

Expansion Announcement!

Special for This Week!

TRICOLETTE, VOILE, GEORGETTE and ORGANDIE

WAISTS—Values to \$3.90.

Only 98c

We beg to announce to our many friends and patrons, the fact that we have taken over the adjoining premises lately occupied by the firm of

R. Templeton

Special for This Week!

SATEEN and HAND-EMBROIDERED CAMISOLES—

Worth up to \$1.00.

45c and 49c

It is with mixed feelings of pride and gratitude that we make this announcement, for we are keenly alive to the fact that our rapid growth and expansion in the business life of the city, has been accomplished mainly through the appreciative interest which our efforts have awakened in the minds of the General Public

There are two cardinal points which we have always striven to observe, viz., to render THE HIGHEST DEGREE OF SERVICE, and THE BEST POSSIBLE VALUES, and that our efforts have been crowned with such a large measure of success is a matter of pardonable pride in our achievement, whilst our sincere gratitude is extended the purchasing public who have appreciated the merchandising efforts we have made on their behalf.

Operations are being rushed in order to have necessary alterations completed next week, when the formal opening of our New Department will take place. Thousands of dollars worth of New Spring Merchandise have been purchased for this SALE, which we purpose making

The Biggest, Brightest and Best Ever Staged in the City of St. John's

Watch the Daily Papers for Details of Opening Sale

The Broadway House of Fashion

SIDE TALKS.

By Ruth Cameron.

ON SYMPTOMATIA.



One of the most reticent and the most well bred women I know was ill recently. She is one of those people who are really and truly (not just pretence) so much above the most ordinary foibles of humanity, that when you catch her in one you feel comforted and uplifted.

And so when I met her after this illness and she spent almost a half hour telling me about the peculiar symptoms she had experienced, I had this comforted and uplifted feeling. I wonder if there is anyone in the world who is above this particular foible.

I doubt it. We Overrate Their News Value. There is something so vital, so compelling of attention, about one's feelings at a time of physical derangement that one is blinded to their highly personal nature. The importance of the news of a railroad accident or similar catastrophe is rated in a newspaper office according to how near the city in which the paper is published the thing happened. If it occurred within 50 miles it will take up the whole paper, within 500 miles, it will get a couple of columns, 5,000 miles, it will get a few inches. And so it is that news that happens right inside ourselves, appeals to us as of vital interest and we forget that that body which is so very close to us is foreign territory to our neighbors.

bor, and hence that its accidents are loudly deserving of the several columns we are inclined to give it.

Speaking of Operations.

It is always interesting to hear two people who have had similar adventures in ill-health, such as an attack of typhoid fever, or an operation for appendicitis, compare notes. The absorption which each displays while telling about the very unusual nature of his case, and what the doctors said about it and how they didn't expect him to live; and the air of restrained impatience with which each listens to the other and waits his chance to leap into the limelight with his tale of the number of stitches he had to have and the lecture the doctors delivered on his remarkable recovery, are most amusing to witness.

But Beware!

But beware, you who listen and inwardly laugh, lest sometime you catch yourself at it. "Undoubtedly it is one of the most delightful things in the world, this talking about oneself," says Joseph Collins, the Doctor who Looks at Literature, in his very clever volume. "I have known many persons who pay others, physicians for instance, to listen."

And yet there are people who think doctors are overpaid!

Youthful Offenders Convicted

The boys, Comerford and Power, who were arrested on Tuesday morning last, charged with larceny, came up for trial in the Juvenile Court yesterday and were found guilty. Power, the younger of the two was discharged, as his father satisfied the Court by stating that he would remove him from the city. The incorrigible youth, Comerford, who has caused the police considerable trouble, was sentenced to thirty days' imprisonment and to receive eight lashes of the birch flogging in and a like number when coming out.

To-Night's Lecture

The weekly entertainment under the auspices of the Star L. and A. Committee, takes place in the Society rooms to-night. The lecturer of the evening will be Rev. T. J. Flynn, Spiritual Director, who has chosen for his subject "A Decade of Irish History." A short musical programme has been prepared and an enjoyable evening's amusement is bound to follow.

Wesley Debate

"Resolved: That the evils following the enactment of the Prohibition Law are greater than those under the license system." Such was the topic of debate at the Wesley Young Men's Literary Class on Tuesday night. The set speakers for the Affirmative were, Messrs. B. Simmonds, and H. G. Ford, and for the Negative, Messrs. L. M. Knight and E. Barger. Mr. W. Joyce conducted the debate. The Affirmative argued that the dope, script, smuggling, contempt of law and other evils had followed the enforcement of Prohibition; while the Negative contended Prohibition had improved matters, and there was not so much drunkenness as under the license system, and the trace for the younger generation growing up were not so many. Many members spoke from the floor, and the debate proved one of the most interesting held by the class. The vote showed a majority of one for the Negative. The Class intends holding a Mock Parliament on the 8th and 15th of April, and the members are requested to attend the meeting on Tuesday next to finalize the arrangements.

WOMEN! DYE OLD THINGS NEW

Sweaters Waists Draperies
Skirts Dresses Gingham
Coats Kimonos Stockings



Each 15 cent package of "Diamond Dyes" contains directions so simple any woman can dye or tint any old, worn, faded thing new, even if she has never dyed before. Choose any color at drug store.

Adelaide St. Auctioneer

SAYS HE HAS A MARKET FOR THESE GOODS.

Baby carriages, sulkies, bicycles, motor cars, bedsteads, cooking stoves, pianos, gramophones, books, pictures, couches, easy chairs, bureaux and washstands, buffets, extension tables, dining chairs, kitchen chairs, household furniture and merchandise of every description. If you have anything to sell either by private, or auction sale, its impossible to find a better market, more especially if you want a quick sale and prompt returns. Spring is here and people are looking for these goods, and I have got to find them. Weed out furniture that you have no particular use for and phone 1960 and express will call.

W. E. PERCIVAL, Auctioneer. For household furniture and effects.

GUESTS AT BROWNSDALE HOTEL—Mr. and Mrs. G. Cuff, Bonaville; Capt. N. Piercy, Winterton; Sergt. March, Carbonear; P. Cahill, Carbonear.

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Tasteful Preparation of an Extract
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Persistent Coughs,
Bronchitis,
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A Splendid Tonic for Delicate
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TASTES AS GOOD AS
IT SMELLS AND
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Bramble Jelly.
Apple Jelly.
Bakeapples in Tins.

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EASTER
EGGS.**

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C. & B. Sweet Pickles.
Heinz Pickles.
Chile Sauce.
Harvey Sauce.
L. & P. Wor. Sauce.
Anglo India Relish.
Pimoney Sweet Onions.
Pimoney Gherkins.
Cambridge Chutney.
Bengal Club Chutney.
Mango Chutney.
Chef Sauce.
At Sauce.
India Relish.
Tomato Catsup.

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FOR RHEUMATISM.

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