

## FRIDAY, SATURDAY & MONDAY SPECIALS!

### HEARTH RUGS.

Must mention these right here. They're worthy of your inspection: strong Axminster Hearth Rugs, in varied hues, nicely patterned, Tapestry and Turkish designs, long wool fringed ends; size 54 x 27. Reg. \$3.80. Friday, Saturday and Monday . . . . . \$3.48

### BREAKFAST CLOTHS.

These come in a strong half bleached Damask, size 50 x 60. Crimson band stripe and fringed edge; these come as a save on your better cloth; take one on your next outing or picnic. Reg. \$1.00. Friday, Saturday and Monday . . . . . 90c

### New Ribbons.

Brand new Silk Taffeta Ribbons, in shades of Pink, Sky, Saxe, Crimson, Browns and Green, etc. Ribbons ever so useful and needed these dressy times, and Ribbons representing good value at 20c. per yard. Come and give these the once over, you are sure to want a yard or two, the price irresistibly compels you to buy. Special, per yard, Friday, Saturday and Monday 16c



### Garments for the Little Ones at Home

#### CREEPERS.

A simple style of Romper for the little ones. They come in Pink and White and Blue and White Seersucker, white braided edges. These wash perfect and just what they need during fine weather wear, in door or outdoor. Special Friday, Saturday and Monday . . . . . 32c

#### CHILDREN'S ROMPERS.

A mixed line, showing 2 tone makes, Blue and White, and others in fine Blue and White stripes; shapely garments for immediate wear; assorted sizes. Reg. 40c. Friday, Saturday and Monday . . . . . 34c

#### ROMPERS.

Plain Linen Rompers of excellent quality for children from 2 to 6 years; belted style, small Dutch collar, and elastic gathered at knee. Reg. 50c. Friday, Saturday and Monday 45c

### VALUES Hard to Beat On

#### SCRIMS AND ART MUSLINS.

Of these we have a goodly showing this week; Cream and White grounds, in an endless variety of patterns, up to 36 inches wide, plain and bordered, making the prettiest and lightest of Summer Drapes at an inexpensive price. Reg. to 25c. yard. Friday, Saturday and Monday 19c

#### CASEMENT CLOTHS.

Light Cream Casement Cloths, 28 inches wide, with a 3 1/2 inch lace insertion band near edge, looks well on large windows. Just a piece or two new this Spring. Reg. 25c. yard. Friday, Saturday and Monday 18c

### Smallwares and Notions

#### AT LITTLE PRICES.

O'Sullivan Rubber Heels, pair . . . . . 29c.  
The Bastion Whisk . . . . . 15c.  
Shinola for White Shoes, pair . . . . . 15c.  
Boot Polish, Black Tan, . . . . . 15c.  
Liquid Court Plaster, tube, . . . . . 10c.  
Pocket Combs, in case . . . . . 7c.  
Dressing Combs, asst. . . . . 12c.  
Hair Brushes . . . . . 27c.  
Clothes Brushes . . . . . 15c.  
Razor Straps, swing . . . . . 17c.  
Tooth Brushes, asst. . . . . 14c.  
Shaving Brushes . . . . . 23c.  
Mohair Boot Laces, doz. . . . . 13c.  
Gauze Bandage, 10 yd. roll. . . . . 7c.  
Waxed Wrapping Paper, roll . . . . . 5c.  
Mendits, mends everything 10c.  
Stud Sets, assorted . . . . . 20c.  
Mending Wool, assorted card . . . . . 3c.

#### TOWELING.

18 inch half bleached Toweling that can be very serviceable in the kitchen for cloths, or the roller, has a soft finish, extra heavy, with a huch finish. Reg. 15c. yard. Fri., Sat. and Monday . . . . . 13c

#### TRAY CLOTHS.

Fancy White Damask Tray Cloths in a nice soft finish, size 18 x 27, an extra one of these is handy to have in the house. Reg. 25c. value. Fri., Sat. and Monday . . . . . 18c



### Soft Felt Hats.

Lightweight American Soft Felt Hats, in the shades most popular to-day, viz.: Brown, Fawn and Navy; an easy-fitting, self-conforming Hat that will make you look your best every day of the week. Special, Friday, Saturday & Monday . . . . . 1.95

## The Store With the Helping Hand

Ready to Help YOU in the Day's Problem --- ECONOMY.

One glance through this page of profit-pared prices is sufficiently convincing of the material assistance it affords to the family shopper, those to whom the spending of ever-so-little must bring ever-so-much. In a word, these values offer the HELPING HAND to all economy-wise shoppers FRIDAY, SATURDAY and MONDAY.



### Fresh Shipments to Complete our stocks of DESIRABLE WASH GOODS.

#### "MacLEAN" GINGHAMS.

These are hard to beat for general excellence; every-thing to recommend them, beautiful sheer surface, even cloth, extra strong, fast shades; 31 inches wide. Brown and Tan stripe; nice for regulation gowns. Regular 25c. value. Friday, Saturday and Monday . . . . . 19c

#### "Tobralco" Cloths.

The Cream of Summer White Goods, for making the most charming and airy summer frocks for Ladies', Misses' and Children's wear. "Tobralco" washes like new, and offers you spot, figured and striped patterns, pleasing to the eye, rich silky finish. 'Tis a pleasure to offer such worthy goods. Special, per yard, Friday, Saturday & Monday . . . . . 25c

### Pause and Read Awhile! Economy Prices are Quoted Here!

#### "SAMSON" GINGHAMS.

Strong gingham always appeal to the housewife, these are about the strongest you may secure, strong in quality and strong in value, 27 inches wide, grounds of Sky, Grey, Heli and Green, etc., with a nice white stripe. Reg. 18c. Friday, Saturday and Monday, per pair . . . . . 16c

#### SILK MUSLINS.

A few pieces of all White Silk Muslins with a Georgette Crepe-like finish, 35 inches wide, a very satisfying material for making up special dresses for garden parties and such like. Regular 24c. per yard Friday Saturday and Monday . . . . . 19c



### For the Children

#### "MIDDY" BLOUSES.

A bewitching lot of chic little styles for children and misses say from 4 to 12 year. White Jean body with plain or striped linen trimmings, some with navy or sky collar and cuffs and laced front. Others all white with that pretty sailor collar and buttoned front; 3/4 or long sleeves. Here you have the best wearing and most serviceable "Middy" Blouses with a good bit clipped off their regular price. Reg. to 80 cents. Friday Saturday and Monday . . . . . 64c

### Don't Roast With the Heat.

Try lighter Underwear. Special Values offering this Week.

#### MEN'S "BALBRIGGAN" UNDERWEAR.

A most desirable make for present wear, faultlessly shaped from the finest combed Egyptian yarns; pants ankle length with double seat; not a flaw in a case full; all sizes to hand. Special, per garment . . . . . 68c

#### A MID-WEIGHT IN MEN'S SUMMER UNDERWEAR.

We could not pass these by without giving them prominence this week. A most comfortable make of Underwear in Cream and White; beautifully finished vests and pants. Reg. 70c. value. Friday, Saturday & Monday, per garment 60c

#### MEN'S NEGLIGEE SHIRTS.

Something particularly good-looking about this lot, perhaps it is the new broad stripe effect; that strike you. The materials are unusually strong and give promise of good, serviceable wear; double soft cuffs. Real cool summery-looking Shirts. Reg. \$1.50. Friday, Saturday and Monday . . . . . \$1.39

### Pronounced Savings on Home Needs.

#### TABLE DAMASKS.

200 yards of Pure White Table Damasks, excellent quality, nicely patterned, 50 inches wide; one of our leaders this week. Good value at 50c. per yard. Friday, Sat. & Monday . . . . . 42c

#### TICKINGS.

A couple of pieces of extra strong English Tickings, 29 inches wide; very closely woven, no feathers can possibly work through this. Reg. 40c. value. Friday, Saturday and Monday, per yard, erp yard . . . . . 35c

#### ROLLER TOWELING.

For the kitchen, stout bleached Linen Crash Roller Toweling, 14 inches wide, with narrow crimson striped edge. Reg. 13c. yard. Friday, Saturday and Monday . . . . . 11c

#### PILLOW SHAMS.

A couple of dozen of very neat Pillow Shams, made of strong White Pillowing, size 30 x 30; they are nicely embroidered and finished with frilled border. Reg. 35c. value. Friday, Saturday and Monday . . . . . 29c

#### PILLOW CASES.

A new lot of strong Cotton Pillow Cases, size 20 x 34. These are finished with a wide frill; will wash well; serviceable Pillow Cases. Reg. underpriced. Friday, Sat. & Monday . . . . . 32c

### 12 ONLY CARRIAGE WRAPS.

All that was left of them after the last sale, these are a goodly size; nicely patterned in that broad striped plaid effect, fringed ends, suitable for motor, carriage or hammock. Reg. \$1.25. Friday, Saturday & Monday . . . . . \$1.10

#### BOYS' UNDERWEAR.

The boys like the Balbriggan weight. We have just opened another case lot, offering all sizes from 24 to 34, shapely garments that fit without feel, shirts or pants. Friday, Saturday and Monday, per garment . . . . . 33c

#### BOOTS & SHOES.

AT AFFORDABLE PRICES TO-DAY.

#### GIRLS' BOOTS.

Black or Tan in Button-style, these have cloth uppers and look nice and dressy for Sunday wear, strong leather sole and heel; sizes 5 to 8 only. Regular \$3.50. Friday, Saturday and Monday . . . . . \$1.25

#### LADIES' HIGH CUT BOOTS.

The most stylish looking boot on the street to-day, 15 eyelet boots in soft gun metal calf, the best quality a pleasure to walk in, a pleasure to look at; sizes 4 1/2 to 6. Regular \$5.25. Fri., Sat. & Mon. . . . . \$4.95

### Sturdy Boots WITH COPPER TOE FOR THE BOYS.

These are a special line we have just opened. The boot he needs for the holidays; strong gun metal calf make with heavy sole and heel, the small sizes with copper toe front, not a heavy boot either. Special, Friday, Saturday and Monday. Sizes 9 to 13 . . . . . \$2.45

Sizes 1 to 5 1/2 . . . . . \$2.90

#### STUD SCARVES AND OTHERS.

Snap-fitting knots with stud or wire fastener. A pleasing variety of fancy silk mixtures, and others in becoming stripes, very neat looking. You can't distinguish these from knot you make yourself. Reg. 30c. Friday, Saturday & Monday . . . . . 27c

### Little Items

#### You Need Every Day at Paltry Prices.

Vaseline, per pot . . . . . 6c.  
Lanoline, tube . . . . . 15c.  
Pears Glycerine Soap, cake, 14c.  
Herb Soap, per cake . . . . . 10c.  
Velvet Skin Soap, 3 in box. . . . . 15c.  
Taylor's Infants' Delight Soap . . . . . 9c.  
Colgate's Shaving Stick . . . . . 15c.  
Colgate's Dental Cream . . . . . 15c.  
Mennen's Talcum Powder, tin . . . . . 22c.  
Flour Water, genuine bottle . . . . . 30c.  
Florida Water, large bot. . . . . 55c.  
Ammonia, per bottle . . . . . 15c.  
Nursing Bottles, graduated. 5c.  
Wristlet Watch Case, as sorted . . . . . 15c.  
Safety Pin Books, asst. . . . . 6c.  
Sewing Cotton, Black and White . . . . . 4c.  
Rattle Dolls, strong . . . . . 15c.  
Souvenir Brooches, Special. 22c.  
Barrettes asst'd . . . . . 16c.  
Manicure Sets, complete . . . . . 15c.  
Dress Fasteners, Black and White, dozen . . . . . 5c.

#### BATHING PANTS.

Right in the height of the bathing season comes this offer of Navy Jersey Bathing pants, full sizes; don't take to the water without a pair of these. Reg. 40c. Fri. . . . . 32c

#### CANVAS GLOVES.

These are mighty useful when roughing it, camping or fishing outside the house, strong twilled cotton gloves, per pair, Friday, Saturday and Monday . . . . . 19c



### Pansy Gives in aid of Orphanage.

The Hon. Secretary of the Church of England Orphanage gratefully acknowledges the contribution of \$150.00 from the Pansy League, towards the fitting up of the new Orphanage. This handsome donation is the result of the recent Pansy Day held by little Miss Diana and Daphne Davidson, as explained in the following letter from the estimable Pansy to a Scotch Terrier of her acquaintance:

"The Nursery, Govt. House.  
"Dear Humphrey and my dear daughter Frills,—I am enclosing a nice little present for your new Orphanage. It will help to make it more cosy for the orphans, and I hope to send more shortly. I feel sure my little friends will come again and help me sell pansies. We had a jolly birthday party, and (please do not think me greedy), I had three birthday cakes! My little mistress saw them made. So did I. One went to our Orphanage, one to the Rossley troupe, and the third we all enjoyed here, after our hard day's work. Here is the account of our earnings.  
Yours loving  
PANSY."

PANSY DAY.  
Morning Parade and Sale of  
Flowers and Brooches . . . \$ 84 97  
Tickets for Matinee . . . . . 35 00  
Sale of Candles at Matinee . . 13 10  
My Money Box . . . . . 1 39  
Pansy Collection Box, Miss J. McCrindle . . . . . 15 50  
\$150 00

### Placentia Notes.

Things are humming just now in Ye Ancient Capital; the fishermen are doing well; boats are arriving from Cape St. Mary's with very good catches. The Wyse brothers brought in a load and are now ready to proceed again to the fishing grounds where they had left their traps.

Those who are fortunate enough to possess motor boats have done exceedingly well, some having landed near about 100 qtls. for three men, and the dories along the shore to Pt. Verde have also secured nice catches.

The firm of G. C. Fearn & Son is giving employment to a large number of men. The s.s. Beverley is here undergoing extensive repairs. Work on the new vessel now building is in full swing. Three cargoes of coal have just been landed, consequently it is impossible to find an idle man here. The Gorton Pew Co. are buying fish having taken Messrs. Murphys store and wharf on the Jersey Side for that purpose.

Mr. Alexander Collins having purchased all the land known as Garrison Point and repaired the large store thereon is now building a wharf which is now nearing completion, when this is finished he will have one of the finest business establishments in this vicinity.

I trust the writer of the article appearing in the Daily News of the 9th inst., over the non de plume of "Garrison Point," is not offended because the owner of the property known as Garrison Point did not consult him before commencing to build a wharf there. Evidently by his effusion in the Daily News he thinks he should have been consulted, and because he was not came to the conclusion that the thing was too secret to be wholesome. Poor chap, another of the mare's nests he seems so proficient in discovering.

CORRESPONDENT.

### McMurdo's Store News

FRIDAY, July 13, 1917.

Have you seen these cute little cakes of soap "Visitors Tablets"? They are quite suitable for the purpose indicated—as the soap is of excellent quality and well dried so that it will not waste. And it is gratefully and pleasantly perfumed. Three tablets for 10 cents.

Widow Gay's All Healing Ointment has a local reputation in Maine especially among fishermen, and there is no reason why it should not be largely used here, when the conditions are somewhat similar. It is said to be the best thing going for fishermen's sore hands. Price 25c.

### Obituary.

It is with the deepest regret that we record the death of Mrs. Mary B. Curtis, of St. Joseph's. On June 23rd, after a few months' illness, she passed quietly away. She had only reached the prime of life, being in her 39th year, and her early death brings a great loss to her family, as she leaves a husband and three children who will sadly miss a wife's and a mother's care. To these and to her other relatives, the O'Rourke's of Holyrood, C.B., we extend our sincerest sympathy.—Com.

Silk poplin makes a fashionable coat that can be worn to both afternoon and evening affairs.