

# Big Sale of PUMPS

An Opportunity For You

The greatest values in summer footwear ever offered to the ladies of Toronto. The warm weather is here now, but owing to the backwardness of the season our large stocks of Summer Shoes are practically intact. Our space being limited, we have decided to mark down every pair of Pumps, Colonials and Oxfords in our two stores, including white canvas, white kid and colored leathers, also gun-metal and patent colt.

2.95

Ladies' White Canvas Boots. High and low heels. All sizes, 2½ to 7

1.95

Ladies' White Canvas Outing Oxfords, rubber soles and heels, all sizes

1.25

Ladies' White Canvas Pumps and Slippers, covered heels, sizes 2½ to 6

1.00

Ladies' Pumps Small Size

In patent leather, calf, vici kid, and a few colored leathers in the lot. Sizes 2½, 3, 3½ only. Reg. to \$4.00

1.95

Ladies' Pumps All Sizes

Patent leather, vici kid, velour calf and combination effect. All sizes in the lot. Reg. to \$4.00.

2.95

Ladies' White Kid Pumps

Usual values \$4 and \$5. Also in grey and fawn leathers. All sizes in lot.

3.65

Ladies' White Raincloth Boots, high and low heels, all sizes.

4.95

Men's Oxfords. Any pair in our stores, including Gun-metal, Patent Colt and Tan Calf, with Neolin or leather soles. Usual value \$6 and \$7. All sizes.

Tennis Shoes. We have a complete stock of Tennis Shoes, various styles, for men, women and children.

**POWELL-KELLEY SHOE CO**  
TWO STORES Limited  
1694 DUNDAS ST. — 225 YONGE ST. cor. Shuter

## GRANT WAGE INCREASE TO PICTURE OPERATORS

The Owners Also Agree to Employ Only Men Who Are Members of Union.

Toronto's moving picture operators successful yesterday in their negotiations for higher wages and improved conditions of labor. The conference which was responsible for the splendid result was presided over by ex-controller James Simpson, T. A. Stevenson, a wage scale committee and a committee composed of prominent owners of such theatres.

The increase in wages granted was from \$20 to \$25 a week for men working in theatres open afternoon and evenings, and from \$15 to \$18 for the men working in theatres open only in the evenings. The men working afternoon and evenings will not work more than eight hours a day, while the men working in theatres open only

at night will work not more than four and a half hours.

The owners also agree to employ only members of the Moving Picture Operators' Union, while disputes calculated to cause trouble in theatres will be adjusted in all theatres through the business agent. A special rate of wages will be paid for overtime, and operators will be allowed \$1 for changing films.

About 85 moving picture houses will be affected by the increase, and about 135 operators will receive the increased wages. About 35 of the operators work afternoon and evenings, and about 100 in the theatres that only open in the evenings.

**CHARGED WITH THEFT**

Harry Accetta, 179 Mulock avenue, was taken into custody last night by Policeman 423 on a charge of stealing the sum of \$40 from the Hendrie Cartage Co., foot of John street. It is alleged that the money was left in the office of the company when the clerical staff went out, and that Accetta, who was employed as a teamster, entered the place, and took it.

## BEACHES RED CROSS.

Lamp Shade Presented by Mrs. Piper Realized Two Hundred Dollars.

Staunch and true friends to Toronto are Mr. and Mrs. Harry Piper of New York, whose latest gift to their "old home town" was a handsome gold-colored lampshade sent in to Mr. Noel Marshall for the Red Cross in the name of Mrs. Piper. This was raffled yesterday afternoon, netting \$200 for the fund. Mrs. Barker, president of the Beaches Red Cross Society, was in charge of the raffle, which was held at St. James' schoolhouse, in connection with which a delightful program was given. Mr. Shork and a number of his pupils providing the musical numbers. The cheque for the amount realized was presented to Mr. Marshall by Mrs. Barker.

## MARY PICKFORD AT THE REGENT

It would take a good many catch lines and pet press agent phrases to adequately convey the quality of Mary

Pickford's performance in her latest picture, "A Romance of the Redwoods," which will be the feature attraction at the Regent next week. This story provided her by Cecil B. De Mille includes some new lighting and other clever novelties that have never been seen before. Through the action of the play there are many hearty laughs. Playing opposite Miss Pickford is Elliott Dexter, who in the part of "Black" Brown gives a thorough characterization of the role, supported by a very capable cast. A special setting of incidental music has been arranged for this production, which will be played by the famous Regent Symphony Orchestra.

## PASTOR GOES TO FERGUS.

Hamilton, Saturday, July 14.—Rev. Frank C. Walling, who has been pastor of Holy Trinity Church, mountain top, for the past six months, has accepted a call to Fergus. It is not known yet as to who will be appointed to fill the vacancy.

## SOCIETY:

Conducted by Mrs. Edmund Phillips

Owing to a misunderstanding on Tuesday night, when the roses were auctioned at the exhibition of the Rose Society of Ontario, two baskets, one with a cut glass bowl in it, were carried home with the roses; and Miss Marion Armour, the secretary, would be very glad to have them returned to her at 103 Avenue Road, as they are not the property of the society.

Mrs. T. E. Morrison has returned from Niagara, where she was visiting Mrs. John Foy. Miss Katie Miller is also visiting Mrs. Foy.

The Misses Molesworth, Oakville, spent the week-end at Niagara-on-the-Lake with Miss C. E. Fell.

Miss Kathleen Samuel and Mr. Lewis Samuel have arrived in Toronto from England, where they have been at school for three years, and are with their parents, Mr. and Mrs. Sigmund Samuel, Madison avenue.

Mrs. Hamilton Burns is returning next week from Cobourg.

Mr. and Mrs. G. W. Monk have left for their country home near Ottawa.

Dr. and Mrs. E. J. Lake, Kingston, Ont., announce the engagement of their second daughter, Marjorie, to Captain Phillip Earnshaw, M.C., officer commanding Canadian corps headquarters, Signal Company, France, eldest son of Mr. and Mrs. William Earnshaw, Almonte. The wedding will take place shortly. Captain Earnshaw is on his way home on furlough after 26 months' service overseas.

The Right Rev. J. C. Roper, D.D., Bishop of Ottawa, is leaving for Tadoussac, where he will be the guest of his brother-in-law, the Very Rev. the Dean of Montreal and Mrs. Evans at their country house. Mrs. Roper and her son, Master John Roper, have been there for a fortnight.

Mr. Charles Hirschfelder, Jersey City, has been the guest of Mr. and Mrs. Charles Goodwin, Ottawa, and left this week with them on a fishing trip to Lake Bernard.

Sir Thomas Tait, Montreal, has been spending a few days at the Mount House, Bretton Woods, N.H.

Mrs. John Dick and her daughter were in town from Cobourg yesterday.

Miss Sykes has returned from Niagara-on-the-Lake.

Miss Jessie Craig is spending a fortnight at the island with her sister, Mrs. R. A. Dixon.

Miss Kate Molesworth and Miss Zaidie Drayton are with Miss Fell at Niagara-on-the-Lake.

Miss Gladys Edwards is at Niagara-on-the-Lake for the week-end.

Mr. and Mrs. Guy Thomas also spend each weekend at Niagara. Mrs. Thomas has recently been riding and looks very pretty in her smart blue habit.

Mrs. C. V. Stockwell and her children have returned to Buffalo from Niagara-on-the-Lake.

Miss Sarah Lansing has returned from a motor trip to New York State with Mr. and Mrs. Clarke, Northampton, Mass.

## TORONTO AVIATOR IS REPORTED DEAD

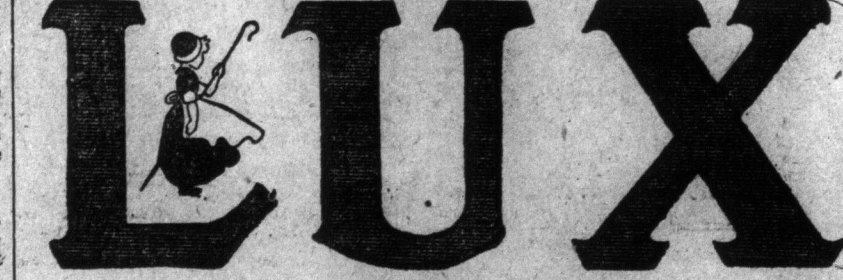
Led Attack on Twelve German Planes Early Last Month.

One of the most romantic stories of the war has just come to its end thru the cable advice from the admiralty yesterday of the death of Flight-Lieut. Percy McNeil, R.N.A.S. He was privately reported missing on June 4. A letter to the family from France, dated June 9, from Capt. W. F. Batterby, D.S.O., who left Canada two years ago with the Borden armoured battery, and was a close friend of Flight-Lieut. McNeil, tells of a visit to the late flight lieutenant on June 2, and a handwave "au revoir" from the machine. McNeil flew away in charge of three machines on an offensive patrol. The other machines returned in the evening and reported that some distance behind the German lines they sighted a squadron of twelve German planes below them. McNeil immediately dived down to them, but the others suddenly discovered four other machines above, to which they turned as the more dangerous to them. McNeil did not return, but the front line infantry behind them reported seeing a triplane come to earth under good



It will wash perfectly, madame

It's no uncommon thing for the saleslady to mention LUX to help her make a sale. So widespread is the reputation of these dainty, little satiny soap wafers that almost every Canadian woman knows about LUX. If you don't just get a package to-day. It shows the modern way to perfectly washed silks, woollens, laces, lawns, crepe-de-chines, etc., without rubbing.



Won't Shrink Woollens

British Made, by LEVER BROTHERS LIMITED, TORONTO and sold by all good grocers

control behind the German lines. This machine was apparently not McNeil's.



In view of the admiralty cable. Had Croix de Guerre. Flight-Lt. McNeil's hatfily have re-

## HUMBER BEACH INN

LAKE SHORE ROAD  
Something Different  
Try our Fish or Chicken Dinners  
NEW BALCONY  
Dining-room open.

## Announcements

Notices of any character relating to future events, the purpose of which is the raising of money, are inserted in the advertising columns at 15 cents an estate line.

Announcements for churches, societies, clubs or other organizations of future events, where the purpose is not the raising of money, may be inserted in this column at two cents a word, with a minimum of fifty cents for each insertion.

**THE PURPOSE OF LIFE**—Mr. F. A. Belcher will speak for the Theosophical Society, Sunday, 7:15 p.m., Canadian Foresters' Hall. Violin solos by Mr. Georges Vignati. Everybody welcome.

**SOLDIERS' COMFORTS**—The picnic tea in the woods and through the grounds of Mrs. H. Robertson, Victoria Park avenue, arranged for this (Saturday) afternoon, is under the auspices of Toronto District, W. C. T. U. Boy Scouts will be at the eastern limit of Queen street our line at 2 o'clock to direct into grounds. A good musical program has been provided. Come and bring your friends. Admission, 10c; tea, 25c.

**SOCKS WANTED** Immediately for France. Miss Clara McNeil, Soldiers' Khaki Club, 11 East King street. Saturday all day, and following days after four.

cently received from the admiralty the Croix de Guerre medal conferred on him by the French Government, but have had no word of the service in return for which it was given him. Lieut. McNeil had written incidentally that he had received the War Cross, and that he had been asked to stay in London as an instructor, but that while he had brought down a few of the Hun planes, he was not to go back for some more, and get more recognition than a French Croix de Guerre.

McNeil was a flight commander in charge of five machines of the latest type of fighting airplanes, and was attached to the Royal Naval Air Service. He got his preliminary instruction in the Curtiss school in Toronto and left for England with some forty others in January, 1916, where his instruction was to be completed.

Flight-Lt. Percy McNeil was the son of the late Mr. and Mrs. J. J. McNeil, of 69 Beatty avenue, Parkdale, Toronto. Toronto is full of his friends and friends of his family, who include John McNeil, of the Imperial Oil Company, Limited; Dr. H. M. McNeil, So. Porcupine; Donald McNeil, the younger son; Wm. McNeil, now overseas; Hugh A. McNeil, of the Atlas Lumber Co., Latchford, Ont.; Mrs. J. T. Haffernan, Toronto; and Mrs. C. G. Williams, Timmins, Ont.



## That Son-in-Law of Pa's

All Cedric Needs to Be a General Is the Uniform

By G. H. Wellington



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