

# FRIDAY AND SATURDAY

## TWO DAYS of ECONOMY

=AT=



### Things for the Home.

#### HANDSOME HEARTH RUGS.

The new Belgravia rug in a splendid range of designs and colors, suitable for almost any room. They measure 27 inches wide by 60 inches long and are of an extra heavy quality with neatly hemmed ends. Genuine Scotch manufacture. Reg. \$8.40 each. Friday and Saturday **\$5.90**

#### PLUSH DOOR MATS.

In green and red with curl centres and straight borders. These desirable mats are of an extra good quality, and are positively the cream of value; sizes 11 x 23 1/2 inches. Reg. \$1.25 each. Friday and Saturday **\$1.10**

#### SIDEBOARD and BUREAU SCARFS.

Made from good quality Cotton with wide hem and nicely embroidered corners. This is undoubtedly the most durable scarf offered at as low a price as 90c. each. Special price for Friday and Saturday **75c**

#### FRILLED PILLOW CASES.

Embroidered at the corners in new designs that you are sure to like. Made from a good quality Pillow Cotton and considered exceptional value to-day. The 3 inch frill that completes the edge is finished with a narrow hemstitched hem. Reg. 45c. each. Friday and Saturday **40c**

#### HAND CROCHETED D'OYLIES.

A circular shape measuring 11 inches in diameter, in a serviceable pattern designed from coarse thread cotton. Unequaled for service and durability. Reg. 25c. each. Friday and Saturday **20c**

#### HONEYCOMB QUILTS.

Heavy quality with wide knotted fringe, made in a neat diamond pattern with border to match. Medium size in White only. Reg. **\$1.80** each. Friday and Saturday **\$1.80**

#### WHITE LACE CURTAINS.

Some of the prettiest we have ever shown. Come and see the patterns and you will agree with us that the price is not high for such good qualities. Your choice of 2 1/2 or 3 1/2 yards long; assorted widths. Reg. \$3.00 pair. Friday and Saturday **\$2.75**

#### LINEN GRADE CHINTZ.

New Art Chintz for furniture or draperies in a splendid array of pretty new patterns, including handsome stripes and floral effects; 34 and 36 inches wide. Guaranteed wash colors. Reg. 60c. yard. Friday and Saturday **55c**



**DAYS that are bound to awaken response, seldom if ever equalled in any previous week-end Sale in St. John's.**

**The Values offered Friday and Saturday are the best we've had the pleasure of offering since the early days of our Annual Sale, and 'economy' seekers should arrange their affairs so that they can spend some part of these days at this Store.**

### GENT'S Furnishing Specials for Friday and Saturday.

#### MEN'S SOFT FELT HATS

Late American styles with corded silk bands and bow at side. Colors: Brown, Navy, Green and Grey. Reg. \$2.25 each. Friday and Saturday **\$1.90**

#### MEN'S SELF-COLOR TIES.

Derby style in plain soft silk. Well made ties that will hold their shape and give excellent wear. Colors: Grey, Pale Blue, Purple, Crimson, Sunny Brown, Navy and Emerald. Reg. 35c. each. Friday, Saturday and Monday **70c**

#### MEN'S DOUBLE PAD GARTERS.

Made with the oblong rubber button clasps on both sides. Hold your socks smooth as your skin. White, Black and a full range of popular colors. Reg. 50c. pair. Friday and Saturday **43c**

#### MEN'S NEW KNIT UNDERWEAR.

You will need medium weight underwear for Spring, and we are offering here a line that will just suit you. They are the famous New Knit brand, made from the wool of Newfoundland sheep and guaranteed unshrinkable. Sizes 34 to 42. Reg. \$3.10 pair. Friday and Saturday **\$2.80**

#### MEN'S WIDE END TIES.

In Silks, Satins, etc. A splendid range of beautiful combination colorings and designs. Patterns that will quickly appeal to up-to-date dressers. Reg. \$1.00 each. Friday and Saturday **90c**

#### MEN'S NEGLIGEE SHIRTS.

A splendid assortment of fancy plaques, canvas cloth, plain sephyras, and fancy striped cotton. A drowsy looking lot that we are particularly proud of. Reg. \$1.50 each. Friday and Saturday **\$1.25**

#### MEN'S FLANNELETTE NIGHTSHIRTS.

At a price that will appeal to you at once. They are made from soft flannelette in striped patterns with tunic collars and silk ornament at front. Reg. 95c. each. Friday and Saturday **80c**

#### PRESIDENT BRACES.

The most popular braces on the market to-day, because of their lasting qualities and their style that is suitable alike for teamsters, farmers, laborers, office hands, shop assistants, etc. They correspond to every movement of the body. Reg. 60c. pair. Friday and Saturday **54c**

## BARGAIN NEWS From All Over the Store



### New SILK BLOUSES.

Charming Taffetas, in beautiful stripes with shot and plain black grounds. The style is one of the prettiest we have ever had the privilege of offering; a row of fancy steel buttons trims and closes the front opening, the sleeve has a fancy cut and steel button, and the collar is in convertible style; when open giving a popular sailor effect that you are sure to like. Reg. \$4.60 each. Friday and Saturday **\$4.20**

#### HORROCKSES FLANNELETTE NIGHTDRESSES.

This is a value that you are not likely to obtain for a long time to come, so we advise you to take immediate advantage of this offering. They are trimmed with bow of white silk ribbon, and silk embroidery in eyelash designs trim the collar, which is of a stylish cut. Regular \$3.75 each. Friday and Saturday **\$3.30**

#### HAIR NETS.

Of pure silk thread, suitable for slip-on veils, as their edges are finished with round elastic cord; natural shades. Reg. 7c. each. Friday and Saturday **7c**

#### BEADED FRINGE.

Equally suitable for dress trimmings, lamp shade fringes and millinery; 1 1/2 to 2 inches wide, in Gold, Silver, Black and White. Reg. 50c. yard. Friday and Saturday **42c**

#### CAMBRIC CORSET COVERS.

With lace and insertion yokes. Ribbon run binding edges the lower part and narrow babe ribbon tops the round low neck, while lace in pattern that matches the insertion trims the edge of neck and sleeves. Regular \$1.20 each. Friday and Saturday **\$1.00**



### Some UNDERWEAR Specials that will surely interest you.

#### WOMEN'S NEW KNIT UNDERWEAR.

With and without sleeves in V neck styles, good qualities; well made and trimmed. Reg. 90c. garment. Friday and Saturday **82c**

#### MISSES' RIBBED VESTS.

Of elastic ribbed material. High neck styles to fit from 5 to 11 years. Reg. to 55c. garment. Friday and Saturday **45c**

### Things You Need Right Now

#### WOMEN'S BOOTS.

Buttoned and laced Dongola. Boots in a late American shape with plain toe, high heel and medium soles. A comfortably fitting shape; sizes 3 to 7. Regular \$3.75 pair. Friday and Saturday **\$3.45**

#### WOMEN'S & MISSES' LONG RUBBERS.

Assorted qualities with wool and felt lining with either pebbled or plain legs. Women's in sizes 3, 4, 5 and 6; Misses' in 11, 12, 13, 1 and 2. Special, per pair, Friday and Saturday **\$2.50**

#### NAVY & BLACK DRESS SERGE.

All wool, in a good weight for Costumes, 42 inches wide. Regular \$2.75 yard. Friday and Saturday **\$2.40**

#### DRESS ARMEURE.

A stylish dress material that will drape well and make splendid dresses; buy your length now as it won't last long at this price. Colors: Saxe, Navy, Brown, Grey and Black. Regular \$2.55 yard. Friday and Saturday **\$2.30**

#### HUCKABACK TOWELING.

Superior quality, suitable for towels or fancy work. 20 inches wide. Reg. 45c. yard. Friday and Saturday **40c**

#### TAFETALINE.

A splendid material for ladies' undershirts, and could be used for Blouses, Lingerie, etc. Reg. 35c. yard. Friday and Saturday **30c**

#### CHILDREN'S COATS.

Of Ripple Elderdown, edged at collar and piped with mervé silk. The collar is sailor style with silk embroidered corners and pearl buttons arranged in pairs close the front; sizes 1 to 2 years only. Reg. \$2.00 each. Friday and Saturday **\$1.65**



**BUY SATURDAY'S 'TELEGRAM'**

and read the particulars of our Silk Hosiery Sale, commencing Saturday.

### at Prices you do not mind paying.

#### CORDUROY COSTUME VELVET.

Splendid material for Women's Costumes or Sports Coats and would make very serviceable coats for children. It comes 30 inches wide in a silk finish. Colors: Cardinal, Matze, Saxe and Fawn. Regular \$1.60 yard. Friday and Saturday **\$1.40**

#### WASH GINGHAMS.

Assorted stripes and plain shades of Pale Blue, Brown, Grey and Saxe. Would make splendid house dresses, overalls, men's shirts, boys' wash suits, etc. Guaranteed fast colors. Reg. 35c. yard. Friday and Saturday **30c**

#### APRON DOWLS.

A line that was imported more than twelve months ago and would be good value to-day at a much higher price, 36 inches wide. Regular 30c. yard. Friday and Saturday **28c**

#### NURSE CLOTH.

Made specially for nurses aprons in a suitable width, being 50 inches wide. Regular 35c. yard. Friday and Saturday **32c**

#### CHILDREN'S CHOCOLATE DONGOLA BOOTS.

Buttoned only with good, solid leather soles, spring heels and broad self tip. A boot that will wear well; sizes 3 to 6. Regular \$1.25 pair. Friday and Saturday **\$1.14**

#### CHILDREN'S & MISSES' HOSE ELASTICERS.

Of strong elastic web in assorted colors. The metal parts are heavily nickelled and they fasten with rubber button clips and safety pin tops. Regular to 14c. pair. Friday and Saturday **11c**



### New Wool Sweaters, Etc.

#### WOMEN'S WOOL SWEATERS.

Here is a very serviceable and up-to-date Sweater, made from pure wool yarns, knit in ribbed effect with fancy pearl stitch as trimmings. A detachable belt circles the waist, the pocket tops are turned down and the collar has a lapel front. A splendid garment with both style and comfort combined; self colors of Copenhagen and Green. Reg. \$12.75. Friday and Saturday **\$11.00**

#### FANCY KNITTED SETS.

For Children and Misses, consisting of Cap and Scarf of heavy brushed wool in assorted plaids; superior qualities. Reg. \$3.00 set. Friday and Saturday **\$2.70**

#### WOMEN'S COLLARS.

Pink and Pale Blue Crepe-de-Chêne with accordion pleated frill in a small sailor style. White Silk Sailors with fancy pearl stitch as trimmings. A detachable belt circles the waist, the pocket tops are turned down and the collar has a lapel front. A splendid garment with both style and comfort combined; self colors of Copenhagen and Green. Reg. 75 and 80c. each. Friday and Saturday **65c**

#### CHILDREN'S WHITE UNDERSKIRTS.

Of close, coarse-thread shirting, soft and without d. sewing. The sleeve holes and neck are edged with fine Val lace. The skirt is tucked and embroidery trimmed; sizes for 1 to 3 years. Reg. 60c. each. Friday and Saturday **50c**

#### RIBBONS.

Good quality Taffeta, 4 inches wide, in a big range of new shades. Reg. 45c. yard. Friday and Saturday **39c**

### A Sale of SILK HOSEIERY

Will be announced in Saturday's Evening Telegram. There will be some splendid opportunities to save on.

#### High Grade Silk Hosiery.

If for no other reason be sure to get the Telegram Saturday for full particulars of this Sale.



### Thoughts Upon the Times.

(By PATRIOT.)

The official record of the table of imports from January 1st to March 8th show, in comparison with last year, a considerable falling off in nearly all the principal articles of foodstuffs and other necessities imported into the Dominion. The figures should be interesting to everyone and are as follows:—

|                    |         |        |
|--------------------|---------|--------|
| Flour—brls.        | 1917    | 1918   |
| Oatmeal and Rolled | 27,226  | 23,575 |
| Oats—brls.         | 949     | 420    |
| Pork—brls.         | 4,427   | 2,469  |
| Butter—cwts.       | 355     | 126    |
| Sugar—cwts.        | 14,888  | 9,690  |
| Tea—lbs.           | 120,200 | 68,200 |

Coal—tons . . . . . 19,863 10,404

This may mean that we are eating less food and burning less coal, but it is very doubtful if it is the real reason. The tonnage problem no doubt accounts for it in some measure, but in either case the revenue, which is our mainstay, suffers in consequence.

Potatoes are now very scarce in town. This does not mean there are none in the country. Thousands of barrels of potatoes are lying in the cellars of the people of this country, particularly on the West Coast. The low price offered for potatoes last fall and the high cost of transportation made people store their potatoes. They will move out as soon as the price advances and transportation rates are reduced. The Food Control Board might have done something to help the farmers in this respect last year but they remained inactive. The

only thing they did was to publish a proclamation ordering potatoes to be sold by weight and not by measure. Absolutely nothing was done to enforce this, and potatoes are still being sold at 20 cents per gallon measure in nearly every grocery store in town.

With reference to food conservation, it may be well to mention that tens of thousands of cases of milk were salvaged from the cargoes of the steamers that were lost on the Southern Shore last year. It is rumored that one interested party—a member of the Executive Government by the way—exported over ten thousand cases of milk last year. In view of the fact that our imports of food of all kinds from Canada and the States will be very much restricted in future, it is a wise policy to have sent all this milk out of the country.

The Food Control Board should have stepped in and done something really useful. We shall find it difficult to get all the milk we require this year and will have to pay higher prices for it too.

The demand for Newfoundland herring put up in the Scotch Cure method continues to improve in New York. Many people seem to think that this demand will continue after the war is over. For the sake of the future of the country we all hope it will. But it is absolutely necessary for us to know, not only everything about the curing and marketing of this quality of herring, but whether the herring itself is the same in fibre and flavour as the Scotch cure herring. Those who have studied this question say it is not, and that after the war the real Scotch cured herring will again take its place on the American market in

preference to the Newfoundland fish. Perhaps it will. But there is one class of customer which we are likely to retain after the war and that is the Russian Jew. We should do our best to cater to the tastes of this gentleman. He will continue to be our best customer for herring.

It is a great pity that there should be trouble between the Government and the herring packers of N. D. Bay just now. The law relating to the exact date on which herring should be packed as Scotch cure should be relaxed this year as N. D. Bay is the only place where herring are plentiful. It is an important food, and thousands of people are looking to us for a supply of this food. Whilst the Government should do all in its power to see that a number one article is packed for export, it should also encourage

the packing of all the herring possible this winter.

No class of men in Newfoundland have to go through more danger and hardship than our winter mail couriers. They have to be out in all kinds of wind and weather and travel through desert country miles away from human habitation as well as over Arctic ice floes. Often times they run great risks. They are being wretchedly paid for the very valuable public service which they perform.

#### Everyday Etiquette.

"What shall I give to the new baby at Mrs. Robert's home?" questioned Elsie. "I have just received the announcement of its birth."

"A silver spoon, a rattle, a mug or baby pins are all nice gifts," replied her aunt.

### Insure with the QUEEN

The Company having the largest number of Policy Holders Newfoundland. Every satisfaction given settling losses.

Office: 167 Water Street, Adrain Bldg. P. O. Box 784 Telephone 655. QUEEN INS. CO.

GEO. H. HALLEN Agent.