

EASTER SALE IN THE STORE.

EASTER OFFERINGS worthy of Your Inspection.
VALUES that will make "Table Talk" for the week.
SAVINGS that Noticeably stretch the DOLLAR.

THURSDAY, SATURDAY and MONDAY.



Not a bit too early to pick out your New Spring Hat

Come along to-day and look over the latest from America in
**Ladies' Imitation Panama Hats,
Trimmed and Untrimmed**

A Hat to suit every face; a price to suit every purse, from
\$1.40 to \$3.30

Hearth Rugs, Stair Canvas and Mats, UNDERPRICED.

HEARTH RUGS—Axminster Hearth Rugs, with wool fringed ends; Not many available, but the few to hand are rich in color blendings, nicely patterned and represent far better value than the next arrivals. Regular \$7.20. Thursday, Saturday and Monday... **\$6.80**

STAIR CANVAS—18 inch Stair Canvases, with a strong Hessian back. We can show you some very pleasing patterns in these; oak and floral designs, nicely bordered. Special per yard Thursday, Saturday and Monday... **30c**

A GOOD TRAVELLING COMPANION—One of our Dark Tan 24-inch Suit Cases, very strong make well strapped, leather protected corners, brass clasp and spring lock, all at a first class Suit Case should be. Reg. \$4.50. Thursday, Saturday and Monday... **\$4.25**

Of Interest to the Ladies.

"D. & A." CORSETS UNDERPRICED.

Our New Corsets are here awaiting your inspection. This special line we have selected for this week, as we consider it one of our best sellers. All that is perfect in corset construction, is crammed into this particular line. All white in best quality Coutil, Medium or High Bust, with long hips, lace and embroidery trimmed, 4 suspender to each pair. Regular \$2.10. Thursday, Saturday and Monday... **\$1.98**

HERE'S Your SPRING BOOT, Sir!

MEN'S BLACK VICI KID BOOTS—Without a doubt, unbeatable value to-day in Men's Black Vici Kid Boots, made with the improved fire sole which will outwear the toughest in leather; black toe; perfect shape; sizes 6 to 10, including half sizes. Our Special, Thursday, Saturday and Monday... **\$5.90**

LADIES' HIGH LACED BOOTS—A real Spring Boot, 15 eyelet height, in Gun Metal calf, pointed toe. A special feature is the aluminum plate in the heel, assuring double wear and shape keeping. Reg. \$5.30. Thursday, Saturday and Monday... **\$5.00**

CHILDREN'S BOOTS—Laced and buttoned styles in fine Dongola or Gun Metal. These come to you at the old Sale Prices; sizes 3 to 8. Thursday, Saturday and Monday, per pair... **\$1.19**

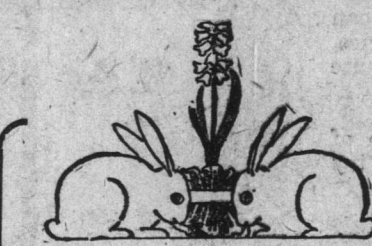
Boys' Navy Spring Reefers.

Here is just the coat he needs for Spring; made from English Navy Serge with detachable sailor collar, brass buttoned, well found in trimmings and linings. A coat you would like to see on your boy. Sizes to fit boys from 3 to 8 years. Regular up to \$5.70 each. We make two prices Thursday, Saturday and Monday:

The Smaller Sizes. Special **\$4.90**
The Larger Sizes. Special **\$5.30**

BOYS' SAILOR SUITS—Ideal suits, for Spring wear, made from fast Navy Serge, blouse with elastic waist, pants lined, detachable sailor collar, white cord and whistle; sizes to fit boys from 3 to 8 years; these offer excellent value. Reg. \$5.00 suit. Thurs. Sat. and Monday... **\$4.75**

WAIST BELTS—Black or Tan waist belts, a sample lot, nickel, oxidized, and pearl buckles, very neat. Special, Thursday, Saturday and Monday... **82c**



Watch our ads. for Hosiery Specials Here's one of them.

Ladies' Half-Silk Leg, Lisle Top Summer Hosiery that cannot be matched outside this store for prettiness, variety and value. All the most wanted shades such as Champagne, Hello, Grey, Pale Blue, Pink, White and Black are to be found here. This opportunity offers you your Summer Hosiery away below the regular price. Come and see. Come and save; value for 40c. pair. Thursday, Saturday & Mon. **26c**

CHILDREN'S WHITE HOSE—Similar in make to the Tan Hose fine ribbed, all white, all sizes. This is a popular make for all Summer wear for girls. per pair Thursday, Saturday & Mon. **33c**

CHILDREN'S TAN HOSE—Here is a line of good wearing Tan Hose, in a very fine rib finish; sizes 6 1/2 to 9 inch, heavy spliced 4 ply heel and toe; excellent Spring hosiery. Reg. to 40c. pair. Thursday, Saturday and Monday... **33c**

BOYS' HOSE—For sturdy boys; stout ribbed Black Worsted Hose; these are extra good wearers; sizes to fit boys from 5 to 11 years. Special the pair Thursday, Saturday and Monday... **45c**

Prices Tuneful of Economies on Men's Wear.

GENTS' GLOVES—A very neat Glove in a pretty Grey shade, Suede finish; just the weight for between seasons wear. Value to-day for \$2.50 pair. Thursday, Saturday and Monday... **\$1.90**

NEGLECTEE SHIRTS—The newest in American Neglectee Shirts, soft bosom, with laundered cuffs, coat style; one of our best sellers. See the new stripe effects; all sizes. Regular \$1.40. Thursday, Saturday and Monday... **\$1.28**

MEN'S CREAM SHIRTS—This is a very nice looking shirt, decidedly cool looking for summer wear; soft bosom, faint cream shade, and soft cuffs; full sizes. Reg. \$1.80. Thursday, Sat. & Monday... **\$1.58**

MEN'S SOFT FELTS—Knowing there is a demand for New Hats at Easter time, we have put forward our best value line of Men's Soft Felt Hats in shades of Navy, Grey, Bronze and Green, with broad silk bands and wide silk binding. Reg. \$3.50. Thursday, Saturday & Monday... **\$2.60**

EASTER NECKWEAR—A special line we have been anxiously waiting for, offering all that is new in the way of patterns, in the long flowing style, and the price lower than you would expect to pay for such classy Neckwear. Special, Thursday, Saturday and Monday... **75c**

THE ROMAN BRACE—Another Shirley President product showing silk covered elastic, and selected fine calf fastenings, all rust proof gilt brass mountings, detachable ends; something particularly good in Braces. Reg. 90 cents. Thursday, Sat. and Monday... **84c**

THE BOSTON GARTER—Two styles in this popular garter, the "Sure Grip" make that fits without feel, secure fastenings and best quality elastics in assorted shades make this garter the choice of the particular. Reg. 80c. pair. Thursday, Friday and Saturday... **83c**



RUBBER COLLARS—With that nice dull imitation linen finish, moulded to shape of neck, convenient and easy to clean; a regular 35-cent collar. Thursday, Saturday and Monday... **23c**

NEW PIPES—Straight and bent stems with improved mouthpiece, large bowl, a pipe any man would be proud of. Just a box or two of each kind. Reg. 70 cents. Thursday, Sat. and Monday... **65c**

HANDKERCHIEFS—Irish lawn handkerchiefs of superior quality, full size. Reg. 15c. Thursday, Saturday and Monday... **12c**

New Linens for Easter.

OUR WINDOW-GIVES YOU AN IDEA OF THEIR DAININESS.

TEA CLOTHS—Some new and very dainty white linen Tea Cloths with deep hemstitched border, and openwork band all around and pretty corners; good value at 80 cents. Thursday, Saturday and Monday... **74c**

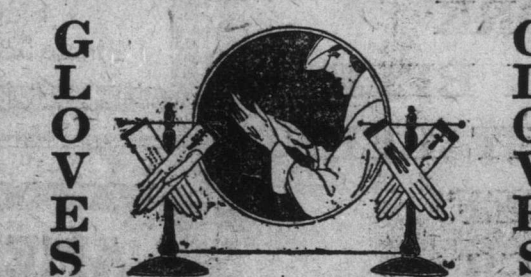
PILLOW CASES—One of the best values we have ever handled; very strong make, finished with a hemstitched and frilled border; standard size, and embroidered at corners. Reg. 50c. value. Thursday, Saturday and Monday... **42c**

SIDEBOARD CLOTHS—An assortment of very handsome Sideboard Cloths, some with plain hemstitched border, others hemstitched and scalloped edge, embroidered and openwork effects; useful cloths that you need every day. Regular 80c. Thursday, Saturday and Monday... **74c**

LARGE CIRCULAR TABLE CLOTHS—A cloth that the housewife would find possess; soft White Linen make, with heavy lace insertion and wide lace edge, embroidered centre; this cloth measures 54 inches in diameter. Reg. \$3.00. Thursday, Saturday and Monday... **\$2.70**

WHITE TABLE CLOTHS—Satisfying value in pure White Damask Table Cloths, nice mercerised finish, size 54 x 78; finished with a hemstitched border. These are good value at \$2.00 each. Thursday, Saturday and Monday... **\$1.78**

EASTER SALE of



"GENTS' WHITE KID GLOVES—Here's an Easter Special in Ladies' White Kid Gloves; some with button, others dome fastened wrist. Gloves with a reputation for excellence; real Easter like. Special, the pair, Thursday, Saturday and Monday... **\$1.35**

GIRLS' KID GLOVES—Looks as if these were specially selected for us, the kid is so beautifully fine; the range shows some very pretty Tan shades; sizes 2 to 6; 2 dome wrists; far better value than we expected to find. Reg. \$1.25. Thursday, Saturday and Monday... **\$1.25**

FABRIC GLOVES—Of White Chamolli Cloth; a fabric Glove that will give you lasting satisfaction in washing and wear; takes the place of a kid glove, and looks just as neat; 2 dome fasteners. Regular \$1.50. Thursday, Saturday and Monday... **\$1.38**

LADIES' WHITE GLOVES—A nice wash glove in Chamolli Lisle, with 2 dome wrist. Just the glove you would like for Easter morning; low priced. Thursday, Saturday and Monday... **75c**

Patriotism Discounted.

Editor Evening Telegram.
Dear Sir,—We have just been honored with a visit from His Excellency the Governor, and we trust His Excellency was pleased with the reception and entertainment proffered him in Old Carbonear.

In reading of the proceedings at Harbor Grace upon the occasion of His Excellency's visit it struck me that the contrast between the actions of the Harbor Grace Committee and those of Carbonear was very marked.

Every loyal Newfoundlander must appreciate and endorse the forethought and diplomacy of the Harbor Grace Committee in recognizing the patriotism of its boys at the front and in the navy. Better still in perpetuating the memory of the noble lads who have given their lives in their country's service by having the brave mothers of those noble men presented to His Excellency from whom they received words of comfort. This thoughtful and diplomatic action upon the part of the Harbor Grace Committee tends to foster the patriotic and self-sacrificing spirit, and one does not wonder at the response to the call for King and Country from that patriotic town.

So far as one could judge of the actions of the Carbonear Committee there was not the slightest attempt made to recognize the patriotic and noble spirit of the boys in khaki and blue from this old town, while the noble mothers were alike unrecognized. No one in Carbonear wonders at the poor response to appeals for recruits in this district for this is an example of the proceedings of all attempts at recruiting and they all spring from the same source.

His Excellency went away from Carbonear with the impression that we were a community of shirkers and our representative Mr. Goodison told us publicly for the first time "he was ashamed of us." I wonder why Mr. Goodison is not ashamed to accept his cheque every quarter for the "hard work" he puts in for King and Country, "and which he owes to Carbonear District."

There are families in Carbonear who have 4 sons out of 5, 3 out of 4, 2 out of 3, and one only son at the front. There are spots in Gallipoli and France sacred in memory to mothers and fathers of Carbonear.

If Old Carbonear is not as well represented as it should be in the army and navy there is a branch of the service in which we have a good representation. The sailors of Carbonear, second to none, are doing a full share in manning our foreign-going vessels which is a very necessary service at the present time. Take Carbonear sailors and master mariners from our foreign going vessels to-day and the owners would need to do some recruiting. Old Neptune is taking large toll of those seamen this season and there are mothers in Carbonear to-day with broken hearts because of the boys who are quietly slumbering in ocean depths.

I trust Carbonear will respond better to the next appeal for recruits and that those who take upon themselves public duties will develop a larger heartedness and sacrifice a little of their domineering selfish spirit which will allow the public to discern some patriotism in their make up.

Very truly,
MARINER.

Carbonear, March 25, 1918.
**Newfoundland Scotch
Cured Herring.**

The almost complete exhaustion of Newfoundland Scotch cured herring in the New York market has had little effect upon conditions here, there being little demand for this grade at present. Merchants report that they have had few inquiries since the sinking of the steamer Prospero off Cape Race with a large quantity of this grade. It is apparent that the Lenten season has had some influence upon the market also. New supplies of fall Newfoundland herring are on the way to this market on the steamer Prospero, which left St. John's on Tuesday, and it is expected that with her arrival there will be a renewed interest in this trade. Quotations have seen little or no change since last reports, although importers have given evidence of their intention to advance prices. Recent sales have been on the basis of \$27 and \$28 per barrel, while in some instances \$30 has been asked for large fancy fish. The supply coming forward via the steamer Prospero will probably clean up the holdings of several New York importers, although it is understood that there is a liberal quantity yet to be shipped from the outports when navigation is resumed this spring. Other cargoes are also reported to be on the way here. The supply of Newfoundland Scotch cured herring is reported to be of fair average. The total pack at Bay of Islands is reported to have been 17,000 barrels, while the total catch was approximately 32,000 barrels. Prices prevailing in St. John's at present are \$22 and \$23, according to reports received this week.—N. Y. Fishing Gazette, March 16.

Open every night till 9.30,
Stafford's Drug Store, Theatre Hill.—Feb 23, 17

EASTER OFFERINGS

From the Show-Room.

Children's & Misses' Crinoline Hats.

These offer exceptional value; they come in silk and lace crown, ribbon and lace bands; a variety of styles and a very nice assortment of shades. Reg. \$1.50. Thursday, Saturday and Monday... **\$1.20**

NEW HAT BANDS—The very newest out. Ladies' Silk Elastic Hat Bands, direct from New York. A magnificent display of colour blendings, adaptable to any size hat. Come and see the very latest. Reg. 35c. Thursday, Saturday and Monday... **30c**

FEATHER BOAS—Never lose their popularity. Here are some beauties in Ostrich feather; your choice of Navy, Purple, Grey, Brown and mixed Blue and White and Grey and White. Match your Spring Suit with one of these. Reg. \$2.00. Thurs. Sat. & Mon. **\$1.70**

CAMISOLES—Something you simply cannot have one too many of. Soft White Muslin make, embroidered and trimmed with Valenciennes lace and insertion; others in Pink Silk with heavy flit lace, elastic at waist; sizes 36 to 44 inch. Reg. 85c. Thursday, Saturday and Monday... **78c**

LADIES' HANDKERCHIEFS—Soft Mercerised Silk Handkerchiefs, with hemstitched border; very dainty. You will find plain and spotted in assorted shades Saxe, Pink, Sky and Champagne. Special Price, Thursday, Saturday 2 for 20c and Monday...

Here's a Special Sale of Ladies' Summer Street Skirts that You Should Not Miss.

A Special Sale, as it is simply to reduce large stock that we have cut so deeply into their regular price. White Pique Skirts, Jean Skirts and Linen Skirts are in this clearing; also others in Black and White, Blue and White, and Green and White. These come in the new broad stripe effect, very fashionable, very serviceable. \$1.74. Values to \$2.50. Thursday, Saturday and Monday...

James Paired LIMITED