

Harnessing the World's Power Resources
A NEW ERA FOR POWER.

The World Power Conference which has assembled at the British Empire Exhibition, and which was opened by the Prince of Wales, is based on the conviction that the industrial peoples of the world stand at the threshold of a new era of development. "For more than a century man has been the prime motive power, and to the countries possessing coal has belonged the leadership in wealth and in civilization. The electricity for forty years has been slowly but steadily asserting itself as the most adaptable of all forms of energy, until now it is becoming the agent of a new industrial revolution. Of electricity it may be said that it is the child of all the first sources of power: it is generated from coal, from oil, from the force that is in the running streams and the tides, or from wind. By its aid countries that have hitherto remained comparatively sterile may be transformed into centres of production. The harnessed power of the Victoria Falls or of the upper waters of the Nile, the rush of the mighty rivers of South America or the mountain torrents of Norway and Sweden are swinging the great centres of production to wholly new places on the map.

CHALLENGE TO GREAT BRITAIN.

For ourselves in Great Britain this is a challenge that we must meet. Hitherto we have depended on our coal, and we have no spot in our islands from which we can draw the immense "white power" that lies in the rivers and waterfalls of the great continents. The streams of Scotland and of Wales may be utilised, but they are puny in comparison with Niagara. Yet we have the right strength of the sea round our shores, and to use them for the generation of electricity is even now beyond the resources of our engineers. To a large extent, however, we must continue to depend upon our coal, and our vital problem is how to use it to the best advantage.

OUR WASTEFUL WAYS.

At present we move it laboriously from the spots at which it is generated to the places at which we require power, and then extract it by wasteful processes. Little more than 10 per cent. of the energy is yielded. Yet we know that a higher proportion of its power might be flashed along a wire to whatever point it was needed. That this is being done to an extent greater than most persons realize we have not been told. There are big power stations at Northumberland and Durham, in Wales, and other areas. In the last few years our output of electricity has been doubled.

POWER PRODUCTION AND HUMAN SERVICE.

Least of all countries in the world we attempt to adopt the attitude of leaving things as they are. The power problem offers a solution of part of our national troubles. It will deal with unemployment, trade depression, and the bankruptcy of our agriculturist. In these ways it becomes a problem of statesmanship as well as one for the engineer and the economist. Handled in the large way, the electrical era presents no reason for fear or depression. We all do right to welcome electrical progress elsewhere. All of it adds to that wealth of the world in which we share, and to most of it we make our contributions in capital and in labour. The one essential is that the subject should be studied not as a national but as an international matter, bringing the whole power production into human service. Lord Derby, speaking to the delegates, said that 100 years hence the children of those gathered at the first World Power Conference would say their fathers were not more than infants at the game.

Household Notes.

Scraped sliced sally is nice dipped in egg and bread crumbs and fried. Serve vanilla ice cream dusted with lemon. In halves of lemon, chilled. Ground broiled bacon mixed with nut butter makes a good sandwich spread. Delicious soft fudge can be made with sour cream. Season with a pinch salt. Delicious cream sherbet can be made with sour cream. Flavor with lemon juice. Strips of biscuit dough can be baked with deviled ham. Then rolled and baked. The juice and rind of a lemon or orange should be used in flavoring such pastries.

SILK HOSIERY
Quite a variety of good looking shades in good grade silk, some a little imperfect. Little top, toe and heel. Special.
48c

HALF PRICE SALE of "Royal Society" Dresses for Girls
Pretty models in Voiles and Linens, made up, needing but embroidering to finish, all materials supplied, in each packet directions stating how to proceed, etc. sizes to fit 6 to 10 years.
Reg. \$1.70 for 85c. Reg. \$2.00 for \$1.00. Reg. \$2.50 for \$1.25

Ladies' SHOES
Ladies' White Canvas Shoes, trimmed with Black lace style, nice cool footwear; sizes 4 to 7. Special.
2.19

WANING PRICES PRESAGE THE PASSING OF SUMMER

Gorgeous Summer Merchandise now on Sale

The Newest! SHAM BLINDS
Hangs on top portion of window, to a depth of 18 inches, saves your blind which can be rolled up altogether in daytime clear of sun and flies, material of Cream Linen, showing crease-work design and outline of fine holding, deep scalloped end, makes a pretty window dressing. The yard.
65c

The exceptionalness of the following values will appeal to the many favouring this week-end Sale. Every Department thrusts its clearing lines to the fore—that's just what we planned this Sale for—to clear away incomplete lines, left overs and such like—at glaringly reduced prices. Come and come early, as in some cases quantities are somewhat restricted.

Do Not Overlook These Extraordinary Specials

FRIDAY, SATURDAY and MONDAY

Huge White BATHING TOWELS
You never saw such beauties for the price, pure white extra, a full size 86 x 74, the quality is what you usually see in the best grade, value for \$3.00 each. Friday, Saturday and Monday
To clear 1.49 each

Beautiful Ratines on Sale

- RATINES**—White ground, showing large coloured cross-bar pattern in Green and White, Blue and White, Pink and White; 66c. value **54c.**
- RATINES**—36 inch Check pattern Ratines, in shades of Salmon, Hello, Green and Tan with White Checks, uncommon looking. Reg. 80c. for **73c.**
- PLAIN RATINES**—27 inch Ratines, in shades of Hello and Pink, dainty shades for special frocks or skirts. The yard **45c.**
- FRENCH RATINES**—3 Pieces—beautiful quality, 36 inches wide, Checks, Cross-bars and Stripes. No white. Season. Reg. \$1.10. Special **95c.**
- DRESS GINGHAMS**—Quite a display of the better grade Gingham checks and color mixtures. Reg. to 60c. yard, 80c. **49c.**
- DRESS TWEEDS**—3 pieces of fancy Dress Tweeds, 56 inches wide, shades of Medium Grey, Light Grey and Fawn. Reg. \$2.50 yard, Friday, Saturday and Monday **\$2.35**
- ARMURES**—A piece or two of Hello shade Armure, fine wool material, 42 inches wide. Reg. \$1.50. Special **\$1.39**
- DRESS SERGE**—40 inch Scarlet Dress Serge, a nice woolen material, under priced. Reg. \$1.20. Friday, Saturday and Monday **\$1.05**

Here is The Absolute Limit in SUIT VALUE To-day

12.95

To-day we introduce a top-notch value in Men's good-wearings, well set-up English Tweed Suits. These were made to be sold at \$15.00 and \$16.00 a Suit, but being late in coming to hand, we are constrained to rush them out of our way to make room for Fall stocks coming along. Come! See them! and you'll agree they're a Snap at

BOYS' AMERICAN HATS.
Just to hand. Wish we had them a month ago; Dapper shapes for the smaller boys; some in Black Straw; others in coloured Linens, Poplins and Imitation Tieds. Special **79c.**

INVISIBLE BRACES.
The "President" style, fits without undue binding; nothing nicer for present wear. The **70c.**

TENNIS SHIRTS.
Soft Twill finish Tennis Shirts, White with neck collar & pocket. Special **\$2.35**

WORKING SHIRTS.
Double stitched, strong stented Blue Linen Working Shirts, collar and pocket, bought very reasonable in price. They're **\$1.00** Special at

KHAKI SHIRTS.
Here is a very popular shirt with the workingman; comes in strong Khaki Twill, all double stitched seams. Special **\$1.65**

MEN'S BATHING SUITS
\$2.00 Values for **97c.**

Two-Piece Black Jersey Bathing Suits, trimmed plain, Crimson, Gold or White; assorted sizes. To Clear 97c.

HOME LINENS

- Temptingly Re-priced To Clear**
- CUSHION COVERS**—Sensible service-giving Chintz Cushion Covers, 27 x 27 inches, large floral patterns peeping out between Green foliage. Reg. \$1.00. Special **89c.**
 - RUNNERS**—Light Linen Crash Sideboard Runners, 13 x 52 size, embroidered in Crimson, Blue and Gold, hemstitched border. Reg. \$1.50. Special **\$1.67**
 - TABLE COVERS**—Fancy Linen Table Covers, 46 x 49 size, in Crimson and Green mixtures, fringed borders. Reg. \$1.98 **\$2.25** Special **\$1.98**
 - PRINTED COVERS**—Nice for small tables, in restaurants, dining rooms or halls, 36 x 38 inch, in fancy Crimson, Green and Gold designs. Reg. 85c. each. Special **59c.**
 - LAUNDRY BAGS**—Strong White Linen Laundry Bags, with embroidered lettering, 19 x 31, nice for individual use. **79c.** Dollar value. Special
 - CENTRES**—Oval Linen Crash Table Centres, 22 inch size, embroidered, in assorted shades, lasting. Dollar value **85c.** for
 - SHAMS**—White linen Pillow Shams, 23 x 34 size, finished with a wide hemstitched border. Our Dollar Line each **87c.**
 - BOLSTER CASES**—Strong English White Linen Bolster Cases, plain with linen button fastening. Reg. \$1.30 each **\$1.15**
 - CHINTZ**—3 pieces handsome 50 inch English Chintz, showing pretty Rose patterns, in Crimson, Blue and Hello, serviceable, durable and offering real good value at **85c.**



Footwear Prices Get Severe Slashing Reductions

- LADIES' SHOES**—Very natty Patent Leather Shoes, single strap style, nickel buckle, rubber heel. In Black or Tan. Special **\$4.85**
- LADIES' SHOES**—Dark Mahogany Laced Calf Shoes, pointed toe, rubber heel; a soft, comfortable walking shoe. In Shoe. Special **\$3.98**
- RUBBER SHEETING**—38 inch double weight reversible rubber sheeting; an absolute bargain. Special **\$1.23**
- STAIR PADS**—18 x 22 inch round nose, soft treading Stair Pads; they hold their position and wear well. In Frl. Saty. & Man. each **24c.**
- SCRIMS**—36 inch White with self stripe and imitation draw thread border; very neat. Special **28c.**
- SCRIMS**—Cross-bar Scrims, with broad stripe border, 36 inches wide; pure White. Reg. 60c. yard. Special **54c.**
- MADRAS MUSLINS**—44 inch handsome all over patterned Cream Madras Muslins. The very newest to hand. 60c. value. Special **69c.**
- SCUFFER SHOES**—Children's and Misses' Dark Tan Scuffer Shoes, all leather, particularly strong, half sizes, to fit from small 5 to 9 for **\$1.49** Misses. Clearing at 4 to 8 in good grade patent leather, some in patent and grey; others patent and Fawn. Special **\$1.79**
- CHILDREN'S SANDALS**—Roman Sandals, in finest Black Patent Leather; half sizes, 3 to 8, 4 strap style; very dressy. Special **\$2.69**
- SUDE SHOES**—Ladies' Log Cabin Suede Shoes, cross strap style, low rubber heel; shades of Grey and Fawn; very uncommon. Reg. \$5.19 **\$5.19**
- SHEETINGS**—72 inch unbleached Twill of Sheetings from renowned English makers. The yard **65c.**
- PILLOW COTTONS**—40 inch plain White Circular Pillow Cottons, a couple of pieces just to hand; 60c. value **53c.**

GLOVES

Three Special Values-- GRAB THEM!

- SILK GLOVES**—12 button length Silk Gloves, in Navy, Putty and Pastel shades; sizes 6 to 7 1/2; \$1.70 value **\$1.48** for
- MORE SILK GLOVES**—Another line of colored Silk Gloves, Black, 2 dome wrist. Reg. \$1.25. Special **\$1.10**
- AND THEN SOME MORE**—Double tipped pure Silk Gloves, in Black and White, 12 button length; sizes 6 1/2 to 7 1/2. \$1.50 value. Special **\$1.65**

Special Value in Ladies' Combinations

Ladies' White Cotton Combinations, showing round neck, shoulder straps, hemstitched umbrellas leg, open. Reg. \$1.60. Special **\$1.38**

French Hand-Embroidered Night Gowns
Beauties in sheer White Namaste, French hand-embroidered, round neck, short sleeves and coloured ribbon bow. \$1.98 value for **\$1.98**

MISSES' KNICKERS—Pink Jersey Knickers, in assorted sizes, elastic waist and knee. Regular 35c. **29c.**



The Showroom Now a Harvest of Real Values

- HAIR NETS**—Cap shape Silk Hair Nets, in medium and dark Brown. Special **2 for 7c.**
- LADIES' JUMPERS**—Inexpensive Jumpers in spot and striped Muslins, White ground, Peter Pan collar, long sleeve, turned up cuff and banded waist, becoming styles; all new. Special **\$1.59**
- BUNGALOW APRONS**—Strong, serviceable Aprons with a generous spread in Pink, Rose and Sky Cottons, Peter Pan collar, short sleeve, tie-back trimmings; \$1.50 value for **\$1.19**
- LACE CURTAINS**—24 pairs only—3/4 yard White Lace Curtains, showing well covered designs and fine firm mesh; value for \$4.50 pair. **\$4.29** Frl. Saty. and Monday **\$4.29**
- CURTAIN LACE**—45 inch White Nottingham Curtain Laces, new patterns bringing unusually good value. The Yard **42c.**
- CASEMENT CLOTHS**—36 inch Bronze shade Casements, with a nice mercerized finish—looks good. Friday, Saturday and Monday, the **48c.**
- LACE CURTAINS**—47 pairs of 3/4 yard White Lace Curtains, suitable size for ordinary windows. Clearing **\$1.72** at
- GIRLS' VESTS**—Children's and Misses' White Jersey Vests, to fit 4 to 12 years, round neck, short sleeve. Special **27c.**
- WATERPROOF TULLE**—36 inch Silk Waterproof Tulle, in shades of Rose, Jade, Henna, Honeydew, Brown, Kingfisher and Black. Regular **27c.** 56c. yard. Special
- HAT STRAW**—Coloured Crinolines, put up in 10 yard pieces; shades of Pink, Sky, Sage, Cream and White. Reg. 70c. The piece for **64c.**
- Girls' Dresses**
Beauties in White Voile and Organdie, to fit girls from 8 to 14 years, square neck style, short sleeves, trimmings of Val. lace and pin tucks; \$2.00 **\$1.69** value for

Hearth Rugs : Motor Rugs
Fairly shout their Values

- MOTOR RUGS**—Large Reversible Wool Motor Rugs, 66 x 38 size, assorted patterns, fringed. Reg. \$4.49. Friday, Saturday and Monday **\$4.49**
- HEARTH RUGS**—Good looking English Hearth Rugs, nice for bedroom or dining room. 1 foot long. Special at **\$2.89**
- HEARTH RUGS**—Only 27 of these, 27 x 64 size, nice range of color blendings, is a good strong-quality. Clearing Friday, Saturday and Monday **\$3.85**



Men's Shoes

Perfect fitting soft Viet Kid Laced Shoes for men, rubber heel, new line just to hand; value for \$8.75 pair.
6.25