



BETTER VALUES in Boots, Shoes and Hosiery.

Ladies' Button Boots.

'Tis a pleasure to offer this stylish Boot, fine Dongola Kid, 10 button style, patent leather toe cap; a fashionable shape you'll like at once. Reg. \$2.70 value. Friday, Saturday and Monday.

2.42

Ladies' Boots.

A comfortable fitting Boot in the shape that takes, soft Dongola Kid and patent leather toe cap, Blucher cut; a low priced Boot built for wear, style not forgotten; half sizes to pick from. Reg. \$2.50. Friday, Saturday and Monday.

2.35

Children's Boots.

Laced and Buttoned in fine Dongola Kid; these little Boots are well suited for tiny feet, perfect form; sizes 3, 4, 5, 6. Reg. 90c. Friday, Saturday and Monday.

82c.

Children's Shoes.

Cool footwear in 2-strap style; sizes 6, 7 and 8 only, bow front, with low heel; a very comfortable runabout shoe for every day wear. Reg. \$1.10. Friday, Saturday and Monday.

99c.

WHITE FOOTWEAR

Ladies' White Shoes

White Canvas, all the rage this season; a light weight, cool, comfortable shoe for present wear; 2-strap and bow front, medium heel; half sizes to fit from. Reg. \$1.60. Friday, Saturday and Monday.

1.48

Ladies' White Boots

The popular high laced 14 eyelet White Canvas Boot, plain toe, spool heel; just at a time they are needed; they make cool footwear for present wear. Reg. \$2.70. Friday, Saturday and Monday.

2.53

Men's Boots

A light weight Boot for men at a price you would hardly think possible; fine Dongola make all over, block toe, Blucher cut; just such a Boot you would like for Sunday. Reg. \$2.70. Friday, Saturday and Monday.

2.45

Girls' Hose.

A limited quantity of nice Embroidered Summer Hose for the girls; fast Black. Reg. up to 45c. a pair. Friday, Saturday and Monday.

38c.

Ladies' Hose.

Assorted makes, offering plain Black Lisle and others in Black and Tan in assorted ribs. These are some of our best sellers and represent our regular 35c. line. Friday, Saturday and Monday.

29c.

Men's Half-Hose

Our regular 55c. line, showing fast, Black, Cashmere, embroidered fronts, spliced heels and toes; others in plain Black Cashmere. Reg. 55c. a pair. Friday, Saturday and Monday.

43c.

Smallware VALUES.

Rubber Nipples, 2 for 5c.
Nursing Bottles, each 5c.
Bone Hair Pins, trimmed, per box . . . 15c.
Waxed Tissue Paper, 40 sheets for . . 5c.
Staxford's Ink, per bottle 6c.
Papyrus Plates, 9 for 5c.
Colgate's Soap, Pabte in tins, lightning hand cleaner 12c.
Writing Pads, large 12c.
Vest Pocket Memo. Books 5c.
Razor Straps 15c.
Shaving Brushes 17c.
Boys' Elastic Belts 15c.
Mennen's Talcum for men, per tin . . 20c.
Assorted Talcum Powders, large tins . 15c.
Window Screens (wire), small . . . 25c.
Window Screens, larger 35c.
Playing Cards, per pack 8c.
"Pear's" Unscented Soap, genuine . . 13c.
Vaseline in glass pots 6c.
Blouse Pin Sets of 3 for 8c.
Enamel Brooches, each 8c.
Colgate's Handy Week-End Package, Ladies' and Gent's 35c.
Rubber Heels, O'Sullivan's; all sizes in men's, pair 29c.
Drawing Combs, assorted 15c.
Face Cloths, assorted 4c.
Blind Pulls 8c.
Extension Rods, Brass, Special, each . 10c.
Drinking Cups, Collapsible 5c.
Crepe Napkins, coloured border, 100 for . 55c.
White Tape, 2 rolls for 5c.
Hooks and Eyes, 2 cards for 5c.
Mending Wool, 3 cards for 5c.
Boot Laces, per doz. 5c.
Nugget Boot Polish, per tin 9c.
Manicure Sets, each 15c.
Pants Hangers, Nickel 12c.
Tooth Picks, large box 5c.

Rompers.

Neat little Rompers for the younger children; some in plain lins Blue and Natural shades, others in fine Blue and White checks, piping of White, belted style, assorted sizes. Special Friday, Saturday and Monday.



Boys' Balbriggan Underwear.

All sizes in finest Egyptian Balbriggan Underwear for the boys, perfect garments, specially desirable for the warm weather; long sleeve singlets and ankle length underpants. Special, per garment, Friday, Saturday and Monday.

27c.

Dress Muslins.

All White, offering your choice of fine checks, pin stripes and spot muslins, up to 34 inches wide; excellent goods we wish to dispose of before end of season. Values to 18c. Friday, Saturday and Monday.

15c.

PREPAREDNESS

ALL THE TOPIC.

We were never better prepared to serve satisfactorily the Buying Public with seasonable lines than on

FRIDAY, SAT. AND MONDAY.

The City's
Busiest
Store.



Under
Sells
Them
All.

Galateas.

3 pieces of Blue and White Striped Galateas, 28 inches wide. Can you think of anything more serviceable or better wearing for Boys' and Girls' Summer Toggery? Our regular 20c. per yard. Friday, Saturday & Monday.

16c

Children's Overalls, 14c.

Mothers! Don't be without one or two; they come in fine Blue and White Check Cottons, strong make, washable, belt at waist and white piping at edge; full sizes for the little ones. Special Friday, Saturday and Monday.

14c

McNeill Gingham.

By the quality you'll know it, extra fine Gingham, showing a variety of fashionable stripes, 30 inches wide, fadeless colorings that fear not the harshest tubbing weekly, about the most serviceable and best wearing wash fabric for all kinds of Ladies' Misses and Children's Summer frocks. Reg. 20c. Special per yard Friday, Saturday & Monday.

17c.

Boys' Sailor Suits

To fit boys from 3 to 7 years. These Suits are made of strong Union Serge, deep sailor collar, reversible cream front, cord and whistle attached, with silk bow front; in fact, the real naval suit in junior sizes. Reg. up to \$2.70 per suit. Friday,

\$2.35

Curtain Scrims.

Not a bit too late to purchase these when Special Values are appealing to you. We offer a few pieces of Plain White, Cream and White with pretty colored border, etc. 36 inches wide. Scrims that you usually pay 20 and 22c for; Underpriced Friday, Saturday and Monday, per yard.

17c.

Cushion Cords.

Can be used for many purposes, plain and mixed shades, extra heavy twisted cord with large tassels at each end, each about 3 yards long. Reg. 35c. each. Friday, Saturday & Monday.

29c

Ladies' Gloves

Summer Lisle weights in Black, Beaver, Tan and Brown, etc., one of our best sellers; they sell regularly for 45c. the pair. Friday, Saturday and Monday.

39c

Pillow Cases

5 dozen of Plain White Cotton Pillow Cases, with wide hemstitched border all around and wide hem at open end. Reg. 27c. each. Friday, Saturday & Monday.

23c

Glass Cloths.

In fine linen Crash, size 23 x 23, hemmed ready for use, Crimson Check and Striped Border. Regular 15 cents. Friday, Saturday and Monday.

12c

Get Your Supply of White Towels now.

A 40 dozen lot of Pure White Turkish Towels, the very best value procurable; size 17 x 38; plain hemstitched ends. Would sell regularly for 22c. Friday, Saturday and Monday, each.

17c

White Shirts—11c.

Just to hand 20 pieces of English Shirts, made for hard wear, being an extra strong make with that soft undressed finish; easy for machine or hand sewing. Reg. 13c. per yard. Friday, Saturday and Monday.

11c

Seersuckers.

Quite a nice assortment of Fancy, Figured and Striped Seersuckers, 28 inches wide. The Striped comes in Blue and White, Brown and White; mostly make up prettily and washes perfectly, for grown-ups and children's wear. Reg. 22c. yd. Friday, Saturday and Monday.

18c

Liberal Values for Men & Boys.

Outing Shirts

A special line in fine White Canvas Cloth, turned down collar, cool and comfortable for the holidays; sizes 15 1/2, 16 and 16 1/2 only. Regular \$1.00. Friday, Saturday and Monday.

89c

Men's Cashmere Jerseys.

These are all wool, a nice light weight Jersey for sporting, Brown and Green combination tones; just 1 dozen. Reg. \$3.30. Friday, Saturday and Monday.

2.75

Men's Alpaca Coats.

19 only, assorted sizes, extra quality Alpaca, well cut, well made, well finished, pre-war values. Regular \$2.40. Friday, Saturday & Monday.

1.95

Armlets.

Handy for present wear for golfers, troutmen, tennis players, the business man or anyone wishing to keep his cuffs clean; they come in silk covered cord elastic. Reg. 23c. pair. Friday, Saturday & Monday.

19c

More Shirts.

A brand new lot in finest Khaki Sateen; these are perfection itself, snug-fitting collar, 2 breast pockets; a superior finish in every way. Reg. \$1.25. Friday, Saturday & Monday.

1.10

Nifty Neckwear for Men

The popular flowing end style, in plain shades and fancy mixtures, worthy neckwear at a popular price. Friday, Saturday and Monday, Special.

32c

Black Sateen Shirts

Serviceable wearing fast Black Sateen, all sizes in these shirts just to hand, makes an ideal working shirt. Reg. 80c. Friday, Saturday and Monday.

72c

Fronts.

Reversible White Linen Fronts, gent's sizes a clearing line, Special each Friday, Saturday and Monday.

15c

Handkerchiefs.

A variety line offering Light Khaki with flags of the Allies, words and music of their popular songs, such as "Tipperary," etc.; others in White Lawn, and hemstitched mercerized Handkerchiefs etc. Your choice, Friday, Saturday and Monday.

14c. each.

Boys' Serge Pants.

50 pairs of these mostly for the small boys, say from 2 to 6 years, made of superior English Navy Serge, lined throughout, pearl buttons at knee, side pocket. Reg. \$1.25 pair. Friday, Saturday and Monday.

98c.

Boys' White T.O.S. Caps

Just a few dozen of these in white linen, with name band, and cream serge with same. The new shape, very suitable for Sunday wear. Reg. 50c. Friday, Saturday and Monday, clearing at.

35c.

Our Volunteers.



Matters were brisk in recruiting circles again yesterday and fourteen young men enlisted, as follows:

Thos. Chas. Butler, Middle Bight, Kelligrews.
Purchase, St. John's.
Gordon Moore, St. John's.
F. McNamara, St. John's.
John F. LeDrew, Change Islands.
Wm. Donohue, Placentia.
Edward Collins, Placentia.
Jos. Hayter, Trinity.
Geo. Emberly, English Harbor, East, F.B.
Wm. Cox, Hr. Breton.
Chas. Skinner, Hr. Breton.
Thos. Miller, Grand Bank.
Daniel McCarthy, Terenceville, F.B.
John Hutehroft, Pt. Leamington, N.D.B.

One of the Finest Charges

The following is an extract from a letter written by Mr. E. R. Morris, of the firm of Whitehead, Morris & Co., London, to Mr. George LeMessurier. It will help to comfort any whose sons or other relatives are now in hospital. "I personally visited about 80 of our men in the B wards and found no serious case, all bullet wounds, and the men cheerful. I had 7 visitors at the Hospital yesterday and they met me at the entrance Hall after visiting and they all reported light wounds. I shall be down again shortly and will visit Mr. LeMessurier personally and report to you by letter. There is no need for me to draw on you for money—every comfort is sent down and I can assure you everyone is thoroughly looked after. Lady Morris was at the Hospital last Wednesday, and yesterday both Sir Edward and Lady Morris. We here are all very sad at the news of so many families mourning the loss of their dear ones. The Newfoundland men were fine in the—charge (See Daily Mail which I have posted to you), from what I can gather it was one of the finest charges to capture machine guns ever made there. We are proud of the men of our Oldest Colony. If you do come across many parents who have sons in the hospital tell them everything that is possible is done for their boys. Here in England we have many sad homes, we know our men are fighting for the freedom of the world and our cause is just and right. With kind regards, Yours sincerely, ED. R. MORRIS.

Here and There.

Fresh Smoked Salmon at ELLIS.

LIGHTNING STORM.—A lightning storm was experienced along the West Coast yesterday.

CODESHIP SHIPMENT.—The schr. A. M. Fox sailed from Grand Bank yesterday for Oporto with 3,324 qtls. of fish.

Turkeys and Chicken at ELLIS.

RED CROSS SHIPS. The s.s. Stephano leaves New York to-morrow forenoon for Halifax and this port.

DOCKED AT LIVERPOOL. The S.S. "Clan," having on board A and B Companies of the Third Battalion, docked at Liverpool on Wednesday last. By this time, it is hoped, they are comfortably quartered at Ayr.

LEAGUE FOOTBALL.—Collegians vs. Terra Novas, St. George's Field, this evening, at 7 o'clock sharp.—July 28, 11

GOES BACK.—Mr. Chesley Coultas, of the Marconi Telegraph staff, Louisburg, who was spending a few weeks with his relatives returned by last evening's express. Mr. Coultas being a Marconi man is debarrd from enlisting.

Stafford's Phorator Cough Cure is the best preparation for all kinds of Coughs, Colds, Bronchitis and various Lung Troubles. Price 25c. Postage 5c. extra.—July 22, 11

CORPORAL J. DUNPHY CONVASCENT.—Mrs. P. Dunphy, 112 Gower Street, received by yesterday's mail letters from her son, Corporal Thos. Dunphy, stating that he was very slightly wounded, and was only five days in hospital, and is now in a convalescent camp at Etaples, and expected soon to rejoin the Regiment.

PUBLIC MEETING AUG. 4th.—On Friday next, Aug. 4th, the second anniversary of the Great War, will be observed by the holding of a public meeting at high noon in Court House Square, when addresses will be given by the Mayor, who will preside, His Excellency the Governor, the Acting Premier, church dignitaries and others. We understand it is the intention of the Water Street business places to close during the meeting.

