

**OPPORTUNITY-SEEKING SHOPPERS** will find **THIS PAGE** truly helpful and productive of the most **SATISFYING RETURNS.**

FOR INSTANCE,—  
*Notice the following timely items with their profits so peeled off that it assures double quick movement on the part of the family shopper, the constant shopper and those intent on securing the MOST FOR the LEAST EXPENDITURE.*  
 The path to *ECONOMY* leads straight to our door.

**Purchasing the Entire Family's Footwear Here, Offers Many Opportunities to Save.**

**MISSSES' BOOTS.**

Offering excellent value in good serviceable Gun Metal Buttoned Boots; sizes 12 to 2 including half sizes; these are some of our best sellers and range in price up to \$2.60 pair. Friday, Saturday and Tuesday.



**YOUTHS' BOOTS.**

This is a strong Boot in Satin Calf, Bleucher cut; sizes 9 1/2 to 13 1/2; a Boot we recommend for hard wear; excellent value, considering to-day's high prices. Reg. \$2.00. Friday, Saturday & Tues. \$1.75

**JOB LINE LADIES' BOOTS.**

A clean-up lot of Laced and Buttoned Boots for Ladies, medium heel, block toe; in Men's Dongola Boots, Blucher nobby style in comfortable walking boots, with half sizes to fit from. Regular \$3.00 values. Friday, Saturday and Tuesday.

**MEN'S BOOTS.**

Shape, comfort and supreme value in Men's Dongola Boots, Blucher style; these come at a very moderate price, half sizes to fit from; good values. Friday, Saturday and Tuesday.

**We wish to draw attention to these Child's & Misses' Boots.**  
 Sturdy little Boots that we have just opened; Laced and Buttoned in heavy pebbled grain. These will give good solid wear. See them. Friday, Saturday and Tuesday.

Children's Sizes 6 to 8 ..... \$1.15 Misses' Sizes 8 1/2 to 11 1/2 ..... \$1.45

**SMALLWARES & Other Things at Little Prices**

- Waxed Paper, pure White; 40 sheets for ..... 5c.
- Bath Soap and Hand Sponge, extra goods ..... 19c.
- Pears' Transparent Glycerine Soap ..... 14c.
- Sewing Cotton, Black and White; reel ..... 4c.
- Dress Fasteners, Black and White; card ..... 8c.
- Mending Wools, Black, Tan, Grey, etc.; card ..... 3c.
- Silk Flags, British, French, Belgian, etc. .... 10c.
- Rubber Heels, O'Sullivan's; Ladies' and Gents' ..... 6c.
- Buster Brown Belts, assorted ..... 20c.
- Stud Sets, in lasting Gilt; 7 piece ..... 20c.
- Blouse Pins, fancy Gilt; dozen ..... 8c.
- Moth Flakes, extra refined ..... 15c.
- York Shaving Stick; gives a good lather ..... 14c.
- Soap Paste Magic Cleaner, tin ..... 14c.
- Men's Talcum for Men ..... 20c.
- Erasmie Herb Soap ..... 10c.
- Velvet Skin Soap, 3 cake box for ..... 15c.

**Styles of the Moment at Profit-Pruned Prices to Make Pleasant Showroom Shopping.**

**LADIES' NIGHTGOWNS.**  
 Beautifully made soft White Muslin Nightgowns, lace and insert trimmings, and ribbon heading; others with Swiss embroidery trimmings; low cut neck and 3/4 sleeves; some of these in flesh shade, assorted sizes. Reg. \$1.20. Friday, Saturday and Tuesday.

**LADIES' LINEN DRESSES.**  
 Simple styles in plain blue linen Dresses, neat round collar and fancy coloured piping; 3/4 sleeve; a nice dress for morning wear; sizes from 35 to 40 inch bust. Reg. 90c. Fri., Sat. and Tuesday ..... 78c

**INFANTS' UNDERSKIRTS.**  
 Well shaped White Lawn Underskirts with body trimmings of Swiss Embroidery and fine pin tucks, to fit from 2 to 6 years. Reg. 30c. Friday, Saturday and Tuesday ..... 28c

**UNDERWEAR.**  
 Pure White Fine Jersey Ribbed Underwear in a very desirable weight, high and low neck, with short or long sleeves; others in sleeveless; Pants to match, knee length and loose, lace trimmed; assorted sizes. Reg. 40c. per garment. Friday, Saturday and Tuesday ..... 36c

**FEATHER BOAS.**  
 Ladies' Ostrich Feather Boas, very fashionable, finished with long silk tassel; mixed shades of Brown and White, Sky and White, Navy and White, and all White. Reg. \$2.00. Friday, Saturday & Tuesday ..... \$1.69

**CHILDREN'S EMBR. DRESSES.**  
 A very handsome range of White Embroidery Dresses for girls from 6 to 14 years, at an all-round price; other makes in plain White Muslin with Swiss embroidery and insertion trimmings, low neck and 3/4 sleeves; worthy styles underpriced for this week's sales. Reg. \$1.50. Friday, Saturday and Tuesday ..... \$1.29

**INFANTS' COATS.**  
 Just what you need to day when taking the little ones for an airing. Inexpensive Little Coats in Cream Whipcord and Cashmere, with Cape, trimmings of Silk braid, lined throughout. Just a few of these. Reg. \$1.60. Friday, Saturday & Tues. .... \$1.39

**BLACK OIL HATS.**  
 A fine light weight oil hat in a new shape, with roll trim. May be worn any season. Reg. 75c. Friday, Saturday and Tuesday ..... 67c

**SPECIAL!**  
 Child's Gingham Dresses.  
 Attractive values that will bring the crowd around these handsome Little American Dresses for children from 2 to 6 years, pretty effects in stripes, checks and plain linens, some with embroidered fronts, shades of Pink, Sky, Hello, Saxe, Grey and Tan, low neck with long or short sleeves. These are our regular 40c. Dresses. Reg. \$1.00. Fri., Mon. and Tuesday ..... 23c

**Duchess Sets.**  
 Dainty little cloths, without which your bedroom seems incomplete; two makes, one in plain White Linen with hem-stitched hem and embroidered spray; the other shows white lace and insertion trimming; Friday, Saturday and Tuesday ..... 45c

**PILLOW COTTONS.**  
 A few pieces of 45 inch circular Pillow Cottons; plain finish, excellent quality, bought JOB; just another instance of our supremacy for value. Reg. 35c. yard. Friday, Saturday and Tuesday ..... 31c

- Hearth Rugs.** Good looking Axminster Hearth Rugs, nicely patterned, and presenting a goodly display of rich colour blendings, for bedroom, dining-room or best room in the house; fringed ends. Reg. \$4.00. Fri. Sat. & Tues. \$3.70
- Sideboard Cloths.** Handsome White Linen Sideboard Cloths, with embroidered scalloped edges, broad hem-stitched border and heavily embroidered designs in corner; size 18 x 48. Reg. 40c. Fri., Sat. & Tuesday 36c
- White Sheetings.** 128 yards of plain White English Sheetings, 70 inches wide; these are a superior quality and we have no hesitation in saying unbeatable for value. Reg. 75c. Friday, Saturday and Tuesday ..... 67c
- Table Napkins.** A 12 dozen lot of best quality English Damask Table Napkins, size 22 x 22, plain hemmed edge; suitable for your best napkins. Reg. 32c. each. Friday, Saturday and Tuesday ..... 27c

**FRIDAY, SATURDAY & TUESDAY**

Will Include in Its BARGAIN Train a wealth of Strong Values in **BOYS' WASH SUITS AND SUMMER TOGGERY.**



**BOYS' LITTLE DUTCH SUITS.**  
 This style is favored for the smaller boys particularly; they come in two tone effects Blue and Fawn, pants buttons to blouse, small round Peter Pan collar with pipings of White; to fit boys from 3 to 8. Special Friday, Saturday and Tuesday, **44c.**

**BOYS' SHIRTWAISTS.**  
 There is a demand for these already, and you would be wise to avail of the values offered this week; shapely Shirtwaists, plain and fancy striped linens and gingham with perfect fitting collar; to fit from 6 to 14 years. Reg. 40c. Friday, Saturday and Tuesday ..... **36c.**

**BOYS' TOP SHIRTS.**  
 Shirts for every day wear, in plain Cream, and others in White with fine pin stripes, collar attached; sizes from 12 1/2 to 14. Reg. 90c. Friday, Saturday and Tuesday ..... **72c.**

**Variety Line of BOYS' WASH SUITS.**  
 Here's a line that will interest every mother desirous of obtaining good serviceable and stylish Summer Suits for the boys; you'll find Buster Brown styles ranged alongside of little Dutch Suits and other makes; some with White collar, cuffs and mock vest; others in two tone effects, showing Blue and White, all worthy styles and marked to the very best values to \$1.00. Special Friday, Saturday and Tuesday, **88c.**

**BOYS' TWEED HATS.**  
 Knockabout Hats in mushroom shape for the boys; a wide assortment; our regular 35c. line. Friday, Saturday and Tuesday, each ..... **29c.**

**BOYS' SAILOR SUIT FRONTS.**  
 In strong White Jean with coloured silk embroidered front, buttoned at shoulder, taped edge, assorted. Friday, Saturday and Tuesday, each ..... **19c.**

**WHITE DUTCH SUITS.**  
 Made up from a good serviceable soft White Cotton, small round collar; these are exceptionally good value and would make a really good looking suit for Sunday or Holiday wear; the price is small. Special Friday, Saturday and Tuesday, **66c.**

**BOYS' KHAKI PANTS.**  
 Stout Khaki Linen Pants for fine weather wear; sizes to fit from 3 to 13 years; just what the boys need from now on; any size. Friday, Saturday & Tues. **43c.**

**BOYS' LINEN HATS.**  
 A variety of Black and White check and light Tweed patterns; some with White crown, others check top and White band; stylish little hats for Sunday or week-day wear; look these over. Reg. 40c. Friday, Saturday and Tuesday ..... **36c.**

**STATIONERY.**  
 Select your own style from the big assortment, straight stem, bull dog and others with bent stem, good black Vulcanite stems, from one of the best English makers; 50c. value. Friday, Saturday and Tuesday ..... **43c.**

**BOXED STATIONERY.**—showing a big variety of shades in plain and crash linens, values to 20c. box. Friday, Saturday and Tues. **14c.**

**THE "TRINITY" BOX.**—Containing 24 sheets of paper and 2 envelopes, pen, holder and bottle of ink; very compact. Special, Friday, Saturday and Tuesday ..... **32c.**

**WRITING PADS.**—Note sizes, in plain and ruled, each 7c, 10c, 12c, and 15c.

**WRITING PADS.**—Letter **14c.**  
**THE "ALLIES" PAD.**—Pocket sizes, plain with flags in colours **10c.**  
**EXERCISE BOOKS.**—Each 3c, 4c, 5c, 12c, and 15c.  
**THE MAMMOTH exercise book** 112 pages, large ..... **8c.**  
**TRANSCRIPTION BOOKS** ruled with margin, 128 pages, hard cover ..... **14c.**  
**ENVELOPES,** best quality, assorted, 25 for ..... **5c.**

**SHOWERPROOF RAGLANS.**  
 The coat you might have been wearing every day the spring, in fact it is an indispensable coat for any season of the year, warm enough on chilly days, tight enough on wet days and light enough for summer wear, the coat that suits our weather to a nicety. Fawn shade, Chester style, light plaid lining; sizes 36, 38, 40, 42, 44 inch chest measure. Reg. \$18.00. Friday, Saturday & Tues. .... **\$17.10**

**Our Blouse Special**

**\$1.80** value for **\$1.59**

**Is Worthy of Your Earnest Attention.**

Attractive styles in Snow White Muslin Blouses, prettily embroidered and lace trimmed; large Sailor and Shawl Collars are favoured.

Other makes in good wearing Jean, plaid and coloured striped Muslins, lace trimmed; the very newest; sizes from 36 to 50 inch bust. Reg. \$1.80. Friday, Saturday and Tuesday ..... **\$1.59**

**PILLOW CASES.**  
 A 5 dozen lot we are clearing out, plain White Cotton with hemstitched edge. Reg. 25c. each. Friday, Saturday & Tues. **18c.**

**TRAY CLOTHS.**  
 White Linen Tray Cloths for best use, with heavy White Linen Lace and Insertion; size 15 x 20. These are new and excellent value at their regular price. 60c. Friday, Saturday and Tuesday ..... **55c.**

**WHITE QUILTS.**  
 Strong serviceable White Honeycomb Quilts in a goodly size. These we have taken from our reserve, being bought long before prices soared. They're value to-day for \$2.40. Friday, Sat. & Tuesday ..... **\$2.05**

**BOYS' BEST SCHOOL BAGS.**  
 This is a new line with us, Stout Wool Tweed Bags, waterproof; with leatherette binding; roomy size; solid leather shoulder strap and fastenings. Value for 75c. Friday, Saturday and Tuesday ..... **65c.**

**LADIES' KID GLOVES.**  
 A line of high grade Gloves that we would like you to see; Black and Tan shade only; they are excellent quality, finely stitched; 2 dome wrist; complete size range. \$2.00 value. Friday, Sat. & Tues. **\$1.70**

**UNION JACK HANDK'FS.**  
 Gent's size, with a high class mercerized finish; plain Jack with white hemstitched borders; others in plain Khaki, and others again with silk embroidered Regimental Crest. Special, each, Friday, Saturday and Tuesday ..... **20c.**

**ARM BANDS.**  
 The aristocrat of all Arm Bands; best steel wire, fit as soft as silk; heavily plated; last for years. Reg. 25c. pair. Friday, Saturday and Tuesday ..... **22c.**

**PARIS GARTERS.**  
 Easy fitting 1/2 Hose Supports, in assorted elastics; no metal touches the leg; always secure. Reg. 30c. value. Friday, Saturday and Monday ..... **25c.**

**HATS, CAPS AND NECKWEAR etc., for Men.**

**MEN'S SOFT FELTS.**  
 This style is becoming more and more popular each year; self-conforming, easy-fitting. Soft Felt Hats in those shades that you most admire, Navy, Fawn and Cream. Reg. \$1.30. Friday, Saturday and Tuesday ..... **\$1.15**

**TWEED CAPS.**  
 Brand new English Tweed Caps in light and medium mixtures, Caps that you'll like. Caps that fit well and look well; values here to 80c; your choice. Friday, Saturday and Tuesday ..... **65c.**

**President Suspender.**  
 The Brace with the guarantee and adaptable to the workman and office man alike; good firm elastics that give with every movement, white cord fastenings and nickel mountings. Special Friday, Saturday and Tuesday ..... **37c.**

**A STUNNING LINE OF SCARFS.**  
 Suitable for Men and Boys, plain and fancy silk, self and striped patterns, wide end Scarfs in profusion at about half what you usually pay for Neckwear. See this special showing. Friday, Saturday and Tuesday ..... **19c.**

**"Rich and Poor Alike"**

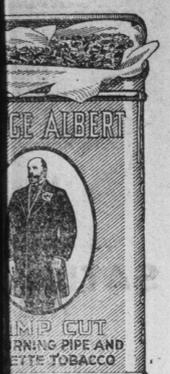
(From the Boston Transcript.)  
 It is reported that Mr. Herbert C. Hoover's investigation into the food situation in the United States already has convinced him that the main problem to be solved in connection with food administration is not to overcome a food shortage, but to cope with the farmer's inclination to hoard his crops for higher war prices. If this is correct, Mr. Hoover may well argue that the Government can abandon all consideration of minimum price legislation. The point which thus emerges is at the heart of the present food problem. Indeed, it is folly to talk of minimum prices for wheat at a time when wheat stores are being held for the outlandish prices forecast by the imaginations of the growers of wheat. Government officers who are not greatly concerned with the immediate political effects of their public acts should have no difficulty in realizing this fact. The same men should be accessible to an appreciation of the probability that a maximum price on food articles may soon become an actual need. Public opinion will quickly return an indictment for anti-patriotism against grasping food hoarders, and Mr. Hoover's diagnosis of the situation needs only to be verified and disseminated in order to do away for the time with the talk of protecting the farmers against low prices. Patriotism demands that there should be the utmost of restraint and carefulness exercised by every section of our citizenship which has to do with the food supply. Not only should the farmer decide quickly to sell his product at the fair prices prevailing and thus to place them at the disposal of the nation in the war, but the well-to-do citizens should be equally responsive to the public needs. There should be no extraordinary accumulation of food stocks and fuel in the cellars of our Commonwealth. This admonition is based not so much upon thoughts of economy in the household as upon the well recognized fact that unnecessary purchases tend to force the price levels upward and thus to inflame hardships and privations upon men of low-earning capacity. Rich and poor must be subjected to the same treatment when it comes to food conservation. The wealthy men must not be permitted to lay up great stores of the necessities of life against the time when common stocks may be depleted. The successful farmer should be forced to content himself with a fair profit upon his seasonal labors. The slogan, "rich and poor alike," should be reiterated with the evolution of each national policy and it is to be hoped that the food control policy which the President is about to entrust to the administration of Mr. Hoover will be an embodiment of this ideal.

**Tremendous Possibilities of "Little Things"**

**IN FEEDING THE PEOPLE.**  
 The United States Secretary of Agriculture has just published an estimate of the food waste in the kitchens of the United States. Translated into terms of money, the department puts it at \$700,000,000 annually, or about \$7 per person. Conversely, a saving of \$7 per head in food would mean a saving of seven hundred million dollars worth a year. A saving of \$7 a year means less than 2 cents a day. In other words, if each person in the United States ate 2 cents' worth less of food a day, or wasted 2 cents less, the annual gain to the country would be seven hundred million dollars. Such is the power of little things if a lot of people do them. Another striking illustration of this was offered by a recent British official computation that if each person in the British Isles used one lump less of sugar per day, the saving a year would be £150,000,000 sterling, or about \$750,000,000. In Canada we can accomplish vast results in the way of saving food and cheapening food if in every family a very small amount of care or self-denial is exercised. We all clamor at governments to "do something"; but it is safe to say that we could settle the trouble in a week if every family in Canada would suddenly start exercising moderate restriction in its meals, and rigid care with what is left over.—Ex.

**Everyday Etiquette.**

"What are just the times a young man is required to raise his hat to a woman?" asked Bob.  
 "When he acknowledges a woman's bow; when walking with a lady and either one meets a friend; when he passes a man friend accompanied by a woman; when offering his seat to a woman; when drawing to one side to allow a woman to pass; when giving information asked by a woman; when restoring anything she has dropped; and when a woman he is with receives a courtesy from another man," were his father's instructions.



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