

# ISN'T PACKED to the DOORS

The Best Evidence of Our Popularity for VALUE GIVING?

You've seen it, you've heard it. Let prudence therefore guide you straight to "THE BUSY CORNER"

**Electric Reading Lamps.**



**ELECTRIC READING LAMPS, \$2.39.**  
Only 3 dozen of these to hand, the cutest "get up" yet, made of untarnishable brushed brass, exactly like cut, adjustable dome shade, for table or attaching to wall, an ideal light to place over your bed, it hangs on an ordinary screw; with each light is sufficient cord covered wire for attaching to room bracket. Our special price without bulb, **Friday, Saturday and Monday, \$2.39**

**Friday, Saturday and Monday.**

**SAVINGS on Much-Wanted Items That Make Buying Worth While**

**FLY SWATS—**  
Just what's wanted now; wire handle and fine wire screen. **Special 5c**

**ROSE CREAM—**  
Recommended for sunburn and insect bites, etc.; keeps the skin soft and pure. **Special per bottle 15c**

**DIXIE ROSE TALCUM AND OTHERS.**  
Highly perfumed; pure soft and refreshing in g. **15c**

**CAMPBELL ICE—**  
Manhattan, Petroleum, Campbrell Ice; excellent for sunburn, rough skin and suitable for after shaving. **9c**

**HYDROGEN PEROXIDE TOOTH POWDER.**  
Cleans and disinfects; you should try this; in handy tin. **7c**

**MEN'S BATHING SUITS.**  
The newest out; Navy shade; fine Jersey finish; assorted sizes. **Reg. 80c. Friday, Saturday and Monday 49c**

**WATER WINGS.**  
Well finished, each with nickel dome head and nickel ring for hanging up. **20c. Friday, Saturday and Monday 16c**

**Rubber Soap Dishes.**  
The newest out; Comes in strong red rubber, single cake size. **Special Friday, Saturday and Monday 8c**

## Weather Forecast.

**TORONTO, Noon.**  
Moderate to fresh N.W. winds; fair to-day and on Friday, with stationery or a little higher temperature. **ROPER'S Noon.**—Bar. 29.85; ther. 55.

## Italy's Heroic Royal Admiral.

The Duke of Abruzzi's Romantic Adventures.

There is no more intrepid adventurer among Europe's Royalties than the Commander of Italy's Adriatic Fleet, Admiral Prince Luigi, Duke of Abruzzi.

A practical sailor, a dauntless explorer and mountaineer, and a noted scientific writer and lecturer, the Duke is also cousin to the King of Italy. A few years ago all the world was gossiping about his unfortunate love-affair with Miss Katherine Elkins, an American heiress.

Born at Madrid, in 1873, the Duke is the third son of Amedeo, Duke of Aosta, brother of the late King Humbert, and one-time King of Spain. Few Royalties revel so much in hardship and adventure as the Duke of Abruzzi; he is possessed of great physical strength and undaunted courage.

As a youth he entered the Navy, soon became a competent officer. In his holidays he used to go on climbing expeditions in the Alps. His first feat of note was the ascent of two hitherto unexplored peaks of Mont Blanc.

The Duke first came to the fore as an explorer by climbing Mount St. Elias, in Alaska, in 1896. The summit of this, one of America's highest peaks, had never before been reached. The ascent took thirty days, and the Duke's expedition discovered a great and unknown glacier and two new peaks.

In 1900 the Duke further distinguished himself by penetrating nearer to the North Pole than had ever been done before, beating Nansen's previous record by eighteen miles. Had the Duke's party journeyed on a better boat they would probably have reached the Pole, but they actually went on a ship that Nansen had previously discarded as being unsuited!

Of this Polar expedition a good story is told. The Duke once said: "Had our dogs not given out at a critical moment we should have got nearer the Pole." A lady who overheard this, replied, "But I always understood that Eskimo dogs were treacherous." "They are," answered the Royal explorer, "but I was speaking in a culinary sense!"

Hand Badly Frost-bitten.  
During this journey the Duke risked his life time and time again, and his hand was so badly frost-bitten that he had to have the tops of some of his fingers cut off. In 1906 the Duke set out to explore the mysterious mountains of the Moon, in Central Africa.

The Mountains of the Moon, or Mt. Ruwenzori, although known for ages past, had never been climbed until the Duke accomplished the feat. During the long and difficult ascent he had several narrow escapes from death. One day, whilst in advance of his followers, he slipped on some loose pebbles and slid right to the edge of a precipice.

The first man to arrive to the assistance of the Royal mountaineer nearly brought death to both, for, after throwing his coat to the Duke and trying to pull him to safety, he, too, began to slide towards the edge of the precipice. Fortunately, both were saved.

This is not the first time that the Duke of Abruzzi has seen active service, for he commanded a squadron during the Tripoli War.

MUTUAL EXTERMINATION.  
London, July 21.—Frederick Harrison's book, "The German Peril," published to-day, contains the following passage:  
"Let us not think that any kind of words, or any kind of agreement or compromise or mediation, can avail us in this fiercest trial of our English blood. Nor let us vainly imagine that the enemy will relax in his delirium of frightfulness, or spare us one pang which he can inflict on us all."

It is my firm belief that when we have driven him back to his own land (and we shall drive him back—we must, unless we are to be forever ruined), scenes of horror, almost of mutual extermination, will take place, exceeding anything we have yet known in ferocity, destruction and blood."

AUSTRALIA'S WAR LOAN.  
Melbourne, July 17.—The War Census Bill has passed the Federal House of Representatives. Some members were in favor of conscription.

Mr. Pearce, Federal Minister of Defence, said that the Imperial Government had requested Australia to endeavor to finance herself during the war. The twenty million loan will be put on the market by instalments. It is understood that Mr. Fisher, the Federal Premier, proposed a heavy income tax, with the exemption of incomes up to £200. Mr. Fisher told the House of Representatives that nobody would escape the war tax.—Reuter.

MINARD'S LINIMENT CURES DISTEMPER.

**KODAK**  
the broadening appreciation of the Kodak, Premo, or Kodak Store, STREET.

**IS THE TIME**  
And this is the place to get extra good value for your money.  
**Don't Miss These Money Savers.**

**50 cts.**  
on Dresses.  
Regular 80c., 95c., 70c.



**COTT,**  
Store, STREET.  
Store will close at 6 when it will close at

**Men.**  
Tailoring, St. John's.

**Factory Ends of WHITE Table Damasks.**

Hundreds of yards and all pure White, widths up to 58 inches; nice rich patterns, with handsome borders, convenient lengths from 1 1/4 yds. up; good value for 40c. per yard. **Special Friday, Saturday and Monday 29c**

**'KHAKI' DRILL. 16c**

6 pieces of strong American Khaki Drill, 28 inches wide, assorted shades for Shirts, Boys' Suits or Skirts; this is an ideal material, being strong and washes perfectly. **Reg. 20c. value. Friday, Saturday and Monday 16c**



**Window Blinds.**

New Arrivals to Brighten Up Assortments—Buff and Green Shades.

36 inches wide, mounted on dependable spring rollers, each complete with fittings at price quoted. **plain end special. Special 29c**

**Savings on Boys' Wear.**

**BOYS' KHAKI OVERALLS.**  
Pants only, patch pocket, bib and brace; the proper garment for his holidays, saves the wear and tear on his clothes; to fit boys from 4 to 10 years. **Friday, Saturday and Monday 32c**

**Another Lot of BOYS' TWEED PANTS, at 22c.**  
Sizes to fit boys up to 9 years; light, medium and dark Tweeds. These are the best value yet. **Special, Friday, Saturday and Monday 22c**



**BOYS' KHAKI PANTS.**  
Well made in fine Khaki Drill, open knee style, sizes only to fit boys from 4 to 6 years. **Special, 19c Friday, Saturday & Monday**

**BOYS' TOP SHIRTS, 37c.**  
Well made Shirts in smart stripe effects, all over negligee style, soft bosom, sizes from 12 to 14. **Regular 45c. Friday, Saturday and Monday 37c**

**Bigger Reductions Than Ever on Boys' Wash Suits.**

**BOYS' DUTCH SUITS.**  
This is a very handsome line, in Navy and White, Saxe and White, and Fawn Linen; new style round collar and lace; large pearl buttons; sizes to fit boys from 2 to 8 years. **Reg. 80c. Friday, Saturday & Monday 72c**

**BOYS' WASH SUITS.**  
A special lot in Navy, with fine White stripe; Sailor collar and cuffs; braided in White; very snug fitting and marked away down to clear. **Reg. \$1.25. Friday, Saturday & Monday 79c**

**BOYS' WASH SUITS. 49c**  
The best value in town, smart style, well made, plain shades in two-tone effect; others in Striped Cotton, round collar and cord at neck. **Reg. 55c. Friday, Saturday and Monday 49c**

**Children's SHOES.**  
Reg. to \$1.30. **Special, 99c.**

**Women's BOOTS. \$2.12.**  
Laced and buttoned Dongola, very stylishly made, 1/2 sizes to pick from. **Regular \$2.50. Friday, Saturday and Monday \$2.12**

**CHILDREN'S COLORED SILK SOCKS**  
Regular 40c. for 22c.

**Ladies' Hosiery. 29c**  
Assorted makes, very suitable for present wear. Black and Tan Summer Lisle, with half silk leg; others in Black Cotton. **Reg. 35c. Friday, Saturday and Monday 29c**

**Children's Coloured Cashmere Hose.**  
Mostly small sizes, showing shades of Pink, Tan and Crimson; a reliable make, fast colors. **Reg. 35c. Friday, Saturday & Monday 29c**

**Children's SHOES. 99c.**  
Laced and Strap style, in black only, sizes 6 to 12. **Regular to \$1.30. Friday, Saturday and Monday 99c**

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Mostly small sizes, showing shades of Pink, Tan and Crimson; a reliable make, fast colors. **Reg. 35c. Friday, Saturday & Monday 29c**

**Hydrogen Peroxide.**

The great germ destroyer. Every house should have a bottle of this never-failing preparation. Take a bottle on your vacation, 'tis surprising how useful you'll find it; 3 sizes in stock now. **Friday, Saturday and Monday—**

4 oz. Special 8c  
8 oz. Special 13c  
16 oz. Special 22c

**Baggage Tag Holders.**  
A handy little leather contrivance with strap and buckle for attaching to your grip, trunk or any passengers' luggage. **Special Friday, Saturday & Monday 11c**

**White Turkish Towels.**  
These are large, family size, extra heavy, being a Job Line, they represent values up to 40c.; we make a special price Friday, Saturday and Monday. **26c**

**Tooth Brush and Case.**  
These are handy; good solid tooth brush, finely finished and put up in celluloid case; handy for the traveller, camper or tourist. **Complete. Friday, Saturday & Monday 15c**

**Carbolated Vaseline.**  
In tube form; a valuable dressing for wounds, insect bites, or barber's itch, etc. **Special Friday, Saturday and Monday 10c**

**Cold Cream.**  
Unequaled for toilet use; an emollient of exquisite perfume, give a nice fresh and soft appearance to the skin. **reliable; in tube form. Special Friday, Saturday and Monday 15c**

**Men's and Boys' Straw Hats, Half-Price.**

**LADIES' CHAMOIS LISLE GLOVES.**  
A nice fabric, closely resembling Cham- ois; comes in White and Chamois shade, extra long, for wearing with short sleeve blouses. **Special, Friday, Saturday and Monday 39c**

**MEN'S CHAMOIS LISLE GLOVES.**  
All the rage, beautiful wearing fabric, washes perfectly. This is a brand new line, 1 year done fastener, self stitched neck. **Special, Friday, Saturday and Monday 42c**

**STRIPED RIBBONS.**  
A handsome range, 9 inches wide; very suitable just now for sashes or for hat trimmings; all the most wanted shades. **Reg. 15c. per yard. Friday, Saturday & Monday 9c**

**"REELY TROOLY" DOLLS.**  
The Dolls that educate, amuse and entertain the children, because they can make these little Dolls themselves; 6 different Dolls in each set. **Special, Friday, Saturday and Monday. Per Set of 6 . . . 27 cts.**

**CHILDREN'S EASY WAISTS.**  
Made of fine White Jersey, buttons and tapes for attaching suspenders; a nice support and strengthening for their little bodies, to fit from 2 to 12 years. **Special, Friday, Saturday and Monday 13c**

**Ladies' Summer Vests.**  
An excellent high grade make in very fine ribbed Jersey, low neck, wing sleeves, possessing a fine silky finish. **Reg. 40c. Special, 34c Friday, Saturday & Monday**

**CHILDREN'S EASY WAISTS.**  
Made of fine White Jersey, buttons and tapes for attaching suspenders; a nice support and strengthening for their little bodies, to fit from 2 to 12 years. **Special, Friday, Saturday and Monday 13c**

**Children's Knickers.**  
For summer wear, made of fine White Lawn, embroidery trimmed and finely tucked, to fit 2 to 10 years. **Reg. 25c. Friday, Saturday and Monday 20c**

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**Ladies' WHITE Dresses.**

**CHILDREN'S EASY WAISTS.**  
Made of fine White Jersey, buttons and tapes for attaching suspenders; a nice support and strengthening for their little bodies, to fit from 2 to 12 years. **Special, Friday, Saturday and Monday 13c**

**Extraordinary Values. Regular to \$19.00 - - - - - for \$8.49**

**CHILDREN'S EASY WAISTS.**  
Made of fine White Jersey, buttons and tapes for attaching suspenders; a nice support and strengthening for their little bodies, to fit from 2 to 12 years. **Special, Friday, Saturday and Monday 13c**

**8.49**

**CHILDREN'S EASY WAISTS.**  
Made of fine White Jersey, buttons and tapes for attaching suspenders; a nice support and strengthening for their little bodies, to fit from 2 to 12 years. **Special, Friday, Saturday and Monday 13c**

**BRASSIERES.**  
They give shape and erectness to the figure, strongly made, in pure White, with yoke of fine Swiss insertion, Ribbon Beading, boned throughout; sizes from 34 to 44 inch bust. **Reg. 50c. Friday, Saturday and Monday 32c**

**CHILDREN'S EASY WAISTS.**  
Made of fine White Jersey, buttons and tapes for attaching suspenders; a nice support and strengthening for their little bodies, to fit from 2 to 12 years. **Special, Friday, Saturday and Monday 13c**

**\$2 American Blouses, for - 89c**

**CHILDREN'S EASY WAISTS.**  
Made of fine White Jersey, buttons and tapes for attaching suspenders; a nice support and strengthening for their little bodies, to fit from 2 to 12 years. **Special, Friday, Saturday and Monday 13c**

**Another big surprise for Blouse hunters. 'Tis simply marvellous, you'll say, where we get such styles and such values. White Lawn, Voiles, Fancy Muslins, figured and striped, and fancy (Crepes, etc.); low neck style, long and 3/4 sleeves, buttoned in front; sizes 34 to 44 inch bust. **Reg. up to \$2.00. Friday, Sat. & Monday 89 cts.****

**CHILDREN'S EASY WAISTS.**  
Made of fine White Jersey, buttons and tapes for attaching suspenders; a nice support and strengthening for their little bodies, to fit from 2 to 12 years. **Special, Friday, Saturday and Monday 13c**

**89 cts.**

**CHILDREN'S EASY WAISTS.**  
Made of fine White Jersey, buttons and tapes for attaching suspenders; a nice support and strengthening for their little bodies, to fit from 2 to 12 years. **Special, Friday, Saturday and Monday 13c**

**CHERISES.**  
A pick-up line by our American buyer. They come in superior White Lawn, trimmed with fine Valenciennes Lace and Pink or Blue Ribbon; very dainty. **Reg. 90c. Friday, Saturday and Monday 72c**

**FINE PRICES on ENAMELWARE!**



Skillets, without cover, 7 pints . . . . . 29c.  
Skillets, without cover, 8 pints . . . . . 30c.  
Skillets, with cover, 5 pints . . . . . 33c.  
Skillets, with cover, 7 pints . . . . . 39c.  
Skillets, with cover, 10 pints . . . . . 49c.  
Berlin Saucepans, 7 pints . . . . . 39c.  
Berlin Saucepans, 10 pints . . . . . 39c.  
Water Buckets, 12 pints . . . . . 39c.  
Tea Kettles, 4 pints . . . . . 44c.  
Tea Kettles, 5 pints . . . . . 49c.  
Water Jugs, 5 pints . . . . . 22c.  
Teapots . . . . . 29c.  
Soup Dishes . . . . . 10c.  
Dinner Pans, 10 pints . . . . . 39c.  
Mixing Pans, 12 pints . . . . . 39c.  
Mixing Pans, 14 pints . . . . . 39c.  
Dinner Plates, 9 inch . . . . . 10c.  
Funnels, large size . . . . . 15c.  
Milk Pans . . . . . 15c.  
Leaf Pans, 2 for . . . . . 25c.  
Foot Bath Pans, 14 pints . . . . . 36c.