturday and Monday ..

58c

Casement Muslins.

Just a few pieces of these, 46 inches wide, fringed, shades of Ecru, Pale Blue and Green, light airy Summer Drapes. Reg. 14c. Friday, Saturday and Monday ..

12c

Towelling, per yard, 6c

2 pieces of 14 inch Honeycomb Towelling, unbleached quality, with colored stripes. Reg. 8c. yard. Friday, Saturday and Monday ..

6c

New Sash Rnds.

A neat get up in Telescoping Brass Sash Rods, extend to 44 inch and quite a new idea in fastening to window; see these today. Special ..

12c

Cu-hion Tops.

In White Muslin, some embroidered, scalloped edge, all white, a few with colored braiding. Reg. 20c. Friday, Saturday and Monday ..

14c

Waterproof Caps.

In shades that will probably match your raglan or raincoat. Light weight caps, smart London shape, assorted fawn shades, men's sizes. Reg. 50c. Friday, Saturday and Monday ..

42c

Pillow Shams.

About 4 dozen of these in fine White Muslin, some braided centres, others embroidered, plain or scalloped edge; these sold regularly for 20c. each. Friday, Saturday and Monday ..

14c

Boxed Soap, 17c.

Just a case lot of these, in assorted makes. Deliciously perfumed Toilet Soaps from a reliable maker, put up 3 cakes in each box, convenient and economical. Friday, Saturday and Monday, per box ..

17c

Kitchen Cloths.

Serviceable and strong for the many uses about the kitchen. White Crash with crimson stripes. Reg. 22c. Friday, Saturday and Monday ..

17c

Polishing Cloths.

A need for every housekeeper, they are made for constant wear, generous size 20 x 24, all plain, hemmed ready for use. Reg. 12c. Friday, Saturday and Monday ..

9c

BEDROOM NEEDS.

All White Grecian Quilts.

These Quilts give most satisfactory wear; the patterns are uncommon, well chosen and well assorted; the quality is universally heavy and the size generous, being 80 x 90; large enough for the largest beds. Values up to \$2.60. Friday, Sat-

2.15

Cotton Sheets.

Heavy Plain Cotton Bed Sheets, size 72 x 90 inches; very desirable for summer wear, finished with 2 inch hem. Usual \$1.00 value each. Friday, Saturday and Monday ..

79c.

Silk Soft Collars.

These look well, and fit comfortably, and come in a nice Cream shade of Jap Silk, sizes 14 1/2 to 16 1/2. Reg. 30c. Friday, Saturday and Monday ..

24c

Crib Blankets.

In heavy fleeced Cotton with pink or blue striped border, size 30, x 40, convenient size for child's single bed also. These are not advanced in price as you will notice you get them Friday, Saturday and Monday ..

19c

Boys' Naval Collars.

Regulation style in shades of Navy, Sky and all White, finished with 3 rows of braiding, easy to fit, nice for the small boys' suits. Reg. 25c. Friday, Saturday and Monday ..

22c

Boys' Sweaters.

For outdoor sports, camping, fishing and vacation time; they come in a medium weight, Cream wool knit, buttoned at shoulder; assorted sizes. Reg. up to \$1.10. Friday, Saturday and Monday ..

92c

"Terra Noya" Collars.

Men's sizes in a nice low-cut, turned down, 4 fold linen collar, very suitable for those with a stout neck; sizes 14 1/2 to 16 1/2. Regular 20 cent values. Friday, Saturday and Monday ..

15c

Shirt SPECIALS.

Negligee Shirts.

The same quality as last shipment, only these have the new broad stripe effects so popular to-day. Black and White and Blue and White and a host of other becoming effects, double soft cuffs. A shirt perfectly made and possessing that feeling of fit and refinement so pronounced in much higher priced shirts. Reg. 90 cents. Friday, Saturday and Monday ..

83c.

Boys' Khaki Shirts.

Just 5 dozen of these left, assorted sizes, turned down collar, extra strong and durable. Great for the holidays, boys. Our regular 45 cents. Friday, Saturday and Monday ..

36c

Neck Bands.

White Linen Neck Bands, they make many an old shirt fit for actual service again, open before or behind; sizes from 13 1/2 to 16 1/2. Have a look over your old shirts, see how the neck bands look and renew now. Friday, Saturday and Monday ..

7c

Boots, Shoes & Hosiery Values

AT THEIR VERY BEST!

Ladies' Button Boots.

12-Button Style, in fine Black Vici Kid, patent leather toe cap, nice medium heel, a most comfortable fitting Boot, stylishly cut; 1/2 sizes. Reg. \$2.80. Friday, Saturday and Monday ..

\$2.65

Ladies' Sandals.

4-strap style in fine Black Vici Kid, high heel, a cool shoe for present wear, 1/2 sizes to fit from. Reg. \$2.60. Friday, Saturday and Monday ..

2.38

Men's Boots.

Just a boot you would like to own, in Black Vici Kid, Blucher cut, military heel, nobby shape. Special Friday, Saturday and Monday ..

4.40

Children's Boots.

Satty footwear for the little ones; Tan Vici uppers and patent leather welt, spring heel; sizes 3 to 6. Reg. \$1.00. Friday, Saturday and Monday ..

94c

Children's Socks.

In White Cotton Lisle with a big range of pretty colored bands and striped tops, heels and toes in colors to correspond. Sizes from 4 1/2 inch to 8 inch. Reg. up to 22c. pair. Friday, Saturday and Monday ..

17c

Boys' Strong Laced BOOTS.

A new line of boys trustworthy boots, stronger than Vici Kid, yet no heavier, Kid uppers, good heavy leather sole; a boot destined to stand rigorous wear. Friday, Saturday and Monday Special ..

Children's White Hose.

All the rage, sizes 7 to 8 1/2 inch; they come in fine Lisle make, dependable quality, running up to 25c. pair. Friday, Saturday and Monday ..

27c

Ladies' Hose.

A big variety line of Summer hose offering. Lace and Lisle, in shades of Grey, Sage and Brown, and Plain Lisle in shades of Tan, Navy, Sky, Pink and Black; assorted sizes. Our regular 45c. line. Friday, Saturday and Monday ..

39c



Sizes, 9 to 13, \$2.70

Sizes, 1 to 5, \$3.10

Ladies' Silk Gloves.

Silk Gloves.

Ladies' Summer Silk Gloves, double Tipped, 2 dome fasteners, shades of Navy, Grey, Beaver, Cream. Black and White, our regular lines up to 90c. pair. Friday, Saturday and Monday ..

78c



Ladies' Kid Gloves

New arrivals in fine Italian Kid Gloves for ladies; this particular line embraces shades that are most wanted, viz., Grey, Tan, Beaver and Black, some with 2 dome fasteners, others 2 button and represent to-day's \$1.30 value. Friday, Saturday and Monday ..

1.15

Genuine SAVINGS

On Every-Day Needs.

FLY CATCHER.—"Katchquick," the new idea, much more effective and quicker than the ordinary fly paper, can't soil the fingers; get a couple now, each ..

2c

TOOTH POWDER.—"Premier" brand in patent Top Tin, a superior powder for preserving and whitening the teeth. Special ..

10c

COLD CREAM.—In 4 oz. White Porcelain Pots, with Aluminum Top, beautifully perfumed, beautifies the skin. Special ..

19c

FOOT POWDER.—Prevents excessive perspiration, makes walking a pleasure, can be used in gloves or shoes and preserves both. Special, per tin ..

22c

MENNEUS TALCUM POWDER.—The original and genuine article, unsurpassed where the best of Talcum Powder is required. The ideal Talcum for the Baby. Special, per tin ..

20c

TOOTH BRUSHES.—Strong serviceable brushes, put up in transparent celluloid case, keeps the brush free from dust, ideal for travellers. Special ..

15c

BLIND ROLLERS.—36 inch size, a strong and simple get up, complete with fittings ..

12c

HAT GUARDS.—Fine black twisted silk cord and patent spring clips. Special ..

5c

QUEFF LINKS.—In gilt and pretty striped namels, new club shades. Special, per set ..

20c

WAIST PIN SETTS.—Assorted 3 piece setts in heavy embossed gilt, firm pins. Special, per set ..

6c

BATHING CAPS.—For ladies and misses, made of finest quality rubber in assorted shades, elastic gathered. Regulated 30 cents. Special ..

24c

WRITING PADS.—30 sheet business size, plain white with guiding line inset and blotter. Special ..

14c

Timely Offerings UNDERPRICED in the Show-Room.

Children's Underwear

A special lot, nice weight for children from 2 to 12 years. Vests with high or low neck, wing sleeve, Pants to match, knee length; would be value for 23c. per garment. Reg. 25c. Friday, Saturday and Monday ..

18c

Nightgowns

These come in fine White Cambric, low neck and 1/2 sleeves, trimmed with wide lace insertion and lace edging, wide embroidery heading with pink or pale blue silk ribbon; other styles in Crepe lace trimmed, low neck and 3/4 sleeve. Reg. 90 cents. Friday, Saturday and Monday ..

76c

Misses Dresses

GREATER VALUES THAN EVER. Reg. \$1.70 for \$1.19

A clean-up line of these in Gingham and Plain Linens; all low neck styles and 3/4 sleeve, mostly to fit girls from 12 to 19 years; a variety of styles to tempt you and priced considerably lower than what one would expect to pay for such winsome dresses. Reg. up to \$1.70. Friday, Saturday and Monday ..

\$1.19

Girls Knickers

Neat little white lawn knickers for girls from 2 to 6 years, trimmed with embroidery and fine pla ticks, not worth making when you can buy them so cheaply. Reg. 25c. Friday, Saturday and Monday ..

20c

Infants Bonnets

A great variety of these in fancy brocaded, corded and plain Silks. Silk Ribbon and Cord trimmings, large and small shapes. Any bonnet in the lot good value for 40c. Friday, Saturday and Monday ..

27c

Aprons

Strong, serviceable, striped Gingham Aprons for morning wear about the house, blue and white and grey and white stripes, made full. Reg. 22c. Friday, Saturday and Monday ..

17c

Ladies Bows

A nice assortment of Silk and Velvet bows with cord and tassels, other pretty conceits in rose buds, etc., all the newest shades. Reg. up to 20c. Friday, Saturday and Monday ..

13c

Ladies Vests

These are Job, and offer you the very best value in high grade goods. Pure White, fine Jersey ribbed, low neck and wing sleeves, others sleeveless; Pants to match if desired, laced trimmed, open. Good values for 25c. Friday, Saturday and Monday, per garment ..

18c

Silk Hair Nets

Extra large size, strong and durable, elastic edge. Special Friday, Saturday and Monday ..

2 for 5c

Wf. Turkish Towels, 28c pr

If you are looking for Towel value, see this lot in pure White Turkish; size 17 x 36. This is one of our leading values this week. We make the price per pair knowing it comes within everybody's reach. Special, per pair, Friday, Saturday and Monday ..

28c.

Huck Towels.

These give everlasting wear, being extra heavy quality, linen finish; size 16 x 36, Crimson striped ends; very serviceable about the kitchen. Value for 18c. each. Friday, Saturday and Monday ..

12c.



Naval Reservists on Furlough.

Reservist Henry Dearing Invalided. By the express which reached town at 4 p.m. yesterday five Royal Naval Reservists returned to the city after an absence of close on two years, and are as follows:—Richard Rodgers and Michael Emberly, City; Z. Fowlow, Trinity East; Henry Dearing, Shearstown, Bay Roberts; and John C. Butt (2) Bay of Islands.

The Reservists were accompanied by two regular service men, a Petty Officer and a Marine, who have been transferred to H. M. S. Briton.

Reservist Richard Rodgers was the first to enlist after war had been declared and joined H. M. S. Calypso the day previous to Commander MacDermott's proclamation calling the Reservists to the colors. Leaving here with the first contingent he has had some trying experiences and is now home again on a brief furlough.

Reservist Michael Emberly, brother of Constable Patrick Emberly, was himself a member of the police force when war began, and prior to that was an ex-Navy man. Leaving here at the same time as Reservist Rodgers he has also had some trying experiences.

Reservist Z. Fowlow comes from the old fighting stock of Trinity, and after two years battling with the enemy and the storm-tossed seas he is home on a brief furlough.

Reservist Henry Dearing, another of the boys in blue to leave here at the beginning of the war, is now invalided home, suffering from the effects of three hours in the icy waters of the North Sea. It happened that on the morning of April 10th the H. M. S. Hilary captured a Danish boat which was attempting to run the blockade. She was about to be taken to the Orkney Islands when on the evening of the next day she was sunk by a German submarine, resulting in the loss of several British sailors and a large number of Danes. Dearing has received from the Admiralty his honourable discharge after spending a couple of months in hospital at Devonport. We hope and trust the gallant sailor will soon be restored to health.

Reservist J. C. Butt (2) is a time expired man and has returned home with the intention of joining the Regiment.

At the station the men were met by the Women's Patriotic Association and were driven in motor to Government House where His Excellency the Governor extended to them a hearty welcome home.

McMurdo's Store News

FRIDAY, Aug. 4, 1916. Woodbury's Facial Cream has long made its name in Canada and the United States, as one of the quickest and most potent remedies for sunburn, tan, and the effects of sun and wind on face, neck, hands and lips. It is making its reputation in St. John's for the same purpose. Price 35c. a bottle.

Dr. Chase's goods—Nerve Food, Ointment, Kidney Liver Pills, and Syrup of Linseed and Turpentine—have lately arrived to us, and are on sale at the usual prices.

By the cross-country train due tomorrow afternoon, some twenty-odd officers and soldiers of the Nfd. Regiment will arrive home invalided and on sick furlough. Some are battle scarred heroes. Amongst them is Private W. J. Gladney, D.C.M., of Gallop fame and who is medically unfit for further active service. No doubt the returning veterans will be accorded a whole-hearted reception by the citizens of St. John's.

Returning Veterans.

Miss Ruby Tessier, nurse at Western Hospital, Montreal, arrived here by yesterday's express on a visit to her mother, Mrs. C. Tessier.

Miss Lena Wilson, who had been studying medicine at Edinburgh University, returned home by last evening's express on a visit.

Mr. and Mrs. H. D. Carter were passengers by the Stephano yesterday.

Mr. J. M. Devine, who had been visiting the United States markets purchasing goods for a new concern to be opened up here shortly, arrived back by the Stephano yesterday.

SPECIAL TO FORD CAR OWNERS.—Just received a shipment of Nathan Detachable Seat Covers and Genuine Mohair One-man Tops for Ford Cars. GENERAL MOTOR SUPPLY CO., Geo. M. Barr.—July 24th.

A fish that is to be boiled will be improved if it is placed in a dish containing melted butter, and allowed to stand for an hour before boiling.

After boiling salt beef leave two or three carrots in the liquor until cold. The carrots will absorb the salt and the liquor can be used for soup.

ESES

\$1.75

\$2.75

\$2.25

\$2.50

\$3.25

\$5.25

\$2.25

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