

Friday, Saturday & Monday



Men's and Boys' Needs

Are Here at Compelling Prices.

MEN'S HANDKERCHIEFS, 16c.

15 dozen Men's Irish Lawn Handkerchiefs, deep hemstitched border, good wearing, soft finish; not too bulky for the pocket. Friday, Saturday & Monday.

16c.

MEN'S BRACES, 38c.

7 dozen pairs of the "Fairwear" Braces for men. This is a very strong and finely finished Brace, assorted makes with sliding cord and others with white kid and leather strapings; good elastic webs. Reg. 45c. Friday, Saturday & Monday.

38c.

2 LEADERS IN CHILDREN'S DEPENDABLE FOOTWEAR. Featured at Compelling Prices.

CHILDREN'S 2 STRAP SLIPPERS.
These little Slippers come in Patent Leather, with 2 Straps over instep and Silk Bow; sizes from 4 to 6. Regular up to 75c. Friday, Saturday and Monday.

63c.

CHILDREN'S COLOURED KID BOOTS, 92c.
They come in Buttoned only, very fine quality leather, flexible sole, natural foot form; sizes from 4 to 6. Regular \$1.00. Friday, Saturday and Monday.

92c.



IT PAYS TO PAY CASH. WE SELL FOR LESS.

LITTLE BOYS' TWEED SUITS, Special Lot, \$1.33

These come in "Rugby" Style. Sizes 2 to 6. Nice Dark Tweed patterns, 2 piece Suits, open knee style Trousers, double pleated front Jackets. A serviceable suit for the School Boy. Pants lined throughout. Regular to \$1.60. Friday, Saturday and Monday.

\$1.33

Rubbers You Must Still Wear.

For this week we offer special reductions off all our Rubbers.

Ladies' Low Cut, Special... 44c.
Ladies' Storm, Special... 49c.
Gents' Storm, Special... 65c.

Men's Raglans and "Burberry" Water-Proofs.

SPECIALLY REDUCED FOR THIS SALE.

Regular 12.50. Now	\$10.49
The "T.G." Raglan, tested and found in every way satisfactory.	
The "Impervious," Regular \$16.50, for	\$14.69
"Burberrys" world famed Raincoats stand invincible to-day.	
We offer our Regular \$20.00 for	\$17.50
\$22.00 for	\$19.95
\$25.00 for	\$22.25
\$30.00 for	\$26.48

This Week For American House Dresses.

3 Leaders Just to Show Our Values.

A PRETTY AND SERVICEABLE HOUSE DRESS FOR 97c.

Just think of it for 79c. you can purchase a smart American Cotton House Dress made of strong quality cotton, very neat patterns, in Spots, Checks and fine stripes, finished with Square Neck and 3/4 Sleeves, well cut and generously made. Good value for \$1.25. Friday, Saturday and Monday.

79c.

THE FAVOURITE HOUSE DRESS, 97c.

These come in a range of pretty stripe effects, some with Square Neck, others with small Turn Over Collar, full length Sleeve and Cuffs. All made of Superior American Cotton; perfect fitting. Reg. up to \$1.20. For Friday, Saturday and Monday.

97c.

LADIES' GINGHAM DRESSES, \$1.17.

A very dainty Dress, high cut waist line, blue linen collar and cuffs and blue linen embroidered. They come in Light and Dark grounds, all striped, some with sailor Collar, scalloped embroidered edge. Reg. up to \$1.60. Friday, Saturday and Monday.

\$1.17

The People's Popular Store

OUR SHOWROOM is bountifully supplied with Bargains for Week-End Shoppers.

BARETTES, 20c.

20 dozen of them, some in 4 Bar effects, others in Plain and others again with pretty brilliant settings heavy Tortoise Shell; make secure fastenings beautiful for the Reg. price 25c. Friday, Saturday & Mon.

20c.

LADIES' STYLISH NECKWEAR.

This is a very pleasing assortment in Velvet Neckwear, with Lace Collar attached. They come in Blue and White and Black and White effects, and host of other styles all thrown in at a special price for Fri, Sat. & Mon.

23c.

THE "LISSIE" HANDKERCHIEF FOR LADIES.

By far the finest and daintiest Handkerchief on the market. They come in very fine Cross Barred effect; narrow hem, the extremely fine texture, giving the "Lissie" Handkerchief the preference over all others. Regular 15c. Friday, Saturday and Monday, 2 for

25c.

BACK COMBS, 25c.

A dainty collection of these in Light Amber and Dark Tortoise Shell makes; the best and strongest for the money to-day. Reg. 30c. Friday, Saturday & Monday.

25c.

MISSES UNDERWEAR, 26c.

To fit from 2 to 14 years Vests and Pants, medium weight fine knit Jersey fleece lined well finished underwear for which we are always noted. Reg. 33c. Friday, Saturday and Monday.

26c.

A PRETTY ASSORTMENT OF HAT PINS FOR 10c. EACH.

The best 10c. worth you have seen in really good Solid Finished Hat Pins; brilliant and coloured gem settings, in shades of Amethyst, Sapphire, Topaz and Emerald, etc. Your summer Hat Pins are here. Friday, Saturday & Monday, each.

10c.

HAT BANDINGS.

The vogue to-day pretty Hat Bandings in Silk and Tinsel, 3/4 inches wide. All the most asked for shades represented—Olive, Gold, Blue Black and Gold, Rose and Black, etc. Reg. 25c. Friday, Saturday & Monday.

19c.

Ladies' RAGLAN'S and BURBERRY COATS.

SPECIAL PRICES FOR FRIDAY, SATURDAY AND MONDAY.

RAGLAN'S, Regular \$5.50, Now \$4.98.	BURBERRYS, Reg. \$17.50 for \$15.25.
Regular \$6.50, Now \$5.92.	Reg. \$22.00 for \$19.95.
Regular \$7.50, Now \$6.84.	Reg. \$24.00 for \$21.50.

BOYS' TAN KID GLOVES, 77c.

Just now a Boy requires a pair of nice Brown Kid Gloves to go with his new suit on Sundays. We have a real good line of Gloves which will give real good wear; all sizes, from 2 to 6. Friday, Saturday & Monday.

77c.

EASTER NOVELTIES.

Quite a nice range of these, just the thing for the little ones Easter morning. Baskets, Chicken Bunnies, etc., and a host of other little articles. All suggestive of the festive morn. 4, 6 & 8c. Special

"I've Got Wise--Know Enough Now to Wear Gloves.

"Used to have my hands all crippled up—
"Everlastingly peelin' my knuckles—always scratching my hands on the edge of metal plates—
"But now I wear gloves; and say, it's far better than nursing hurt hands. These are

"Asbestol" Gloves.

"I've worn 'em every day for Lord knows how long—Don't look like they'd ever wear out, do they? Not a sign of a rip any place.
"I'm just as nimble-fingered as can be, and they fit well too.
"Wash like cloth—dry soft as new
"Never get hard or stiff, sweat, oil, grease, or water don't injure them.
"You certainly get splendid value every time in these "Asbestol" gloves. Look for that "Asbestol" trademark—it's the only way you can be sure of the genuine. The prices are low. See them today.

Anderson's, Water Street, St. John's

The Canada Accident Assurance Company, of Montreal.

is prepared to quote rates and issue policies for Personal Accident, Employers' Liability, and Health in Various Forms. Apart from its own strong financial standing its liabilities are guaranteed by the

Commercial Union Assurance Company, of London, England.

With assets of over Eighty-Six Million Dollars. All particulars will be given by
JOHN COWAN, Agent for Newfoundland.
Jan 21, 3m. w. f

Daddy's Good Night Story-

BY GEORGE HENRY SMITH

WELL, upon my word!" exclaimed Brer Rabbit one evening, as he turned the page of The Woodland News. "Here is a story of my own son Jack."
"Read it to me," said Mrs. Rabbit, as she sat down to burn coffee's stockings.
Brer Rabbit put his pipe on the table and read:
THE GOOD FAIRY
BY JACK RABBIT.
"In the long ago there lived a Little Rabbit, and he wasn't a bit like other rabbits, 'cause his ears were short.
"Every day he used to go off in the woods all by himself, away from the other rabbits, and cry and cry so that it was strange he had any tears left."
"He was sitting on a mossy bank as the sun was going down one day, when his tears fell on a little violet.
"Thank you," said a tiny voice.
"The Little Rabbit thought it was the violet, for he knew the voice of all the flowers in Woodland.
"Why do you thank me?" asked the Little Rabbit.
"Because your tears sprinkled me like the rain, and it hasn't rained here in a long time," said the violet.
"That pleased the Little Rabbit so much that he lay back on the moss and went fast asleep.
"He dreamed that a Good Fairy came out of the violet and said to him:
"Why do you always cry, my little friend?"
"Because my ears are so short," answered the Little Rabbit.
"Would you stop crying if I made them longer?" asked the Good Fairy.
"Indeed I would," replied the Little Rabbit.
"Well," said the Good Fairy, "you must get up and turn around three times. Then I will touch your ears with my magic wand and you can then feel of your ears."
"Up jumped the Little Rabbit and hurriedly turned around three times. The Good Fairy smiled as she touched his ears with her wand.
"The Little Rabbit then felt of them and they were long again.
"Just then he woke up and it was quite dark.
"He scampered home as fast as he could, but when he got home his mother didn't know him.
"The Good Fairy appeared suddenly and told his mother how she had changed his ears.
"The Little Rabbit stopped crying so much and they lived happily ever after."

Change of Propositions.
"Did I understand you to say that he was broken in spirits?"
"No, I said he was broken by spirits."
Realistic.
"Was Mrs. Peck's portrait a success?"
"It is a talking likeness."
A Hard Campaign.
"He looks like a battle-scarred veteran. Where did he receive all those wounds?"
"He was a delegate to a peace conference."

FINE SERUM FOR LOBAR PNEUMONIA.

New York, Mar. 26.—Discovery of a specific serum for the treatment of lobar pneumonia was announced today by the Rockefeller Institute for Medical Research.
In a statement sent to physicians the Institute announces that it is prepared to treat patients suffering from the disease in acute form. Results of experiments indicate the efficiency of the discovery in lowering the mortality from this malady, the statement says.
The work of evolving the serum out of many experimental cultures was under the direction of Dr. Rufus Cole, Medical Director of the Institute, and has been in progress for the past three years. The preparation of the serum culture of the germs is prepared for injection into the blood of a healthy animal, the horse being used in this case.

ADVERTISE IN THE DAILY MAIL

Tailoring by Mail Order

I make a specialty of Mail Order Tailoring and can guarantee good fitting and stylish garments to measure. A trial order solicited.
Outport orders promptly made up and despatched C.O.D. to any station or port in the Island, carriage paid.

JOHN ADRAIN, MERCHANT TAILOR, ST. JOHN'S. (Next door to F.P.U. office.) Jan 20, \$, tu, th

NORTH SYDNEY COAL.

Due to arrive on Wednesday, January 14th, ex BEATRICE a small cargo of SCREENED.

W. H. HYNES, East End Coal Dealer

FOR SALE!

Schooner "JESSIE"

40 Tons, as she now lies at Cupids. Any Reasonable Offer will be Accepted. Apply to BAINES JOHNSTON & Co.

THE SHERWIN-WILLIAMS PAINT

Blundell Spence & Co.

ENGLISH MIXED PAINTS for \$1.75 per gallon is the best value on the market. Also a full line of Paint and Varnish Brushes.

Martin Hardware Co.

The Daily Mail \$2.00 a Year. Advertise in The Daily Mail