

LET US FILL YOUR ORDERS FROM FRESH EASTER SUPPLIES.

ELLIS & CO.,

Limited.

203 Water Street.

Fresh N. Y. Turkeys.
Young Hen Birds.
Fresh N. Y. Chicken.
Milk Fed and Tender.
Fresh Native Veal.
Loin, Fillets and Cutlets.
Fresh Native Pork.
Roasts, Loin, Chops, Fillets.
Fresh Native Beef.
Prime Roasts, Sirloin or Rib.
Porterhouse, Sirloin or Fillet.
Steaks.

Fresh Native Lamb.
Prime Legs and Shoulders.
Chops and Fillets.
P. E. I. Mutton.
Legs, Loin, Shoulders and Chops.

P. E. I. Beef.
Long Fillets, well trimmed.
Corned Ox Tongues.
Large Scales.

Family Mess Pork.
Choice Small Pieces.
Extra Belly Pork.
Prime Cuts.

Beechnut Hams and Bacon.
Swift's Hams & Bacon.

Fresh Sausages.
Our own Special.
MADE DAILY.
Pork, Beef, Tomato.

Pressed Veal.
Head Cheese.
Botted Ham.
Rolled Ox Tongue.
Minced Collops.
Braised Pork.

FRESH COUNTRY EGGS.

California Navel Oranges.
California Lemons.
Wineap Dessert Apples.
Florida Grape Fruit.
Bartlett Pears.

NEW CURRANTS.

Knights
EASTER CHOCOLATES and BON BONS—
1/2, 1 and 2 lb. boxes.

"Shirrit's" Marmalade.
"Wagstaff's" Asst. Jams.
Heinz' Asst. Jams.
Green Fig Marmalade.
Pineapple Marmalade.
Bramble Jelly.

Remember Our Phone, 482 and 786.

THE MENACE

of the **EMPTY CRADLE** by Father Bernard Vaughan, author of **The Sins of Society, Socialism from the Christian Standpoint, What of To-Day, etc.**

The foundation of every state is its family. The English family is vanishing not only in England but in all of our Empire. This book is not only for married people but also for the growing generation who are to be England's foundation in the years to come.

Price, 35c. Postage 2c.

S. E. GARLAND, 177-9 WATER STREET.

DIED.
On March 26th, Hannah Duggan, beloved daughter of Mr. and Mrs. Thomas Pafford, funeral on Thursday, 27th, 11 a.m., from her late residence, 221 Pond Road.
Filed in action, on March 11th, 1918, in the Court of Probate, in the estate of the late Mrs. Duggan, who died in France, Dunsmuir, 1917, leaving 3 sisters and one brother to care for their loss.
Filed at Nevada, Ohio, on March 26th, 1918, the will of Anna F. Pippy, of this city.

A Full Page of Easter Specials

FOR

THURSDAY & SATURDAY.



We know that in these strenuous war-times you must conduct your finances intelligently and economically. We have made exceptional effort to secure the best bargains obtainable by sending no less than five buyers to scour the foreign markets in search of the best values. These economies we pass back to you. If you want anything for Spring, Summer or for present use, we urge you in your own interest to visit our Stores and compare prices and quality.

Read this List of Suitable Easter Merchandise :-
AND BENEFIT BY THE MANY SAVING OPPORTUNITIES.



MEN! You can Save Money Here on All Your Easter Needs.

MEN'S WORSTED HALF HOSE—A splendid quality. One of our best selling lines for this time in the season. Made from good quality worsted yarns in assorted heather mixtures. All sizes. Regular 80c. pair. Thursday and Saturday **70c**

MEN'S NEGLIGEE SHIRTS—The same line that attracted so many eager buyers last week, we offer again this Thursday and Saturday. If you want a shirt for Easter, you cannot afford to hesitate over this line; there are shirts here that would readily sell at as high as \$2.50 each. Special for Thursday and Saturday **\$1.30**

MEN'S NEW KNIT UNDERWEAR—Heavy ribbed, medium weight Underwear in the popular new knit. This is a local make and should be given preference where qualities are equal. Regular \$1.95 garment. Thursday and Saturday **\$1.80**

MEN'S GARTERS—Of high grade Ross silk with ivory buckles and fittings that can be easily detached and used with new elastic if required. Undoubtedly a superior quality garter. Reg. 65c. pair. Thursday & Saturday **65c**



TRENCH RAGLANS—Of an extra-fine quality showerproof raglan cloth, in a bright tan shade. This is one of the most popular makes in use to-day and should attract many young men in need of raglans for Spring. They are well made, with military collars, detachable belt at waist, loose plain lining and raglan sleeves. Regular \$25.50 each. Thursday and Saturday **\$23.00**

MEN'S RAGLANS—A fashionable loose-fitting style, made from light weight raglan material that is proof against wind and sudden showers. The close military collar buttons firmly about the neck, giving a comfortable fitting style that will always hold. Reg. \$15.50 each. Thursday and Saturday **\$15.00**

MEN'S SELF COLOR DERBY TIES—A splendid color range including Saxe, Light Navy, Emerald, Purple, Crimson and Grey. Neat and dressy ties of pure silk repp. Ties that will wear better and retain their shape much longer than the general run. Reg. 85c. each. Thursday and Saturday **79c**

Strong Price In-ducements on New Spring Merchandise.

CHILDREN'S WHITE EMBROIDERY DRESSES—Very elaborate styles that you will be glad to let your little girl wear. The cut is the very latest with trimmings of valenciennes lace and bows of colored ribbon. Regular \$3.50 each. Thursday and Saturday **\$2.20**

NECK AND SLEEVE FRILLINGS—In plain and spot net, tulle, lace and black chiffon edged with gold. A large assortment of widths and colors to choose from. Reg. 25c. yard. Thursday and Saturday **20c**

EASTER RIBBONS—Our most popular line we offer this week, giving you a chance to get the very shade you want from our best assorted line of colors. Reg. 29c. 35c. yard. Thursday and Saturday **29c**

BOUDOIR CAPS—Of fancy chiffon and lace with bows of colored ribbon at the front. You will be surprised at their daintiness. Regular 50c. each. Thursday and Saturday **42c**

BOYS' SPRING OVERCOATS—The very latest pinch-back styles for boys from 3 to 9 yrs. in Shepherd checks, light tweeds, etc., with and without velvet collars. Regular \$11.00 each. Thursday and Saturday **\$10.00**



GEORGETTE CREPE COLLARS—These should interest every Easter shopper, because the styles are the newest, the colors and materials are all that can be desired and values are beyond comparison in St. John's to-day. Reg. 53c. each. Thursday and Sat'y. **53c**

BLACK POPLIN SKIRTS—A stylish English skirt made with full back, panel front and bone button trimmings. You will be particularly pleased with this line. Regular \$5.90 each. Thursday and Saturday **\$5.00**

NEW SILK BLOUSES—Charming Silk Blouses for Easter in dark stripes with grounds in plain silk and pretty shot effects. The style is one of the prettiest we have ever had the privilege of offering. The collar is inconceivable style and can be worn open or closed. Regular \$4.60 each. Thursday and Saturday **\$4.20**

LIGHT STRIPED BLOUSES—Of durable wash silk. Made in a very neat, new style with sailor collar, plain set-in sleeves and double stitched seams. This is a splendid opportunity to secure a durable blouse at a low price. Regular \$2.85 each. Thursday and Saturday **\$2.38**

THE SALE OF Silk and Lisle HOSIERY

IS ATTRACTING MUCH ATTENTION.

Stockings and Socks we've already sold is commanding so much admiration that customers who hadn't intended buying their Summer Hosiery now are taking advantage of this Sale and buying enough to last them until the cold-weather comes again. That's what you'll do if you come and see the values.

We don't see how anybody can resist the remarkable savings offered in this Hosiery Sale.

SPRING WALLPAPER TIME!

MARCH is the Month When People Turn Their Thoughts to Spring Cleaning.

Let our Wall Paper Department help you. You will surely require one or more rooms to be re-papered, and now is the time to buy your papers and have them put aside until you require them.

We Are Now Showing Some of the Prettiest Patterns and Colorings in St. John's.

For Parlors, Dining Rooms, Libraries, Bedrooms, Kitchens, etc. These Wall Papers have been carefully selected for our trade from the choicest productions of the season, and we know that no finer goods could be procured anywhere.

The Prices Will Be Found Exceedingly Reasonable.

Visit the Millinery Dept. and view the NEW SPRING GOODS.

The lines we offer this week-end will create much interest.

WOMEN'S READY-TO-WEAR HATS—Of fine Tagel Straw in Green, Grey, Rose, Blush, Pink, etc. Several distinctive new styles—bought specially for this Easter bargain event. Regular \$2.25 ea. Thursday & Sat. **\$1.95**

BLACK STRAW UNTRIMMED HATS—Newest shapes, some with high crowns and narrow, turned up brims, and a good assortment of the new saucer effects; all this Spring's importations. Reg. \$1.70 each. Thursday & Saturday **\$1.40**

MISSES' CRINOLINE SILK HATS—In self colors, trimmed with sprigs and flowers; for children from 6 to 12 yrs. Regular \$1.50 ea. Thursday & Sat. **\$1.37**

Style Show Week

THE MENACE of the **EMPTY CRADLE** by Father Bernard Vaughan, author of **The Sins of Society, Socialism from the Christian Standpoint, What of To-Day, etc.**

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GARD'S LINIMENT CURES GAD GET IN COWS.

Another Remarkable Sale of CURTAIN MATERIALS

CHINTZ AND SCRIM CURTAINING.—A material of exquisite beauty and style. It is 40 inches wide with half chintz in handsome designs of flowers, buds, etc. The other half is of fine hemstitched scrim with fancy drawn thread borders. Regular 50 cents yard. Thurs. day and Saturday **42c**

CURTAIN SCRIM.—In White and Cream with hemmed edge and floral borders in a splendid variety of patterns. They are all American and will hold their colors as well as any imported this season. Regular 20 cents yard. Thursday and Saturday **17c**

CURTAIN SCRIMS AGAIN.—Another line in a much better quality. We offer a big variety to choose from and you will have no difficulty in getting the color combination you like. The designs are mostly floral and leaf, 40 inches wide. Regular 33 cents yard. Thursday and Saturday **32c**

NOTTINGHAM LACE CURTAINS.—Come and see the patterns and qualities and you will agree with us that the values are superior to anything offered in St. John's; assorted sizes; white only. Regular \$3.00 pair. Thursday and Saturday **\$2.75**

and Door Mats.

PUSH DOOR MATS.—In green and red with curl centres and straight borders. These desirable mats are always available and are positively the cream of value. Regular \$1.25 each. Thursday and Saturday **\$1.10**

NEW DOOR MATS.—Of an extra heavy make with closely woven back and a thick velvet pile that will stand the hardest wear. All this season's newest colorings; size 12 x 22 inches. Reg. 85c. each. Thursday & Saturday **78c**

VELVET SURFACE HEARTH RUGS.—In red bordered designs that are handsome and attractive. They are composed of felt and cotton and will give good service. Regular \$3.90 each. Thursday and Saturday **\$3.70**

Easter Headwear for Men and Boys.

MEN'S AND YOUNG MEN'S SOFT FELT HATS.—All American styles in a wealth of new serviceable colors, including Navy, Browns, Greens and Greys. The man desirous of being well dressed should take advantage of this bargain. Reg. \$2.25 each. Thursday and Saturday **\$2.00**

MEN'S AMERICAN CAPS.—A big job line of Tweeds and Shepherds' Checks in light, medium and dark colors. Every one is smart and in the best styles for the new season. Special for Thursday and Saturday **\$1.20**

NEW HARD FELT HATS.—If you want a dressy hard felt for Easter, this is your opportunity. The styles are all new and desirable; a full range of sizes. Reg. \$1.70 each. Thursday & Saturday **\$1.50**

BOYS' TWEED HATS.—A rare opportunity is afforded purchasers here to secure New Spring Hats for boys from 3 to 9 years. They are mostly Tweed mixtures with stitched brim that can be worn in several different styles. Regular \$1.00 each. Thursday and Saturday **92c**

The New Spring Cottons are Extremely Pleasing.

WHITE STRIPED MUSLIN.—Three pretty designs; also 27 inches wide. Regular 30c. yard. Thursday and Saturday **27c**

STRIPED COTTON CAMBRIC.—A new American material for house dresses, aprons, overalls, etc., 37 inches wide, assorted patterns. Reg. 30c. yard. Thursday and Saturday **26c**

COTTON POPLINS.—One of the finest qualities we've ever had the privilege of offering as a bargain special. The colors are Salmon, Pink, Brown, Rose, Pale Blue and Cream. Regular 40c. yard. Thursday and Saturday **35c**

Big Savings on SMALLWARES.

Blue Seal Vaseline. Reg. 7c. Sale Price 6c.
Vaseline Camphor lice. Reg. 12c. Sale Price 11c.
White Petroleum Jelly. Reg. 25c. Sale Price 20c.
Vinolia Shaving Cream. Reg. 35c. Sale Price 33c.
Vinolia Tooth Powder. Reg. 35c. Sale Price 33c.
Velvet aFoe Powder. Reg. 75c. Sale Price 15c.
Bel-Bon Talcum Powder. Reg. 5c. Sale Price 7c.

Tooth Brushes. Reg. 20c. Sale Price 16c.
Nail Brushes. Reg. 7c. S. Price 6c.
Safety Pins (small). Reg. 5c. card. Sale Price 4c.
Safety Pins (medium). Reg. 6c. card. Sale Price 5c.
Safety Pins (large). Reg. 7c. card. Sale Price 6c.
Hair Pins. Reg. 4c. box. Sale Price 3c.
Sheets of Pins. Reg. 3c. each. Sale Price 2c.

Books of Pins. Reg. 6c. each. Sale Price 5c.
Books of Safety Pins. Reg. 6c. each. Sale Price 5c.
Velvet Skin Soap. Reg. 14c. Sale Price 12c.
Boot Buttons. Reg. 5c. card. Sale Price 4c.
Trimming Buttons. Reg. 11c. doz. Sale Price 9c.
Mending Wool. Reg. 3c. card. Sale Price 2c.
Silk Substitute. Reg. 5c. reel. Sale Price 4c.
Leather Purses. Reg. 25c. each. Sale Price 20c.
Hooks and Loops. Reg. 4c. card. Sale Price 3c.
Hooks and Eyes. Reg. 4c. card. Sale Price 3c.
Dressing Combs. Reg. 40c. each. Sale Price 35c.

The Royal Stores Ltd.