

Values for Friday and Saturday

That Overtop Them All.



LINOLEUM
Printed Linoleum, 2 yards wide, in floral, black and carpet designs with richly blended colorings. A most serviceable floor covering in patterns suited for any room in the house. Reg. \$1.80 yard. Friday & Saturday **\$1.65**

HEARTH RUGS.

Decidedly handsome patterns in neat Oriental effects on plain and fancy grounds. A most dependable Rug that will look well in any room, and at this price should have a record sale. Reg. \$3.90 ea. Friday & Saturday **\$3.50**

SHELVING OIL CLOTH.

Pretty floral patterns in Pink, White and Red, also plain Light Green and Sky with fancy borders. A very serviceable shelving, 12 inches wide with neatly scalloped edge. Special for Friday and Saturday, 2 yards for **15c**

IF YOU BELONG TO THE "DO CARE" CLASS

You can ill afford to miss coming here Friday and Saturday, for in each and every instance the word Economy bobs up on such goods that are given preference at this season of the year. We solicit your patronage, and will have it if you are inclined to invest, when the profits to be derived therefrom are so noticeably large.

ECONOMY CHANCES

SCRUB CLOTHS—Of good soft Cotton, coarse thread with open mesh; size 22 x 22 inches. Reg. 10c. each. Friday and Saturday **8c**

CHEMISTS FLANNELLETTES—DUSTERS—Plain and check patterns, size 23 x 24 inches. Reg. 20c. each. Friday and Saturday **16c**

GLASS TOWELS—Of Union Linens and cottons with the words "Glass Cloth" woven in the red borders; size 21 x 22 inches. Reg. 15c. each. Friday and Saturday **12c**

PAVE CLOTHS—Good heavy Terry Cloth with striped and fringed borders; size 12 x 13 inches. Reg. 3c. each. Friday and Saturday **6c**

ON NEEDED HOUSEHOLD GOODS

ROLLER TOWELLING—Several different qualities in cotton and Union materials with plain and red borders. Reg. 13, 14 and 15c. yard. Friday and Saturday **12c**

WHITE TOWELS—Medium weight materials in a very soft quality; large size; hemmed. Reg. 27c. ea. Friday & Sat. **23c**

GREAT SALE of MEN'S HATS.

Men's extra light weight Straw Hats, so light that you'd imagine they would float in the air. They are fitted with cushion sweat bands that conform readily to all of the bumps, are stylishly made and finished with soft bow at side and band of medium or narrow black ribbon. Values to \$2.50 each for... **\$1.10**

JOB STRAW HATS.

In White, Dark Brown and Checked. Just the kind for gardening, hay making or rough wear. They will stand a lot of knocking about and are extra values at this low price. Regular values to 90c. each for... **30c**

Selected Items from our Extensive Showroom Stock.



JERSEY BATHING COSTUMES.—Extra quality in very fine elastic Jersey; close fitting pants and short skirt. They are very tastefully trimmed with Black and White striped Jersey, and close at shoulder; sizes 34 to 38. Reg. \$2.00 each. Friday and Saturday **\$2.50**

ZEPHYR BATHING COSTUMES.—Stylishly cut with detachable pants; wide striped collars and cuffs of fine Jean; sizes 34 to 42. They are comfortable and neat in appearance. Reg. \$2.00 suit. Friday and Saturday **\$1.70**

HAIR NETS.

Patent self-adjusting Hair Nets of real human hair, in natural shades of light, medium and dark Brown and Black; indispensable to the present style of hair. Reg. 7c. ea. Friday and Saturday **5c**

CHILDREN'S MIDDY WAISTS.

Fine White Cotton with Blue or Red Collars, cuffs and laced fronts; waists that any child from 2 to 6 years will certainly feel proud of. Reg. 65c. each. Friday & Sat'y. **55c**

SILK RIBBONS.

Fine finish Taffeta and morgan silk ribbons serviceable for many different uses; in pretty shades of Helio, Emerald, Brown, Cardinal, V. Rose, Pink, Sage, Navy, Royal, Pale Blue, Cream, White and Black. Reg. 30c. yard. Friday and Saturday **25c**

TEA APRONS.

Made from all over embroidery and spotted muslins with wide hem or frill of embroidery. Several beautiful styles to choose from. Reg. 60c. each. Friday and Sat'y. **52c**

CHILDREN'S EMBROIDERY and VOILE DRESSES.

A splendid assortment of pretty styles with yoke or long waist, to fit children up to 6 years of age. They are daintily trimmed with Valenciennes lace ribbon and embroidery and are remarkable values at this low price. Reg. \$1.00 each. Friday and Saturday **85c**

CHILDREN'S HANDKERCHIEFS.

In boxes containing 3, size 10 x 10 inches. They are made of soft Irish Lawn with figured corners and colored hemstitched hem; very suitable for children. Reg. 30c. a box. Friday and Saturday **25c**

WOMEN'S CORSET COVERS.

Of soft pure Cotton with draw string waist band, in round and square neck styles; they are beautifully trimmed with Pink and Blue Silk ribbon, beading and embroidery, scalloped edge, puff sleeves in full pretty styles. Reg. 65c. each. Friday and Saturday **55c**

BLOUSES.

A splendid assortment in the very newest models, including voiles, muslins, percales and silk muslins in plain, striped, checked and floral patterns, trimmed and finished in the most up-to-date way. Reg. \$1.80 and \$1.85 each. Friday and Sat'y. **\$1.50**



GREAT BARGAINS in Summer Dress Goods.

WOOL CHALLIE.

A splendid material for Women's Blouses, Dresses or Children's wear, woven in wide fancy stripes on clear cream grounds. A beautiful fabric for early fall wear. Reg. 45c. yard. Friday & Saturday **40c**

ARMEURE-DE-CHENE.

This season's most favoured fabric, well made from pure wool and reliably finished; comes 38 inches wide in dainty light shades of Sage, Tuscan and Pale Blue. Reg. 90c. yard. Friday & Saturday **80c**

SHOWERPROOF CRAVENETTE.

The light weight of this material makes it especially desirable for present and early fall wear. It is so closely woven that it excludes rain, and is proof against sudden summer storms; comes in Fawn and Grey only; 52 inches wide. Reg. \$1.65 yard. Friday and Saturday **\$1.48**

Men's Summer Underwear.



MEN'S BALBRIGGAN UNDERWEAR—Made from well woven Egyptian yarns in a light natural shade, cut full and roomy; all sizes. Regular 45c. garment. Friday & Saturday **40c**

BETWEEN SEASONS UNDERWEAR—Made from pure Wool and Union Yarns. This is a great chance to lay in your 'tween seasons Underwear at an exceptionally low price. Regular \$2.00 values for... **\$1.20**

Light Weight Mackintosh.

When you go away on a vacation, or even for a picnic, it's a wise thing to take along a mackintosh; you are likely to run into a shower any time. This Mackintosh is of extra fine quality, light in weight (weighing only 2 pounds), stylishly cut, well made, and above all is thoroughly dependable in wet weather. Reg. \$16.00 values ea. Friday & Sat'y... **\$14.00**



Underwear.



WOMEN'S VESTS.—Knit of very soft cotton in a close rib. The low neck and armholes are trimmed with a neat edging and tape. Extraordinary values Friday and Saturday **15c**

CHILDREN'S VESTS.—Made from pure white union yarns in a very fine rib. A job line that would be good value at 30 and 35c. each. Specially priced to clear, per garment **18c**

Stylish Headwear at Friday and Saturday Prices.

WOMEN'S UNTRIMMED HATS.—A very smart stylish shape with slightly turned brim; shades of Mole, Grey, Rose, Sky and Green with underbrim in contrasting shade. A hat that suits nearly everybody and needs very little trimming. Regular \$2.25 and \$2.50 each. Friday and Saturday **\$2.00**

GIRL'S HATS.—Chip Straw in Marine Blue and white blazer stripes, trimmed with a narrow silk cord and tassel, and at a price within the reach of every one; suitable for girls from 8 to 14 years. Saturday **35c**. each. Friday and Saturday **30c**

FOOTWEAR.

WOMEN'S SILK ANKLE HOSE—Seamless, silk and cotton feet, reinforced toes and heels, 3 inch double garter tops and pure silk ankles that will fit perfectly; all sizes. Reg. 40c. pair. Friday and Saturday **34c**

INFANTS' & CHILDREN'S SAGE BLUE SOCKS.—Unshrinkable wool, elastic ribbed top, perfectly seamless feet; a sock that will give great satisfaction and wear; sizes 3, 4, 5 and 6. Values to 22c. pair. Friday and Saturday **15c**

RED TOP VICI KID BOOTS—High class boots, made in stylish shape from good quality Vici Kid; finished with Red Kid tops and Red tassels; sizes 6 to 8. Regular \$2.20 pair. Friday and Saturday **\$2.00**

SMALLWARES—Priced for Quick Selling.

CHATEAU VIOLET TOILET SOAP—Good quality; 3 cakes to box. Reg. 20c. box. Friday & Sat. **24c**

PINS—In loose leaf book containing an assortment of useful sizes. Reg. 6c. book. Friday & Sat. **5c**

HAIRPINS—In hand-painted, carved and embossed aluminium top boxes; an assortment of useful sizes. Reg. 25c. box. Friday & Saturday **20c**

PAPER DOLLIES—Assorted fancy designs; packages contain 3 dozen, size 5, 6 and 7 inch. Reg. 10c. pkg. Friday and Saturday **9c**

ONE-PIECE BEAUTY PINS—Fancy designs, on cards containing 1 dozen. Reg. 6c. card. Friday and Saturday **5c**

PAPER TABLE NAPKINS—Grey and White Lace and assorted floral designs. Reg. 30c. a hundred. Friday & Saturday **25c**

PERFUMES—Lilac, Parma Violet, Lily of the Valley, Jockey Club, Opoponax and a variety of others. Reg. 20c. bot. Friday & Saturday **16c**

OVAL PHOTO FRAMES—Of non-ferrous alloy; Imperial Silver; velvet backs; ball stands. Regular 45c. ea. Friday & Sat. **38c**

CLARKE'S MARKING COTTON—300 yards spools, in pure white only; will neither stain nor fade. Reg. 4c. spool. Friday & Saturday **7c**

PHOTOGRAPH MOUNTS—In book form, for conveniently keeping your snapshots together. Reg. 7c. book. Friday and Saturday **5c**

Stylish Summer Skirts of fine white jean.



Full waist, neatly trimmed with silk stitched over-clip belt & white pearl buttons; invisible seams, side opening. Reg. \$4.25 each. Friday & Saturday **\$1.65**

UNDERSKIRTS—Of soft cotton with a 7 in. dust trail, over which is a fine embroidered flounce headed with ribbon run beading. Reg. \$1.65 each. Friday & Saturday **\$1.30**

To-Day's Messages.

10.00 A.M.

GERMANS ADMIT BRITISH OFFENSIVE.

BERLIN, To-day. A German official statement says that in Flanders a second great battle has burst forth, the British infantry attacking German positions on an eleven-mile front. The German general staff reports the cathedral at St. Quentin was set on fire by French shells, and that it has been ablaze since yesterday evening.

HOLLAND PROTESTS.

THE HAGUE, To-day. An official announcement was made today that the Netherlands Minister at Berlin has been instructed to protest seriously to the German Foreign Office against the violation on August 17th of Dutch territorial waters by German airplanes and torpedo boats off the Scheldt.

ENCOURAGING TONNAGE OUTLOOK.

LONDON, To-day. Lloyd George said that in the first six months of this year the new tonnage built was 484,000, while in the last six months, including purchases of new tonnage, it would be 1,424,000. The Premier also said that a considerable addition had been made in the programme of naval construction. With the co-operation of America, the Premier said, there would be sufficient tonnage for all of 1918 and if necessary 1919. Although the tonnage had decreased during the last year, he added, more goods had been carried from overseas.

CANADIANS HOLD THEIR GAINS.

British Front in France and Belgium (By Associated Press).—Nearby while the Canadians were holding strongly Hill 70 and all other positions which they wrested from the Germans about Lens, Yesterday, after having beaten off ten furious counter attacks in which the enemy suffered heavy casualties, the last German counter attack of the night occurred at half-past nine o'clock. This morning comparative quiet reigned in this sector.

THE GERMAN CLAIM.

BERLIN, via London, To-day. The combined British and French attack over a front of more than 18 miles in Flanders, was shattered by the Teutons, according to an official communication issued last evening. Only local successes on the Yser Canal and in the vicinity of Langemark were obtained by the Entente, who suffered heavy losses.

THE PREMIER ON THE SHIPPING SITUATION.

LONDON, To-day. The unrestricted submarine campaign was begun in February and by April, the Premier said, England had lost 560,000 tons of shipping. In one month the German official figures, he added, claimed that England was losing between 450,000 and 500,000 monthly. After allowing for new construction the figure of 560,000 tons for April was gross. In June the losses had fallen to 320,000 tons gross. This announcement was cheered loudly. In addition, the Premier said, he had taken steps for quickening ship-building, and he had ordered a good many ships abroad. In 1915 the new tonnage built was 688,000 tons; in 1916 it was 538,000 tons; for the first six months of this year it was 480,000. The tonnage acquired during the last six months would be 1,420,000 of which 1,100,000 had been built in Britain. The total for the year would be 1,900,000 tons. The Premier declared that the net shipping losses were far from being what the Germans claimed. They were 250,000 tons monthly, and if the present improvement was maintained the loss for July and August will be 175,000 tons each. The figures showed that the Admiralty was meeting with considerable success. Lloyd George read a message from Field Marshal Haig about the fighting in Flanders and concluded, "This is the supreme hour for patience, for courage, for endurance, for hope, for unity. Let us go through this hour with a temper that will enable us to destroy the great military despotism. Let us go through this hour with the old temper of our race, so that next year, we shall begin, and then the world will begin to reap the fruits of our valour."

BRITISH STILL ADVANCING.

LONDON, To-day. Reuters' correspondent at British Headquarters in Belgium, says he hears the fighting is proceeding well beyond Langemark. Brown bread spread with butter in which a little paprika has been mixed, makes a good sandwich.