

Wise Buys for the SAVING WISE

and for those who desire to make their DOLLARS bring heaping returns. Our New Low Prices are demonstrating every day to hundreds their helpfulness and will do the same for you each and every day of the week. **DON'T FAIL** to visit this store **FRIDAY, SATURDAY and MONDAY**



SPECIAL!

3-piece Rugby Tweed Suits of good English make; assorted Greys and Browns; to fit 8 and 9 years only. Reg. \$18.00. Friday, Saturday & Monday, **10.50**

SAVINGS That Count on items that you must have. BUY NOW.

TURKISH TOWELS—Large Fawn and Crimson Striped Turkish Towels for everyday use. Reg. 55c. Friday, Sat. & Mon. **48c.**

WHITE TOWELS—A good wearing Towel in a fine White Turkish make; large size. You would not desire better quality. Friday, Saturday & Monday, **68c.**

KITCHEN TOWELS—Strong Linen Crash Towels for kitchen use; real serviceable size and real good wearing quality; hemmed. Friday, Saturday & Monday, each **19c.**

ECRU LACE—A few pieces of 46 inch Ecrú Curtain Lace, showing a broad scroll band border and fine net centre. Regular 85c. Friday, Saturday & Monday **55c.**

ADIES' ANKLE SUPPORTS—Made like a corset, with fine whalebone supports; in Black only; trim fit. Reg. \$1.60 pair. Friday, Saturday & Monday **98c.**

Girls' Snug-Fitting Coat Jerseys
Real snug-fitting Knitted Coat Jerseys in assorted shades, belted, 2 pockets; suitable for those out working, suitable for about the house and just nice and comfortable to wear under your raglan. Reg. \$3.50. Friday, Saturday and Monday **\$1.89**

SALE OF Remnants of FLOOR CLOTHS

We offer some very serviceable lengths of Linoleum and Floor Canvas at very saving prices for shoppers here Friday, Saturday and Monday.

Ladies' "Juliet" SLIPPERS
Home comfort—a pair of these warm Felt Juliet Slippers, in shades Wine, Navy, Grey, Brown and Black. Regular 4.00. **Friday, Sat. & Monday, 2.49**

RENOWNED VALUES in English Cashmere HOSIERY

LADIES' PLAIN HOSIERY—Beautiful Plain Wool Cashmere Hosiery, in Navy, Grey, Heath, Brown and fancy tints; reputable brand. Values to \$5.00. Friday, Saturday and Monday **\$1.49**

LADIES' GREY HOSIERY—Fashionable shades in Plain Wool Cashmere, mostly Greys. You'll like this line. Reg. \$1.20 value. Friday, Saturday & Monday **98c.**

LADIES' NAVY HOSE—A splendid line of plain Navy Cashmere finish seamless Hosiery. Friday, Saturday and Monday **75c**

LADIES' WHITE HOSIERY—Superior quality White Wool Cashmere Hosiery, heavy double tops; splendid value today. Reg. \$1.50. Friday, Saturday and Monday **\$1.29**

LADIES' BLACK HOSIERY—Plain Black Wool Cashmere Hosiery of high degree; perfect in every detail. Reg. \$1.60. Friday, Saturday and Monday **\$1.29**



JUST LOOK at this extraordinary good offer of LADIES' High-Grade Silk DRESSES

Come and see this display of pretty Silk Dresses. You have never seen Dresses of such excellence associated with such a commonplace price. Your choice of long or short sleeves, embroidered and winsomely trimmed in the newest styles; shades of Brown, Navy, Sage, Green, Prune and Sand; assorted sizes. Regular values to \$35.00. Friday, Saturday and Monday

35.00 values for **11.98**



VALUES Especially Good from the Men's & Boys' Dept.

MEN'S PYJAMA SUITS—Good looking Striped Flannelette Pyjama Suits in assorted sizes. This is a new line and offers splendid value. Friday, Saturday and Monday, the **\$2.85**

BOYS' SLEEPING SUITS—Combination Pyjama style, pearl buttoned and silk-lined button loops; made of good looking Striped Flannelette; assorted sizes up to 12 years. Friday, Saturday & Monday, the full **\$1.70**

MEN'S WOOL GLOVES—In assorted Browns, Greys and fancy mixtures. Gloves worth up to \$1.50 pr. Friday, Saturday & Monday **98c.**

MEN'S TOP SHIRTS—Full fitting Shirts with turn over soft coll, pretty plain stripe patterns; as well as a line of the checks. Reg. to \$4.00. Friday, Saturday & Monday **\$2.40**

WINTER SOCKS—Blue and Tan Socks in plain shades and plain knit; good enough for knockabout wear. Special Friday, Saturday and Monday **58c.**

BOYS' TWEED PANTS—A special line cut these in best wearing English Wool Tweeds; real winter weight and well made; 2 side pockets; assorted sizes. Special Friday, Saturday & Monday **\$2.45**

MEN'S SERGE PANTS—Made of best grade Navy Serge, perfectly cut and finished, with strap hips and cuff bottoms; any size; limited stock. Special Friday, Saturday **\$7.45** and Monday **\$6.95**

BOYS' STORM RUBBERS—Sizes 1 to 5 in a dependable brand for boys who are rough on any make. Reg. \$1.55. Friday, Saturday & Monday **\$1.19**

BOYS' TOP SHIRTS—"Aero" Top Shirts in good wearing Striped American Cottons; collars attached, pocket; assorted sizes. Reg. \$2.50. Friday, Saturday & Monday **\$1.30**

BOYS' WOOL GLOVES—Coloured Heathers and plain, for little chaps up to 10 years. Reg. \$1.10. Friday, Saturday & Monday **83c.**

SHOW-ROOM SPECIALS!

COSY COATS—Ladies' fine Jersey Cosy Coats, sleeveless, buttoned front; shades of Green and Heather; sizes 36 to 42. Reg. \$3.00. Friday, Sat. and **\$2.49** Monday

FEATHER BANDS—Coloured Feather Bands in Navy and Brown. Just the thing to brighten up your favourite shape. Regular \$2.30. Friday, Saturday and **69c.**

"ERECTOR" BRACES—Erector Shoulder Braces; great health producers; for Misses and Ladies; they keep the young frame shapely and erect; made in heavy White Cotton, elastic strap shoulders. Regular \$1.30. Friday, Saturday and Monday **\$1.08**

BUNGALOW APRONS—Full fitting Gingham Bungalow Aprons in pretty colours, stripes and checks, with plain trimmings, square neck, belt and pockets; short sleeves; extra good material for washing; sizes 34 to 46 inch bust. Reg. \$2.50. Friday, Saturday and Monday **\$1.98**

CROCHET BALLS—In shades of Pink, Sage, Grey and Cream, for trimming and for girle ends, etc. Reg. 15c. each. Friday, Saturday & Monday **2 for 15c.**

POND'S CREAM—New—Cold Cream & Vanishing Cream, in white stone pots, wavy white metal cap; the best you can buy. Reg. 55c. per. Friday, Saturday & Monday **50c.**

Children's Winter Hats
Prettily trimmed Velvet and Felt Hats for little girls—Hats of the better quality that you would just love to see on your own little girl. Values to \$3.50. Friday, Saturday and Monday **69c.**

SALE OF DRESS SERGES and Suitings—Great Values

NAVY DRESS SERGE—54 inch Navy Dress Serge; a beauty for the price; fast shade. Come and see this value. Friday, Saturday & Monday **\$2.38**

WHITE GABARDINE—36 inch White Gabardine of superior quality; nice for Skirts, Costumes or Middies and for children's wear. Reg. \$1.50 yard. Friday, Sat. & Monday **85c.**

WHITE FLANNELETTS—46 yards of superior quality soft White Piece Topped American Flannelette; good working width. Special Friday, Saturday and Monday **26c.**

STRIPED FLANNELETTS—Pretty Blue and White and Pink and White Striped American Flannelette, for making up children's night garments, underwear and such like; excellent quality. Friday, Saturday and Monday, yard **31c.**

SHIRTINGS—36 inch pure White sheer surface American Shirtings, renowned for the superior quality and their value. Friday, Saturday and Monday, yard **28c.**

Damaged TABLE DAMASKS
228 yards of slightly damaged White Table Damask, 72 inches wide; the imperfection is along the finished edge easily stitched. Value for \$1.80 yard. Friday, Saturday and Monday **98c.**

Will Build Flour Mill.

CANADIAN FIRM WILL ERRECT MILLING PLANT IN TRINITY BAY—COST WILL BE \$500,000—EMPLOYMENT FOR 400 MEN.

Chief among the several needs of Newfoundland is that of employment for its people. The lack of this has driven many thousands from the land of their birth in order that they may have an opportunity to provide for themselves and dependents. So much so has this been the case that the Dominion finds itself with a burden of debt and a stationary if not decreasing population. Such a combination does not make for prosperity.

The average Newfoundlander does not leave his island home except through sheer necessity, and there are thousands no doubt who would welcome an opportunity to return. If we are to retain the many young people who are rapidly coming of age and must of necessity take their place in the different spheres of life, as well as offer inducements to our sons and daughters, in Canada and the United States, to return, there must be a development of industry at home.

The mother country owes her greatness to a very large extent to the building up of home industries. Raw materials are purchased in all parts of the world, and British labour is employed in producing the finished article. Newfoundland cannot do better than follow the lead of old England.

The introduction of new industries will not only tend to maintain and eventually increase our population but incidentally will be the means of relieving us of the altogether too heavy railway load. Increased industry means increased freight and passenger traffic. The people of Newfoundland cannot long continue to put one million and a half dollars annually into a sinkhole.

There can be no surer industry than that which produces the food supply of the country. Newfoundland is depending wholly upon the importation of flour and other cereals for its total consumption. Our average annually is four hundred and fifty thousand barrels of flour and three quarters of a million pounds of breakfast cereals. In view of this, there offers a wonderful opportunity for the establishing and successful carrying on of a milling industry.

Mr. Roland H. Palmer, formerly of Newfoundland, and for the past 13 years a resident of Canada, where he has been connected with the growing and marketing of grain, and as a result has built up strong connections, is now in St. John's endeavouring to make arrangements for the erection of a plant. Mr. Palmer has for the past five years seen the vast possibilities of such an undertaking, and the subsequent development and has been working towards this end.

It is the intention of Mr. Palmer and those who he represents to erect a 500,000 bushel storage capacity elevator, of re-inforced concrete. A fully modern mill of an initial capacity of 1000 barrels per day and a cooper shop to supply containers, also fully modern and fireproof storage facilities for flour. The site chosen is "Man Point," at Shoal Harbor, T.B. The proposed plant will cost approximately \$500,000, and employ around 600 men.

In a further article the reasons for the choosing of the location and facts as to the practicability of such an undertaking will be given.

Shipping Notes.

S.S. Wataki sails for Sydney as soon as ice conditions permit. It is not likely that the ship will return to this port before next spring.

S.S. Meigle will take up the Seagon's route from Placentia as soon as conditions permit. The latter ship will come on here for her annual overhauling.

Schooner Gordon Moulton is loading codfish at G. M. Barr's for Pernambuco and sails during the week.

S.S. Digby left Halifax yesterday morning for this port, and if ice conditions are favourable should reach port to-morrow morning.

Schooner Astrea (Danish) which left Heering Neck on Dec. 17th with a cargo of fish for Oporto has not yet been reported. The Astrea had 4300 qts. of fish on board shipped by Mr. George Cagier.

Curliana.

T. & A.K. Cup, 3rd eight first round, T. F. Armstrong's team of Blues was defeated by T. Hallett's team of Whites, score 6 to 9. R. W. Miller's team of the Blue Division was beaten by R. H. Simms' team of the Green Division, score 11 to 9; Mr. M. Butt's team of the Green Division fell down to C. R. Duder, Jr., of the Red Division, score 11 to 5; Charles R. Ayre's team of the Red Division was defeated by W. H. Crawford's of the White Division, score 11 to 6. Owing to the frost leaving the ice, the second rounds for the Squires' Cup and W. C. Job Cup could not be played last night. At this first ice, however, the games will be run off. Curlers are asked not to forget Wednesday, February 15th, which is Memorial Day. Remember! "Curlers are not short."