

London, New York & Paris Association of Fashion

UNTRIMMED, READY-TO-WEAR, SPORTS HATS just out of their tissue wrappings and at 33 1-3 to 50 p.c. LESS!

London, New York & Paris Association of Fashion

The Season's First Great Reduction Sale of NEW SPRING HATS ENTIRE NEW RANGES for small and big Girls. For small Boys, ages 2 to 7 yrs.

The importance of these EARLY SEASON REDUCTIONS are such as will amaze even those women, who from past experience, have learned to EXPECT THE UNUSUAL FROM THIS STORE AT ALL TIMES.

READY! ENTIRE NEW SHIPMENT Voile and Gingham Dresses \$3.48

Regular and extra sizes in the lot, but actual \$6.00 values.

MAGNIFICENT NEW SHIPMENT PAISLEY WAISTS. \$3.98 up to \$5.50. All Sizes.

600 Brand New Hats

Just out of their boxes—Taffetas, Crepes, Ribbon Hats, Crepe Combinations, Milans and Timbo Braids.

WORTH DOUBLE AND TREBLE.

Exclusive Millinery Trimmed Hats

VALUES AT \$10.00 TO \$14.00. Beautiful models comprising an assortment that will meet the requirements of fashionable women for the Summer Season.

Newest Spring and Summer Hats

REAL MILLINERY BARGAIN \$4.48 Dainty Hats—Newest Shapes—Colors and trimming effects—Straw and Silk combinations. \$5.98

Misses' and Big Girls' Hats

Delightful Trimmed Hats that sell elsewhere for double. With Laces, Hackle, Coque—Novel Ribbon rosettes and bows are effectively used. \$1.98 Up To \$4.98

JUST OPENED!

SMALL Boys' Hats Ages 2 to 7 years. 65c up to 90c All those snappy looking American models.

Girls' Hats ALL AGES. Smart trimmed and untrimmed Hats for Sports' wear or for Dress occasions. \$1.48 up to \$2.98

MILLINERY DEPARTMENT—SECOND FLOOR

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SIDE TALKS.

By Ruth Cameron.

WHEN SHE MET HIS WIFE.

A friend of mine who stayed in town with her husband last summer while most of the other wives in the neighborhood were off in the country with their husbands, thought she had as reasonable an enjoyment of a mid-summer holiday as any of her husband's friends.

She was one of those who, with the children, and he seemed to accept his friend's invitation to show his appreciation for her hospitality and in return to buy her some flowers and books and fruit to show his appreciation.

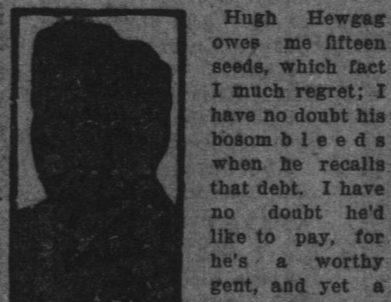
A Bad Time to Find Out! But there are many women who, if they could really know the wife whom some philandering male has subtly or openly pictured to them as impossible to live with, would be very much surprised.

And if they could know the man, as he is in his home life in relation to this same woman, they would be still more astonished.

And if, as sometimes happens, philandering becomes more than philandering and the woman thinks she has found an affinity and detects the laws of the world to go off and live with him and "make up to him" for his first unfortunate venture, I suspect the day is very likely to come when she will think in her heart: "I wonder if his wife was so disagreeable, after all? I can see how he must have made things awfully hard for her," etc. And that is a very bitter time to think such thoughts.

There is no better salt in the world Windsor Table Salt PUREST & BEST THE CANADIAN SALT CO. LIMITED

THE DEBTOR.



Hugh Hewgill owes me fifteen cents, which fact I much regret. I have no doubt his bosom is lashed when he recalls that debt. I have no doubt he'd like to pay, for he's a worthy gent, and yet a most unlucky jay who seldom has a cent. I often try to run him down, just to relieve his mind; but he goes loafing through the town, a cloud of dust behind. I'd like to say to him, "Oh, Hugh, forget the sum you owe, come, visit me when day is through, as in the long ago. I miss you when the daylight falls, and dusk is in the dell. I miss the good old bearded tales I used to hear you tell. I miss the arguments we had beneath the old sun tree; you do not owe a blooming cent, so come and visit me." I can't get near enough to speak the thoughts that fill my head; he chafes like a pale blue streak whenever he hears my tread. And though I follow on his trail, some kindly words to say, and chase him round the county jail, he always gets away. Unfortunate the man who lends, in solitude he weeps; for thus he'll lose his dearest friends, and they'll be lost for keeps.

Lure of Gold

ATTRACTS MEN TO NORTH LABRADOR.

The lure of gold is again beckoning men to the barren stretches of North Labrador. Rumors of an eastern Klondyke that obliterated the trail of '98 will either be confirmed or dispelled when a sturdy little steamer named the "Petrel" again pokes its nose into Halifax harbor and that is now completing preparations to search out the yellow rainbow's end. Chartered from the Canadian Government Merchant Marine, the "Petrel" will sail on May 13 for the coast of North Labrador. On board will be a party of seven, headed by M. Ogilvie, mining engineer of Ottawa, with a captain and crew of 23. Ogilvie, a veteran of every gold rush in the last quarter of a century—in Klondyke, British Columbia and elsewhere—and a man who is not merely a prospector, but a skilled mining engineer, declares gold is to be found in the rivers of Labrador. The problem is not one of finding pay color, but enough pay dirt to make profitable commercial exploitation. The party is outfitted with all the machinery and equipment necessary to make thorough tests of gold in sufficient quantities to send the mint delirious. It is no holiday jaunt. The country to which the expedition is going is

sterile, bitterly cold, and for eight months of the year isolated from the rest of the world. A rush there before gold is discovered in quantities would end in tragedy.

The Petrel will sail early in June for St. John's, Newfoundland, and wait till northern navigation is possible. Then the assault on Labrador's secret will be launched.

It will be October at least before the expedition is able to send back even a preliminary report. Adventurers are accordingly warned that there need be no rush over packing.

Look for the Mark! The Norwegian "Fisherman Mark" of quality and goodness that is on every bottle of Scott's Emulsion assures you health-building, vitamin-bearing cod-liver oil in its purest form, pleasant to take, readily assimilated and transformed into strength. The "Fisherman Mark" should be on every bottle of emulsion you buy.

ST. JOHN'S GROCERY STORES

- New Spare Ribs. Local Potatoes. Small Ham Butt Pork. Local Carrots. Choice Small Jowls. Local Potatoes. Very Choice Family Beef. Green Cabbage.

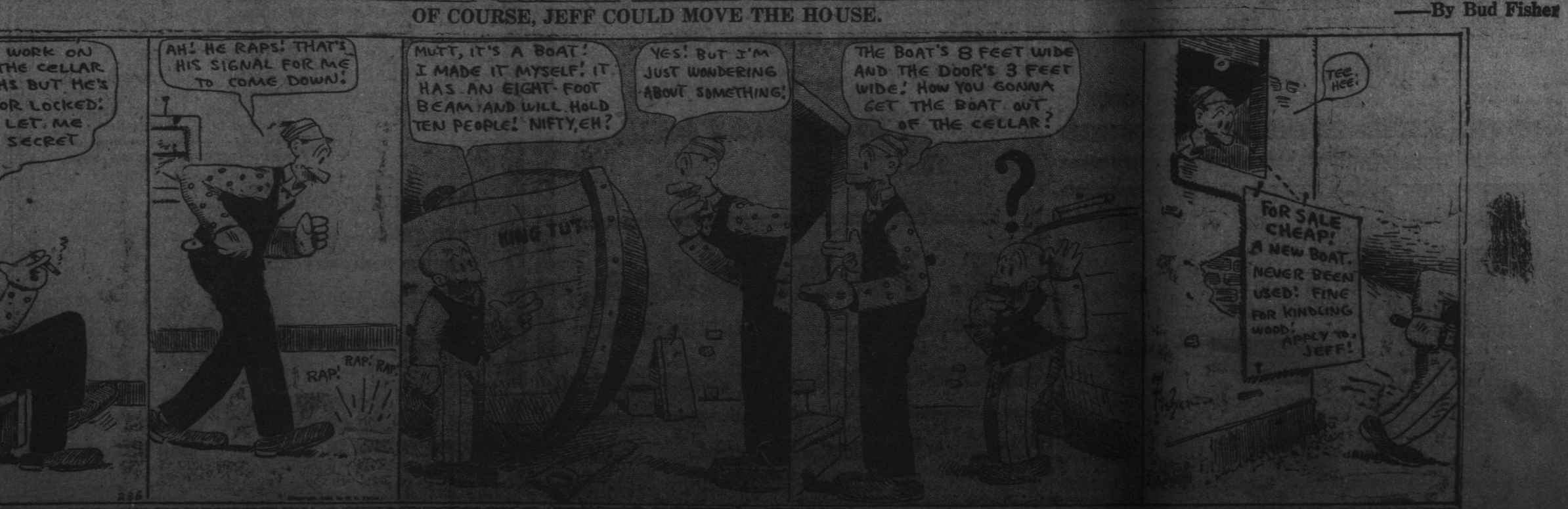
J. J. ST. JOHN, Duckworth St. & LeMarchant Road.

Nautical BOOKS

The latest Editions in the following works on Seamanship: Nicholls's Seamanship, Tait's Seamanship, Reed's Seamanship, Nicholls's Concise Guide, Newton's Guide, Ainslie's Guide, Raper's Epitome & Tables, Narie's Epitome & Tables Newfoundland & Labrador Pilots, Brown's Signalling Code CHARTS. A full line of Sheet Charts and Blue Backs always in stock. Get your requirements here. GARRETT BYRNE, Bookseller and Stationer.

If the quantity of asparagus seems small, serve it on toast with plenty of cream dressing. Old tissue paper or a newspaper can be used for wiping grease from dishes before washing them. The tiny potatoes that are too small for the table can be mashed and added to the bread dough.

MUTT AND JEFF—JEFF'S BEEN AT WORK ON SOMETHING IN THE CELLAR FOR TWO MONTHS BUT HE'S KEPT THE DOOR LOCKED; HE'S GONNA LET ME IN ON THE SECRET TODAY. AH! HE RAPS; THAT'S HIS SIGNAL FOR ME TO COME DOWN! MUTT, IT'S A BOAT! I MADE IT MYSELF; IT HAS AN EIGHT-FOOT BEAM AND WILL HOLD TEN PEOPLE! NIFTY, EH? YES! BUT I'M JUST WONDERING ABOUT SOMETHING! THE BOAT'S 8 FEET WIDE AND THE DOOR'S 3 FEET WIDE; HOW YOU GONNA GET THE BOAT OUT OF THE CELLAR? FOR SALE CHEAP! A NEW BOAT. NEVER BEEN USED! FINE FOR KIBBING WASH. APPLY TO JEFF!



OF COURSE, JEFF COULD MOVE THE HOUSE.

By Bud Fisher