

# JULY ECONOMY SALE!



## SEE WINDOW

FOR DISPLAY OF CHILDREN'S AMERICAN DRESSES.

New arrivals, bound to catch your eye. They are pretty made and exquisitely trimmed. Marked much less than you could make them for. We predict a sharp selling for these Friday, Saturday & Monday. Special . . . . . 98c

## A BIG UNDER - SELLING EVENT

Featuring all kinds of Summer Apparel, Summer Needs, etc., at prices that make shopping a pleasure.

Every day brings something new here. Big shipments of American Goods opening daily. Glance through this list of Specials, they give you some idea of the many opportune offers you may expect

**FRIDAY, SATURDAY AND MONDAY.**

## Weather Forecast.

TORONTO, Noon. Moderate S. & S. W. winds, fair and warm to-day. Saturday—Scattered showers but generally fair and warm.

ROPER'S Noon.—Bar. 29.70; ther. 85.

## New Arrivals.

MEN'S KHAKI PANTS.

A SPECIAL LOT. Assorted shades in Khaki Drill, cuff bottoms, well made, 2 hip pockets with buttoned overlap; assorted sizes. An ideal pants for knockabout wear, for fishing, camping, etc. Reg. \$1.10. Friday, Saturday and Monday . . . . . 98c

98 cents.

**James Baird LIMITED**

## New Arrivals in BOYS' & GIRLS' AMERICAN HOSE,

15c. pair. This popular line in Black and Tan just opened; full range of sizes in fine ribbed. Special, Friday, Saturday and Monday, per pair . . . . . 15c.

## July Economy Sale of Household Goods.

### AMERICAN PILLOW CASES.

See these! Regular beauties, size 24 x 34, finished with deep hemstitched hem at open end and wide band of handsome embroidery extending full width of pillow, unapproached value; marked low at our regular price, 35c. Friday, Saturday and Monday . . . . . 32c

### WHITE TURKISH TOWELS.

A nice weight in all White, size 19 x 40, fringed ends; only 4 dozen pairs available for this week's sale. Reg. 17 cents. Friday, Saturday and Monday . . . . . 15c

### TABLE NAPKINS,

3 for 20c. These are made of pure White Damask, rather pretty designs with deep border, size 14 1/2 x 14 1/2, convenient size for table use. Notice the low price for Friday, Saturday and Monday . . . . . 3 for 20c

### AMERICAN BED TICKS.

The finest value ever! Soft finish with extra fine twill, easy to stitch, no dressing, full 31 inches wide, unsurpassed for wear. Special, Friday, Saturday and Monday, 19c per yard . . . . . 19c

### AMERICAN SHEETING.

Unbleached quality, 60 inches wide, wears surprisingly well, ideal sheeting for present wear. Special, Friday, Saturday and Monday, 28c per yard . . . . . 28c

### TEA CLOTHS, 27c.

A dainty lot in White Linen, beautifully embroidered and many with pretty openwork effects, some with scalloped and braided edge; values to 45 cents. Friday, Saturday and Monday . . . . . 27c

### PILLOW SHAMS, 27c.

All new to hand, in nice White Linen make, some with stamped designs and partly embroidered, others in neat braiddings and openwork; usual 40c. values. Friday, Saturday and Monday . . . . . 27c

### SIDEBOARD CLOTHS.

A nice assortment of these in Muslins and White Linen makes, lots of these handsomely embroidered, others in stamped designs and partly embroidered; values to 45 cents. Friday, Saturday and Monday . . . . . 27c

### AMERICAN CALICO.

Faultlessly made from improved cottons, 36 inches wide; for all household and family uses, closely woven and nice soft finish. Special, Friday, Saturday and Monday, 11c per yard . . . . . 11c

## HIGH GRADE BOXED STATIONERY,

per box, 15c. Just 60 boxes of superior quality, containing 25 Envelopes and Paper, in assorted shades, unruled paper with envelopes to match, neatly boxed. Reg. 30c. value. Friday, Saturday and Monday, per box . . . . . 15c

## GLOVE ASSORTMENT.

A mixed lot offering, very special value. Summer Lisle and Suede Lisle finish in natural shade, Beaver and Grey, these come long; other makes in wrist length in shades of Navy, Cream, Black and White. Reg. 45c. Friday, Saturday and Monday . . . . . 39c

## Spotted SILK MUSLINS.

Not like the ordinary, but possessing more silk than cotton; beautiful rich lustrous finish, assorted spot effects, comes in White only, 28 inches wide; ideal for Blouses or special occasion Dresses. Special, Friday, Saturday & Monday, yard . . . . . 35c

## American Curtain Muslin and Scrims.

American Curtain Muslins, 35 ins. wide, 21c. These are all brand new and personally selected by our American buyer but a few weeks ago; 35 inches wide; dainty snow white patterns showing a variety of figured effects, and having a faint colored flower pattern giving the material a decidedly neat appearance. Reg. 25c. Friday, Saturday and Monday . . . . . 21c

American Scrims, per yard, 15c. 36 inches wide, your choice of pure White, Cream or Paris shades, showing all plain centres with very handsome band borders, in assorted shades; it washes splendidly; not a material for one season only; good year after year. See these. Special, Friday, Saturday & Monday . . . . . 15c

## July Economy Sale of Gent's Furnishings

### Pyjama Suits.

1 dozen Suits only, just a small special lot in Pale Blue and Hello; excellent washing material, silk braided button loops and military collar; pocket in each. Reg. \$2.75. Friday, Saturday and Monday . . . . . 2.48

### MEN'S ALPACCA COATS, 98c.

This is a Job Line, a coat good enough for knockabout wear during the warm weather, mostly Alpaca but you'll also find a few others in fine Serge; come early for these. Regular \$1.40. Friday, Saturday and Monday . . . . . 98c

### MEN'S TENNIS SHIRTS, 82c.

A superior line in Cream Flannel, showing pretty vertical Silk Stripe effects, each fitted with a detachable soft collar, turned down style, pocket in each. Reg. 95 cents. Friday, Saturday and Monday . . . . . 82c

### STUD SETS.

Strong make, in Gilt and Pearl, 6 pieces to each set; some in plain, others fancy. Reg. 35 cents per set. Friday, Saturday and Monday . . . . . 25c

### Summer Vests.

Reg. values to \$3.00 for \$1.25. In White Pique, White Flannel, Plain Linens and assorted fancy stripes, also a few in Cord for dress suit wear; these latter are extra low cut. Reg. values to \$3.00. Friday, Saturday and Monday . . . . . \$1.25



## Stunning Neckwear, Value 17 cents.

25 dozen of these in flowing end style, plain and fancy and stripe effects, also a lot of narrow String Ties in the most fashionable shades. Reg. 25c. values. Special, Friday, Saturday and Monday . . . . . 17c

## Service Khaki Shirts.

The best shirt on the market for hard wear, dark Khaki shade, extra strong stitchings, faultlessly cut, two breast pockets, each with buttoned-over flap; sizes from 14 1/2 to 16 1/2. Reg. 85c. Friday, Saturday and Monday . . . . . 77c

## Watch Fobs.

Very neat designs in relief on untarnishable white metal attached to leather strap. Spec. 22c. Friday, Saturday and Monday . . . . . 22c

## Cigarette Holders

In sweet scented cherry wood, with patent stub ejector. Spec. 15c. Friday, Saturday and Monday . . . . . 15c

## Economies From All Over the Store.

### BRASS CURTAIN RODS.

These extend to 48 inches, made of strong tubing with silvered knob at both ends. Reg. 12c. Friday, Saturday and Monday . . . . . 10c

### D'OYLEYS.

3 dozen of fine White Muslin D'Oyleys, nice embroidered designs; size 12 x 12. Reg. 10c. Friday, Saturday and Monday . . . . . 7c

## Patriotic Handkerchiefs

A generous assortment of these, with silk embroidered flags of the Allies intertwined; others in printed designs, showing the Union Jack in large printed effect; ample size, hemstitched, mercerized finish. Reg. 20c. Friday, Saturday and Monday . . . . . 17c

## Hosiery Snaps!

### CHILDREN'S LADIES' HOSE, 15c.

All sizes in this line; a nice summer weight in fine ribbed cotton lisle, reinforced knees, seamless; you get surprising wear from this low-priced hosiery. Special, Friday, Saturday & Monday . . . . . 15c

### LADIES' LISLE, LACE and CASHMERE HOSE, 44c.

Fast Black; this is one of our best selling lines; assorted sizes in dependence on stock; sizes 2 and 3 only. Reg. 40c. Friday, Saturday and Monday . . . . . 44c

### JOB LINE LADIES' HOSE, 15c.

In Black, Tan and Sky only. Come early for these; 10 dozen won't last long at our special price. Reg. values to 25c. Friday, Saturday and Monday . . . . . 15c

### INFANTS' SLIPPERS.

In fine Dongola Kid, Black only; single strap over instep; sizes 2 and 3 only. Reg. 40c. Friday, Saturday and Monday . . . . . 34c



## JULY ECONOMY SALE in Our Fashionable Showroom.

## American Camisoles.

In strong White Lawn, trimmed with embroidery and lace insertion; also wide ribbon beading and lace embroidery edging at neck and sleeves; sizes from 34 to 44. Regular 45c. Friday, Saturday and Monday . . . . . 37c

## Collar and Cuff Sets.

Dainty conceptions in Muslin and Embroidery, all the newest shapes, showing Medici Collars, Peter Pan and rolled cuffs to match; these are rather striking, others in Reppe, Fancy Crepe and Muslin; they are the very latest New York styles. Regular 45c. Friday, Saturday and Monday . . . . . 38c

### WHITE UNDERSKIRTS, 68c.

Very special values here this week; fine White Lawn Underskirts, with wide embroidery bounce and dust frill. Our regular values up to 85c. Friday, Saturday and Monday . . . . . 68c

### CHILDREN'S BONNETS.

Cute little shapes, cleverly made in Embroidery, Straw and Silk, ribbon trimmed; large and small shapes; values to 45c. Friday, Saturday and Monday . . . . . 34c

### MISSSES' NIGHTDRESSES.

Made of extra fine lawn, fine embroidery yoke and embroidery edging at neck and sleeves, ribbon beading; 3/4 sleeves to fit from 8 to 14 years. Reg. 85c. Friday, Saturday and Monday . . . . . 68c

## American Blouses. Rompers, 32c.

Another line of smart American Blouses, showing some very effective styles in fine striped White Muslin, with black band and draped down collar, long sleeve, kimono style; others in colored Brocade Silk, Tango, Crepe de Chine, Black Silk and Black Nylon, and a host of other elaborate styles in White Lawn, with high neck; full range of sizes. Values to \$3.00. Friday, Saturday and Monday . . . . . \$1.25

### Ruffles.

The very newest styles in fine tulle, full shape, in Black, White and Navy. Reg. up to 50c. Friday, Saturday and Monday . . . . . 42c

### TEA APRONS.

6 dozen of fine White Lawn Tea Aprons, assorted shapes; lace edge and embroidered. These are very neat, of course they'll simply vanish at our special price. Friday, Saturday & Monday . . . . . 15c

### DRESSING GOWNS.

For ladies; they come in fancy Muslin, embroidery trimmed fronts, and at sleeves; in Blue and White and Pink and White; very effective styles; assorted sizes. Reg. \$1.70. Friday, Saturday & Monday . . . . . 1.39



## Economies From All Over the Store.

### LADIES' TAN BOOTS.

Laced and buttoned, in nice summer weight, nobby style, Cuban heel, block toe; sizes 3 to 6. Reg. \$2.80. Friday, Saturday and Monday . . . . . 2.60

### STYLISH PUMPS.

These come in Gun Metal with Grey Cloth Top; the most popular footwear on the street today, high heel, plain toe, 1/2 sizes, from 3 to 6. Reg. \$2.50. Friday, Saturday, Sat. & Mon. . . . . 2.33

### BOYS' WASHABLE TWO-TONE SUITS.

Blouse of Tan and Drill, piped with Navy, round collar and silk cord; Pants of Navy Serge, open knee style. This is a very dressy little suit; other makes showing White Jean Blouse and Tan Pants; and other again in stripe effects; to fit boys from 3 to 8 years. Reg. \$1.50. Friday, Saturday and Monday . . . . . \$1.33

### OIL CLOTH SHELVINGS.

6 1-2 cents. 50 pieces of 12 inch Shelvings, pretty designs in floral and tile patterns, wide band borders and scalloped edge. Special, Friday, Saturday and Monday, per yard . . . . . 6 1/2c

### Congoleum Mats, 27 cents.

Extra weight, size 18 x 36; a variety of patterns in tiles and scenes, etc., nice rich colorings; some of these would make pretty splashers for walls. Special for first showing Friday, Saturday and Monday, each . . . . . 27c

## New York Press

### DENOUNCES ATTACK IN VEHEMENT TERMS.

New York, July 19.—The World, in commenting on the submarine attack on the steamer Orduna, says:

"How can we account for this shocking occurrence? For a time there had been reason to suppose that the German Government had seen a great light upon the folly of thus offending a powerful neutral nation. The evidence of wiser counsels in the German naval control had been sufficient in recent weeks to justify the hope that this new outbreak of 'frightfulness' was an error of an over-zealous commander.

"If it proves to be a calculated act emanating from a naval control which submits to no restraint of statesmanship or policy, it must gravely increase the difficulties of reaching an agreement with Germany upon the question at issue between the two Governments.

The Tribune says: "It is not at all unlikely, as Captain Taylor suggests, that the Orduna owes her escape to a miscalculation of her speed on the part of the submarine commander. The conditions were extremely favorable for an attack of this kind; the weather was clear and there was wind enough to ripple the surface of the water.

"The submarine had doubtless been lying in wait and probably got within range while submerged. From all accounts a very strict lookout was kept, yet nothing was seen till the wake of the torpedo appeared passing ten feet clear of the rudder. The distance from which the torpedo was launched is, of course, not known exactly, but even supposing the submarine was pretty close, a miscalculation of two knots in the speed of the Orduna would be sufficient to account for her narrow escape."

### Question of Vital Moment.

The sun says: "The question of vital moment is whether the Orduna was hailed by her for visitation and search before the attack was made. If the challenge was given, and the merchantman, seeking to escape, disregarded it, the commander of the war vessel may cite those facts in explaining and defending his subsequent conduct.

"The testimony of the Orduna's captain is that his ship was not challenged; that the first evidence given of the presence of an enemy warship was the appearance of a torpedo; and that thereafter nine shells were fired at his vessel. If this course was followed by the undersea boat, the attack was in violation of the laws of marine war.

"It is unnecessary to discuss the situation of the Orduna, her cargo, her mission, her passenger list. No matter how laden or where destined, she was entitled, under the law to warning, to be hailed; and if she was deprived of that right, the attack on her was lawless and unjustifiable."

### Unwarranted Attack.

The Times says: "The unwarranted attack by a German submarine on the passenger steamship Orduna, obviously carrying no munitions of war or other contraband, and having twenty-one Americans among her 227 passengers, increase the gravity of the situation arising from the destruction of the Lusitania. The news of this savage action, coming at a time when the President is preparing his note in reply to the evasive German message of July 9, must exert a sinister influence.

"It is impossible to account for the newest outrage, in view of the strained relations between Germany and the United States except on the hypothesis that no matter what complications may ensue, Germany intends to continue her submarine warfare on the plans announced last February. "The international situation created by the latest German note in relation to the massacre of more than one hundred Americans in the destruction of the Lusitania was sufficiently grave; it is aggravated by this warning attempt to sink the Orduna."

## Potsdam State Board.

The original state sword of Potsdam is among Birmingham possessions in England. It has been lying in a lumber heap at Aston Hall, now one of the show places of the Midland metropolis. The citizens were unaware of its existence till attention was called to it recently by a local antiquary. It is a mighty two-handed weapon with a four-foot blade, with allegorical devices dating back to remote days of Teutonic chivalry. It was probably part of the spoils of Napoleon's invasion of Prussia, and is stated to have passed about 40 years ago from a private collection to Aston Hall. Its identity is proclaimed by the word "Potsdam" on the blade.

Take a teaspoonful of Stafford's Prescription "A" a few minutes before eating and enjoy your meals.—July 12, 1915