

With Quality the Keynote and the "Call" of the New I AM an Advertisement that Tells of Some Very Interesting News.

BEDTIME



"A Bedtime Story" A Story Telling About a Beautiful Old Ivory Enamel Bedroom Suite

An impressive Bedroom Suite now being shown is a noteworthy addition to our comprehensive display of complete Bedroom Suites.

IT IS A MODEL

IT IS THE ACME OF ART AND DESIGNING

IT IS WORTHY INDIVIDUAL AND EFFECTIVE

IT IS FINISHED IN A BEAUTIFUL OLD IVORY

IT IS A LUSTROUS, A CREAMY AND A DELIGHTFUL FINISH

This exquisite model is constructed on simple outlines now so favored, and a feature which greatly enhances its beauty is the rich cane panelling. The general effect is singularly elegant and artistic. The wheel of fashion has made one more complete revolution bringing forward a bedroom suite which is pre-eminently the latest conception in classical bedroom furniture.

The suite consists of: Dresser, Dressing Table, Bed, Chiffonier, Table, Rocker and Chair. Price

\$375.00

VERDICT OF GUILTY—We have been tried by an impartial jury and the unanimous verdict is that we're guilty of selling the finest upholstered furniture in the world—**KARPEN GUARANTEED UPHOLSTERED LEATHER FURNITURE**. Have you seen these pieces those sumptuous Davenports, those "sink easy" leather chairs and rockers now on exhibition on our main floor. **COME LOOK IT OVER**

CURTAINS AND DRAPERY FABRICS MADE TO ORDER

EVEN AFTER

You have chosen the right furniture—You have only just begun. Are you in doubt how to assemble it with the right kind of Draperies and Hangings? Or perplexed about the color scheme of the furniture coverings, the softly shimmering things which nestle to your furniture? If so to the experienced guidance of this department is at your service. The art of our staff is the assembling of the right kind of furniture and things—getting an atmosphere.

You may avail yourself of this service without obligation or cost, by visiting our Fourth Floor.

GUARANTEED RE- UPHOLSTERING DONE

A HUMAN INTEREST STORY HEARD ON THE BELT LINE CAR YESTERDAY MORNING

Lady: "Conductor, where are all these people going to this morning?"
Conductor: "To Neilson's Friday Bargain Sale."
P.S.—Yes, dear reader, if you have not shared in the offerings of these weekly bargain sales, it will certainly pay you to do so.

"The Call of the New" in Brussels and Wilton Squares

In past seasons we have advised our customers to use Brussels and Wilton carpets. This season will be no exception to this rule, in fact we would more strongly ask the buying public to consider our best grades of Brussels and Wilton carpets and carpet squares before coming to a final decision.

The Wilton loom stands at the head in the production of power loom carpets. Any carpet we offer, made by this process, we will stand behind or, in other words, give our customers assurance against disappointment.

An idea of the prices may be judged from the following:

Brussels Squares

4 ft. 6 in. x 6 ft.	4 ft. 6 in. x 7 ft. 6 in.	6 ft. 9 in. x 7 ft. 6 in.	6 ft. 9 in. x 9 ft.
\$6.00	\$7.50	\$11.50	\$13.50
to	to	to	to
\$8.50	\$10.50	\$16.00	\$19.00
9 ft. x 9 ft.	9 ft. x 10 ft. 6 in.	9 ft. x 12 ft.	
\$17.50	\$20.00	\$22.50	
to	to	to	
\$25.00	\$29.00	\$33.00	

Wilton Squares

4 ft. 6 in. x 6 ft.	4 ft. 6 in. x 7 ft. 6 in.	4 ft. 6 in. x 9 ft.	6 ft. 9 in. x 7 ft. 6 in.
\$10.00	\$12.50	\$15.00	\$19.00
to	to	to	to
\$14.00	\$17.00	\$20.00	\$25.00
6 ft. 9 in. x 9 ft.	9 ft. x 9 ft.	9 ft. x 10 ft. 6 in.	9 ft. x 12 ft.
\$23.00	\$28.00	\$33.00	\$38.00
to	to	to	to
\$30.00	\$45.00	\$50.00	\$60.00

Carpet Dept.—5th Floor

LINOLEUMS

This is the season for linoleums and oilcloths. No other covering is so appropriate for kitchen, bathroom, pantry, etc. Our diversified showing offers from the good quality oilcloth at 30¢ a square yard to the Scotch makes of printed linoleum at 50¢, 60¢ and 75¢ a square yard. Also best Scotch linoleum from \$1.00 to \$1.50 a square yard.

No matter what your wants may be, we can take care of them if we may be privileged the opportunity.

The NEILSON FURNITURE CO., Ltd

SIR MAX AITKEN AND RATE- PAYERS APPROACH AGREE- MENT ON STREET RAILWAY

Medicine Hat, Alta., April 25.—By a unanimous vote this afternoon, the city council decided to submit to a vote of the people an agreement with the Montreal Engineering Company for the installation of a street railway in Medicine Hat. The date for getting the views of the burgesses in tangible form was set for May 22, the earliest possible after the advertisement.

For the last six or eight months the city's representatives have been endeavoring to reach an agreement for a contract with the representatives of Sir Max Aitken, who is interested in the Montreal Engineering Company. Several times the contract has been sent back and forth, the city having the advice of the best legal talent not only locally but in Calgary and Winnipeg, to look after the interests of the city, and it is believed that a contract that will be entirely equitable and fair to both sides is the result, and which will be voted on in less than a month.

A day or two after the agreement was finally received from Montreal, duly signed, and last evening, at the request of Mayor Spencer, a general meeting of the board of trade was held. After full discussion the board of trade unanimously decided that the matter should be referred to the voters, and the council took the necessary action to that end today.

The franchise is for 20 years, with the privilege of renewal for five years, the city to have privilege of taking over by arbitration at the end of either period. If the former, then to pay 15 per cent in addition to valuation, payment to be made in the city's five per cent debentures at the market rate. Work is to start within three months of passing the bylaw, and three miles to be completed within nine months, three more miles within six months, and an additional three miles in twenty months. All routes to be by resolution of the council. Three routes are to be arranged at first, namely, city hall to Fairgrounds, city hall to Canada Cement Company's site, and city hall to Maple Leaf mill site.

Power will be purchased from the city, either in the form of electricity or in that of natural gas, the latter at the rate of five cents per 1,000 feet, and the power house must be located in the city limits. Many other provisions are contained in the agreement, including use of poles by city, rights for tearing up streets, schedules of running, equipment with 80-pound rails, extensions, paving, forfeitures, arbitration, etc. An important feature is that the company will pay the city five per cent on the gross earnings, less taxes and other charges, a population of 40,000 by police census, and after it has a population of 100,000, the rate is ten per cent and taxes.

While some have thought that the city should install its own street railway, the entire city council, with the exception of Mayor Spencer, who is in front of them, and with a program that will require millions in the next year for the purchase of the franchise, did not feel like recommending a municipal railway to the voters at this time. The council will be known as the Medicine Hat Electric Railway, and with the important financial interests identified with it, it is believed that it will not only provide much needed transportation here, but will attract many new industries to be added to the list which is now lengthening monthly.

CAPT. ROALD AMUNDSEN COMING TO CALGARY TO GIVE A LECTURE

It was a very thrilling moment in the world's history when five hardy Norwegian explorers raised the flag of Norway upon the southernmost extremity of the earth. One can vaguely imagine the elation of Captain Amundsen and his men, who braved the terror of the Antarctic, the bitter cold, the vastness of the wastes, and the perilous trail of mountains, as they stood on the edge of the world.

The discovery of the essential facts of the discovery, but the people of Calgary will see on May 29 the leader and hero of this expedition, making a lecture on the thrilling story of the dash for the pole, and the adventures of the expedition, which explored the Ross and McMurdo seas, and discovered the South Pole.

Considered a Panama Toll. Washington, April 25.—Delegates to the American Society of International Law settled down to work today prepared to listen to a sharply-contested debate on the question of whether the United States was within its rights in fixing arbitrarily the tolls on shipping through the Panama canal.

Mississippi Levee Breaking. Melville, La., April 25.—The main levee of the east bank of the Atchafalaya river, just north of Krotz Springs, was broken today. This crevasse will flood parts of Point Coupee and Iberville parishes.

Sowing Near Regina. Regina, Sask., April 25.—Present indications are that wheat sowing will be completed by the end of the present week. A preliminary estimate gives an increase in the crop area of from ten to fifteen per cent, or a total area under the crop of about ten and a half millions. Sowing operations started a week later than 1912, but continued fine weather has allowed good progress to be made.

HUDSON'S BAY COMPANY

Ladies' Rain Coats a Special at \$5.95

NO rain since last October! Certain it is there is some coming to us, and very soon. Be prepared to meet the occasion in one of these. At the price, we expect to have a demand that will melt quantity considerably in short order.

These are rubberized Rain Coats, cut on straight, loose lines, Raglan sleeves, finished at cuff with strap and bone buttons; close fitting collar. All sizes, in blue, black, tan, grey and black and white checks. Price **\$5.95**

At \$1.00 & \$1.95 Under- skirts That are Good Value

Our stock of Ladies' Underskirts was never more complete than it is just now. Nor were values quite so good as they are this season. Here are two lines we consider exceptionally good value.

AT \$1.00—Moire Underskirts, cut on good lines; ruffle made with cluster of narrow pleats; black and grey only.

AT \$1.95—Moire Underskirt, close fitting top, straight lines, deep cluster-pleated ruffle; comes in grey, black, rose and black and green stripes; lengths, 36 to 44.

Our Best Corset Cover Value

9 to 11 o'clock Saturday
When we say that this is the best corset cover value yet offered from this store, you can look to something exceptionally good, for we've offered some mighty remarkable values in the past.
LADIES' FINE QUALITY CAMBRIC AND EMBROIDERED NAINSOOK CORSET COVERS—Very daintily trimmed with lace and embroidery, in several designs. Regular \$1.00 and \$1.75 each. Saturday, 9 to 11 Only **55¢**

Grocery News of Interest

There's no getting away from the fact that buying groceries from "The Bay" does save the housewife considerably in making the house money "spin out" farther. Furthermore, it saves her worry, for there's the assurance always of knowing that everything bought from this "Pure Food Grocery" is strictly fresh and of a high quality standard.

California Canned Fruits—In heavy syrup, large Reg. 80¢ tin; 3 lbs. including Peaches, Pears and Apricots **80¢**
Cocoanut—Finest shredded, per lb. **25¢**
Coffee—We have a reputation for quality. Our "Imperial Blend", at 8 lbs. for \$1.00, cannot be beaten for family use.
For lovers of high-grade Coffee we recommend "Connors' Blend", at per lb. **45¢**
Whole, ground or pulverized, as required.

Flour—H. B. Co.'s guaranteed No. 1 Hungarian Patent; 48-lb. sack **\$3.10**
48-lb. sack **\$1.60**
Jam—H. B. Co.'s guaranteed pure, and 8-lb. net pail, Strawberry and Raspberry **50¢**
Applesauce—Finest California **45¢**
Salmon—"Clover Leaf"; 1-lb. tin **25¢**
Pineapple—Hawaiian; large tin, in heavy syrup, 2 tins for **45¢**

SUGAR—B. C. 20-lb. sack **\$1.10**
Rice—Finest Japan; 4 lbs. for **25¢**
Beans—Finest White; 4 lbs. for **25¢**
Porridge Oats—Reg. 25¢ 2 cartons **45¢**
Use Direct Phone to Grocery—\$1.15
Free supply of seasonable Vegetables always on hand.

Gentleman-Tailored Suits at \$13.50

AMONG the new arrivals in ladies' suits are some wonderful values worthy special emphasis. Ladies will open their eyes with wonder when they see for themselves how well these little models are made and how carefully finished. For street or business wear we doubt very much if you will find anything quite so appropriate as these at anything like the price.

Perfectly plain gentleman tailored suits of good quality navy blue serge, three-button coat cut on straight lines, lined with grey satin; sleeve finished with cuff effect, trimmed with bone buttons; skirt cut in four-gore style with panel back. Sizes 14 to 44. Price **\$13.50**

Exquisite Beauty in the Novelty Embroideries

Some of the most handsome designs ever produced in novelty embroidery are shown here in 44-inch flouncings, in the new Crepe Neigeux and French voile, both in scalloped and hemstitched edges. To ladies who admire beautiful things, we call particular attention to these new flouncings just received. See them while they're new, for they can't last long, as quantity is limited.
Priced per yard **\$2.00 to \$4.00**
See them in the window today

A Sale of Corsets, Saturday, 50¢ Pair

It is not every day that ladies hear of such generous value as this. Not even from this store. And were it not for the fact that this section is overcrowded, you may be sure we could never think of making the price so small.
LADIES' WELL FASHIONED COUTIL CORSETS—Medium bust; long hip; embroidered edge, finished with low of satin ribbon; 4 bone supporters. A corset adapted to the average figure. Sizes 18 to 27. Regular \$1.00 pair. Saturday **50¢**

12 Button Kid Gloves \$1.50 Pair

The fact that selling has been so brisk in this section of late proves two things. First, that ladies know where the best gloves are to be found. Second, that they appreciate the values offered. Here is a guaranteed line we mention today that is very popular.
Ladies' Perfect-fitting, Well Made 12 Button Kid Gloves—Of a guaranteed quality; in all sizes; black and white only. Per pair **\$1.50**

SALE OF HATS!

LADIES' \$8.00 AND \$10.00 PANAMAS \$4.95
Ladies' Milan Chip and Peanut Straws, trimmed satin ribbon velvet, flowers and fancy mounts. New creations. Regular \$8.00 and \$9.00. Sale Price **\$4.50**

AT THE PROVISION COUNTER

Hams—Special, per lb. **21¢**
Bacon—Special, side or half, per lb. **23¢**
Cheese—Finest Ontario; 2 lbs. for **35¢**
EGGS—Strictly Fresh, 3 dozen for **50¢**

A supply of Marston's delicious White Shrimp always on hand.
Lard—Pure; 3-lb. pail **50¢**
5-lb. pail **80¢**
10-lb. pail **\$1.55**

Candy News For You

There are hundreds of Calgarians with a tooth for the sweet and delicious, who turn to this store every Friday and Saturday for their week-end candy supply.
"Killer's" Marzipan Mixture—Reg. 40¢. Week-end Special, lb. 30¢
"Melba" Finest Assorted Chocolates—Reg. 60¢ to 75¢ lb. Week-end Special, lb. 40¢
Cocoanut Marshmallow—Reg. 40¢ lb. Week-end Special **25¢**
"Saturday Treat" Chocolates—Reg. 40¢ lb. Week-end Special **30¢**
"Wrigley's" Spearmint Gum—Week-end Special, 4 for **75¢**
Nut Bars—Week-end Special, 4 for **50¢**

Men Will Take a "Tip" and Profit by This Sale of SUITS

\$13.50 TO \$16.50 VALUES AT \$10.85

THERE'S no need to argue with yourself, even though you have a good suit right now. Ten chances to one you are figuring on a dressy new suit for this season. Besides, will not another be welcome if it's but to relieve a monotonous sameness?

Here's a straight business proposition by which we both gain. You get a stylish, well-made, up-to-the-minute suit at much less than the usual figure. We attain our desired result to make room, much-needed room.

GOOD LUCK FOR 600 MEN AND YOUNG MEN

These have just come to hand, and were bought to sell in the new store. They consist of dressy, well-put-together suits of all-wool imported fabrics in all the new season's best colors. Fashionably cut models that carry with them all the dignity the most conservative dresser could wish, and yet with enough "class" to suit the young fellows who want to dress after the latest fashion; sizes 35 to 46; regular \$13.50 to \$16.50 suits. Sale Price **\$10.85**

Men's Hats, worth up to

\$4.00, Selling at 95¢

Never in the history of this popular men's store have we ever announced such value as this. And this is a most extraordinary offer, even for this store. We have had such a busy season of hat selling that we find a large quantity of odd sizes in a number of different lines that must be cleared out regardless of cost. This lot includes soft felt hats in the newest shapes and styles and in all the season's best colors. Sizes range from 6 3/4 to 7 3/4, and in values up to \$4.00. Sale Price **95¢**

A Tale of a Sale of Shirts, \$1.00 Qualities at 65¢

We'll just tell gentlemen that these are the usual dollar shirts they get from this store as extra good value, and that on account of buying an extra large quantity we find we haven't the room to give them proper display, we must dispose of them at even less than we can ever hope to offer them again.

100 dozen Men's Negligee Shirts in the newest and most up-to-date designs and patterns, and in all sizes. Regular standard value at \$1.00. Sale Price **65¢**