

**For Spring Showers,
Ladies' Umbrellas.**
Strong serviceable Umbrellas with the new long handle, assorted, rigid frames, fast black covers, suitable for any shade. Reg. to \$1.40. **Friday, Saturday and Monday \$1.18**



Hats

**Style and Efficiency in
Smart
Soft Felts.**

Lightweight easy-fitting soft felt hats for men, the style is becoming more popular every day. A pleasing range of wanted shades, such as Grey, Green, Navy and Brown, first showing Friday, Saturday and Monday. Reg. \$1.10. **Friday, Saturday and Monday 95c**

BOYS' JERSEY SUITS.
In White only, assorted sizes, with cap to match. Values here to \$1.80. **Friday, Saturday and Monday \$1.45**

YOUTHS' BRACES.
Of the better make, with broad elastic webs and all leather fastenings, improved finish. **Special, Friday, Saturday and Monday 19c**

SHOW-ROOM CALLS,
Attesting Their Worthiness, Timeliness and Economies for **FRIDAY, SATURDAY and MONDAY.**

CHILDREN'S GINGHAM DRESSES.
A lot of pretty little Gingham Dresses, showing Stripes, Checks, and fancy patterns, high or low neck, long or short sleeves, plain linen facings and pearl button trimmings; to fit girls from 2 to 6 years; these are all this season's newest styles. Reg. 45 cts. **Friday, Saturday and Monday 39c**

NIGHTGOWNS.
Nice, light, Crepe Night Gowns, prettily trimmed with Torchon Lace and Ribbon heading; these are all low neck style and 3/4 sleeve, ideal for summer wear. Reg. 85c. **Friday, Saturday and Monday 78c**

LAWN COMBINATIONS.
Lighter under apparel you will like for summer wear, very daintily finished with Swiss embroidery yoke, ribbon heading, lace insertion and edging; full sizes. Reg. \$1.40 suit. **Friday, Saturday and Monday \$1.29**

THE 'CRUSHER' HAT
Jaunty style in a knockabout Hat. It comes in a coarse crash make crushable crown and stitched brim, shades of Green, Gold, Rose, Saxe and White, can be folded and carried in the pocket; a Hat for holiday and everyday wear; going to be popular this season. Reg. 70c. **Friday, Saturday and Monday 64c**

GINGHAM OVERALLS
Ladies' strong gingham overalls, in generous sizes, striped and checked patterns in pink and blue, large bib to fasten behind; dust cap to match. Just what you need for spring cleaning. Reg. 60c. **Friday, Saturday and Monday 52c**

HAND BAGS.
Black Leather hand bags for constant wear, with good rigid frame and strong steel clasps, equipped with small mirror inside. Just two dozen of these available, they will move quickly. **Friday, Saturday and Monday 39c**

Children's Coats

Just the little coat you want for the children for Spring wear. Dressy looking, Shepherd's Check with white Pique collar and cuffs, black Buster Belt and large pearl buttons; sizes to fit from 2 to 6 years. **Reg. \$2.20. Friday, Saturday and Monday \$1.85**

SILK MOTOR SCARVES.
Handsome Scarves, 1/2 yard wide and 2 1/2 yards long, rather pretty shades of Reseda, Saxe Emerald, Royal, Sky, Purple, Cream and White; you'll need one of these. Reg. 40c. **Friday, Saturday and Monday 34c**

KNITTED BANDS.
For Infants, these are intended to be worn over singlet, light Cream shade, finely fleeced, sleeveless, to fit from 3 months to 2 years. Reg. 22c. **Friday, Saturday and Monday 18c**

HONEST HOSIERY VALUES

Where 15c. and 23c. Vie for Value Supremacy.

'Wonder' Hosiery.

This line embraces Ladies' Children's and Misses' Fast Black Hosiery in fine and heavy ribs; also a line of Ladies' Fine Fleeced Hosiery in Black; excellent value. **Special, Friday, Saturday and Monday 23c**

or 2 prs. for 42c

Infants' Socks.

Pretty little Socks with a fine mercerized finish; shades of Navy, Tan, Pink, Champagne, Cardinal, Black and White, and a variety of others with striped tops; all sizes. **Friday, Saturday and Monday 15c**

LADIES' HOSE.

This is a special lot in a plain make, with a fine fleecy lining; Black only; sizes 8 1/2 to 10 inch. **Clearing Friday, Saturday and Monday 15c**



Gordon HOSIERY

MEN'S SOCKS.

Good wearing Socks with a Cashmere finish, Black only; a Sock for present wear. **Special Friday, Saturday and Monday 23c**

INFANTS' BOOTS.

Neat little soft sole Boots for the baby of the house; sizes 1, 2 and 3, in buttoned style; Tan and White. **Special, per pair, Friday, Saturday and Monday 32c**

Children's & Misses' HOSE.

Summer Hosiery, heavy enough for present wear; also Mercerized finish, fine rib make, sizes 4 to 7; shades of Sky, Pink, Cardinal and White. **Friday, Saturday and Monday 23c**

Children's & Misses' HOSE.

These are fast sellers, surprising value; sizes from 5 to 9 1/2 inch, in plain, fine and heavy ribs; all Black. **Special, Friday, Saturday and Monday 15c**

A LINE-UP of VALUES
Unbeatable, that will add LUSTRE

to our reputation for Supremacy in VALUE - GIVING FRIDAY, SATURDAY MONDAY.



Sample Line of BLOUSES.

Sample lines are always inviting, variety and a generous price concession is always expected. You'll find that particularly strong in this well showing. The newest in Crepes, Lawns and Jeans, etc.; some in White, others in Black and White spot, and shades of Grey, Tan and Saxe, etc. Values to \$1.50. **Friday, Saturday and Monday 87c**

For Millinery and Other Purposes.

Rich Taffeta
Boxes upon boxes of brand new brilliant Silk Taffeta Ribbons, 4 inches wide; a pleasing range of shades, offering Ribbons of brilliant hues for every purpose. Sky, Saxe, Navy, Pink, Cardinal, Brown, Green and White, etc. Reg. 22c. per yard. **Friday, Saturday and Monday 19c PER YARD.**

FLAGS for EMPIRE DAY

We have a huge selection of these Red Ensigns, Jacks, Tri-colours and others; some of these on sticks. Prices 3, 4, 8, 12, 20c. up.

Saving Prices on CHILD'S and MISSES' BOOTS

Strong Grain Leather Boots in laced or buttoned styles, roomy sizes, making a comfortable fitting boot for the young, growing foot; ideal boots for the schoolchildren. **Special Prices Friday, Saturday & Monday:**
Children's sizes, 8 1/2 to 11 1/2... **\$1.45**
Misses sizes, 12 to 2... **\$1.60**

Men's Boots.

A respectable looking Dongola Boot, Blucher cut, at a very moderate price, with good shape and a comfortable walking boot; half sizes from 6 to 10. Reg. \$2.00. **Friday, Sat. & Monday \$2.70**

Ladies' High-Laced Boots.

Dapper looking Boots in Gun Metal Calf, plain toe and Paris heel; attractive looking and very fashionable to-day; half sizes from 3 to 7. Reg. \$5.00 pair. **Friday, Saturday and Monday \$4.65**



Mail Your Orders

No Need to Pay Extravagant Prices for Neckwear

This lot offers you all to be desired in Smart London Neckwear at a very moderate price, plain and fancy mixtures in the popular wide flowing end style. We have never shown better value. Your Summer Neckwear—3 pretty Ties for \$1.00. **Special, each, Friday, Saturday and Monday 35c**

You Need These SHOPPING BAGS.
A new stock of these serviceable little bags, made of fine Japanese Straw, stout draw string, and lined throughout, a handy bag when you go marketing. **Special, Friday, Saturday and Monday 22c**



Ties

BOYS' FELT HATS.

Another shipment of Boys' American soft felt Hats, in assorted shades and shapes, with broad band and bow at side. Reg. 55c. **Friday, Saturday and Monday 49c**

BOYS' SAILOR COLLARS.

Just a couple of dozen of these in light blue and Navy with 3 rows of white braiding around collar, may be worn with Navy, Tweed or White Suit. Reg. 35c. **Friday, Saturday and Monday 32c**

KEEN - CUT PRICES

Offering exceptional advantages on those things needed for Home **FRIDAY, SATURDAY and MONDAY.**

SIDEBOARD CLOTHS.

Extra long white linen sideboard cloths, neatly hemstitched and profusely embroidered, showing very pretty floral spray at either end; these are the newest from across the water, excellent value. **Special, Fri. Sat. & Monday 42c**

BUREAU CLOTHS.

Distinctive looking Bureau Cloths in fine White Linen with a generous lot of white embroidered work showing very pretty floral spray, bread, hemstitched edge. Reg. 90c. **Friday, Saturday and Monday 83c**

DOOR MATS.

Another shipment of these pretty little door Mats, made from left-overs of good carpets, each with fringed ends; mats for every room in the house. **Special, Friday, Saturday and Monday 45c**

TABLE CLOTHS.

Serviceable Table Cloths in half bleached English Damasks, with Crimson border and fringed edge; size 50 x 55, makes a very handy breakfast cloth. Reg. \$1.00 value. **Friday, Saturday & Monday 89c**

NEW TOILET COVERS.

Something new in Toilet Covers, white linen centre with row of Torchon insertion and feather stitching end edging of Heavy Torchon lace. A dainty cloth to grace the bedroom Toilet Table; size 26 x 45. Regular 70 cents. **Friday, Saturday & Monday 64c**

PILLOW SLIPS.

A 20 dozen lot of "Champion" brand pillow cases, size 22 x 34, made of pure White Cotton, finished with broad hem at open end, great wearers. Reg. 22c. value. **Friday, Saturday & Monday 18c**

BLIND LACE.

Several pieces of new Applique Lace for trimming Buff blinds, 36 inches wide, well defined patterns, easy to attach. Per yard, **Friday, Saturday & Monday 8c**

PIANO SQUARES.

We have been asked for these over and over again, and are pleased to announce the arrival of a select stock in good Tapestry make; size 54 x 72; beautiful new patterns and rich colour blendings. Reg. \$6.50. **Friday, Saturday & Monday \$6.25**

28c. Never before brought such values in Pretty Curtain Materials

Summery looking hangings showing Scrims in profusion, Madras Muslins and Art Muslins, mostly fancy. Our regular lines up to 35c. per yard find a place in this special Sale. Description here would be too lengthy. See the variety. **Friday, Saturday and Monday, Special per yard 28c**

HEARTH RUGS.

12 only large Axminster Hearth Rugs, showing nice vivid colourings and very pleasing patterns, extra heavy rugs, with wool fringed ends. Regular \$5.00. **Friday, Saturday and Monday \$4.60**

DOYLEYS.

A job line, some in White Muslin, others in fine White Cotton, circular shape, nicely braided, scalloped and braided edges; values to 15c. **Friday, Saturday and Monday, Special 5c**

Velvet Hats.

Smart becoming headwear for the little girl or boy for spring wear, in plain velvet; shades of Saxe, Navy and Brown; others in Corduroy Velvets, Brown, Grey and Fawn. Reg. 40c. each. **Friday, Saturday and Monday 35c**

Waterproof Hats.

These are intended for boys or girls. Fawn shades to suit raglan or rain coat; guaranteed waterproof; some with tassel and cord, others self band and bow at side. Reg. 45c. value. **Friday, Saturday & Monday 38c**

Ladies' Black Silk GLOVES.

Real Milanese Silk Gloves, wrist length, with showing Tan, Grey and Brown; 2 button wrist, double tips; excellent assortment sizes. **Reg. 50c. Friday, Saturday & Monday 84c**

Ladies' Gloves.

Summer weight Lisle Gloves, with 2 dome fasteners; shades of Black, Tan, Grey and White. These came along with our newest gloves. **Special, Friday, Saturday and Monday 62c**

TOWEL SNAPS.

WHITE.

Good value Towels in pure White Turkish quality with striped border and fringed ends; sizes 16 x 36. Serviceable Towels for long wear. Reg. 22c. **Friday, Saturday and Monday 19c**

UNBLEACHED.

Extra heavy Unbleached Turkish make; a large family Towel, size 19 x 40, with white striped border. Usual 35c. value. **Friday, Saturday and Monday 30c**

Our Volunteers.

The following recruits signed the roll at the Water Street Recruiting Station yesterday:—

FOR THE NAVY.
Owen Vivian, Flat Island, B.B.
Robert Hiscock, Topsail.

FOR THE ARMY.
Ross Strong, Jackson's Arm, B.B.
Yesterday a squad of Naval Reservists had rifle practice at the South Side Range. Some excellent scores were made while the average was highly creditable. After finishing the shoot the naval men brought their targets on board for examination and record.

Reservist Killed.

H. M. S. "BRITON,"
at St. John's, N.F.,
15th May, 1917.

I regret to inform you that the Admiralty has reported that Herbert Somerton, Seaman of the Newfoundland Royal Naval Reserve, lost his life when the Merchant Ship in which he was serving was lost on the 20th April, 1917.

His next of kin is his Mother, Mrs. Maria Somerton, of Portugal Cove, Conception Bay.
Yours truly,
A. MacDERMOTT,
Commander.

The Editor,
Evening Telegram,
St. John's, N.F.

\$50.00 in Cash Prizes!

With every 25c. purchase at either of our Drug Stores, Duckworth St. and Theatre Hill, you receive a numbered ticket, and if you are holding a lucky number at the time the numbers are drawn (July 31st) you win one of the Cash Prizes we are giving away.

1st Prize \$20.00
2nd Prize \$15.00
3rd Prize \$10.00
4th Prize \$5.00
P.S.—The above does not apply to "wholesale" buyers, but only the "Retail Cash Purchases" made at our two stores.

These prizes will be drawn by two prominent business men on the above mentioned date.

DR. F. STAFFORD & SON,
Theatre Hill,
STAFFORD'S PHARMACY,
Duckworth Street.

Stafford's 3 Specialities:
STAFFORD'S LINIMENT
STAFFORD'S PRESCRIPTION "A".
STAFFORD'S PHORATONE COUGH CURE.

Automobile and Foodstuffs Again.

In spite of all the idle gossip, lip loyalty and the extravagant use of ink concerning foodstuffs, etc., this promises to be the banner year for importations of automobiles in this country. Last month nine motor cars were landed here at one time and during the present week a shipment of a half dozen reached the city together. Nor is this all, for we hear, that a similar shipment will arrive here in the early part of next month.

Old Anglo Operator

DIES AT ST. PIERRE.

A message was received in the city yesterday from St. Pierre stating that Mr. Thomas Hagen had passed away after an illness of about three months. Deceased was one of the oldest employees of the Anglo-American Telegraph Co. and was for many years operator at the little French Colony where he was held in the highest esteem by the French Government officials and the whole community. The late Thomas Hagen was fifty-five years of age. One brother, James, resides at St. Pierre, and another in the city. Pte. James Hagen, of "Ours" is a nephew. To the sorrowing relatives the Telegram offers sympathy.

Diphtheria at Lead Cove, T. B.

An outbreak of diphtheria has occurred at Lead Cove, Trinity Bay, word to that effect having been received by Dr. Brehm. Five persons are down with the malady and are being attended by Dr. Pickard, of Old Perlican. The disease, we hear, is of a mild form and no deaths have occurred.

BECAME VIOLENT AGAIN.—A resident of Channel who was recently released from the Lunatic Asylum has become violent again and is now being brought back to the institution in charge of Sergt. Crane.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

A CLEARING LINE OF Tea Cloths and Sideboard Cloths.

See this assortment if you are looking for values. Dainty Snow White Cloths, neatly embroidered and hemstitched on strong White Linen. Values to 50c. **Friday, Saturday and Monday 32c**

