



**DON'T
LET
YOUR
FRIENDS
REMEMBER
YOU
THAT YOU
NEW HATS
FOR EASTER**

Now is the time to get exceptional value for your money. We're offering a Special Job Line of 10 Doz Men's Hard Felt Hats just opened

\$1.35 EACH.

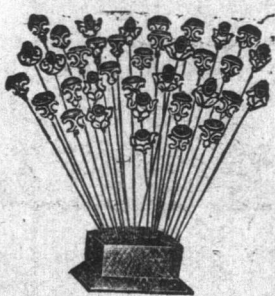
Their regular values run from \$1.75 to \$2.50 each. Immense assortment of shapes. Early Shoppers best choice.

JOB LINE OF LADIES' Fancy Collars.

A Job Line of Ladies' Fancy Collars, including White Lace with Gold and Silk Embroidery and Pearl Settings, White and Cream Embroidered Silk and Net, White Lace with Colored Ribbon Beading, Black Beaded and Sequin edged with Fringe, Colored Silk Braid and White Net, Gold Braid edged with Colored Frilling, Silk Battensburg, Colored Silk and Gold Braid Stocks with Drop Trim. New Goods just received.

REGULAR VALUES, 25c. to \$1.00.
FOR 13c. TO 50c. EACH.

10 DOZ. OF FANCY HAT PINS AT HALF PRICE



10 Dozen of Ladies' Hat Pins in Gold Enamel, Steel, Gilt, Color Gunmetal and Fancy Settings, short, medium & long.

VALUES FROM 20c. TO \$1.20 EACH
FOR 10c. TO 60c. EACH.

THE ROYAL STORES

Mr. Shortis's Lecture.

The lecture delivered by Mr. Shortis on "Early Days Among the Baymen" at the theatre room of the Star-Hall last night drew a full audience. Hon. E. M. Jackman, President of the Society, introduced the lecturer, who spoke for nearly two hours on a subject that is of intense interest to the people of the country, especially the residents of Conception Bay. Mr. Shortis was enthusiastic over his subject and the result was that it did not take him long to enthrall the audience also. The recital of the connection of St. John's and Conception Bay with the Labrador fishery in the early days was most interesting. The lecture was here and there illustrated by lantern views—35 in all—which very much enhanced the interest in the descriptions. Mr. Shortis also introduced some very humorous anecdotes and pathetic recitals of the days gone by. Incidents that have not appeared in any of our local histories were detailed for the first time. It is to be hoped that Mr. Shortis's lecture will be published and added to the archives of the Historical Society.

In the C.

The sitting yesterday afternoon was finished. The R. N. Co. announced that His Excellency would proceed to-day. The Council plentiful at 2.30 this evening. C. E. Rev. J. Bell delivered a sermon on "Temperance at the Easter munion." There was a fairly large attendance. The speaker made a reference to the recent legislation. There will be a general election where the members of the C. O. D. were proposed. The disease will take place on the 21st. As a result of the election brought to a close.

THE PRINCESS BODISKIRT.

Beautiful new Garment Bodice and Skirt in one.



THIS CUT ILLUSTRATES THE "FREDA"—made of fine, WHITE NAINSOOK—Lace and Insertion trimmed, at

\$2.85.

OTHER BEAUTIFUL BODISKIRTS—LACE AND EMBROIDERY OPENWORK TRIMMED

At \$4.45 and \$4.85.



EASTER OPENING

BEAUTIFUL WHITEWEAR.

TO OPEN THE SPRING SEASON OF 1910 WITH A RUSH we are offering the following VERY SPECIAL BARGAINS. If this advertisement has attracted your attention—then in fairness to yourselves, give us a trial order—compare our goods, point by point—That is all we ask.



LADIES' SPENCERS.

The above Dainty BODICE

made of fine Nainsook--Trimmed, Calais Lace, Insertion and Ribbon--only

45cts.



SPECIAL PURCHASE LADIES' NAINSOOK CAMISOLES. This Number in Three Patterns. Superior Cloth—Handsomely Trimmed.

85cts.



LADIES' CAMISOLES.

This Serviceable CAMISOLE of good quality White Nainsook. Fancy Yoke of Fine Lace and Ribbon for

45cts.

Seasonable Waists & Other Whitewear at Remarkably Low Prices



A Sample of Our Wonderful BLOUSE Values

This pretty Blouse, made of fine, soft, white Lawn, Fancy-worked Front, trimmed with fine Valenciennes Insertion, only

85 cents.

Ladies' Underskirts.

Exceptional value in White Underskirts, Lace and Embroidery trimmed, from only

85 cents.



Ladies' Nightdresses

Special purchase—excellent values—ranging from

70 cts. to \$2.50

The above CUT ILLUSTRATES AN EXTRA SPECIAL VALUE AT A MEDIUM PRICE.

It is made of SUPERIOR LONG CLOTH, trimmed with Swiss Embroidery and feathering.

Sale Price:

\$1.65.



This Magnificent Blouse

is one of the many beautiful styles we are opening in the medium-priced. It is made of Superior Lawn, Openwork Embroidery Front, semi-tucked Sleeve, Embroidery Cuff.

Price: \$1.65.

Ladies' Knickers.

In good quality White Longcloth, trimmed with Swiss Embroidery, Insertion and Feathering—remarkable values, from **33c. to \$1.40.**

THE REASON

that we are able to give so much for the money, is that we wish to do a large business at a reasonable profit. We do not put a Fabulous Profit on every article we sell. We don't expect, or want to get rich too quickly. We do want, and are trying, to please our Customers all the time.

SILK GLOVES.

Ladies' White and Cream Long Silk Gloves, 19 inch—from **40 cts.** 23 inch—from **45 cts.**

C. L. MARCH Co., Ltd.

Corner Water and Springdale Streets.

EMBROIDERY.

Special Value fine White Swiss Embroidery and Insertion. **At All Prices.**