

Contract the habit of making your purchases here. Our "Lower-than-others" prices will enable your dollars to go further.

Friday, Saturday and Monday.

LOW PRICES and Good Quality walk hand in hand, making the strongest and most effective ally for the prudent housewife to combat the present high rate of living. Join the army of satisfied shoppers who buy the best for the lowest at the PEOPLE'S POPULAR STORE.

Smallware Values.

- Teaspoon, 3 for 5c.
- Sugar Spoons, 3 for 7c.
- Butter Knives, each 5c.
- Postcards, asstd. views, 10 for 5c.
- Blk. & Col'd Mending Wool, 4 for 5c.
- Children's Mouth Organs, each 5c.
- Children's Asstd. Hair Bands, each 5c.
- Colored Sewing Silk, 2 for 5c.
- Dover Egg Beaters, each 8c.
- Gent's Collar Studs, per card 3c.
- Gent's Fancy Sleeve Links, set 9c.
- The Mitre Safety Pins, 4 for 5c.
- Gold Rim Spectacles, each 25c.
- Teddy Bears, each 19c.

Men's Working Pants.



These come in dark tweed patterns. Side pockets, side straps, sewn buttons, strongly made; all sizes. Reg. \$1.40. **Friday, Saturday & Monday \$1.22**

A Small Shipment of Men's ALPACA COATS.

Yes! Only 18 of them in various sizes, Lustre and Alpaca make-ups; perfect fitting. The early ones get the pick. Regular up to \$1.60. **Friday, Saturday & Monday \$1.28**

It Pays to Pay Cash.

The "Spider" BEDROOM CLOCK, 49c.

Almost noiseless, small round coppered body. Will hang or stand. A perfect timekeeper. **Special Fri., Sat. and Monday 49c.**

Your Choice of Stylish London CAPS for 59c.

A direct saving to you by buying here. We have a line of Stylish Caps just to hand, which we offer at a special price for this week's Sale. Light and medium Tweed effects, silk lined. A 75c. Cap **Friday, Saturday & Monday 59c.**

GENT'S HANDKERCHIEFS.

These are in White and Crimson, Silk mercerized finish, hem-stitched border; full men's size. Reg. 18c. **Friday, Saturday & Monday 15c.**



We Sell for Less.

Special Values in Wht. Sheets.

16 pairs high grade English Sheets, plain quality, with wide hemstitched ends. Size 2 1/2 x 3 yards. There is no doubt about the superior quality of these. Reg. \$4.50. **Friday, Saturday & Monday, per pr. \$4.18**

22 pairs of pure White Twilled Sheets, extra weight. Size 2 x 2 1/2 yards; hemmed; best English manufacture; good value at \$2.50 pair. **Friday, Saturday and Monday \$2.18**

JOB LINE

White Bed Spreads.

A collection of makes including heavy honey-comb Marcella and Grecian Quilts. Plain and fringed ends. A Job Line offering unusual values up to \$2.50 pair. **Friday, Saturday and Monday \$1.99**

HAT GUARDS.

The "Holdfast" Hat Guard, strong spring clip at both ends, of strong black double twisted cord. **Special Friday, Saturday and Monday, ea. 4c.**



Latest London Styles in Gent's NECKWEAR.

10 dozen of pretty Neckwear, showing a lot of fancy mixtures in direct London Styles. All the newest shades in wide end makes. A complete range worth seeing. **Special Friday, Saturday & Monday 56c.**

A nice assorted lot of Grey Kid and Light Tan Leather Belts; Nickel and heavy Gilt Buckles; classy belts for wearing with Summer attire. Reg. up to 90c. **Friday, Saturday and Monday 77c.**

We possess the desire, the power and the facilities to serve you well.

Attending our Sales will confirm this.

Smallware Values.

- Drawing Crayons, per box 7c.
- Measuring Tapes, each 4c.
- Asstd. Hand Mirrors, each 10c.
- Nugget Shoe Polish, Blk. & Tan, tin 9c.
- Feeding Bottles, each 5c.
- Nipples for same, 2 for 5c.
- Manhattan Wax Paper, 2 rolls for 5c.
- Colored Tissue Paper, per roll 5c.
- Fancy Hairpins, each 10c.
- Marbles, per bag 5c.
- Eureka Toothpicks, 1500 for 5c.
- Can Openers, each 5c.
- Tin pocket Flasks, just the thing for trout, each 5c.

Fancy Vests.

10 only washable striped patterns on Fawn and Grey grounds; 5 pearl buttons, detachable. Stylish cut. Our regular price \$2.00. **Friday, Saturday & Monday \$1.77**

Soft Collar Supports.

A handy and compact arrangement for giving the soft collar perfect shapeliness all the time. Bright, shiny, gilt finish, with pearl stud heads, easily fastened and always in position. **Special Friday, Saturday & Monday 24c.**

Shamrock IV. Launched.

Gosport, Eng., May 26.—Shamrock IV, challenger for America's Cup, was launched here to-day. The new challenger took the water on the stroke of noon. There was not hitch in the arrangements and she slid down the ways easily as the Countess of Shaftesbury, who had done similar service for Shamrock III., christened Sir Thomas Lipton's latest champion.

The little shipping town was gaily decorated with British and American flags, with which was intermingled a yellow flag with the big green shamrock of the Royal Ulster Yacht Club, while everybody present also wore a shamrock.

American Expert's Opinion
Winfield M. Thompson, the yachting expert of the Boston Globe, who is visiting England, inspected the Shamrock IV, the day before her launching and says:
After seeing all three American boats for the cup class in the build-ers' sheds and afloat, the first view of the Shamrock proved startling.

Designer Nicholson has produced an extraordinary boat, one that knocks the present rating rule, as applied to the cup match, into a cocked hat. Under restrictions intended to prevent the scow form or freak, he has produced both.
The special provision for the cup match restricting the waterline has provided a loophole through which Nicholson has slipped a rule-cheater that will surprise Americans by her appearance at least and possibly by her speed.

There are several features in the boat unlike those of any other large yacht. Her deck is higher near the mast than at the ends, in reversal of custom. The deck for two-thirds its length is narrower by about three feet than the hull just above the line of flotation. The boat is wall-sided. There is a curious curve in the decline and the quarters have a slight tumble home, ending a wide plumb transom. As a result, the boat when heeled will sail on straight lines for practically her whole length. This feature may be called the keynote of her design.

To secure it, the designer has taken some penalty in rating, by exceeding the dimensions called "quarter beam length," intended to check scow boats. The Shamrock's bow in section is a letter U, while the letter V represents the bow section of all three of the American boats. By using this formation, Nicholson has secured long, straight lines in the underbody, which are carried aft by means of flat floors.
The form of the keel is striking, the fin being nearly 30 feet long, much longer than in the American boats.

The general opinion here is that if the boat carries her rig and holds together she will prove a marvel.

Minard's Liniment Co., Limited.
Gents.—I have used your Minard's Liniment in my family and also in my stables for years and consider it the best medicine obtainable.

Yours truly,
ALFRED ROCHAV,
Proprietor Raxton Pond Hotel and Livery Stables.

A Victoria Day Tragedy.

North Bay, Ontario, May 26.—Victoria Day was marred by one of the worst drowning accidents which has ever occurred in Lake Nipissing, a whole family being wiped out in a terrible tragedy of the waves.

Early this morning a young collie dog came whining to Government road making camp near shore of lake a few miles from North Bay, and by its peculiar actions attracted attention to lake front. Straight to the beach led the dog and there lying on the sand were bodies of two children clasped in the rigid death grip of their mother.

The bodies were identified as Mrs. Arthur Mansbridge, a young woman of 21 years who lived with her husband and two children in Lake View Park.

The family were out picnicking and fishing in a canoe, and at evening, when they were returning home, the lake blew up rough and the canoe upset, father, mother and children sinking beneath the waves, after an attempt to reach shore or attract attention.

The body of the father has not yet been found. In the canoe with the family was the children's playmate, a Scotch collie pup, which swam ashore and carried his wordless message of death.

Get Vig-nol to-day from your grocer. It washes the clothes while YOU DO OTHER WORK.
June 5, 1914

No Woman Should Miss Our Showroom Values.



American Gingham Dresses.

Stylish, neat and simple Dresses. The materials are serviceable and the outlay but small. The most vigorous washing will not affect them. High and low necks, long and 3/4 sleeves; stripes and checks are favored in these. The beauty, simplicity and attractiveness of each Dress will appeal to you. Sizes from 34 to 44 inch Bust. Regular up to \$2.50. **Friday, Saturday and Monday \$1.98**

Embroidery, 9 inches Wide, 11c. Yard.

400 yards of fine Swiss Embroideries, 9 inches wide, on superior fine lawn, showing a lot of open patterns and new designs. You can't have too much of this kind of embroidery in the house; it is always required. See the extra value which we offer. **Friday, Saturday and Monday, per yard 11c.**

LADIES' SUMMER VESTS, 18c

Unmatchable quality at our price. Fine Jersey ribbed Vests, low neck and wing sleeves, finished around neck with silk crochet edge. Good value at 25c. **Friday, Saturday and Monday 18c**

MISSES' "MIDDY" BLOUSES.

A variety of makes in these. All White. Jean, body trimmed with Red and White braid, Blue and White braid, some with Sailor Collar laced in front; Balkan style, trimmed with pearl buttons, Sailor tie; others in all White, with Sailor Collar, striped; loose fitting style; assorted sizes. Regular up to \$1.70. **Friday, Saturday and Monday \$1.48**

LADIES' BELTS.

A collection of stylish Belts, in Leather, Elastic, and Patent Leather. Black and colored; Nickel, Gilt and oxidized Buckles. Regular up to 20c. **Friday, Saturday and Monday 9c.**

AMERICAN CAMISOLES.

With all the style and finish of much higher priced goods, trimmed with lace insertion and pretty lace edging; others with fine Swiss embroidery. Sizes 34 to 42. Regular 25c. **Friday, Saturday and Monday 28c.**

CHILDREN'S "EZYON" COMBINATIONS. Reg. 35c. for 28c.

No need to introduce these little garments, they are as favorably known as our popular prices. We have a full range of sizes to fit from 6 to 12 years. Reg. 35c. **Friday, Saturday and Monday 28c.**

DRESS SLEEVES, 14c. pair.

A nice lot of these in heavy lace and fine spot net; Cream and Paris shades, also White. 'Tis surprising how they brighten up your dress appearance. **Special Friday, Saturday & Monday, per pr. 14c.**

Ribbons.

44 pieces of Silk Tulle Ribbons up to 5 1/2 inches wide, in shades of Crimson, Pink, Brown, Cerise, Royal, Cream, Sky, V-Rose, Coral and Striped Green. We are always top notchers for Ribbon Values. **Friday, Saturday and Monday, per yard 14c.**



Misses' Muslin DRESSES.

What a lot of pretty Dresses made of finest quality Sheer White Muslin, V neck and Dutch neck, edged with lace; real chic little Dresses, showing all the style and beauty that only skilled workmanship can show; lace and insertion trimmings; 3/4 sleeves. To fit Misses from 13 to 19 years. Don't pass these. Values to \$4.50. **Friday, Saturday and Monday \$2.28**

Boys' Cotton Pants.

4 dozen pairs of Boys smart cut American Cotton Pants, bloomer style; elastic knees, in shades of Blue, Tan and fancy stripe effects. All sizes for the boys. **Friday, Saturday and Monday 36 cts.**

Boys' Straw Hats, 19c.

They come in two shapes, the large round in white and mixed straws, with colored bands. For the bigger boys smart American shape Hats, narrower leaf turned up edge. Reg. 25c. **Special Friday, Saturday and Monday 19 cts.**

Boys' Brownie Overalls.

A sure save on Boys' pants, and for knockabout wear can't be beaten. Made of American Drill, plain, blue and striped; bibs; straps and patch pockets, just like father's. Get a pair for the little fellow; to fit from four to twelve years. **Special Friday, Saturday and Monday 33 cts.**



Glove Specials.

5 dozen of Ladies' Black and White only, in Lustrine Lace, fancy backs and wrist; plain lace fingers; a dandy Summer Glove. Reg. 25c. **Friday, Saturday and Monday 22c.**

A new Glove for present wear, Fowne's "Den-igh." Dove color, Duplex Suede; stitched backs with 2-dome fasteners. You'll be charmed with this Glove. A perfect imitation of real Suede. Reg. 45c. **Friday, Saturday and Monday 39c.**

Table Napkins

Reg. 25c. values for 19c. These are made of best English Damask. Size 22 x 22, hemmed, ready for use. Try a half dozen, you may be requiring them soon. **Reg. 25c. Friday, Saturday and Monday, each 19 cents.**

Cotton Voiles.

In shades of Hello, Pale Blue, Pink, Saxe and White; 39 inches wide. Would make up into dainty Dresses for the children. We make a very special price for **Friday, Saturday and Monday 14c. per yard.**

HEARTH RUGS.

This is an extra large Rug. Size 36 x 74; unusually pretty patterns; imitation Japanese make. The colorings are very rich and prettily blended. Reg. \$1.70. **Friday, Saturday and Monday \$1.44**

PARLOR DOOR MATS.

3 1/2 dozen of these, assorted makes, of Wool and Tapestry, bordered and well colored patterns, Fawn, Crimson, Blue and Green. Regular up to 60c. **Friday, Saturday and Monday 39c.**

Smallware Values.

- Envelopes, 50 for 5c.
- Writing Pads, asstd., each 4c.
- Writing Pads, special, each 4c.
- Exercise Books, each 5c.
- Exercise Books, 2 for 5c.
- Aluminum Drinking Cups, each 5c.
- Ironing Wax, 2 for 5c.
- Toilet Paper, 3 rolls for 13c.
- Metal Holders for same 5c.
- Pocket Books, each 5c.
- Nyle's Machine Oil, per bottle 5c.
- Globe Mucilage, per bottle 5c.
- Aluminum Salt Shakes, each 10c.
- Glas Shakes, with celluloid top 5c.

Ladies' Hose, 35c.

12 dozen of Ladies' very fine plain Black Cashmere Hose, Seamless; Summer weight; fast Black, assorted sizes. Reg. 40c. **Friday, Saturday and Monday 35c.**

Gent's Half Hose, 23 cts.

9 dozen of Gents' Silk Summer Socks, in Black only. Assorted sizes, for the warm weather. This is an ideal sock. **Friday, Saturday and Monday 23c.**



Ladies' Hose

This is a mixture of lace and light Hose, in fast Black; also in shades of Saxe, Green and Navy. A job line of perfect Hose. **Friday, Saturday & Monday 21c.**

Children's Plain Crimson Hose, 29 cents.

5 dozen pairs all plain Crimson Cashmere Hose, to fit children from 1 to 8 years; all wool, finely woven. **Special Friday, Saturday and Monday 29c.**

Pratty Art Muslins.

36 inches wide, Cream ground, dainty floral spray, washes perfectly, makes the ideal Summer Drapes or Curtains. Reg. 15c. **Friday, Saturday and Monday 12 1-2c.**

Linen Carriage Wraps.

18 only of Striped Linen Carriage Wraps. These are full size, have knotted fringe ends and nice colored stripes. Reg. 80c. **Friday, Saturday and Monday 73 cts.**