

A Wealth of New Things Gathered in the Store and some very excellent

EASTER OFFERINGS

are listed for this important sale.

Boys' Norfolk Suits

This is a very becoming style for boys from 7 to 10 years; they come in pretty Grey and Brown shades, with a pretty sweeping round collar, yoked pleated front, belted, 3-piece suits, open knee pants lined; in good wearing English Tweeds. Reg. up to \$18.50. Thursday, Saturday and Monday **\$12.45**

LINK up with the crowd of Satisfied Shoppers that hover round this good-value giving centre. This Store looks upon its patrons not merely as customers but as friends. People purchase here because they have a friendly feeling for this Store. The causes which develop this friendly feeling may differ—in fact they are sure to differ. One's friendship for the Store is the result of finding such really good values; another's is the result of efficient service and courteous treatment, and so on.

Naturally this friendly feeling is reciprocated on our part, and this spirit of mutual friendship is an impetus to ever-increasing endeavour to make this Store a place where every visitor will feel perfectly at home. We look for your patronage with the following values for

COTTON VOILES—Here is a genuine Snap in lovely White Cotton Voiles for Summer Dresses; 36 inches wide; splendid quality. Just a couple of pieces to clear. Thursday, Saturday and Monday **45c.**
LARGE LEAF PATTERNED CHINTZ—Not too heavy but just that particular weight over for your furniture; the pattern would make light all-patterns show pretty colour bindings. Thursday, Saturday and Monday **62c.**

THURSDAY, SATURDAY & MONDAY



Easter Offerings in the Men's Section.

MEN'S SILK GLOVES—Pure Spun Silk Gloves in a very pretty Spring shade of Grey, one dome wrist, double tipped, black points; especially likeable for Easter wear. Reg. \$2.40. Thursday, Saturday and Monday **\$2.20**

CUFF LINKS—Plated Cuff Links, very strong make and very neat, plain and fancy; others with pearl centre; untarnishable, and with just the right curve to hold in place, with soft or stiff cuffs. Boxed. The set Thursday, Monday and Saturday **70c.**

MEN'S BOW TIES—Soft silk string ties for making up your own bow; nice selection of prettily blended shades, easy to tie. Reg. 90c. Thursday, Saturday and Monday **84c.**

MEN'S CREAM TOP SHIRTS—Here are some splendid wearing Cream Cotton Top Shirts with a tidy-fitting turn-over collar, double stitched seams, well made; fit for Sunday wear; assorted sizes. Reg. \$2.60. Thursday, Saturday and Monday **\$2.38**

MEN'S UNDERWEAR—A medium weight of Natural Wool Underwear, very suitable for Spring and early Summer wear, pants and vest in assorted sizes. A profitable investment for any man. Reg. \$3.50 garment. Thursday, Saturday and Monday **\$2.98**

PYJAMA SUITS—Striped Cotton Pyjama suits, in many different patterns; silk braided button loops, pearl buttons; latest American cut suits. Reg. \$2.70 suit. Thursday, Saturday and Monday **\$2.49**

Silk Fronted and Silk Cuffed SHIRTS

These offer superior value; last year's stock, pretty striped patterns, silk fronts and double soft cuffs of silk; coat style; perfect fitting. Reg. \$3.50 value. Thursday, Saturday and Monday **\$3.10**

SOFT FELTS—Just what a man likes for Easter Sunday wear—a nice looking Soft Felt, and we have just the style he would wish for, right here. Newest shape, in shades of Seal Brown, Moss Green, Grey and Black; usual values to \$3.25. Thursday, Saturday and Monday **\$7.60**

New Apparel for Spring and some Excellent Values for Easter.

CHILDREN'S WHITE DRESSES—Handsome White Lawn Dresses for little girls from 2 to 6 years, embroidery front, pin tucks at flounce, and insertion and fine lace trimmings; neat little dresses for all Summer wear. Reg. \$3.00. Thursday, Saturday and Monday **\$2.78**

CHILDREN'S BIBS—Terry Cloth Bibs, best of wearing quality; White with borders of Pink, Maize and Blue; goodly size. Reg. 25c. each. Thursday, Saturday and Monday **22c.**

LADIES' WASH DRESSES—Give these a thought, they offer superior value. Pretty Check Gingham make with white linen collar, cuffs and pocket; V neck, 3/4 sleeves; assorted sizes. Reg. \$5.25. Thursday, Saturday and Monday **\$4.78**

SERGE MIDDIES FOR LADIES AND MISSES—Navy Serge Middies with crimson collar, long sleeves, pockets and belt; sizes from 36 to 42 bust; very useful. They are getting their riddance price now. Reg. \$2.30. Thursday, Saturday and Monday **\$1.79**

MISSES' SLIP-ON JERSEYS—Nice soft wool make, very popular, and very suitable for spring wear; Rose shade only; neck and pocket trimmed Grey; makes a nice contrast; V neck and long sleeves. Reg. \$5.00. Thursday, Saturday and Monday **\$4.78**

WHITE LAWN NIGHTGOWNS—Made full and wide, with Swiss embroidery yoke and sleeves, finished with coloured ribbons; V or square neck; long and short sleeves. Reg. \$2.45. Thursday, Saturday and Monday **\$2.25**

LADIES' VESTS—A special spring weight in fine Ribbed Jersey; low necked, wing sleeves, finished with fancy edging and ribbon heading; sizes 36, 38 and 40 bust. Dollar value. Thursday, Saturday and Monday **85c.**

SEE THESE NEW "SHANTUNG" SILKS.
Beautiful New Silks from the Orient, 36 inches wide; shades of Peach, Sand, Pale Blue, Saxe, Navy and White. Just the Silks for making up special occasion dresses and waists. **\$2.69** Special for Thursday, Saturday and Monday, the yard **\$2.29**

INFANTS' CASHMERE DRESSES—Well made, neatly trimmed, silk embroidered yokes; neck and sleeves trimmed with Valenciennes Lace; shades of Pink, Sky and Cream. Reg. \$1.75. Thursday, Saturday and Monday **\$1.55**

36-INCH CHIFFON—Shades of Green and Tango, suitable for Scarves for motoring later on, and very suitable for millinery purposes. Value for 40c. yard. Thursday, Saturday and Monday **19c.**



EASTER FASHION EXHIBIT

THE VERY AIR OF SPRING and EASTER is pleasantly embodied in Our Display of NEW HATS.

Millinery Hats, Ready-to-Wear Hats and Untrimmed Hats.

Hundreds of dozens of beautiful Spring Hosiery from which we have selected the following excellent values.

LADIES' SILK HOSE—Lustrous Fibre Silk Hosiery with lace knee, toe and heel; shades of Grey, Sky, Navy, Browns, Black and White. Good value at its regular price, \$1.30. Thursday, Saturday and Monday **\$1.18**

LADIES' LISLE HOSE—Plain Fast Black Lisle, not too fine a texture for present wear; this is one of our best sellers. Reg. 85c. Thursday, Saturday and Monday **78c.**

LADIES' PLY CASHMERE HOSE—High grade English Cashmere Hosiery in almost every imaginable Heather shade; real spring weight; assorted sizes. Reg. \$2.00 pair. Thursday, Saturday and Monday **\$1.89**

CHILDREN'S HOSE—Dark Tan Hosiery in a fine rib finish; all sizes just to hand; a good wearing stocking for girls or boys. Reg. to 60c. pair. Thursday, Saturday & Monday **49c.**

Helpful Hints for House Cleaning.

NOVELTY CURTAINS—48 pairs of White and Cream lace edged Scrim Curtains, very neat looking curtains for any room in the house; assorted makes. We cannot replace these for anything near to-day's price. You might see them; they offer real good value. Reg. to \$3.40 pair. Thursday, Saturday and Monday **\$3.05**

WHITE SHEETINGS—Superior value in good grade English Twilled Sheetings, pure White, 72 inches wide. These Sheetings have been in stock some time, and we cannot replace them to-day at anything near this price. Special per yard Thursday, Saturday and Monday **\$1.32**

CURTAIN SCRIMS—36 inch White and Cream, self-bordered Curtain Scrims, a few pieces of which we place on sale this week; usual 60c. value. Thursday, Saturday and Monday **53c.**

FANCY SCRIMS—Pretty cross-barred patterns with floral borders; assorted colours, white grounds, nice for Summer Curtains and drapes. Our regular 50c. value. Thursday, Saturday and Monday **45c.**

CURTAIN LACES—A few pieces of White Curtain Laces, 45 inches wide; these are strong and neatly patterned. Reg. 60c. Thursday, Saturday and Monday **55c.**

DAMASK TEA CLOTHS—Very serviceable Tea Cloths in unbleached Damask, crimson border and long fringed edge; size 38 x 38; suits a small dining table as well. Reg. \$1.75 value. Thursday, Saturday and Monday **\$1.59**

TABLE DAMASKS—Extra wide, unbleached Table Damasks, 64 inch; these are strong quality and equal to any we have seen at \$1.50 yard. Thursday, Saturday and Monday **\$1.24**

MUSLIN CUSHION COVERS—Some very dainty White Muslin Cushion Covers with a hemstitched and frilled border, and unusually pretty embroidery; linen buttoned muslin back. Good value at \$2.00. Thursday, Saturday and Monday **\$1.79**

MORE CUSHION COVERS—Another lot of very handsome White Muslin Cushion Covers, showing a grand display of embroidery, and a wide hemstitched border; excellent quality. Reg. \$2.50. Thursday, Saturday and Monday **\$2.35**

FILLED PILLOW CASES—Full size plain White Linen Pillow Cases with a wide frilled border; sensible pillow cases for family wear. Reg. \$3.00 each. Thursday, Saturday and Monday **89c.**

TEA CLOTHS—A good value Cloth for One Dollar; size 36 x 36; hemstitched White Linen and embroidered. We have just a dozen of these remaining over. Special Thursday, Saturday and Monday **89c.**

Here are some real good Values in Spring Footwear.

LADIES' SPRING FOOTWEAR—Trim looking Boots with Patent Leather Vamp and Black Cloth Tops, 16 eyelet height, spool heels, plain toe; real nobby looking; sizes 3 to 7. Excellent value. Reg. \$6.50. Thursday, Saturday and Monday **\$5.98**

LADIES' 4-BAR SANDALS—It will be a pleasure to don a pair of these snug-fitting Gun Metal 4-bar Sandals for Spring wear. They are dressy, comfortable and away under price. Reg. \$6.50 value. Thursday, Saturday and Monday **\$4.89**

CHILDREN'S BUTTONED BOOTS—A nice looking Boot for little folks; sizes 6, 7 and 8 only; soft Tan make with White Cloth tops. Reg. \$2.20. Thursday, Saturday and Monday **\$1.97**

CHILDREN'S STRAP SHOES—Ankle strap Shoes, with patent leather vamp and Dongola backs; comfort-fitting, solid leather sole and heel; sizes 6, 7 and 8. Reg. \$1.60. Thursday, Saturday and Monday **\$1.48**

INFANTS' BUTTONED BOOTS—Soft soled boots for little feet in all Black and all White and mixed shades of Black and White, Brown and White and Blue and White; sizes 1 to 4. Special Thursday, Saturday and Monday **68c.**

It would not be Easter like without a pair of New GLOVES

LADIES' SILK GLOVES—Double Silk Gloves, nice for Spring wear; excellent quality, double throughout, assuring the wear double service. See these at once; shades of Grey, White and Black, 2 dome wrist. Reg. \$2.50. Thursday, Saturday and Monday **\$2.28**

LADIES' CAPE KID GLOVES—Ivory Cape Kid Gloves; a Glove of unusual quality, washable, black points, 1 dome wrist. Reg. \$3.50. Thursday, Saturday and Monday **\$3.30**

LADIES' LONG BLACK KID GLOVES—Here are Gloves offering you the very best quality kid, can be quickly converted into wrist length if required. Sizes 5 1/2 to 6 1/2, 3 button wrist; value for \$3.00 pair. Thursday, Saturday and Monday **\$1.48**



"Junius" Writes.

Editor Evening Telegram.
Dear Sir,—Please allow me space in your valuable paper to comment on the subject of Moderate prohibition, as this topic seems to be occupying so much attention in this city. Some worthy citizens claim that prohibition takes away their liberty. May I reply to that in the words of the Principal of one of our city colleges, "I do not consider my freedom interfered with because the laws of my country do not allow me to become drunk, although many people seem to think so." Neither was it a law made by a few, but the wish of the people. Surely the people knew what they were voting for!

The American Brewers' Review says: "The so-called personal liberty argument in behalf of alcoholic drinks loses its force. Consideration of the public welfare continues to grow, and overshadows the right of the individual. The drink question must be fought out upon the ultimate foundation of moral, hygienic and social order—in other words, the public welfare, for if the public welfare requires the suppression of the alcoholic drink traffic it should be suppressed."

Other people claim that the prohibition of liquor gives rise to the drinking of "moonshine," essences, etc., which are much worse than the pure drinks. By all means allow those persons, who are unworthy to be called decent citizens, to drink essences, shoe polish and whatever else their depraved tastes may lead them to, and the sooner they kill themselves the better the country will be. I would advise the importation of wood alcohol so that they may be removed from our midst a little sooner. We do not expect to reform such confirmed drinkers. Our aim is to free the next generation from the curse of drink. We want to save our young men, who might if the laws of our country allowed it, drink brandy, rum, whiskey, etc., and finally contract the taste for it, but who would never think of imbibing into their systems such stuff as is being taken by people in St. John's and in Newfoundland today, and which of itself ought to be enough to convince everyone of the evils of strong drink.

Some person, whose names passes my memory, suggests that people need spirits when exposed to the cold and storms on the Newfoundland coast. Now, anybody with any intelligence or common sense knows that spirits, instead of raising the temperature of the body, lowers it and makes the body colder than it would ordinarily be. Explorers have proved that to take spirits is the worst thing they can do in intense cold, as it lowers the temperature of the body some degrees and always ends disastrously. When Alcock and Brown made their famous flight across the Atlantic last year, it is not recorded that they took any spirituous liquors with them. Surely if it possesses the power to produce bodily heat that some claim for it, one would feel inclined to think that these gallant gentlemen, whose valorous deeds rank them among the world's bravest men—would have supplied themselves with it when they undertook their perilous journey, the success of which not only maintained the traditions of the Empire, but at the mention of their names our blood tingles in our veins.

Mr. Beresford, by his denunciation of the liquor traffic, seems to have gotten himself in bad with some of the moderates. While he has been but a short time with us, his efforts in behalf of prohibition, undoubtedly prove that he has the interest and well being of the future generations of this country at heart, and it's the wish of the writer that this city possessed more men of his type who had the courage of their convictions. The law at present in this Dominion against the sale, importation and manufacture of spirituous liquors was made possible by the united efforts of prohibitionists and with them it's going to be a case of "What we have we hold."

Thanking you for space, Mr. Editor, I remain,
Yours truly,
JUNIUS.
March 31, 1920.

(Note.—Correspondents to the Telegram on the subject of Prohibition—pre or contra—will in future be requested to publish their views over their own signatures. No real good can be wrought by anonymous writers. The above communication is given space simply because no notice of this rule, which will be strictly adhered to, has been heretofore announced. All who favor or oppose the Prohibition Act, as it stands, would give more weight to their written arguments to the press by following our suggestion.—Editor.)

TO CORRESPONDENTS.—Homme des Affaires, Trepassay.—You may take our word for it that no person outside the Editor has seen or had access to your first letter. We think that the best way to prove this would be to hand it over to the police, in which case their investigation would bring all the facts you allege to light. The person who states that we sent your letter back to him is a first-class, iron clad liar, and knows it. So far as the Telegram and its Editor are concerned, neither of them fear the individual whom you accuse.