

LET US FILL YOUR OR-
DERS 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 Specials.

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.

Bottled Ham.

Rolls of Tongue.

Mince Collops.

Branded Pork.

FRESH COUNTRY EGGS.

California Navel Oranges.

California Lemons.

Wineap Dessert Apples.

Florida Grape Fruit.

Bartlett Pears.

NEW CURRANTS.

Slights

EASTER CHOCOLATES and

BON BONS—

1/2, 1 and 2 lb. boxes.

"Shirlitz" Marmalade.

"Wagstaff" Asstd. Jams.

Heinz Asstd. 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, Social-

ism from the Christian

Standpoint, What

of To-Day, etc.

The foundation of every

ate is its family. The Eng-

ish family is vanishing not

only in England but in all of

er Empire. This book is

not only for married people

but also for the growing

generation who are to be

England's foundation in the

ears to come.

Price, 35c.

Postage 2c.

S. E. GARLAND,

177-9 WATER STREET.

DIED.

On March 26th, Hannah Duggan, be-

loved daughter of Mr. and Mrs. Thomas

Pafford; funeral on Thursday, at

2 p.m., from her late residence

at 1111 St. John's Road.

Interred in action, on March 27th,

at 1111 St. John's Road.

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 hosiery 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 bow of colored ribbon. Regular \$2.50 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. 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 Saturday . . . **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 WALL PAPER TIME!

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

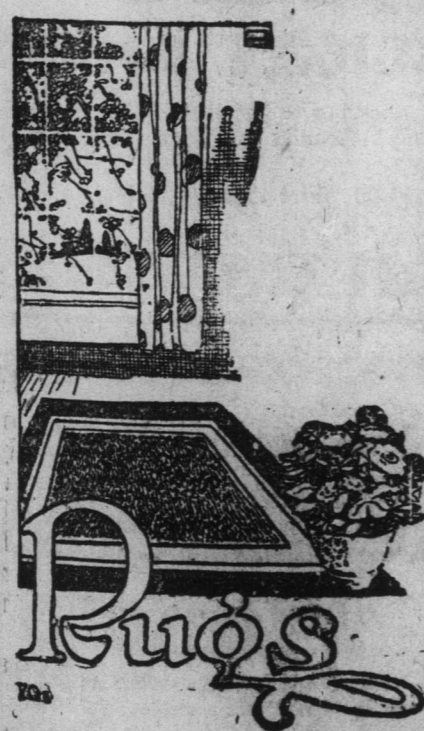
Let our Wall Paper Department help you. You will surely require one or more rooms to be re-papered, and now is the time to buy your papers and have them put aside until you require them.

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.

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. Thursday 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 38 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.

PLUSH DOOR MATS.—In green and red with curl centres and straight borders. These desirable mats are gay with colors 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 and 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 and 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 striped designs; also white blouses, dresses, etc. 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 Balm. Reg. 12c. Sale Price . . . 11c.
White Petroleum Jelly. Reg. 25c. Sale Price . . . 20c.
Vinolia Shaving Cream. Reg. 35c. Sale Price . . . 30c.
Vinolia Tooth Powder. Reg. 35c. Sale Price . . . 30c.
Velvet aFoe Powder. Reg. 75c. Sale Price . . . 15c.
Bel-Bon Talcum Powder. Reg. 5c. Sale Price . . . 4c.

BLOUSE REGATTAS.—Of a quality that will give exceptional wear. They are also suitable for house dresses, shirts, etc. Regular 40 cts. yard. Thursday and Saturday . . . **37c**

BLUE STRIPED APRON LINEN.—The best quality for butchers, cooks or any one requiring an apron that will give lots of hard wear. Regular 45c. yard. Thursday and Saturday . . . **42c**

GLASS TOWELS.—Red and Blue Check, in soft union linen, 16 inches wide. Reg. 13c. yard. Thursday and Saturday . . . **12c**

GUEST TOWELS.—Of Linen Huckaback woven in fancy ribbon stripes. All pure white, 20 inches wide. Regular 55c. yard. Thursday and Saturday . . . **48c**

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. each. 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.