

Store Open 9 a.m.
Store Close 6 p.m.
Saturday, 10 p.m.

L. N. & P. Association of Fashion, Grace Building, 283 Water Street.

SPECIAL!
5 RUGS, Oriental.
One Price, \$33.00.

THE GREAT JULY and AUGUST DRIVE OFFERS AN OPPORTUNITY.

L. N. & P. Association Drive for One Thousand Additional Customers Will Provide Savings of 20 Per Cent. to 60 Per Cent. on Present Market Prices.

A SALE OF WOMEN'S

Tailor Made Suits

That will upon sight immediately interest the woman who thought it impossible to find quality or style satisfaction except at a higher price.

\$30.00.

Your choice of any Suit in our entire stock.

Dolmans & Capes

SILVER TONE and SERGE.

In colors of Blue, Black, Copenhagen, etc. Lined throughout with smartly patterned silk. Original price up to \$50.00. One Sale Price, \$25.00.

SPECIAL.

40 Jersey Dresses in Blue, Black, Brown, Pink, etc. Original price, \$50.00.

Sale Price \$23.25

A SWEATER SALE.

200 Ladies' and Misses' Silk Middys. Original price, \$15.00. Sale Price \$9.00

Ladies' and Misses' Silk Sweater Coats. Original price, \$18.00. One Sale Price \$12.95

205 Ladies' and Misses' Waist Style Sweaters, with and without sleeves. Original price, \$8.50. Sale Price \$6.25

DRESSES

Georgette, Crepe de Chene, Silk and Serge Dresses. All at 25 per Cent. Below Regular Prices.

300

Ladies' Skirts,

Original Value up to \$14.00.

SALE PRICE:

\$8.00.

We Pledge the Above Prices for Two Weeks Only

300 LADIES' WHITE WAISTS. Original at prices up to \$5.00. One Sale Price \$3.40

CHILDREN'S HOUSE SHOES. Original price \$2.00. One Sale Price \$1.25

200 LADIES' END-OF-SEASON HATS. Original price up to \$5.00. Sale Price 98c.

Our buyer is now en route to Foreign Markets.

Considering his previous Fall's purchases at least 25 per cent. below to-day's price, St. John's has reason to expect big things in the future, as well as at present prices.

Gent's House Shoes

Original Sale Price, \$3.50.
One Sale Price, \$2.25.

Boys' English Suits

To fit boys going in and going out of short pants; also Long Pants offer at 25 Per Cent. Reduction.

Gent's Suits and Raincoats,

In 5th Avenue styles as well as other.

25 Per Cent. Reduction.

London, New York & Paris Association of Fashion

GRACE BUILDING 283 WATER STREET.

Forty Greatest Inventions.

From the Scientific American. Forty greatest inventions of times are credited to six—America, Great Britain, Germany, Italy and Norway. They are attributed to one in their entirety, but a few

are laid to two nations jointly. Great Britain is credited with being responsible for the steam engine, the Bessemer process; aniline dyes, the steam turbine, the locomotive, the hot blast for the blast furnaces, the spinning jenny, half of the open-hearth process, the cyanide process, the rotary printing press, and half of the regenerative furnace, the gas engine, the Diesel motor, the by-product coke oven, and the X-ray. France is hailed as the home of photography, the Jacquard loom, artificial refrigeration, and parts of the development of the open-hearth process and of aluminum. Italy, of course, is credited with wireless, and Norway with half of the work necessary to develop the fixation of nitrogen. Then comes the American list, starting with the cotton gin, the reaper, telegraphy, vulcanized rubber, the sewing machine, the airplane, the induction motor, the airplane, the kinetoscope (foundation of the moving picture industry), the linotype, the steamboat, electric welding, highspeed steel, half the labor in connection with the fixation of nitrogen, the typewriter, the phonograph, the trolley car, and the Cottrell precipitation process.

British Morale.

Into the merits of the dispute between Lord French and Mr. Asquith, as to the shortage of shells in 1915, this is not the place to enter. Unhappily it has involved the name of Lord Kitchener. The essential fact is that there was a shortage, and the Germans knew it. What they could not understand was that the British

Army, improvised in as many weeks as their own had taken years to create, could, without loss of morale, face artillery and high explosives to which it could not reply. The courage and devotion of British officers and men in such circumstances needs no finer testimony. That apart, what concerns every citizen of the British Empire is that both Lord French and Admiral Jellicoe have now shown how narrow was the margin by which irreparable disaster was averted. The Fleet was not the preponderant force and if the Old Contemptibles saved the situation at Mons, the Territorials and the earliest recruits of Kitchener's army achieved not less notable triumphs. British morale was behind it all, and German "victories" were in consequence indistinguishable from defeats. A German authority recently claimed that Germany won 500 victories; doubtless he is still wondering why Germany lost the War—United Empire.

Baking powder bread is supposed to be more digestible than that made with yeast.
Put pulverized pure borax in the water in which colored linens are washed and rinsed.
Put eggs to be stuffed in cold water as soon as they leave the stove.

And Proved It!

In a certain battalion an Irishman received an urgent invitation from his brother to be present at the latter's wedding. Accordingly, he asked for and obtained forty-eight hours leave.

A week, however, and Pat had not returned to barracks. On the ninth day he returned, but in a very sorry plight. His face was covered with sticking plaster, one arm hung in a sling, and he limped badly. He was brought at once before the C.O.

"What's the matter?" he was asked.
"Well, sir, it was like this," he began. "When I reached my brother's house I saw a man standing at the door dressed in a white waistcoat, and I says, 'Who may you be?' Says he, 'I'm the best man.' And—begorra—he was too, sir!"

Mad Monarchs.

Anyone who remembers the unfortunate history of the House of Wittelsbach will not be surprised at the news that Ludwig III, ex-King of Bavaria, is showing symptoms of insanity.

King Ludwig II, who came to the throne in 1864 at the age of eighteen, was a dreamer with a passion for music and for building palaces. He was the patron of Wagner, and one of his forms of eccentricity was to order performances of Wagner's operas at which His Majesty was the entire audience. His idiosyncrasies became so marked that in June, 1886, Prince Luitpold was appointed Regent. A week later the King committed suicide in Starnberg Lake, and his body physician, Dr. Gladden, was drowned in a vain attempt to save the life of his royal charge.

Ludwig's brother Otto then became King of Bavaria. He, too, was afflicted with the family curse, and within a few weeks of his accession had to resign his functions into the hands of Prince Luitpold, who became Regent. He in his turn was succeeded by his son Ludwig, who eventually became King, and is the man on whom the curse of the Wittelsbachs has now apparently fallen. His son, Prince Rupprecht, commanded the Bavarian Army during the war.

Prized linens should be aired at least once a year on a dry, bright day.

veterans of
Windsor Table Salt
THE CANADIAN SALT CO. LIMITED

TOOKE
SOFT COLLAR
Tooke Bros. Limited
MONTREAL TORONTO WINNIPEG VANCOUVER

DODD'S KIDNEY PILLS
FOR ALL KIDNEY DISEASES
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DIABETES BACKACHE
PAIN IN THE BACK
23-THE PHARMACY