

**Gossip Column.**

**ABOUT PEOPLE AND THINGS**  
 BY THE WANDERER  
 A GROWL.  
 The line is not the only one who growl with the TELEGRAM that he. I too have a mild growl. I wrote this column last week with the idea that it would be published on Saturday, and I was not until sufficient time had elapsed to make most of it out of date. It was published. I hope that the publisher will see that this never can be again, although, judging by the condition to which it has been subjected by the heat wave, it is doubtful if it will be able to finish by this time.

**FARRINGS.**  
 The English press is just now agitated by a question of enormous importance. It is whether women shall wear earrings or not. One correspondent suggests that no jewelry be worn that efforts should be made by women to cultivate a pair of eyes if this suggestion bears fruit we shall soon be reading the advertisements of eye specialists who guarantee permanent bright eyes after treatment is taken every six months. After all, a woman only needs a suggestion of a means of improving her looks and bright eyes may be expected to replace the permanent wave.

**GOING ON THE STAGE.**  
 Miss Louise Orr, who is just back from the States, tells me that she is going for New York in September to appear in the new musical comedy, "The Girl in the Garden" which will be written by John Murray Anderson and Anderson during the past few years, and has all the popular features of the real musical comedy. It has not yet been announced. Orr does not intend to remain on stage, but as she is bound to make a successful debut, the lure of the lights may hold her longer than intended. Those who were fortunate to see her performance in the "Girl" will not soon forget it. Miss Orr will be joined by Constance Binney, the American actress.

**ENTERTAINING THE NAVY.**  
 The advent of a British cruiser is the signal for a thrill in the hearts of our girls. The officers prove good sports and teas, and are frequent while the ship is in port. A dance was held at Governor's House this week for the officers of H.M.S. Valerian, and several teas were held on board the cruiser. She is shortly to be replaced by the H.M.S. Raleigh, the ship of Admiral Pakenham is due and the monotony of St. John's will again be relieved.

**A TENNIS TIP.**  
 According to a woman correspondent of an English paper, the latest trend covering is made of blue-colored string, which looks like a net, and completely envelopes the ball in passing along this tip. I only hope that no local players take advantage of it. The Jazz is some of the women players and enough, and the addition of covering which looks like a net would be sufficient to put the man off his game.

**MOSTLY MEN.**  
 Monday was mostly day at the Club, as most of the fairer sex were either attending various garden parties, or at the occasion on H.M.S. Valerian. It was the first occasion this year on which could have the courts entirely ourselves and after every set, the gossip was the order of the day.

**THE DANCES.**  
 People are already anxiously awaiting August to put on the appearance as all the private dances are during that month. So far this the Golf Club dances have been only ones, but one a week is by means enough to satisfy the moderate.

**A WOMAN'S HAIR.**  
 You want nice hair, you must know how to get it. It is the pronouncement of a Frenchwoman. You would have thought that with the invention of the hairdresser and the use of electric curlers, that a woman's hair was causing her no trouble without the necessity of undergoing more pains.

**UNEARTHLY.**  
 A friend of mine was discussing the possibility of a mutual acquaintance with a lady. "Don't you think her hair is heavenly?" "Why, yes," said my friend, "I wish I could say it's unearthly."

**PASSING THE TIME.**  
 To illustrate the dullness of the day, I happened to wander into the office of Trade the other day, and there a prominent member, looking tired at a horse which was being outside. He informed me that the animal had a very long nose and was having a very difficult time to grab any of the oats at the trough. The struggle had not been a success. The animal had not taken any of the oats. If business men had to pass this sort of amusement, it must indeed be dull.



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**THIS SPACE SUPPLIES IT**

And unmistakably proclaims one of the best Midsummer's Sales in our existence. Knowing full well the shortness of this glorious season, we make sharp and decisive cuts in the needs of the moment, as it is not our policy to carry over any out of season goods. It is this method that keeps our stock fresh, clean and right up-to-date.

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 But Seconds of good origin  
 These are standard size on dependable rollers, 36 inch width; shades of Buff and Ecu; some of these show slight imperfections, but the value is nevertheless splendid. Friday, Saturday and Monday,  
**Your Choice 49c. each**

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 Large size Check Damask Table Cloths in Crimson and White and Blue and White; well adapted for country use; Coloured Table Covers as well in Crimson and Green and Crimson and White. \$3.50 value. Out they go Friday, Saturday and Monday,  
**Special 1.69 each**

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**For that dear Spot called—"Home Sweet Home"—Pretty Curtain Materials UNDERPRICED**  
**CASEMENT CLOTHS**—Plain Caseament Cloths, 36 inch width; shades of Cream, Buff, Brown, Green and Grey. Regular 60c. yard. Friday, Saturday 55c.  
**ART CASEMENT CLOTHS**—Useful for ever so many purposes about the home; dark floral patterns, nice for furniture slips as well. Regular 70c. yd. Friday, Saturday and Monday 64c.  
**CURTAIN LACES**—A few pieces of Nottingham Curtain Laces, white, large patterns, strong mesh. Regular 70c. yd. Friday, Saturday and Monday 64c.  
**WHITE SCRIMS**—Self striped White Scrims. These are new and very handsome looking hangings; they will make. Reg. 60c. Friday, Saturday and Monday 59c.  
**BUNGALOW CLOTHS**—Crimson and White in Cream shade, very strong. Last year for many seasons. Special Friday, Saturday & Mon. the yd. 24c.

**FINE FOOTWEAR**  
 for every member of the family  
**MEN'S VICI BOOTS**—Neat fitting Vic Kid Boots, Goodyear welted, rubber heel. Reg. \$8.50. Friday, Saturday and Monday \$8.25  
**MISSES' STRAP SHOES**—Simple style, 2 bar effect, in fine Vic Kid; low heel and semi-pointed toes; sizes 12 to 2. Reg. \$3.70. Friday, Saturday and Monday \$3.48  
**INFANTS' TAN BOOTS**—Soft Tan Kid Laceo Boots for babies; sizes 2 to 6; comfort shape, small heel. Special Friday, Saturday and Monday \$1.25  
**BOYS' SHOES**—Fine Dongola Kid, Oxford for boys; nice cool footwear; sizes 1 to 6. Reg. \$4.00. Friday, Saturday and Monday \$3.79  
**LADIES' BUCKLE SHOES**—Something new in Black Kid Shoes; sizes 5 to 7. Reg. \$5.75. Friday, Saturday & Monday \$5.49  
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**Luxurious TOILET Preparations**  
**BONE HAIR PINS**—Imitation Tortoise Shell Pins; in packets for 10c.  
**BANDEAU COMBS**—Keep the hair tidy; imitation Tortoise shell make 17c.  
**DRESSING COMBS**—Stroms Black, White and Blue 8c.  
**HAIR PINS**—In small cabinets; lots of pins assorted sizes; the cabinet 15c.  
**TALCUM POWDERS**—African Wistaria and Rose, Fleur-de-Glorie and others 19c.  
**CARRARA SOAP**—Each cake wrapped in White Terry Face Cloth for 17c.  
**WILLIAMS' DENTAL CREAM**—In tube form; preserves and whitens the teeth; 29c.  
**COLD CREAM**—African Cold Cream; first aid to 30c.  
**SHAVING CREAM**—Mennen's superior quality Shaving Cream; requires no rubbing in. Try it. 29c.  
**VANISHING CREAM**—Jap Rose Vanishing Cream; rose perfume; large crocks of each 37c.  
**COLGATE'S PERFUMES**—Put up in long glass tubes; fragrant perfumes; wide assortment; each 15c.  
**TALCUM POWDER**—Babcock's Corylopsis, especially fine quality; the tin 35c.

**TABLE DAMASKS, etc.**  
 Pure White Table Damasks, 58 inches wide, usual 90c. value. Friday, Saturday and Monday, 79c.  
**MATTRESS TICKING**—Broad striped Tickings for Mattress, Bolster or Pillow Case. Special Friday, Saturday and Monday, per yard 27c.  
**MORE TICKINGS**—These come in assorted coloured stripes, strong serviceable tickings for family use; up to 80c. yard. Friday, Saturday 69c.

**Recognized Headquarters for TOILET SOAPS**  
 Ivy Soap, well known quality; 2 twin cakes for 18c.  
 Caravan Toilet Soap; 2 for 18c.  
 Almond and Cocoa Oil Toilet Soap; large cake 10c.  
 Palmolive Toilet Soap; very popular 10c.  
 Godwin's Toilet Soap; assorted 12c.  
 Colgate's all round Toilet Soap 14c.  
 Ivory Soap; a pure Soap; the cake 9c.  
 Lemon Oil Soap; Lemon shape 9c.  
 Bramic Herb Soap; fragrant 16c.  
 Carbolic Toilet Soap; protective; 2 for 15c.  
 Pears' Unscented Glycerine 22c.

**Practical Housekeepers will scent these values in white Table Cloths.**  
 Two clearing lines of English White Damask Table Cloths, Check Stripes and Dice patterned; splendid quality Cloths in assorted sizes.  
 Reg. \$2.80. Friday, Saturday & Mon. \$1.98  
 Reg. \$3.30. Friday, Saturday & Mon. \$2.98  
 Reg. \$4.50. Friday, Saturday & Mon. \$4.15

**Camping Blankets**  
 Just what your boy wants for camping time, full size individual Blankets, warm, dark mottled shade; won't soil easily; ample size for tucking. Special, each \$3.45



**SHOW ROOM**  
 Practically everything you need will be found here for the very best prices to modest luxuries. The following are all special values for your consideration.  
**"SPORT" HATS**—Ladies' and Misses' Linen Sport Hats in mixed shades Pink and White, Rose and White, Crimson and White, Green and White and Navy and White. Reg. \$1.20. Friday, Saturday and Monday 59c.  
**PEARL NECKLIES**—Long Pearl Necklies, just what is needed to set off your low-necked waist; add one to your outfit, they're stylish. Special, 39c. Friday, Saturday & Monday 39c.  
**DRESSING GOWNS**—Pretty Flowered Muslin Dressing Gowns, short sleeves, roll collar, shirred, waist girder; shades of Lavender, Rose and Grey; assorted sizes. Reg. \$4.50. To Clear, 90c. Friday, Saturday & Monday \$1.98  
**OVERALL APRONS**—Coloured Cotton Bungalow Aprons; generous sizes, short sleeves, buttoned back, trimmed with pretty chints; nice assortment. Special Friday, Saturday and Monday 95c.  
**CHILDREN'S COMBINATIONS**—Fine White Jersey Combinations, sleeveless, drawing at neck, fastened at back, lace knee. Reg. 80c. suit. Friday, Saturday and Monday 74c.  
**HOUSE DRESSES**—Ladies' Blue Gingham House Dresses; simple in style but capable of much service; Peter Pan collar, three-quarter sleeve; sizes 38 to 44. Reg. \$1.20. Friday, Saturday and Monday 98c.

**SEA SIDE TOWELS**  
 Large White Turkish Towels, heavy quality, plain hemmed ends; the kind we have been looking for for some time. Friday, Saturday and Monday, each 69c.  
**TURKISH TOWELS**—Another line of strong Turkish Towels, half bleach finish, assorted coloured stripes, ample size for family use. Friday, Saturday and Monday, each 65c.  
**COTTON BATTING**—Put up in pound bundles, hand picked, pure and sanitary. The Bundle 54c. Friday, Saturday and Monday 54c.  
**SHEET WADDING**—Black an unbleached Sheet Wadding. Friday, Saturday and Monday 18c. each.  
**SHIRTINGS**—12 inch Oil Cloth Shirtings, white centre with coloured bordered and scalloped edge; per yard Friday, Saturday & Monday 10 1/2c.  
 9 inch width, White & Coloured; per yard 7c.  
**DUCHESS SETS**—Very dainty, embroidered and hemstitched; 4 piece Boudoir Sets in soft white Linen. Reg. \$1.20. Friday, Saturday and Monday \$1.05

**BEAUTIFUL PLUSH HEARTH RUGS**  
**MATS to match**  
**PLUSH HEARTH RUG**—Beautiful looking Hearth Rugs in shades of Crimson, Green and Black, extra heavy quality; they give a real tone to your room; two sizes. Reg. \$10.00. Friday, Saturday and Monday \$9.45  
**PLUSH DOOR MATS**—In shades to match up with the hearth rugs, advertised herewith; distinctive looking mats. What a nice gift for some one going to be married. Regular \$3.00. Friday, Saturday and Monday \$2.79  
**STAIR CARPET**—A couple of pieces of pretty Stair Carpets, standard width, bordered. Reg. \$1.75. Friday, Saturday and Monday \$1.75  
**STAIR BUNGERS**—Mottled and striped centre with Crimson border, wears well and looks 55c. well. Special Friday, Saturday & Monday 55c.  
**STAIR OIL CLOTHS**—White and colored Stair Oil Cloths, soft rubber-like finish, will not crack; you will get surprising wear out of these. 23c. Special Friday, Sat. & Mon. per yard 23c.  
**BUSH BUGS**—Heavy medium Brown Wool Blankets, striped borders, ideal for campers; full size. Reg. \$8.00 each. Friday, Saturday and Monday \$6.48

**MEN'S "Sea Rubbers"**  
 Famous brand, knee length, real live rubber, assured service in every pair. Friday, Saturday, and Monday \$5.50  
**"SEA" STORM KING RUBBERS**—These are high length and recognized for their superior quality; we have had numerous inquiries for these; they're here now. Friday, Saturday and Monday \$7.75

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 Stately gardens sheltered "neath the proud murmur of immortal oaks"—the scent of myriads of flowers revealing in dewy coolness—the grace, the charm, the peace, the mingled fragrance of such a place and hour—all are recalled by the perfume of JERGEN'S CASTOLAY TOILET POWDER. Step in to-day and get a tin. PRICE 50c.  
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