

THIS STORE GLORIFIES the Occasion

With its lavish display of
SPRING FINERY
Every department keyed to the highest pitch
with enthusiasm for this big

STRAW RUNNERS

9 feet long, great wearers; nice for hallways, bedrooms, ordinary rooms, in natural grass shade, with Dark Green Egyptian border; all bound edges. Regular \$2.40.

Special \$1.98



EASTER SALE

It's the best and biggest Easter Sale we ever held

When we go a-shopping abroad we are as hard as nails bargaining—because we buy in huge quantities—pay cash for our purchases—buy when and where opportunities offer, thereby gaining the best possible price concessions, with the result that nowhere in St. John's will be found values of equal merit.
Just now, no matter to what Section you may turn rare values are featured, for the bulk of our latest purchases are distributed, revealing all the newest from here, there and everywhere, giving the Store a decided prominence for attractiveness, and as a sure guide to Economies for all Spring Shoppers

THURSDAY, SAT. and MONDAY

Ladies' Spring COSTUMES
Smartly tailored Tweed Costumes, straight line effects and others with belt, side and patch pockets, shades of Rose, Tan, Lavender, Grey and many pretty mixtures; values to \$20.00. Easter Special

Ladies' Spring COATS
Fascinating styles, in plain Fawns and large Plaids, showing loose sleeve and new style collar, side girdle and buckle; sizes to 44 inch. Regular \$22.00. Easter Special

\$9.98 \$16.49

NEW DRESSES of Extraordinary Loveliness

In Satin, Shot Taffetas and Silk Crepe-de-Chenes.
Impossible to describe their many charming styles and elaborate trimmings. See the most yourself. Shades of Turquoise, Orange, Flame, Honeycomb, Fresh, Sky, Salmon, Maize and White.

\$17.98, \$19.95, \$21.89, \$24.89 up

CANTON CREPE DRESSES

Beautiful models in straight line styles, long and short sleeves, side panels and girtdie, winsomely trimmed, shades of Navy, Brown and Black. Regular \$20.00. Easter Special \$13.48

Exhibit of Spring Millinery

IT WOULD NOT BE LIKE EASTER WITHOUT--A NEW HAT

Milady will find our Hat Exhibit a noteworthy one, as it includes all the authoritative Style Models on which the Fashions of Spring, 1924, are founded. All manner of odd developments give the new shapes marked individuality over those of the past season. We have gathered in the pick of the prettiest from Paris, London and New York, Millinery Hats in profusion, Ready-to-Wears as well as innumerable untrimmed Hats in all the preferred shades—May as well see them at once!

- NEW JUMPERS**—Handsome Jumpers in Silk Jersey and Crepe-de-Chene, round neck and short or long sleeves; sizes 38 to 46; shades include Pigtail, Blue, Toltac, Yellow, Flame and Navy; others in handsome Paisley. Regular \$5.50. Easter Special \$4.98
- NECKTIERS**—Bands, shades of Cherry Red, Coral, Almond, Amber, Green and White. Reg. \$1.40. Special 98c.
- FRENCH PERFUME**—A novelty in Easter Egg shaped boxes. Cute. Special \$1.00
- MAIDS' APRONS**—In fine White Lawn, Swiss embroidery and insertion trimmed, with \$1.18
- CAMISOLES**—In colored Crepes, very dainty, trimmed with val. lace and insertion, silverer style, elastic waist, 36 to 44 sizes, in Maize, Pink, Rose, Sky and White. Special \$69c.
- SILK VESTS**—Pink Silk Jersey Vests with fancy ribbon strap and draw string, 36 to 44 sizes. Reg. \$2.50. Special \$2.29
- CHOKERS**—The finishing touch to your outfit—one of our opposition Chokers. Reg. \$8.00. Special \$6.49
- CORDED RIBBONS**—Two inch Ribbons, suitable for hat bands; shades of Sand, Taupe, Whirlpool, Light Brown, Nigger and Black. Reg. 50c. Special 42c.
- PRETTY COLLARS**—White and Coloured Organdie Collars, round shape. The newest. Regular 40c. Special 32c.
- GIRLS' WHITE DRESSES**—Pretty White embroidery Dresses, round neck, long sleeve, Val. lace and insertion trimmings. Special 98c.

- Ginghams, Ratines, Crepes, etc.**
- COTTON CREPES**—Some very dainty Crepes, with trimming borders, grounds of Pink and Blue, Floral patterns, 30 inch width. 56c. Thursday, Saturday and Monday, the yard \$2.25.
- GINGHAMS**—Pretty Wash Ginghams, with a Ratine finish, striped patterns in lovely soft shades; 32 inches wide; 45c. value. Thursday, Saturday and Monday 29c.
- BEAUTIFUL RATINES**—Double width Ratines and such a rare collection of them. Oatmeal finish, in shades of Sage, Coral, Egyptian, Cream and White, in basket patterns; others in cross-hatched patterns and others again in Grey ground with coloured stripes; 65c. value. 56c. Thursday, Saturday and Monday
- SERVICE GINGHAMS**—Ginghams for every purpose, in ever so many checks and stripes of various hues. A broad range assembled at a one-price figure for clearance. Thursday, Saturday and Monday, 18c. the yard



Easter Hosiery Offerings

Extra good every one of them

- LADIES' HOSE**—Plain Black Cashmere Hosiery seamless finish; always good. Regular \$1.50 value. Thursday, Saturday and Monday \$1.32
- SILK HOSE**—English Plated Silk Hosiery, distinctly Spring-like, in shades of Oyster, Castor, Fawn and Tan; \$1.25 value. Thursday, Saturday and Monday \$1.10
- RIBBED HOSE**—Ladies' fancy ribbed Cashmere Hosiery, all the newer shades represented. Reg. \$1.40 value. Special \$1.15
- TINTED HOSE**—Rainbow Tinted Hosiery, the new style horizontally striped; the vogue in class Hosiery. Reg. \$2.50. Thurs. \$2.18 day, Saturday and Monday
- SPORT HOSE**—Plain and fancy ribbed Hose, in Fawn, Putty, Beaver, Mole, Nigger, assorted Greys and Black. A Snap at 78c.
- COTTON HOSE**—Ladies' plain seamless Cotton Hosiery, in Brown, mixed Heathers and Black. Our Special 29c.

A Bonny Store for EASTER SHOPPERS



Your Easter Hat, Sir

Choose from these Leading Styles

SOFT FELTS—Our "President" Hat is a good looking Hat. Comes in a snappy pearl shade, with broad Black band. Easter Special \$4.35

SOFT FELTS—Introducing a rolled edge brim Soft Felt, in a nice medium shape; shades of Silver and French Grey, corded silk band; light weight. \$4.85 Easter Special



Velour Hats

A snappy line of lightweight Velours, in shades of mid-Grey and Fawn, silk lined. Your Easter Hat \$4.25

BOYS' FELT HATS—Smart American shape, with dent crown; shades of Light Grey, Nigger and Lighter Brown and Black. Special \$1.70

English Tweeds and Navy Serges

Best values for years

- DRESS SERGES**—Fast Navy & Black, all wool Serges, 54 inches wide, brings you one of the finest values in Dress Serges for years. Reg. \$1.90 Thursday, Saturday and Monday \$1.68
- SAXONY FLANNELS**—Several pieces just to hand, 27 and 30 inches wide, beautifully fine, in texture. Thursday, Saturday and Monday, 78c. & 92c.
- GREY SUITINGS**—Pretty dark Grey English Wool Tweeds, with a fine pin stripe, makes classy looking trousers. Reg. \$3.70 value. Thursday, Saturday and Monday \$3.28
- NAVY SERGE**—54 inch Devonport Navy Serges, renowned for their serviceability, ideal for boys' wear. Reg. \$2.00. Thursday, Saturday and Monday \$1.78
- MEN'S SUITINGS**—Pretty dark Brown Heather. 54 inches wide, makes up neatly. The quality is superior. Reg. \$3.20 value. Thursday, Saturday and Monday \$2.98
- TWEEDS**—Double width Tweeds in dark Brown shades, for men's or boys' suits. Reg. \$3.00. Thursday, Saturday and Monday \$2.65

Easter Offerings in the Men's Section



That unrivalled section for easy selection

- MEN'S CAPS**—Nice lightweight Caps, showing banded backs; shades of Fawn, Grey and Green; very popular line. Special \$2.20
- BOYS' CAPS**—We have just what they are looking for in Spring styles, in Light and Dark shades, pleated and corded. Special 90c.
- BOYS' PANTS**—We were fortunate in securing hundreds of pairs of good, hard-wearing English Tweed Pants for boys of all ages, in Light and Dark mixtures; all lined throughout, open knee style. To fit 5 to 8 years \$1.28 To fit 9 to 11 years \$1.39
- SOCKS**—Cashmere finish, in shades of Brown, Navy and as Special \$35c.
- UNDERWEAR**—Stannfield's Lighter Weight Unshrinkable Underwear, in fine wool for Spring wear; all sizes. \$2.10
- WORK SHIRTS**—Men's Blue Linen Shirts with double stitched collars, hard-wearing Shirts; sizes 14 to 17. 85c. Special
- TOP SHIRTS**—Beautifully patterned and quite a variety of them; double cuffs. Special \$1.70
- SOFT COLLARS**—The newest shapes in Semi-soft Collars, easy to do up, medium pointed front. Special 22c.
- CREPE NECKWEAR**—See this line of fancy Crepe Neckwear, rushed here especially for this Easter Sale; ties up very natty, broad assortment. Special \$1.00
- SILK KERICHEFS**—These are the latest—Silk Madder Handkerchiefs, in a variety of patterns. Easter \$1.70
- *PRESIDENT GARTERS**—Absolutely IT in Supporters; fits without feel, broad elastic, with white cuff. 50c.
- MEN'S GLOVES**—Chamoisette Gloves, in Chamois shade, washable, one dome wrist, most profitable you can buy; fits well, looks well, tubular make, in many good looking stripes. Special 55c.

Horrocks Shirtings

- 34 inch Cloth of Sheer Even Surface, with a linen-like finish. The yard 38c. & 45c.
- FRONTING LINENS**—Superior quality, Snow White Fronting Linens, 32 and 36 inches wide. Thursday, Saturday and Monday \$1.05 yard
- 32 inch. Special \$1.05 yard
- 36 inch. Special \$1.12 yard
- SAXONY FLANNELS**—Several pieces just to hand, 27 and 30 inches wide, beautifully fine in texture. Thursday, Saturday and Monday, 78c. & 92c. yard

GLOVES for Easter

- LISLE GLOVES**—Beautifully finished French Lisle Gloves for Easter wear; shades include Elephant, Grey, Putty and Navy; 2 dome wrist. Thursday, Saturday and Monday \$43c.
- GIRLS' GLOVES**—Same excellent quality as the Ladies, in shades of Beaver, Grey and White; 2 dome wrist; sizes 4 to 7. Thursday, Saturday and Monday \$43c.
- KID GLOVES**—A particularly fine line in the finest of Tan Kids, showing fancy Blue silk stitchings, Ganlet wrist; sizes 6 to 7. Regular \$2.20. Thursday, Saturday and Monday \$1.98

FANCY LINENS

- HEARTH RUGS**—Reversible Rugs and very serviceable Rugs, in imitation Turkish patterns, 27 x 69 size, inexpensive and adaptable for any room. Special \$2.43
- TEA COSIES**—Chintz covered Cosies, oblong shape, pump, artistic and serviceable. Special 76c.
- CUSHION COVERS**—Hemstitched and frilled Dark Linen Crash Covers, embroidered in silk, durable and ornamental. Regular \$1.25. Thursday, Saturday and Monday \$1.12
- TEA CLOTHS**—36 x 36 Dark Linen Tea Cloths, with fancy silk embroiderings, makes a nice cloth for small tables. Regular \$2.00 value. Thursday, Saturday and Monday \$1.79
- SIDEBOARD CLOTHS**—In Dark Linen Crash, 15 x 54 size, showing coloured embroiderings & hemstitched edge. Special \$1.23
- CHAIR BACKS**—In Dark Linen Crash, a little cover to save your chair backs, 15 x 27 size, hemstitched and embroidered. Special 97c.

Beautiful CURTAIN LACES

- CURTAIN LACES**—Brand new stocks just to hand from which we have taken this line of 56 inch beautifully patterned White Lace, soft hanging and remarkably good in value. Thursday, Saturday and Monday 78c.
- ECRU LACES**—A very pretty all-over Curtain Lace, 54 inches wide, soft finish, makes good looking Curtains. Thursday, Saturday and Monday 67c.
- PILLOW CASES**—Embroidered and hemstitched and with narrow lace edging, 33 x 22 size. Regular 70c. each. Thursday, Saturday and Monday 64c.
- LACE CURTAINS**—A very fine range of English Lace Curtains, 2 1/2 yards long, 50 inches wide, beautiful designs, with fine net centres. The pair Thursday, Saturday and Monday \$4.25
- GREEN BAIZE**—35 inch bright Green Baize; a good heavy Cloth for many uses. Thursday, Saturday and Monday \$1.14
- TRAY CLOTHS**—Embroidered and hemstitched White Linen Tray Cloths, very dainty. Regular 80c. Thursday, Saturday and Monday 68c.

ust Folks.
EDGAR A GUEST

THE WAR ON WINTER.
calls them to the colors, the
arms of splendor they'll rally
at night;
million dandelions are rising at
call.
on the morning glories will
the garden wall.

er on T'vant Winter already
been.
posts are beleaguered by the
of the sun;
on hill and valley the troops
spring recruit.
erwhere around us the buds
are to shoot.

has hurry northward, obeying
g's command.
w's winter's trenches and scout
frozen land;
gulls are waiting to storm
yellow flame
ments of beauty the field
snowdrifts claim.

ners proudly waving the
ights will come,
ses following after to bugle
to drum
te million blossoms will
up with a shout
that Spring has conquered
Winter's driven out!

Murderers to Pay
alty of Their Crime

AND TOPPING WILL BE
ED IN LONDON ON
WEDNESDAY—WILLIAMS
TO CELL

h Melbourne Bank Hold-Up
Was Commuted.

ON Ont., April 8th—Action
Cabinet Council at Ottawa in
rdine life imprisonment for
ack) Williams, has inter-
ated with the preparations
at the Middlesex County
stead of hanging three men
er on Thursday morning
hange hat men. There is now
lightest chance of a reprieve
er St. Murrell, bank robber
er of Russell Campbell, in
rns Bank hold-up, or for
Topping, half-demented
of his sweetheart, Geraldine

probability little time will
in transferring Williams to
penitentiary once the coun-
sultations have received offi-
sation of his fate. It is not
at this can be accomplished
hardly, and he, therefore
present in the jail when the
men are marched out for
trial.

to Kingston. Williams will
returning to his place of
confinement before he was
ere to stand trial in Pen-
itentiary was serving a seven year
participation in the robbery
of a laundry in London, and
for the execution of Murrell
on Thursday are rapidly
ing. The execution of the
was started yesterday, fol-
lowing the arrival of Arthur Ellis, of
Boston.

is said to be realizing his
dreams, and is keenly as the date of
his release near. Murrell
is up well under the strain
of the execution, with relatives
and friends, though he looks con-
fident at night.

there? Where are you
come home and found
the bread was not on the
table, I am just going to buy
the best 'WALSH'S'
BREAD,' made only by
Walsh Bakery.—April 15, 1924

of the Unknown

the Minister, speaking at
the day banquet at Cardiff

and on the threshold of
which is a very special sense
of the years of the unknown,
men and women of pioneer-
and polite patience both
and with nature. We can
those men and women only
are taught to reverse
them, only where children
to pay homage to what
the past and are taught to
the hand to grasp in grate-
ful fathers' memories that
and hold the other hand
the hope of fulfilment of the
those fathers have left them
arrangement.

as the Welsh valleys
sing songs as they had heard
and so long as their
the spontaneous expres-
sion of a happy soul, so
old Welsh family life con-
sists as Welsh eyes were
the hills from whence
aid. Wales would be one
country in which they
for both strength and in-
ter for the world in its future

a Second Hand Fish
cask fish. THE
BROKEAGE CO.,
44

ella embroidered in colors
the collar and cuffs of a
blue plaid trimmed with
and white buttons