

First Opening of American Goods!

We announce our first shipment Am. Goods, purchased keenly and marked at the lowest margin of profit

Ladies' Silk Blouses

8 Dozen LADIES'

Job Silk Blouses,

White Black and Coloured,
Value from \$2.50 to \$7.00 ea.

Selling
\$1.60 to \$4.00
each.

Ladies' Fabric Gloves.

A Small Quantity of Ladies' Cotton and Silk Gloves as Follows:
White Lisle Gloves.....38c. pair
White, Bl'k & Pongee Silk Gloves \$1.20 pr.
White Chamois Cloth Gloves...\$1.50 pair
The Latest Materials in Fabric Gloves.

Marshall Bros

Ladies' Job Collars.

30 Dozen LADIES'

Job Collars,

White, Black and Coloured,
Values from 40c to \$1.00 ea.

Selling
20c. to 50c.
each.

PENNIES.

By RUTH CAMERON.



RUTH CAMERON

A friend of mine, a doctor, has occasion to pass frequently through the poorest section of the city. One day when he was starting on his rounds he asked the Wants-to-be-Cynic if he would give him pennies for a dime. "What's the big idea?" asked the Cynic. "The kids," said the doctor. "You know the streets down there just swarm with them and I always like to have a supply of pennies on hand. I don't know any way in the world you can give so much happiness and get so much fun cheap as handing out pennies to those kids. Best cure for the blues, I know."

One Kind Of Preparedness.

And he went off whistling and rattling the ten pennies in his trouser pockets. Do you like the doctor's prescription? I do. I've tried it before in a small unsystematic way; but hereafter I'm going to be more systematic. I'm not going to leave having the pennies to chance. Look back to your own childhood and see what a penny meant to you. Why it was an adventure, something that turned a grey day to blue. Can't you remember even at this distance, individual pennies and their history? I can.

How I Spent A Penny Once On A Time.

There was the penny big brother offered for winning a race on stilts. I won it and what do you suppose I did with it. Being smitten with a violent case of kindness to animals I gave it

to a little boy who had some tadpoles in a bottle, to let them go. I, mind you, who was always before and after, a most energetic tadpole catcher. I can remember vividly how indignant big brother was.

Once a girl in our school had her cousin to visit her. And every day in the week, so rumour ran, they each had a penny to spend. I didn't believe it at the time. But I see now that I doubtless did her a grave injustice.

She Asks For "A White Penny."

True, a penny does not mean the same to a middle-class child of today that it did to you and me. Times have changed. I know a little four-year-old who is shrewd enough to spurn coppers and ask her aunts and uncles for "a white penny." You can't give the same thrill you used to feel by handing a penny to your nephew or niece or your own child.

But the children to whom you can give in memory of the little wistful, eager child who vanished when you grew up are legion. Surely the vanished child will smile when he sees their faces light up. And since his hiding place is in your own heart that will bring sunshine there.

I bought a horse with a supposedly incurable ringbone for \$30.00. Cured him with \$1.00 worth of MINARD'S LINIMENT and sold him for \$85.00. Profit on Liniment, \$54.

MOISE DEROSCE,
Hotel Keeper, St. Philippe, Que.

The finest modern lingerie is made of crepe silk, sheer lawn, crepe de chine and chiffon.

One of the new bathing suits is called the envelope, because it has adopted a feature from the envelope chaise.

Monk & Glass Table Dainties, Assorted 8c up

PURE SPICES
in 3 oz. dredge tins.
Mixed Spice, Cloves, Nutmeg, etc.

"MARIGOLD" and "KEY" BRAND SOAPS
in cartons of 3 12-oz. bars, only 25c. carton.

SCRUBB'S AMMONIA.
Try it in the bath.

C. P. Eagan

DUCKWORTH STREET & QUEEN'S ROAD.

ON SPOT!

July 27th.

160 Cases

Ripe, Sound, Sunkist

California ORANGES.

176, 216,
252 count.

Soper & Moore,
Importers & Jobbers.
Phone 486.

Rann-dom Reels.

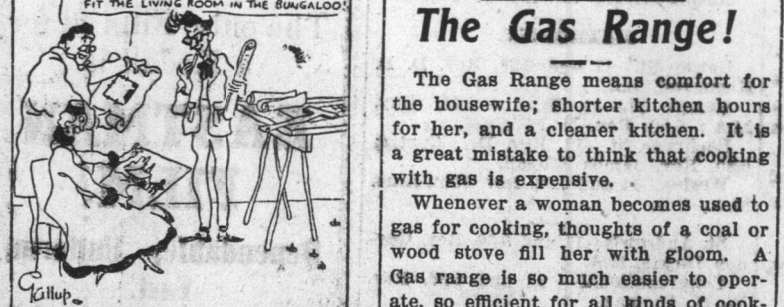
THE BUNGALOW.

The bungalow is a house from which the running gear has been removed. It has less road clearance than an underslung runabout, and hugs the ground closer than a caterpillar. An able-bodied man could fall off the roof of a bungalow and alight on his neck without hurting anything except his morale, and if his morale was well concealed he would not feel a single quail.

The bungalow is designed for the residence of people who have grown tired of hunting the elusive hired girl to her lair and then watching her ooze away just prior to housecleaning. This oozing away process on the part of so many hired girls who gallop to the hygienic altar in pink chiffon is the reason why so many twelve-room houses are offered for sale to the highest and best bidder for cash. The average bungalow has only five rooms, including the back porch and the linen closet, and can be easily cared for by one wife who is well-muscled and does not care to do anything else.

Crowns fashioned after the "Boy Scout hats" are new in millinery. Tinsel embroidery of a refined and quiet character is much used.

The hem will be a very important feature of the autumn skirts. Side pleating are used on French crepe negligees instead of lace.



A neat, cozy, pebble-dash bungalow which can be swept and dusted in fifteen minutes.

A neat, cozy, pebble-dash bungalow which can be swept and dusted in fifteen minutes, at a slow walk, looks like a small section of heaven to a housewife who has been trying to keep up with a crooked-legged vacuum

cleaner in its mad chase from cellar to garret. When this kind of a housewife sees a picture of a squat, flat-footed bungalow with a retreating forehead, which can be dry cleaned in less time than it takes to boil an egg from a standing start, she becomes willing to sacrifice a few thousand square feet of floor space in the hope of living to a ripe old age. The only woman who ought to try to take care of a two-story house, with vegetable cellar, laundry and three bedrooms in the attic, is a female Sandow with the muscular development of a dray horse.

Your Boys and Girls.

Baby is a very important person and the young mother should know these few rules. Babies often contract bronchitis from being kept out when the chill mists are falling after sunset in Autumn and Winter.

The flannel abdominal bandage should not be discontinued till all the first set of teeth are cut, and not then if the child suffers frequently from stomach trouble, in which case its use should not be discontinued at all. It should never be left off in cold weather, nor suddenly, but when giving it up should be torn away gradually bit by bit.

When a child loses weight either baby or older child, it is a sign that something is wrong. The safest thing under such circumstances is to consult a doctor.

Fashions and Fads.

The hem will be a very important feature of the autumn skirts. Side pleating are used on French crepe negligees instead of lace.

Crowns fashioned after the "Boy Scout hats" are new in millinery. Tinsel embroidery of a refined and quiet character is much used.

The Gas Range!

The Gas Range means comfort for the housewife; shorter kitchen hours for her, and a cleaner kitchen. It is a great mistake to think that cooking with gas is expensive.

Whenever a woman becomes used to gas for cooking, thoughts of a coal or wood stove fill her with gloom. A Gas range is so much easier to operate, so efficient for all kinds of cooking, and so much cleaner, that the idea of going back to the old style methods is decidedly unpleasant. Yet in winter many housewives think they must use a coal or wood stove, because there is no other way of heating the kitchen. THERE IS ANOTHER WAY AND IT IS FAR BETTER THAN THE OLD. THE CLOW GAS STEAM RADIATOR WAY. may 23, 17

Milady's Boudoir.



HEADACHES AND BEAUTY.

Although a headache is looked upon as a very ordinary ailment it sometimes grows to be an annoyance as well as a destroyer of beauty. No one can look really charming, or even fail to show traces of pain, while suffering from a blinding headache.

A headache always has a cause, usually in some other part of the body, although the eyes are often the cause of the headache, which while painful is not necessarily alarming. But if a certain kind of headache recurs at frequent intervals, it is time not only to find a cure, but a cause.

One should not try headache remedies promiscuously without a doctor's advice, unless one knows what is in the dose, because headaches which show a tendency to become chronic are not properly headaches at all and cannot be reached by headache medicines, or at least permanently cured as such headaches are sympathetic messengers from the brain recording a disturbance somewhere else in the body.

The trouble may of course be in the head, the ears, the eyes, the nerves, or adenoal growths—all cause headaches and the first symptom of an abscess in the inner ear is a headache. Kidney trouble is often indicated by a headache and we all know that most of the ordinary headaches are directly due to the stomach.

Probably it is well that such a forcible reminder tells us something is wrong, if we are only wise enough to listen to the persistent hammering.

A headache is often due to an empty stomach or a stomach overloaded with indigestible food.

Fads and Fashions.

Four-pocket jackets in khaki, is a new military effect in sports clothes. White vests of frilly organdy will be worn with serge and satin dresses.

Silver and gold tissue has been much used for recent wedding gowns. Organdy neckwear is charmingly made with the tiniest and crispest ruffles.

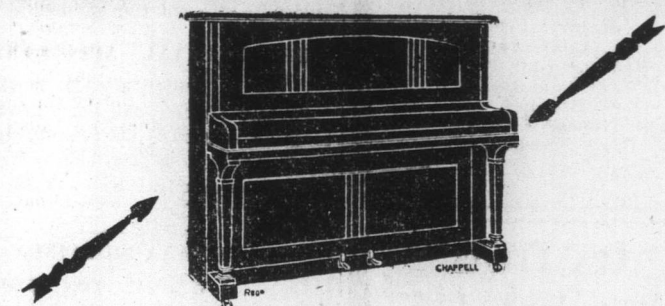
Cuffs of Georgette crepe waists are cut with points reaching over the hands.

Colored table linen threatens to be the fashionable thing for informal affairs.

Many of the new hats are trimmed with a wide bow placed on top of the crown.

Macramé lace is in again, and strangely enough, is combined with chiffon.

Satin will be used in the fall just as much as it has been used in the summer.



PIANOS: CHAPPELL, London.
New Sale Williams, Toronto.
CABLE & SONS, New York.

We carry the largest stock of high grade Pianos and Player Pianos in the city. As to their quality, ASK ANY MUSICIAN.

Player rolls at popular prices 40, 50 and 60 cents.

Liberal prices allowed on pianos in exchange for Players.

Martin-Orme, Jacob Doll, Cable and Thompson Pianos and Players in stock.

KIMBALL CHURCH and PARLOUR ORGANS.

A few Pianos available for rental.

We have no agents. Customers will find it to their advantage to deal directly with us.

Musicians' Supply Co.,
Royal Stores Furniture Department.
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GREAT CLEARANCE SALE

of Ladies', Misses' and Children's

Middy Blouses.

NOTE PRICES:

Ladies' Middy Blouses, newest styles. Sale Price \$1.59
Misses' Middy Blouses, to fit from 10 to 16 yrs. Sale Price 89c.
Children's Middy Blouses, to fit from 4 to 9 yrs. Sale Price 45c.

SEE THEM TO-DAY.

William Frew.

J. J. ST. JOHN.

SLOAN'S LINIMENT,
Known the world over for its immediate cure. Retailing at 25c. per bottle.

J. J. ST. JOHN,

AGENT,

Duckworth Street and LeMarchant Road.

War

Messages Received Previous

THE BATTLE IN

A special despatch to the Berlin newspaper describing the battle of a struggle for the sub-Belgium, as well as it as the most stupor the war. The British Witschete sector on mented upon by con part of a strategic sea boat bases, the June culated to give the freedom of movement to proceed from Ypres in a northeasterly strike at Zeebrugge.

REGAINING

British troops, and official statement from the British war office regained part of the when the German British front line try Hill, to the east Pretz, last night.

ATTACKS

The troops of the Prince, after an bombardment, last in several violent attacks French positions near Alsace region, about a 1,500 yards. The Prussian, issued this that all the attacks. On the Belgian front continues. The text ment follows: Had along the entire front east and south of C bombardment of extreme German forces advance of about 1,500 yards, but they all were fire. In the course we inflicted heavy loss my. Artillery fighting of the River Meuse, sector, was particularly the region of Avoncourt 304.

STILL HOLD

British Front in Belgium. British, French and Belgian troops battle in Flanders positions late today in bog land produced by storms which has been battle line from the till today when the moderating. Beyond tions north, with the or two points, the fish are resting in strong organisations manding the territory captured from the first few hours' out to-day continued to the, the artillery continuing steadily at the positions about this were again in possession yards front just north which the German them in a counter attack day. In a drive heavy artillery British forced the strong position since. This was the attack of any consequence by the Germans should

ESTABLISHED IN

Northeast of Ypres. Field Marshal Haig have established their town of St. Julien, were driven early the official statement from headquarters in France.