

HOOD

OUR

ERENT

New Flour

Western Canada.
newest, best-equipped,

ter flour-value, greater
the final result, whether

Hood Flour gives all this.

ent. We use this paper

Food Flour."

it after two fair trials,
to you.

Flour Made of such
larger, whiter loaf.

and other flours
is a difference

admits.

LS CO.

Broke Her Leg.

While skating over Butler's Hill yesterday afternoon a little girl named Margaret, a resident of Cabot Street, broke her leg by collision with a fence. The fracture occurred just above the ankle. The children, playmates of the little girl, conveyed her home where a doctor was called in and set the bone.

Here and There.

BIG STEAMER OFF.—A large steamer, about 20 miles off, was reported by the Cape this morning. She is coming this way.

MR. P. SMITH'S CONDITION.—Mr. Patrick Smith, of Wilkes Bay, who was paralyzed Tuesday last, is somewhat improved today.

S. S. BLOOMFIELD SAILED.—The s.s. Bloomfield sailed for New Orleans this morning, having taken a supply of coal at Harvey & Co's.

BOUWING SHIPS.—The s.s. Porto arrived at North Sydney at 5:20 p.m. yesterday, and left for Sydney this morning.

The s.s. Prosper is still north of St. John's.

RELEASING OFFICERS.—The South Sea Island held their annual reunion of officers last night. The officers were released. After the reunion refreshments were served and a good time spent.

NOTE OF THANKS.—Mrs. C. Alcock desires to express her sincere thanks to the many kind friends who sent presents to adorn the casket of her dear husband, and also to those who sent letters and messages of sympathy.—ad.

Winard's Liniment Cures Garget in Cows.

GE SALE

NEULETTES.

son must **NOW FLOW**
the prices and taken **OFF**
completely **OBLITER**
room for Spring stock.

... 8c. a yard.

... 10c. a yard.

... 12c. a yard.

LINS,

House.

Bargains—Not Merely in the Paper—But in the Store.



FRIDAY BARGAINS.



FRIDAY BARGAINS. One of those incomparable Money-Saving days when prices are named that cannot be duplicated. Bear in mind that our offerings are not restricted to a few departments, but that all departments in the house participate --- all lend a helping hand, and all continue to make this indisputably
A FRIDAY BARGAIN HEADQUARTERS.

Ten Rousing Specials Here.

WOMEN'S UNDERSKIRTS.—50 only Women's Fancy Wincey and Colored Cloth and Felt Underskirts, some fancy braided. The colors are Reds, Greens, Browns, Navy, Marone and Black; not a full assortment of colors in each price.
Reg. \$6.50 for \$2.75. Reg. \$2.50 for \$1.45.
Reg. \$3.75 for \$1.90. Reg. \$2.40 for \$1.65.
Reg. \$3.90 for \$2.25. Reg. \$2.10 for \$1.50.
Reg. \$3.00 for \$1.95. Reg. \$1.50 for 95c.
(Better come early for best choice.)

WOMEN'S UNDERSKIRTS.—3 doz. of Women's Fancy Check, Striped and Spotted Lustre Underskirts, in mixtures of Navy, Grey, Pale Blue, Pinks and Hello.
Reg. \$1.80. Friday, 80c. each
HAT BANDS.—15 only Fancy Chenille Hat Bands, also suitable for fancy work. The colors are Dark and Sunny Browns, Navy and Greens.
Reg. 65c. Friday, 40c. each

HAT BUCKLES.—10 doz. of Ladies' Fancy Steel, Black Jet and Brilliant Hat Buckles, in an immense range of designs.
Values to 50c. Friday, 10c. each

COLORS BIRDS.—40 only Colored Birds, in Blues, Black, Greens, White and Hello. Reg. to 90c. Friday, 20c. each

POM-POMS.—3 doz. of Ladies' Fancy Pom-Poms, suitable for either fancy work or millinery; the colors are Grey, Fawn, Pale Blue, Navy, Light Greens, Reds, Browns, White, etc. Reg. to 20c. Friday, 6c. each

WOMEN'S UNDERWEAR.—5 doz. suits of Ladies' perfect fitting Ribbed Natural Wool Vests and Drawers, in medium and small sizes; Turnbull's Unshrinkable. Reg. 75c. Friday, 60c. garment

LACE COLLARS.—10 doz. of Women's Cream, Paris, White and Black Peter Pan, Empire and Directoire Collars, Plastrons, Lace Yokes and Lace Collars. Reg. to 50c. Friday, 25c. each

WOMEN'S NIGHTDRESSES.—12 only of Women's Striped Wincette Nightdresses, with hemstitched collar and cuffs; pretty pin stripe patterns (guaranteed unshrinkable). Reg. \$2.20. Friday, \$1.70 each

WOOL CLOUDS.—2 doz. only of Women's Black Wool Clouds; balance of our fall stock. Reg. 25c. Friday, 12c. each

Bargains Unequalled.

KID GLOVES.
500 pairs of Ladies' Tans and Black Kid Gloves, 2 dome fasteners, (no. size 6 or 6 1/2 in Tans). Reg. 65c. Friday, 55c. pair

HOSE.
16 doz. pairs of Women's Black Worsted Hose, Ribbed, Seamless. Reg. 40c. Friday, 33c. pair

TABLE COVERS.
12 only Tapestry Table Covers, fancy patterns in Reds, Greens, Blues and Fawn, 8-4 size, fringed all round. Reg. \$1.50. Friday, \$1.30 each

TABLE NAPKINS.
18 only Hemstitched Linen Table Napkins, satin finish, with wide hemstitched hem, size 22 x 22 inches. Reg. 45c. Friday, 37c. each

WRITING PADS.
5 doz. of Royal Charter Bank Writing Pads, plain with ruled leaf. Reg. 20c. Friday, 17c. each

NOTE PAPER.
100 packets of Extra Super White Wove Ruled Note Paper, 120 sheets in packet. Reg. 15c. Friday, 11c. packet

ENVELOPES.
500 packets of Cream Laid Envelopes, oblong and square, 25 in packet. Reg. 5c. Friday, 3c. packets for 9c.

WOOL BLANKETS.
50 pairs of Wool Blankets, size 54 x 74 inches, weight 5 lbs., with blue and pink borders. Reg. \$2.50. Friday, \$2.15 pair

Very Special Offers in these Items.

PLEATED NUN'S VEILING.
270 yards of Accorded Pleated Nun's Veiling, very fashionable for Ladies' Dresses or Skirts, full 40 inches wide; the colors are Black, Brown, Navy and Cream. Reg. 60c. Friday, 45c. yard

VIYELLA.
1,200 yards of Viyella, the newest and best material known for Ladies' Nightgowns, Underwear, Blouses, etc., or Children's wear, in all this season's newest shades and patterns. Reg. 65c. Friday, 55c. yard

DRESS SHIELDS.
3 doz. of Kleinarts Interlined Silk featherweight Dress Shields, the finest made. Reg. 30c. Friday, 25c. pair

HAIR PINS.
200 boxes of Hair Pins, assorted sizes in box, each containing 100 pins. Reg. 3c. Friday, 3 boxes for 5c.

WRITING INK.
10 doz. Bottles of Imperial Blue Black Writing Ink. Reg. 6c. Friday, 2 bottles for 9c.

EXERCISE BOOKS.
16 doz. of the Imperial Exercise Books, fine quality, ruled, faint, each containing 72 pages. Reg. 6c. Friday, 2 for 9c.

PHOTO FRAMES.
7 doz. of Celluloid Leatherette and fancy Enamelled Photo Frames, in neat effects. Reg. to 25c. Friday, 17c. each

REELS OF COTTON.
500 doz. of six cord 200 yard Reels of Sewing Cotton, White and Black, all sizes from 10 to 50. Friday, 3 Reels for 9c.

DRESS FASTENERS.
3 doz. of the Challenge Hook and Eye Dress Fasteners, 14 to set on tape, Black and White. Reg. 6c. Friday, 2 sets for 9c.

Splendid List of Staples.

FLANNELETTE.—400 yards of Horropasses best quality Pink Flannelette, 28 inches wide; fine even finish. Reg. 25c. Friday, 20c. yard

LONDON SMOKE.—3,000 yards of Heavy Quality Pink London Smoke; 28 inches wide. Reg. 14c. Friday, 11 1/2c. yard

WHITE SHIRTING.—3,000 yards of The Times Medium White Shirting; 28 inches wide. Reg. 14c. Special for Friday, 8c. yard

LINEN TABLE CLOTHS.—18 only full bleached Linen Table Cloths, Satin finish, pearly pattern centre with double borders; size 2 1/2 yards long. Reg. \$4.00. Friday, 2.50 each

TABLE NAPKINS.—5 doz. of Unbleached Linen Table Napkins, Dice patterns; size 20 x 20. Reg. 12c. Friday, 8c. each

WOOL BLANKETS.—20 pairs of Best Scotch Wool Blankets, with Pale Blue borders; size 64 x 84 inches, weight 7 lbs. Reg. \$4.25. Friday, \$3.65 pair

TURKISH TOWELS.—10 doz. of White and Blue Turkish Towels. Reg. 12c. Friday, 9c. each

WHITE QUILTS.—3 doz. only of White Green Quilts, hemmed ready for use; size 2 1/2 x 2 1/2 yards. Reg. \$1.60. Friday, \$1.40 each

REGATTA SHIRTING.—200 yards of Fancy Shirt Regatta, 28 1/2 inches wide, in check and stripe patterns. Reg. 14c. Friday, 12c. yard

PILLOW CASES.—3 doz. only of Hemstitched Cotton Pillow Cases; size 24 x 34 inches over hem. Reg. 45c. Friday, 36c. each

MANTEL DRAPERY.—170 yards of Crimson and Green Art Plush Mantel Drapery, printed patterns, scalloped edges, 8 inches wide. Reg. 18c. Friday, 15c. yard

TABLE CENTRES.—2 doz. of Tambored Lawn Table Covers; size 30 x 50 inches, with deep scalloped edges, openwork and fancy stitched centre. Reg. 50c. Friday, 38c. each

Bargains in Groceries and Crockery.

1 lb. Tins Veal Loaf. Reg. 25c. Friday, 22c. tin
Bramble Jelly. Reg. 25c. Friday, 20c. pot

1 lb. Tins Jam. Reg. 25c. Friday, 18c. tin
International Quick Cleaner. Reg. 25c. Friday, 20c. tin

Large Tins Sardines. Reg. 15c. Friday, 12c. tin
Best Cream of Tartar. Reg. 85c. Friday, 30c. lb.

Large Bottles Prepared Mustard. Reg. 20c. Friday, 17c. bot.
Large Tins Milk. Reg. 15c. Friday, 12c. tin

Scotch Green Peas. Reg. 8c. Friday, 6c. lb.
Paine's Celery Compound. Reg. 90c. Friday, 80c. bot.

Kop's Concentrated Ginger Beer. Reg. 85c. Friday, 80c. bot.
Jelly Powder. Reg. 12c. Friday, 9c. packet

Tea Cups and Saucers, Rose border and Gilt. Reg. 22c. Friday, 18c. each

Breakfast Cups and Saucers (dol). Reg. 25c. Friday, 19c. each
Fancy Lights. Reg. 22c. Friday, 18c. each

Egg Cups, Pink and Celeste. Reg. 3c. Friday, 2c. each
Bread Plates, Pink Band, 2 gold lines. Reg. 15c. Friday, 13c. each

Fancy Decorated Rock Teapots. Reg. 8c. Friday, 7c. each
Earthen Mixing Pans. Reg. 18c. Friday, 14c. each

Feet Warmers (Round). Reg. 47c. Friday, 40c. each
Glass Custard Cups. Reg. 6c. Friday, 5c. each

Feeders for Bird Cages. Reg. 10c. Friday, 8c. each
White Granite Meat Dishes. Reg. 75c. Friday, 62c. each

White Porcelain Strainers for Vegetables Dishes. Reg. 15c. Friday, 13c. each

Ogilvie Flour Mills.

In a recent interview, Mr. F. W. Thompson, the Manager of The Ogilvie Flour Mills Co., the millers of that very popular flour Royal Household, thus outlined the proposed expansion of the Company, which is already the largest milling concern in the Empire.

"The Ogilvie Flour Mills," answered Mr. Thompson, in reply to further inquiries of mine, "require the output of 300 elevators, each of 30,000 bushels' capacity, a total of 9,000,000 bushels. At present we own only 125 elevators, the largest number now owned by any milling company in the world. But it is the policy of our Company eventually to own all our own elevators. By the next harvest we shall have 50 more new elevators, making a total of 175. These 50 new elevators, as well as our 3,000 barrel mill, we shall build out of our accumulated assets, without any new issue of stocks or bonds. We shall then be using and paying for only 125 elevators that are the property of other people. But by the harvest of 1911 we hope that we shall have built at least 50 additional new elevators of our own, and we shall build them also, not by new issues, but out of our accumulated assets."

"The Ogilvie milling capacity is now 15,000 barrels per day. Very soon it will be 25,000 barrels per day. This expansion and development of the Ogilvie Flour Mills which coincides exactly with the expansion and development of Canada, is the result of our efforts to meet and supply the food needs of the people of Canada, and of many of the people of other countries to which the Ogilvie flour is shipped, including England, Ireland and Scotland."

Your Daughter's Health

HER BURDEN—YOUR BURDEN

This is true—sickness not only wrings the heart, but adds burdens that in most families bear upon the minds and comforts of each member of the family.

"My daughter," writes Mrs. H. B. Sudder, "grew into weakness instead of that full measure of strength that is the desire of every parent's heart. Clever at school, she loved study, yet her strength was too slight. Because she was ambitious, she was always tired. She never ate heartily, was pale, thin and except when striving for school honors was listless of the interests and feelings natural to young girls. The burdens of ill-health she carried were my burdens, too, because I fretted lest some serious malady might seize her and take her from me."

"Ferrozone brought to her and me the first gleam of satisfaction. How that girl did enjoy her food after the first week she used Ferrozone. Her pale thin cheeks began to show a glimpse of red, and her strength improved. I think she could have gained more, but I was afraid that she might over-do. The more she did the stronger and ruddier she got, for Ferrozone renewed her blood and gave her muscle, flesh, strength and nerves."

There is no tonic that will uplift, vitalize, strengthen and rebuild young girls and women like Ferrozone; thousands say so—try it—the benefit it will do you in many ways is beyond telling. All dealers, 50c. per box, six boxes for \$2.50, or The Catarrhzone Co., Kingston, Canada.

Here and There.

CARD TOURNEY.—The British Society will have a card tournament at their rooms to-night. Two prizes are offered.

FIREMAN ARRESTED.—Constable O'Flaherty had a hard time last night arresting a fireman. He resisted violently but the officer finally got him along to the station.

BRUCE REPAIRS.—Repairs to the S. S. Bruce will be completed by Saturday evening next. She will sail for Port aux Basques next week to resume the service on the Cabot Strait.

PRACTICE AT RINK.—The Feildian Hockey team held their first practice at the Prince's Rink last night. The team is comprised of—Jeffrey, Thomas, Tait, Hunt, Pilsent, Dickinson and Collier.

HOCKEY PRACTICE.—The Feildian College Hockey team had a practice on Burton's Pond yesterday. Martin, White and Lilly are not in the team this season.

GRAND RECITAL.—A recital will be held at Cochran's Street Church to-night of vocal and instrumental music. Admission free, collection in aid of choir fund. Miss Herder will sing a beautiful hymn and Miss Webb will render several selections on the violin.

COAL FOR CAPE SPEAR.—The S. S. Ingraham went out to Cape Spear this morning to land 25 tons of coal for the lighthouse. The captain has been waiting for a smooth day for over three weeks.

Backache Means Dirty Kidneys.

A few doses will clean and regulate the Kidneys and Bladder and you feel fine.

No man or woman here whose kidneys are out-of-order, or who suffers from backache or bladder misery, can afford to leave Pape's Diuretic untried. After taking several doses, all pains in the back, sides or loins, rheumatic twinges, nervousness, headache, sleeplessness, inflamed or swollen eyelids, dizziness, tired or worn-out feeling and other symptoms of clogged, sluggish kidneys simply vanish.

Uncontrollable urination (especially at night), smarting, discolored water and all bladder misery ends.

The moment you suspect the slightest kidney or bladder disorder, or feel rheumatic pains, don't continue to be miserable or worried, but get a fifty-cent treatment of Pape's Diuretic from your druggist and start taking as directed, with the knowledge that there is no other medicine, at any price, made anywhere else in the world, which is so harmless or will effect so thorough and prompt a cure.

This unusual preparation goes direct to the cause of the trouble, distributing its cleansing, healing and vitalizing influence directly upon the organs and glands affected and completes the cure before you realize it.

A few days' treatment of Pape's Diuretic means clean, healthy, active kidneys, bladder and urinary organs—and you feel fine.

Your physician, pharmacist, banker or any mercantile agency will tell you that Pape, Thompson & Pape, of Cincinnati, is a large and responsible medicine concern, thoroughly worthy of your confidence.

Accept only Pape's Diuretic—fifty-cent treatment—from any drug store—anywhere in the world.

MILLINERY.

When in the Store Friday, don't fail to visit our Millinery Dept., and see for yourself the great reductions we are giving to clear all our Trimmed and Untrimmed Millinery.



MAIL ORDERS.

All Mail Orders receive our personal prompt attention. Out of town customers by enclosing cash with order, may secure any of these bargains at advertised prices.