

VALUE FOR YOUR MONEY.

Now as never before, is it essential for you to get full value for the money you spend. We have always held the reputation for giving the best St. John's value in the undermentioned goods:

733 YARDS
WHITE TWILL SHEETING
60c. to 80c. yard.
80 inches wide, of the best English make.
CIRCULAR PILLOW COTTON
38c. yard.
40 inches wide, perfect goods.
WHITE LINEN BEDSPREADS
\$2.50 to \$6.60 each.
Double size, handsomely embroidered on best linen.

1,000 YARDS
WHITE CURTAIN NET
22c. to 34c. yard.
Soft, lace-like attractive designs.
WHITE SCRIM
23c. to 47c. yard.
Plain and H. S. Borders, including the new Bluebird design.
AM. ART CURTAINS, \$1.95 to \$3.50 pair.
2½ yards long, lace trimmed.
CHINTZ, 22c to 46c yard.
All the newest patterns shown here.

TABLE CENTRE PIECES
White Embroidered, 45c. to 75c. each.
Col'd Linen, Silk Embroidered, 70c. to \$2.70.
CUSHION COVERS
White Frilled, only 45c.
Col'd Sateen, only 45c.
Linen Crash 60c. to \$1.05
Cushion Cords 16c. to 45c. each
PILLOW CASES
Frilled, only 50c.
H. S. Embroidered 40c. to \$1.00
CRASH COSEY COVERS, only . . . 20c. each

432
CONGOLEUM MATS
18 x 36, only 23c. each.
STAIR OILCLOTH
16c. yard,
15 inches wide. Only three pieces left at this low price.

BISHOP, SONS & COMPANY, LIMITED.

PHONE 484. MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

"Diamond" GLUTEN MEAL.

Highest in Protein and the Greatest Milk producer on earth.

We offer to-day:

One Carload,
300 Sacks, 100 lbs. each, at
Lowest Prices.

Feed "DIAMOND" Gluten Meal to your Milch Cows and see the milk pail overflow.

F. McNAMARA,
Queen Street.

Your Business Success in 1917

Rests upon the dependability of your service of supply.
Three big facts—big buying power, tremendous production, expert workmanship—stand behind our claims of superior service.
It will pay all merchants to see our spring ranges in

Men's and Boys' Suits, Overalls, Shirts, etc.

DO IT NOW.

Newfoundland Clothing Co., Ltd

CLEANLINESS, QUALITY, SERVICE,

AT

Johnson's
Fancy Bakery,
174 Duckworth St.

C.L.B. Presentation.

MINISTER OF MILITIA ADDRESSES THE LADS.

The annual presentation of the Outerbridge Shield and the Stabb Memorial Cup at the C. L. B. Armoury last night took place before a large gathering of friends and supporters of the Brigade. Included in those present were:—Rev. H. Uphill, Rev. E. H. Fletcher, Hon. J. and Mrs. Harvey, Mr. and Mrs. R. B. Job and Misses Rendell, Hon. J. R. Bennett, Minister of Militia, who was accompanied by Major W. Rendell and Lieut. Gerald Byrne, M. C.

On arrival at the Armoury of the Minister of Militia and Staff they were received by Lt.-Col. Rendell. The Minister immediately inspected the battalion and also the band, the latter being on the platform. Physical drill by the battalion, and gymnastic marching by C. Co. were executed in a faultless manner, after which the different companies were drawn up in a three-sided square.

Lieut.-Col. Rendell heartily thanked the Minister of Militia for his visit to the Brigade, particularly as it was the first of the kind he had paid since assuming his new office. He pledged the assistance of the corps to the Minister in his work of raising recruits and felt sure that he would succeed in the work he had undertaken. The Minister of Militia in reply said he was proud of the honour to inspect the lads, the merits of whose training had been shown in their drill, and at a later date he hoped to put his admiration into a more practical form. The Brigades (meaning those all over the country) should receive the consideration and approval they deserve.

The establishing of the C. L. B. in this country in 1892 was in a way the foundation of the military organization of to-day and had exceeded the expectations of the founders. Associated with the Brigade were men who had brought honor to their country. Among these were such as Sir Joseph Outerbridge and his two gallant sons, one of whom, Lieut. Norman, had made the supreme sacrifice. Another was a later date he hoped to put his admiration into a more practical form. The Brigades (meaning those all over the country) should receive the consideration and approval they deserve.

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Sir W. E. Davidson, who took a deep interest in the C. L. B., had sent them a message, an extract from which was read by Adj. Winkler. Mrs. R. B. Job in a very pleasing manner graciously presented the trophies. Lieutenant Sheppard received the Stabb Memorial Cup, won by C. Co. for shooting, and Sergt. Marshall the Outerbridge Shield won by No. 1 Section, A. Co.

The following promotions were then read:—
To be Lance-Corporals — Ptes. R. Nelder, E. Best, A. Fever, H. Hooker, N. Adams, E. Hammond, V. Cranford and N. Winsor.

Good Conduct Stripes were awarded to A. Co.: Ptes. R. Tizard, E. Martin, W. Boone, J. Pearroy, P. Co.: Ptes. F. Collett, G. Cook, W. Williams, A. Berg, L. Hooker, J. Snow, J. B. Winsor, H. Nixon, R. Stone, E. G. House, W. Willis, E. Keats, H. W. Dick, G. E. Badcock, W. Guest, W. Field.
The formation of another College Company to be known as K Co. was

approved by the Lieut.-Colonel, the following officers being nominated: I. J. Samson, G. House, H. Goodman and F. Hallards. Rev. Edgar H. Fletcher was also nominated as 2nd Lieutenant. At the close of the presentation cheers were given for Mrs. Job and the Minister of Militia.

Barefaced Fraud.

We would suggest that when the Board of Food Control meets the Retail Grocers this afternoon, they include in their conference the question of weights and measures, the improper and illegal use of which, it is contended by the masses, is responsible in some degree for the high cost of living. The shortage of weight at small business stores in the sale of foodstuffs in the grocery line is no uncommon occurrence in St. John's, and we know of a concrete instance now; in fact there is a conflict of opinion as to whether it is avoidance of "home made" that some small shopkeepers use. It is also generally known that our city folks are invariably victimized when purchasing large quantities of vegetables, especially turnips and potatoes. Shortage in weight is becoming as great a nuisance as the watering of milk and is nothing short of barefaced fraud, and it is a pity that those responsible should not be brought to book.

Lemons Beautify! Make Quarter Pint of Lotion. Cheap

Here is told how to prepare an inexpensive lemon lotion which can be used to bring back to any skin the sweet freshness, softness, whiteness and beauty.

The juice of two fresh lemons strained into a bottle containing three ounces of orchard white makes a whole quarter pint of the most remarkable lemon skin beautifier at about the cost one must pay for a small jar of the ordinary cold creams. Care should be taken to strain the lemon juice through a fine cloth so no lemon pulp gets in, then this lotion will keep fresh for months. Every woman knows that lemon juice is used to bleach and remove such blemishes as freckles, sallowness and tan, and is the ideal skin softener, smoothen and beautifier.

Just try it! Get three ounces of orchard white at any pharmacy and two lemons from the grocer and make up a quarter pint of this sweetly fragrant lemon lotion and massage it daily into the face, neck, arms and hands, and see for yourself.

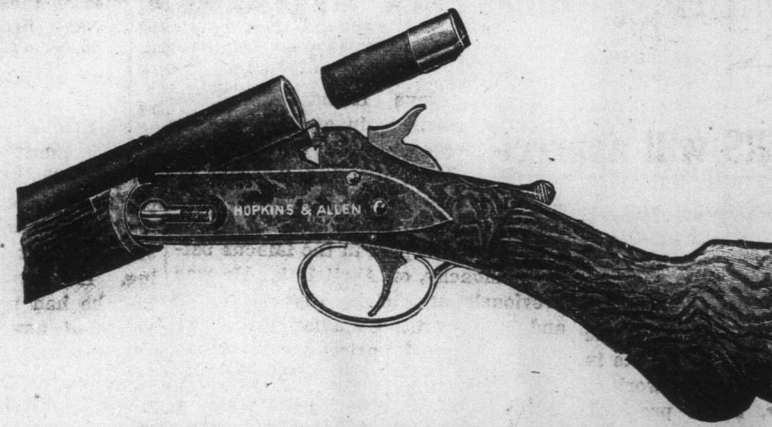
Everyday Etiquette.

"When sending a dinner invitation to a husband and wife, to which one is it addressed?" inquired Fred.

"To the wife of course," said his sister.

Wreaths of golden leaves or flowers are lovely worn with an all-white bridal costume.

"MADE IN CANADA"
CLARIDGE
The New Fall
ARROW COLLAR
20c each, 3 for 50c.
WARD'S FINEST CURES GARTERS
GET IT NOW.



Just Received a Shipment of
12 G. Single Barrel BREACH LOADING GUNS,
In Light and Heavy Breach.
Selling at our usual
VERY LOW PRICE.

MARTIN ROYAL STORES HARDWARE CO., Ltd.
(Successors to Martin Hardware Co. & Royal Stores Hardware)

Just Opened

Something new and attractive in Picture Frames, 16 x 20; Burnished Gilt Oak, and Oak and Gilt, 2½" and 4" wide. If you have a picture or portrait, bring it to us and we will put it in a neat and inexpensive frame for you.

SPECIALS for THIS WEEK:

White Curtain Net, White and Cream Curtain Scrims, Blankets, White and Coloured Counterpanes, and a large lot of Quilt Cottons made up in one pound bundles, just the thing for patch work.

Come Early and Get the Best.

The C. L. MARCH CO., Ltd.,

Corner Water and Springdale Streets, St. John's.

BUSINESS Aff



EARNERS

ate the
of their

PILLOW C

4 dozen
English Pillow
finished with
stitched trim
more of these
fied with this
for 70c. each
urday and Mon

DOOR MAT

A stout mat
at the time
muddy rain
itself in one
hall cleaner.
Just a dozen
son. Reg. 80c.
Saturday and

TOWEL Y

Strong, soft
Turkish Towel
size; towels 28c.
each, 28c. each
and Monday

CASEMEN

Real time
shade, has a
tion and lace
with a neat
hall cleaner.
Just a dozen
son. Reg. 80c.
Saturday and

NIGHTDR

White Linen
crously cut
hemstitched
tiest pieces
tion; get each
cents. Friday,
Monday . . .

CUSHION

Pawn Linen
stitched edge
contrasty con
and Monday
70 cents.

THE CALL

Quick

LADIES

Low cut
quality; 50c.
Friday, Sat

MISSES

Two sty
for the gr
must be o
Special Fri

CHILD

Care for
pair of de
for them.
Special Fri

MEN'S

High cut
resisting re
per pair

Lace C

With our
English go
some very
White Lace
lot was am
yards long,
good looking
and far bett
expected to
pair. Fri.
and Mond