

A "Red Letter Day" of Opportunities This Saturday.

You've, no doubt, discovered long ago that it is a big advantage to you to shop in a store like ours, where you don't have to be a judge of quality or feel uncertain about what you are getting for your money.

Our Guarantee is back of everything we sell, and you are assured of absolute satisfaction

Mail Orders Promptly Filled.



Grocery Bargains

1 lb. Tins Cadbury's Cocoa. Reg. 50c.	Saturday, 40c. Tin.
1 lb. Pots Strawberry Jam. Reg. 25c.	Saturday, 20c. Pot.
1 lb. Pckts. Table Raisins. Reg. 30c.	Saturday, 20c. lb.
International Poultry Food. Reg. 50c.	Saturday, 40c. Pckt.
Lemon Squash. Reg. 25c.	Saturday, 21c. Bot.
Tomato Catsup. Reg. 35c.	Saturday, 30c. Bot.
Large Tins Pineapple. Reg. 15c.	Saturday, 12c. Tin.
1 lb. Tins Hog & Hominy. Reg. 12c.	Saturday, 10c. Tin.
Green Peas. Reg. 6c.	Saturday, 4c. Tin.
Heinz Sweet Gerkins. Reg. 35c.	Saturday, 32c. Bot.
3 lb. Tins Egg Plums. Reg. 20c.	Saturday, 18c. Tin.
Pure Gold Essences. Reg. 25c.	Saturday, 20c. Bot.
Christie's Sodas. Reg. 35c.	Saturday, 33c. Tin.
English Bread Soda. Reg. 4c.	Saturday, 3c. lb.

WADDLED QUILTS.

12 only Art Sateen Covered Waddled Quilts, thick and light weight, reversible, with wide border. Size 72 x 76 inches. Reg. \$3.75. Saturday, \$3.40 each.

DOOR MATS.

20 doz. of Velvet Pile Door Mats, in pretty mixtures of Greens, Reds and Blues, fringed on ends, size 11 x 27 inches. Reg. 30c. Saturday, 23c. each.

Saturday's Cut Prices.

FURNISHINGS FOR MEN

MEN'S NIGHT SHIRTS. 3 doz. of Men's Ceylon Flannel Night-Shirts, in pretty stripe patterns, assorted colors, very warm. Reg. \$1.40. Saturday, \$1.15 each.

MEN'S COLLARS. 30 doz. of Men's Sportsman's Collars, of fine quality canvas cloth, with silk stripe running through, all sizes. Reg. 18c. Saturday, 14c. each.

MEN'S TIES. 30 doz. of Men's Paris and Stock Ties, an endless variety of patterns and colors to select from, in both fancy and plain effects. Reg. 25c. Saturday, 20c. each.

MEN'S WHITE SHIRTS. 20 doz. of Men's White Linen Shirts, English manufacture, full bosoms, choice of either single or box pleat center, cuffs attached. Reg. \$1.25. Saturday, \$1.05 each.

MEN'S HANDKERCHIEFS. 3 doz. of Men's White Silk Handkerchiefs, with wide hemstitched hem, silk initials embroidered in corners, full size. Reg. 80c. Saturday, 65c. each.

MEN'S NEGLIGE SHIRTS. 12 doz. of Men's Soft Front Regatta Shirts, light and dark patterns, stripes and dots, full range of sizes. Reg. 65c. Saturday, 55c. each.

MEN'S SILK MUFFLERS. 30 only of Men's Silk Mufflers, in dainty check, stripe, dot and flowered patterns, also cream and white. Reg. to \$1.10. Saturday, 88c. each.

FOOTWEAR BARGAINS

We've been selling any amount of Boots in these special Saturday sales, but of all the bargains we have offered, this week's are by far the greatest—in assortment as well as qualities.

Men's Box Calf, Gun Metal Calf, Vici Kid and Velour Calf Boots. all blucher shape, swell, English and Regis Tips, full range of sizes. Reg. \$3.00. Saturday, \$2.65 pair.

Men's Patent Colt, Box Calf, Velour Calf and Vici Kid Laced Boots. Blucher shape, swell, Regis and English Tips, very neat and stylish boots, all sizes. Reg. \$4.00 Saturday \$3.45 pr.

Women's Vici Kid, Patent Colt, and Gun Metal Calf Laced Boots. wide extension soles, some have rubber heels. Reg. \$3.20. Saturday, \$2.75 pr.

Children's Dongola Kid Boots, in both laced and buttoned styles, patent leather tips, sizes 3 to 6. Reg. to 80c. Saturday, 70c. pr.

Men's Arctic Socks, 80 pairs, full range of sizes, with heavy fleeced insides. Reg. 35c. Saturday, 30c. pr.

RIBBON BARGAINS

Selling has characterized this section of this busy store, and Saturday will be no exception, if values are any criterion.

We've never offered better selections than these, and the values are positively unmatched.

High Grade Colored Moire Velvet Ribbons, in beautiful water wave effects, about 3 1/2 inches wide; the colors are Vieux Rose, Brown, Black and Purple. Reg. 25c. Saturday, 18c. yd.

Heavy Silk Taffeta Ribbon, 6 inches wide, the colors are Cream, White, Black, Tabac, Pale Blue, Pink, Greens, Browns, Navy, Crimson, Cardinal, Turquoise, Sky and Grey. Reg. 30c. Saturday, 24c. yd.

Silk Baby Ribbon, in an endless variety of colors, including Turquoise, Green, Red, Browns, Grey, White, Black, Navy, Royal, Nil, Emerald, Champagne, Pink, etc. Reg. 4c. Saturday, 3c. yds. for 8c.

GLOVE SPECIALS

LADIES' GLOVES. 500 pairs of Ladies' Fine French Kid Gloves, Dome Fasteners and Buttoned, in colors of Tans, Browns, Black, Navy, Beaver, Slate and Myrtle. Reg. 90c. Saturday, 75c. pr.

LADIES' GLOVES. 7 doz. pairs of Women's Heavy Woolen Gloves, thick quality, with fleece lining, in colors of Black and White only. Reg. 85c. Saturday, 45c. pr.

MEN'S GLOVES. 250 pairs of Men's heavy English make Tan and Brown Kid Gloves, with crimson and fawn silk lining, all sizes. Reg. \$1.25. Saturday, \$1.05 pr.

FINE CORSETS

100 pairs of Ladies D. & A. Corsets, White and Grey, some with double hips, with suspenders attached; several styles, including Directoire; full range of sizes. Reg. 1.40. Saturday \$1.20 pr.

Men's CLOTHING.



MEN who have Clothing to buy, naturally want to go to the store which serves them best, where they will have the most room for choice, and can get just the Suit or Overcoat they want; where your money goes the farthest; where you will get quick, intelligent salespeople; where you know that the establishment tolerates no exaggerated statements as to values or other misrepresentations. Such is this clothing store. We are confident that we can serve you.

MEN'S PANTS—150 pairs of Men's Tweed Pants, in plain and fancy stripe patterns, good range of designs, all sizes. Reg. \$1.10. Saturday 95c.

MEN'S TWEED SUITS—Medium and dark patterns, good strong knockabout or working suits, single and double breasted vests and coats, all sizes. Reg. 5.00. Saturday \$4.25

MEN'S PANTS—100 pairs of Men's finer quality Tweed and Worsted Pants, choice of narrow or medium legs. Good range of designs. Reg. 1.85. Saturday \$1.55

BOYS' REEFERS—50 only Boys' Nap Reefers, lined with heavy check lining, and trimmed with Brass Anchor Buttons; fit boys 3 to 10 years. Reg. to 1.00. Saturday \$1.45

MEN'S FANCY VESTS—50 only Men's winter weight Fancy Vests, dark effects, with fancy buttons. Double Breasted, Reg. 1.50. Sat. \$1.25 ea. Single Breasted, Reg. 1.25. Sat. \$1.00 ea.

MEN'S AND BOYS' OVERCOATS.

Saturday we will give 10 per cent discount on our entire stock of Men's and Boys' Overcoats. They include Meltons, Beavers and Tweeds. Those contemplating the purchase of an Overcoat in the near future will do well not to let this opportunity slip by. Saturday Less 10 per cent.

HOSIERY BARGAINS

It takes a good many kinds of Hosiery to satisfy varying demands—and they're the best values it's possible to find.

Women's plain and ribbed black Cashmere Hose, seamless heels and toes, English make. Reg. 25c. Saturday, 20c. pr.

Women's Black Worsted Hose, ribbed, seamless, heavy quality, a big job lot, newly opened. Reg. to 35c. Saturday, 25c. pr.

Men's Navy and Black Worsted Socks, patent welt, seamless toes and heels. Reg. to 30c. Saturday, 22c. pr.

LADIES' UNDERWEAR

The big reductions on these ever useful garments, make them bargains worth hurrying for. The earlier you shop, the better selection there will be.

LADIES' NIGHTDRESSES. 3 doz. of Ladies' Pink and White Flannel Nightdresses, with silk embroidered self-trimmed cuffs, collars and fronts, full size. Reg. \$2.00. Saturday, \$1.60 each.

LADIES' NIGHTDRESSES. 5 doz. of Ladies' White and Pink Flannel Nightdresses, with self-trimmed collars, cuffs and fronts, silk embroidered and crimped edges. Reg. \$1.45. Saturday, \$1.16 each.

LADIES' KNICKERS. 6 doz. of Ladies' Pink and White Flannel Knickers, with deep full at knees, finished with galon trimming and silk embroidery. Reg. 50c. Saturday, 40c. pr.

LADIES' KNICKERS. 4 doz. of Ladies' Pink and White Flannel Knickers, with deep full at knees, finished with galon trim and silk embroidery. Reg. 65c. Saturday, 52c. pr.

LADIES' PETTICOATS. 30 only of Ladies' Cream and Pink Flannel Petticoats, heavy thick quality, with soft finish, with deep crimped flounces, neatly bound. Reg. 75c. Saturday, 60c. each.

BLOUSE BARGAINS

It will pay you to lay in a supply of these ever useful garments at Saturday's prices. Prudent Shoppers will be on hand early in the morning.

NUNS' VEILING BLOUSES.—32 Ladies' All Wool Nuns' Veiling Blouses, with box pleat in front, self-trimmed collars and cuffs, buttoned in back, guaranteed unshrinkable. The colors are Pale Blue, Myrtle, and Cardinal. Reg. \$1.85. Saturday, \$1.48 each.

VELVET BLOUSES.—15 only Ladies' Colored Velvet Blouses, with dainty embroidered and tucked fronts, full sleeves, cuffs finished with three rows of tucks, the colors comprise Navy, Myrtle, Black, Brown, Vieux Rose, Olive, etc. Reg. \$2.00. Saturday, \$1.60 each.

CHALLIE BLOUSES.—18 only Ladies' Colored Challie Blouses, plain shirt waist styles, button in front, with boxpleat centre, in dainty stripe patterns, guaranteed unshrinkable. Reg. \$1.60. Saturday, \$1.28 each.

STAPLES, LINENS, ETC.

CURTAIN NET. 500 yards of Cream and White Curtain Net, with taped edges, new and attractive patterns. 58 inches wide. Reg. 40c. Saturday, 34c. yd.

TABLE LINEN. 300 yards of full Bleached Table Linen, Satin finish, flowered and fancy designs, 67 inches wide. Reg. 60c. Saturday, 52c. yd.

BED TICK. 90 yards of best quality Liten Bed Tick, 58 inches wide. Reg. 50c. Saturday, 43c. yd.

SHIRTING. 230 yards of Horrocks fine White Shirting, guaranteed free from dressing, 36 inches wide. Reg. 18c. Saturday, 15c. yard.

SHEETING. 130 yards of heavy White Twill Sheeting, best Heapey finish, 80 inches wide. Reg. 60c. Saturday, 52c. yard.

TOWELINGS. 700 yards of Roller, Linen, Diaper, Glass and White and Blue Turkish Towelling. Reg. 10c. Saturday, 8 1/2c. yard.

LADIES' COLLARS, ETC.

A final clearance of 60 only Ladies' Fancy Vests, Battenburg Lace Collars, Shoulder Collars, etc. in both cream and white. Values to \$2.00. Saturday 50c. each.

Trinity Notes.

It is rumored that Ship Cove is to have a real live business started there in the spring, a Mr. Moulton from the West Coast having leased a property on which he will build a shop and stores and carry on a general business.

It is also reported that Mr. Alonzo Fowling, who arrived by the Prospero on Wednesday last, will open up a business at Trinity East next spring.

Messrs. W. H. and Arch Christian are excavating a site for a new store near the store they built last year. They will go into the fish business next summer, purchasing for a St. John's firm of exporters.

Mr. Hall, Government Engineer, spent a few days here recently looking out a route by which to bring the railway into town. It is understood that Mr. Powell, one of the Reid Co's. engineers, who is in charge of the construction of the branch line, will also pay us a visit in the near future and that after he has made his survey the exact direction of the line from Goose Cove will be decided, as also the site of the terminus here. The surveying party have completed their work well out to Goose Cove and are now camped at Second Pond.—The Enterprise.

Branch Banks Needed.

The need of branch banks in the principal outports has long been realized by those who transact business in those places, and in no place is the need more felt, particularly in the autumn months, than in this town. It is not so much a safe-deposit for surplus wealth that is required—those who are fortunate enough to have more cash than they need can find a stocking or some other equally safe (?) receptacle for that—but what is required is the facility which a bank offers for the safe and speedy transaction of multitudinous business. The big merchant and the small trader, the fish buyer, the fish seller, the employer of labor and the employed, would all be the better accommodated if a bank were within reach during the busy seasons. The large amounts of money sent through the post offices and by express during the autumn and winter months is further evidence of the need for bank facilities, and we feel sure that if any one of the banks doing business in the country were to establish a branch in this town the amount of business that would follow would be proof that the venture was warranted.—The Enterprise.

Western Notes.

(Western Star.)
Capt. Mullock leaves Gloucester for Bay of Islands for a cargo of frozen herring. This will be his second trip this season.

The railway people send out double headers and push plows with both express and freight trains these days.

One of the Pew-Gorton Company's schooners which arrived from Gloucester last week, went to Bonaville Bay, where part of a cargo of frozen herring awaited her. She will likely finish loading in a day or two.

Duncan McIsaac, one of our enterprising merchants of Codroy, claims he has made the largest December shipment of fresh meat that was made during the same month of any year by anyone since the completion of the cross country railway. The amounts handed in for publication are 310 quarters beef weighing 31,120 lbs., besides 1,000 lbs. mutton, total weight, 32,120 lbs. Mr. McIsaac and Mr. McLean, now sales manager for the Farmers Union, and the late Mr. Wm. Knowling, went to considerable trouble and expense working up markets for our farm products. It is hoped the two former and Mr. Gso. Knowling, now in charge of his late father's business will work individually and collectively to continue the opening up of markets. This with a square deal between merchants and farmers should make 1910 a record year for Codroy Valley.

Treat to Children.

A tea treat was given to the children of the Catechism classes of St. Patrick's yesterday afternoon at the British Hall by the teachers. His Grace Archbishop Howley opened the proceedings and was welcomed by the children singing "The Flag of Newfoundland." There were also present Rev. Frs. McDermott, Phipps and Gough, Brothers Bennis and Egan. The boys' band of Mount Cashel was also present and played a fine selection of airs. At 9 o'clock the boys and girls to the number of 160 sat down to a bountiful spread served by the teachers. An enjoyable evening was spent by the youngsters, who on leaving the home were all given a bag of fruit and candy.

Minard's Liniment Cures Soreg in Cows.

