

# Pleasing the Public all the Time.



It isn't difficult to please some of the public all the time or all of the public some of the time, but to please ALL the public ALL of the time, as this Store is doing, is a certain indication that OUR BARGAINS ARE GENUINE AND SATISFACTORY.



## Tempting Offers

### Ladies' Motor Caps.

6 doz. Mercerised Poplin Motor Caps; the very newest shape, in shade of Navy, Grey, Sage and Mulberry. Reg. 65c. **Friday & Saturday 49c**

### Ladies' Handkerchiefs.

20 doz. Ladies' fine Lawn Handkerchiefs, lace trimmed. Reg. 3c. each. **Special Friday & Saturday, 2 for 12c**

### Children's Turban Caps.

8 doz. Children's Knitted Jersey Turban Caps, in shades of Navy, Brown, Myrtle, Reseda and Pale Blue. **Special for Friday & Saturday, each 18c**

### Children's Hats.

White Chip Hats, Mushroom shape, trimmed with Silke Merve Ribbon in floral effects. Reg. 85c. **Friday & Saturday 65c**

### Ladies' Handbags.

A brand new assortment of Ladies' Vanity or Purse and Handkerchief Bags, in assorted leathers with strong nickel fasteners. A bag that will give you every satisfaction. Reg. 60c. each. **Friday & Saturday 39 cts.**

### Continued Sale of BOYS' COTTON SUITS.

Striped Jean Drill and Gingham Tunic Suits, nicely braided sailor collars and belt. We mention a few prices here. Reg. 70c. each. **Sale Price, 55c.** Reg. 85c. each. **Sale Price, 70c.** Reg. \$1.00 each. **Sale Price, 85c.** Reg. \$1.25 each. **Sale Price, \$1.10**

### White Quilts.

72 only White Honey-comb Quilts, with fringed ends, 10-4 size; well finished and free from all defects. Reg. \$1.75 each. **Friday & Saturday 1.48**

### Table Covers.

17 only Colored Art Serge Table Covers, 8-4 size, in shades of Blue and Green only; fancy applique patterns in various designs. Reg. \$1.50 each. **Friday & Saturday 1.20**

### Lace Curtains.

Anyone in need of Lace Curtains should see this offering. The price gives no idea of the quality. They come in White only, 3 yards long, 52 inches wide. Reg. \$1.45 pair. **Friday & Saturday 1.26**

### Wash Goods.

Over 2,000 yards of reliable Wash Fabrics, including Rattines, Delainettes, Canvas, Cloths, etc. in all popular shades and all guaranteed fast colors. **Special Friday & Saturday, per yd. 17c**

## Savings for You on Gloves & Hosiery.

**CHILDREN'S GLOVES.** 25 doz. pairs Children's White and Cream Gloves, in Lace, Lisle Thread and Silk; sizes 3 to 6, with 2 dome fasteners. Reg. to 25c. pair. **Friday and Saturday 19c**

**LADIES' GLOVES.** A large assortment of Lisle-Thread to select from, in shades of Black, White, Beaver, Grey, Navy, also White, Cream and Black Lace, all with dome fasteners. Reg. 35c. pair. **Friday and Saturday 29c**

**LADIES' HOSE.** Ladies' Black and Tan Cotton, also Plain Black Cashmere. Reg. 25c. pair. **Friday and Saturday 21c**

**LADIES' HOSE.** A special line in Black and Tan; plain and with lace fronts, together with the balance of our stock of Colored Lisle Thread. Reg. 45c. pair. **Friday and Saturday 37c**

**CHILDREN'S SOCKS.** Plain Cashmere, in colors of Sky, Cream, Black, Tan and Navy; sizes 0 to 4. Reg. to 15c. pr. **Friday and Saturday 11c**

## Prices the Lowest; Quality Beyond Question.

**LADIES' BELTS.** White Swiss Embroidered Belts, with strong fastener, finished with dainty White Pearl Buckles; all sizes. Reg. 30c. each. **Friday & Saturday 24c**

**LACE COLLARS.** White and Cream Muslin and Net Collars, with Jabots attached; a large assortment of styles to select from. Reg. 15c. each. **Friday and Saturday 12c**

**CHILDREN'S DRESSES.** A splendid selection of Children's American Dresses, in Plain, Spot, Check and Striped Ginghams; all new styles, suitable for children from 6 to 14 years. Reg. 95c. each. **Friday and Saturday 75c**

**LADIES' BLOUSES.** Just a few in this lot of Navy with White Spot, trimmed on front, collar and cuffs with Paisley, others instriped effects; all sizes. Reg. 80c. each. **Friday and Saturday 64c**

## Great Clearance Sale OF LADIES' Walking SKIRTS

We are clearing out a lot of Linen and Holland Walking Skirts. They come in White, Cream, Ecru and Paris shades. Every Skirt is well made and beautifully trimmed in different styles.

Here are some special prices that will interest you:—  
Regular 75c. **Friday and Saturday 49c.**  
Regular \$1.60. **Friday and Saturday 79c.**  
Regular \$1.75. **Friday and Saturday 99c.**  
Regular \$2.50 to \$6.00. **Friday and Saturday \$1.50**

## Specials Everywhere

### Hearth Rugs.

A new assortment of the noted "Empire" Axminster Rugs, guaranteed British make; composed of Woolen Jute, Cotton and Linen Yarns; size 56 x 27 inches. Reg. \$3.25. **Friday & Saturday 2.65**

### Savings Banks.

5 doz. Red Enamelled Savings Banks, post office style. **Special for Friday & Saturday, 2 for 5c**

### Longcloth.

900 yards of superior quality English Longcloth, 37 inches wide; free from filling. **Special for Friday & Saturday, per yard 13c**

### Coin Spot Muslin.

250 yards of White and Cream Spot Muslin, 50 inches wide; spots round and diamond shape in different sizes. Reg. 20c. yard. **Friday & Saturday 16c**

### Table Damask.

170 yards of Table Damask in White and unbleached, large and small floral designs; 60 inches wide. Reg. 35c. yard. **Friday and Saturday 29c**

## Special Ribbon Values.

6 inch wide Ribbons, in Silk Taffeta; Black and White striped, with colored borders. This Ribbon would be a bargain at 25c. yd. **Special Friday & Saturday 9c**

3 inch wide Ribbons, in Silk Taffeta, at a much lower price than it costs to manufacture them; in shades of White, Cream, Black, Red, Brown, Purple, etc. **Special for Friday & Saturday, per yard 17c**

## Black Lawn Blouses.

A large collection of Black Lawn Shirts waists in several different styles. We have them in plain tucked and embroidered; all sizes. Reg. \$1.45 each. **Friday and Saturday \$1.13**

## Interesting News from the Men's Department.

**MEN'S HATS.** A great collection of Hart Felt Hats, consisting of smart and popular shapes, with easy fitting cushion leather bands. Reg. \$1.85 each. **Friday and Saturday 1.48**

**MEN'S BOOTS.** 170 pairs Men's "Tredstrate" extra fine Vici Kid Boots, Balmoral and Blucher styles; sizes 6 to 10. Reg. \$2.00 pair. **Friday and Saturday \$2.92**

**BOYS' SWEATERS.** A job line of Boys' Wool Knit Medium Weight Sweaters, in shades of Brown, Navy and Dark Green. **Special for Friday and Saturday, each 64c**

**MEN'S HALF HOSE.** 30 doz. pairs of Men's Finest Black Cotton Half Hose, well spliced heels and toes; guaranteed fast black. Reg. 18c. pair. **Friday and Saturday 14c**

**SOFT COLLARS.** We are clearing out a line of White Mercerised Cotton Collars, well shaped; sizes 14 to 16½. **Special for Friday and Saturday, 3 for 25c**

**TUNIC SHIRTS.** A brand new assortment of Men's fine Percalé Shirts, American make; open fronts and perfect fitting collar bands; all sizes. Reg. 65c. each. **Friday and Saturday 59c**

**MEN'S TIES.** A large selection of Men's Paris String Ties, in neat Brocaded Silk and other makes. **Special for Friday and Saturday, 3 for 23c**

**MEN'S BRACES.** 7 doz. pairs of the famous "Armour" Plate Brace, with best elastic webbing and strong leather fasteners. Reg. 30c. pair. **Friday and Saturday 26c**

**MEN'S HANDKERCHIEFS.** 12 doz. Men's Shamrock Bleached Linen English Handkerchiefs, nicely hemmed; medium size. Reg. 15c. each. **Friday and Saturday 11c**

**CHILDREN'S HANDKERCHIEFS.** 5 doz. Children's White Cotton Handkerchiefs, covered with pictures and mottoes, etc. **Special for Friday and Saturday, 2 for 8c**

## Specials in the Hardware Department.

Brass Extension Sash Rods, 30 to 54 inch. Reg. 18c. for 16c.  
Ham Knives, 18 inch; Sheffield make. Reg. \$1.10 for \$1.02  
Round Stair Rods, 22 x ¼. Reg. 65c. doz. complete for 60c.  
Ladies' Scissors, 6 inch blades. Reg. 40c. for 34c.  
Fancy Wicker Baskets. Reg. 25c. for 21c.  
Extension Fly Screens, 21 to 33 inch x 9 inch high. Reg. 23c. for 20c. each  
Trouting Rods, 3 joints; 12 feet long. Reg. \$3.50 for \$3.10  
Ice Cream Dishes, 5 and 10c. sizes. Reg. 15c. for 13c.  
Heavy Refinned Ice Cream or Picnic Spoons. Reg. 22c. doz. for 19c.

Wicker Picnic Baskets, with cover. Reg. 60c. for 49c. each  
Brass Wire Bird Cages. Reg. \$2.25 for \$2.00 each  
Superior Can Openers. Reg. 13c. for 10c. each  
Food Choppers. Reg. \$1.25 for \$1.09 each  
Bowl Strainers with wood handle. Reg. 14c. for 12c. each  
Basting Spoons. Reg. 8c. for 7c.  
Fly Coll. Reg. 3c. 2 for 5c.  
Disinfectant Nest Eggs. Reg. 7c. for 6c. each  
Loaf Tins. Reg. 9c. for 8c.  
Single Wick Oil Stove. Reg. \$1.35 for \$1.19 each  
Carpenters' Tool Baskets, lined. Reg. 55c. for 49c.

## Good Footwear Values for Ladies' and Children.

36 pairs of Ladies' Vici Kid Boots, in Balmoral and Blucher shapes, patent tip, Cuban heels; all sizes. Reg. \$2.90 pair. **Friday and Saturday \$2.64**

23 pairs of Ladies' Tan Oxford Shoes, neat and very stylish; one of our most popular lines. Reg. \$2.35 pair. **Friday and Saturday \$2.07**

26 pairs of Misses' Tan Sandals, with solid leather soles, wide fitting, in sizes from 11 to 2. Reg. to \$1.20 pair. **Friday and Saturday 99c**

## GROCERY.

Choice Ceylon Tea. Reg. 40c. **Sale Price 35c.**  
Corned Beef Hash. Reg. 23c. **Sale Price 18c.**  
1 lb. tin Magic Baking Powder. Reg. 30c. **Sale Price 25c.**  
Choice Roasted Oats. **Special, 7 lbs. for 23c.**  
Morton's Bottled Fruits. Reg. 35c. **Sale Price 30c.**  
Club House Olives. Reg. 25c. **Sale Price 20c.**  
Bartlett Pears, Fortuna Brand. Reg. 30c. for 25c.  
Quart bottles Pure Lime Juice. Reg. 25c. **Sale Price 22c.**

Boyer's Oysters. Reg. 15c. **Sale Price 12c.**  
Mixed Pickles and Chow Chow. Reg. 22c. **Sale Price 20c.**  
Bombay Chutney. Reg. 30c. **Sale Price 15c.**  
Medallion Peas. Reg. 18c. **Sale Price 15c.**  
Muscat Grapes. Reg. 25c. **Sale Price 18c.**  
Stymington's Essence of Dandelion Coffee. Reg. 35c. **Sale Price 30c.**

## CROCKERY.

White and Gold Egg Cups. Reg. 35c. doz.; 6 for 15c.  
Litho and Gilt Jugs, 1 qt. size. Reg. 40c. for 35c.  
Brown and White Milk Basins, large size. Reg. 65c. for 58c.  
White and Gold China Butter Dishes. Reg. 55c. for 50c.  
Oval Glass Salad Dishes. Reg. 25c. for 20c.

White Plated Steak Dishes, covered; large size. Reg. 55c. for 50c.  
Bean Crocks, 3 qt. size. Reg. 25c. for 21c.  
Litho and Gilt Teapots, large size. Reg. 30c. for 27c.  
White and Gold China Tea Plates, 5 inch. Reg. 5c. 2 for 10c.  
White and Gold China Cups & Saucers, spiral and plain. Reg. 10c. each; 2 for 15c.



## Health.



Health is a priceless possession which a man never appreciates until he looks into the cold, un-sympathetic countenance of a Free clinic. People who are in perfect health can stand off the family doctor with the utmost unconcern and refuse to return his wife's calls, but the man who is subject to intermittent attacks of slumping health has to pay on the first of each month or suffer in painful and bilious silence.

There are two kinds of health— inherited and acquired. The individual who inherits a good, stout brand of life-defying health can take every conceivable form of risk with perfect safety. He can plunge into a porcelain bath tub immediately after partaking of cucumbers and sweet milk, and the only distress he will experience will be caused by the harsh beard of the crash towel. While everybody around him is engaged in a hand-to-nose tussle with the hay fever and can't meet a rag weed without an indignant sneeze, he can work in the hay mow for a straight week and emerge without a clog in his respiratory tract. He can fall from a two-story corn crib and light on a resilient shoulder-blade, bouncing off without fracturing anything but his suspenders. He bears a charmed life.

Most people, however, have to acquire what health they have by avoiding excess of any kind, such as

shifting union suits in the spring, mixing dil pickles with ice cream, sitting in a draft after mowing the lawn, dancing on the forehead of a stepladder which overhangs the cellar stairway, etc. After a man has acquired a durable grade of health by these precautions, he would soon think of slapping his wife's mother as to imperil all by sleeping without a nightcap and woolen stockings.

As there is not enough health in this country to go around, countless thousands of citizens who have broken down as the result of over feeding are obliged to look for it in the patent medicine bottle. Others refuse to eat anything that has not been carefully pre-digested by the breakfast food trust and live on one sallow imitation of a square meal a day. This kind of health will remain in a tame and subdued condition for several days at a time, and then, without the least warning, send the owner into the nearest drug store on a gallop.

## Memorial Service at Clarendville.

Although a feeling of sadness pervaded the whole settlement a sense of satisfaction and thankfulness came upon me for the privilege of being able to attend the Memorial Service of the late Mr. Alfred Strong, held at Clarendville on Sunday evening. As previously noted in your paper, Mr. Strong came to his end by drowning, just a week ago Monday. I knew the deceased for a half century or nearly and could say nothing of him but what was mainly and commendable. He belonged to a family of typical Newfoundland fishermen-labourers who nobly responded to the calls of industry and fought the battle of life with a determination and perseverance worthy of imitation, at the same time giving due prominence to the higher claims which demand our attention.

Nobody can tell exactly how Mr. Strong came to his end further than that he was seen in the water and when last seen was standing breast-high in the water and calling for help, but in a moment he sank from view. Every possible effort was made for the recovery of the body but all failed and the heartbroken family will sit in sadness and loneliness for many days to come.

A very large congregation assembled at the Memorial Service, in Clarendville Church where the Pastor, Rev. Mr. Winsor, improved the occasion by a suitable discourse from James 4: 14, dealing with the problems and mysteries and brevity of life and emphasizing the importance of making preparation for the "holom" event which may come at any moment.

It is somewhat remarkable that the father and a brother of the deceased came to their end by a drowning accident many years ago.

## Popular C.L.B. Boy.

Mr. Alex. Bendell, a prominent member of the C. L. B., who rowed in yesterday's brigade race and who was one of the Newfoundland squad at the Toronto Exhibition last year, has resigned his position in Harvey's office to take up sea life. He will make his maiden voyage in the bark, Lake Simcoe, which sails from Harbour Grace to-morrow with a cargo of seal oil for Glasgow. Sandy's friends wish him success in his venturesome calling.

The second inter-town baseball game takes place at Bell Island to-morrow between the Wabana and Grand Falls teams. The latter and St. John's will compete in the next match which will come off on St. George's field on Saturday afternoon.