

Thursday, Saturday & Monday.

Nowhere in St. John's is there a better
Equipped Store to Supply the demands for Easter Needs.

FLAXONS.

The cream of wash fabrics. They come showing white grounds with a multitude of pretty floral designs faintly coloured, others with broad stripes and figured, 2 1/2 inches wide, adaptable for dresses or blouses. Special, Thursday, Saturday and Monday, per yard

18c.

Men's Needs for Easter.

Men's Caps.

Smart London Styles in Light and Medium Tweed Mixtures. All quality with silk linings, full assortment of sizes; just what's wanted for spring wear. Reg. 75c. Thursday, Saturday and Monday 65c

Men's Easter Neckwear

Gentlemen! Our regular 60c. Classy Neckwear in soft shades of Lavender, Grey and White, etc., for Easter is here, also lots of other plain shades and fancy mixtures in the long flowing end style. Special, Thursday, Friday and Saturday 49c

Men's Tunic Shirts.

Extra strong quality with a superior finish, soft bosom of white with fine vertical stripes and double soft cuffs, the ideal summer shirt; we have other styles with laundered cuffs, if preferred. Reg. \$1.00. Thursday, Saturday and Monday 85c

Men's White Shirts.

Soft bosom style with pleated front and laundered cuffs; just a box of each size; a very dressy shirt for Saturday. Reg. 80c. Thursday, Saturday and Monday 72c

Men's Silk Bandk'chis.

These come in good Surah Silk, centres of Navy, Green, Gray, Cardinal and purple with contrasting border. Reg. 70c. Thursday, Saturday and Monday 60c

Shaving Sticks.

The "Flexol" makes shaving a pleasure, gives a firm rich heavy cream-like lather, will not dry or irritate the skin. The soap that helps the razor; try one, put up in metal case. Special, Thursday, Saturday and Monday 14c

Home Needs.

Twilled Sheetings.

180 yards of best quality White family sheeting, fine twill finish, 90 inches wide, old values being bought before the rise. Reg. 75c. Thursday, Saturday and Monday 68c

Lace Curtains.

50 pairs of White Lace Curtains, 2 1/2 yards long, 30 inches wide, suitable for ordinary windows; these are new arrivals. Reg. 75c. Thursday, Saturday and Monday 67c

Table Damask.

Pure White, 66 inches wide, best English make, pretty floral design; you get pre-war value and at the old price. Reg. 80c. Thursday, Saturday and Monday 72c

Window Blinds.

42 dozen of plain Green or Buff Blinds, 3 feet wide, 6 feet long, with pretty lace and insertion end mounted on dependable rollers. Reg. 60 cts. each. Thursday, Saturday and Monday, complete

52c. ea.

Apron Hollands.

2 pieces all White Apron Holland, extra strong cloth; 32 inches wide. Reg. 10c. per yard. Thursday, Saturday and Monday 14c

Battenburg Table Centres.

Pretty little Battenburg Lace Table Centres; sizes 18 x 18, with plain centre. Reg. 25c. Thursday, Saturday and Monday 21c



Boys' Soft Felt Hats.

A case lot of those smart American Styles in Soft Felt for the Boys; Greys, Navy, Fawns, and Greens, etc., made to stand all kinds of knockabout wear; all sizes. Special Thursday, Saturday and Monday 29c.

Baby Audrey's Toilet Set.

A neat useful and handy Set for the baby's morning toilet, containing brush, comb and powder box, also puff and ear sponge, in white, pink or pale blue, neatly boxed. Reg. 65c. Thursday, Saturday and Monday

59c.

EASTER SALE

EVERY available market has been searched; and every care, caution and skill used in selecting only the most desirable merchandise, and as heretofore value has been the first consideration, nothing unworthy is allowed to enter our lists.

Stair Oil Cloths.

Attractive patterns in the quality that won't crack, made with extra heavy duck back, 18 inches wide. Special, Thursday, Saturday and Monday, per yard

17c.

BOOTS, SHOES and HOSIERY for the Whole Family.

LADIES' HOSE.

Assorted makes, offering great value in Black and Navy Lisle, others in assorted ribs in fast Black Cashmere; about 25 dozen in the lot. Reg. 45c. Thursday, Saturday and Monday 39c



Children's Tan Sandals.

Cool footwear for the little ones, sizes 5 to 9; single strap over instep and broad extension sole, soft uppers; excellent stock. Reg. 80c. Thursday, Saturday and Monday 80c

Mens' Boots.

A snug fitting Boot in Gun Metal Calf; a pleasure to walk in, nice broad extension sole, well shaped; 1/2 sizes. Special Thursday, Saturday and Monday 4.40

Ladies' Dongola BOOTS.

Smart style in fine Dongola Bais, patent leather toe cap, high heel, 1/2 sizes to fit from. Reg. \$2.50. Thursday, Saturday and Monday 2.95

Ladies' Buttoned Boots.

Another striking line in fine Dongola Kid, with patent leather toe cap; just the boot you need for present wear; 1/2 sizes. Reg. \$2.50. Thursday, Saturday and Monday 2.35



Steel Frame Door Mats.

The strongest and most serviceable Door Mat for constant wear, we have two sizes, each with steel frame, with wire mesh and rope running throughout.

Smaller size, 17 x 30 98c

Larger size, 21 x 31. Special 1.38

6 inch Ribbons.

20c. per yard.

50 pieces of Brilliant Silk Taffeta Ribbons, 6 inches wide, in shades of Pink, Sky, Heli, Green, Brown, White and Black, etc. Reg. 25c. yard. Thursday, Saturday and Monday

20c. p ryd.

CARRIAGE WRAPS.

Just a couple of dozen, in plain linen with hemstitched ends, others in plaid linens with plain fringed ends, extra good quality, values to \$1.40. Thurs., Sat. and Monday 1.05



Lots of New & Pretty Things in the SHOWROOM.

APRONS.

Pretty White Lawn Aprons with bodice, embroidery and insertion trimmed, wide frill at skirt; others in faultless "Princess" style, with Swiss Insertion front; full sizes. Reg. up to 80c. Thursday, Saturday and Monday 68c.

\$1.40 AMERICAN BLOUSES for \$1.08.

Becoming styles in smart American Blouses, and quite a variety of materials, such as Voiles, Muslins and Brilliants, etc. Vile Blouses prettily embroidered, fancy striped Muslins, coloured striped Brilliant; others in flowered Muslins, Plaids, etc., high collar buttoned up at neck, others in low turned down collar, long sleeves. 'Tis a pleasure to show these. Reg. \$1.40. Thursday, Saturday & Monday 1.08

Neck Ruffles.

All the vogue, double pleated net with ribbon bow and strings at front, shades of Navy, White or Black. Reg. 80c. Thursday, Saturday and Monday, Special 49c

Infants Petticoats.

Made of fine American White Lawn, attached to bodice and skirt with simple hemstitched flounce. Reg. 20c. Thursday, Saturday and Monday 16c

Infants White Muslin DRESSES.

Neat and simple styles in pretty White Muslin makes, long sleeves. Mothers, have a look at these, to your advantage. Reg. 40c. Thursday, Saturday and Monday 33c

FANCY MUSLIN DRESSES For Ladies and Misses.

New arrivals, featuring the very latest styles, in fancy Muslin Dresses, some with suspenders and wide belt, button trimmed, others in Bolero effects with plain net sleeves, shirred skirt; sizes from 14 to 36 inch bust. Reg. \$3.00. Thurs., Sat. 2.49

"D. & A." Corsets.

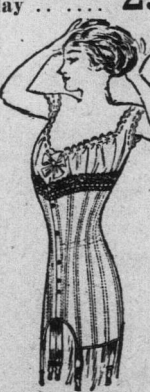
Can't speak too highly of these shapely Corsets; 6 different styles in non-rustable make, made of fine cotton, low, medium and high bust and hips, 4 suspenders attached to each; all sizes up to 36 inch. Reg. \$1.40. Thursday, Saturday and Monday 1.28

"D. & A." Brassiers.

Something special in a snug fitting Brassiere trimmed with heavy linen lace; hooked at front; an indispensable garment for the well dressed woman; sizes from 34 to 44 inch bust. Reg. 75c. Thursday, Saturday and Monday 68c.

DRESSING JACKETS.

The season is fast approaching for these for Morning wear about the house; they come in fancy flowered Crepe, with button hole edge, shirred at waist, in shades of Sky, Pink and Heli. Reg. 35c. Thursday, Saturday and Monday 29c



Pretty Dress Muslins.

About 40 pieces of pretty All White Wash Muslins, showing a variety of weaves, spots, fine checks, stripes and figured, etc., for Ladies' or Children's make ups. Reg. 30c. per yard. Thursday, Saturday and Monday

16 1/2 c.

Gloves for Easter.

Ladies' Gloves.

Wrist length in White or Black Silk and others in White Lisle; 2 dome fasteners. Reg. 60c. Thursday, Saturday and Monday 52c.



Ladies' Kid Gloves.

A very nice range of Tans in finest quality Kid with 2 pearl dome fasteners, perfect stitching; all sizes. Decide on a pair for Easter. Regular \$1.60. Thursday, Saturday and Monday 1.48

Ladies' Long Silk Gloves

Really 16 button length all Silk Gloves in shades of Navy, Sky, Tan, Pink, Pale Green, Champagne, Black and White, double tipped fingers, two dome fasteners at opening. Reg. 80c. Thursday, Saturday and Monday 72c

Children's Gloves.

In White Lisle, sizes 5, 6 and 7, plain wrist; a brand new line. Special, Thursday, Saturday and Monday, per pair 16c

Tapestry Table Covers.

Two dozen of these in nicely assorted patterns, heavy raised designs on Green grounds with knotted fringe edge, 8 1/2 sizes. Reg. to \$2.50. Thursday, Saturday and Monday \$2.15.

Children's Wash DRESSES.

The daintiest of Dresses imaginable in Linens, Fancy Muslins and d. d. Gingham, checks, stripes and plain shades, smart military styles, with strap, pocket and belt, others in Bolero effect, turned down collars, button and cord trimmings; all new arrivals. Regular 85 cents. Thursday, Saturday and Monday 79c

LANOLINE.

An English preparation in tube form, cannot be equalled for skin treatment, used extensively, ideal for after shaving. Special Thursday, Saturday & Mon. 15c

Mennen's Talcum for Men.

Odorless, excellent for using after shaving; put up with patent sifter top, in tin flask. Special Thursday, Saturday and Monday 20c

Face Powder.

Delicately perfumed, in white and flesh tint, very fine texture, not in tin form; comes in neat artistic box. Special Thursday, Saturday and Monday 15c

Toilet Water.

Fragrant odors such as Lilac, Rose, Lilly of the Valley, etc., add a few drops to the water when you are washing, refreshing! 4 oz. bottle. Thursday, Saturday and Monday 15c

Wall Mirrors.

A neat little mirror for bathroom or kitchen use, in white frame; size 7 x 9, strong and serviceable. Reg. 15c. Thursday, Saturday and Monday 13c

New Curtain Nets.

Brand new patterns in nice lace effects, pure white; 54 inches wide; 4 pieces only at the price.

Thursday, Saturday and Monday, Special, per yard 28c.

A Baby Girl in the Trenches.

A pathetic war romance centres round a bright little girl of some four years, who has just arrived at Bedford in charge of a sergeant-major of the Bedfordshire regiment. She has spent over six months at the front with the regiment, who have adopted her. About eight months ago a company of the Bedfordshires were marching in France for the first line of trenches, when one of them named Philip Omfrey, found the child in a ditch by the roadside. No one could go back, so they took the girl with them into the trench, and made her as comfortable as possible. In a few days she had recovered from the ill effects of the wet and exposure and was running up and down the trench, the pet of all the officers and men. One day a bomb nearly filled in a part of the trench. When she had recovered from the shock the sergeant-major anxiously asked a man to go and see that the child was safe. They had left her asleep in a snug corner, and there she was found still sleeping.

The German trenches were about 150 yards away. One morning to their horror the men saw the child standing above the trench on the German side. Cries came from the enemy, but they were not hostile this time. The sight of the girl, little more than infant, touched their sentimental side, she had offers of chocolate and invitations to go and see them. They did not expose themselves any more than the British. It was through the periscope that they saw the child, and one can imagine them crowding round to get a view of the reminder of home. After that the girl went over the parapet quite often. She was as safe in that danger zone as if she had been behind the lines. No German offered to harm her, and once she went close up to their first line trench. The eight days trench duty ended, the little daughter of the company was taken back, and was not allowed to go between the lines again. She was taken charge of by the company storeman, who had children of his own, and was greatly proud of his skill in dressing and undressing the child and of his strictness about the morning bath.

A month after she was found the company thought that they ought to give her a name. Philip Omfrey, who had discovered her, was now dead and they gave her his surname with Phyllis as the nearest approach to Philip. After she had been six months with the company, the sergeant-major was wounded, and came to a hospital at home. The girl came with him, and stayed in hospital, too, the pet of the patients and nurses. The parentage of the child, and how she came to be deserted in a ditch remains a mystery.

ADVERTISING.



I asked eight dollars and a half for one fine black Polled Angus calf, which price was not too high; I hoofed it west, I hoofed it east, endeavoring to sell the beast, but no one wish to buy. Day after day I toiled along and bored men with the same old song, "I have a calf for sale; I ask eight bones and fifty cents, for this unequalled critter, gents—who will dig up the kale?" Then said a friend, "Oh, rest your feet, and quit your wearing out the street, and howling by the year; spend fifty cents and advertise your sawed-off cow of pocket size, and buyers will appear." I followed up that same advice, and put my jaded feet on ice; and when the ad appeared, ten customers came to my gate; one bought the calf and paid the freight, the others bucked and reared. And thus, by printing little ads, the wise man gathers in the stacks and rests his aching corse; a little ad will make more noise than fifty-seven busy boys, all tooting on their horns.

Let Children Ta'k

No more accursed doctrine was ever propounded than that of little children being seen and not heard. Everyone who knows the A B C of childhood knows that the average child has to talk itself into correct speech. Only incessant practice enables it ultimately to express itself correctly and grammatically. To attempt to prevent a child talking is as deadly a sin as to try to prevent him growing. It is, in fact, part of his growth. The average child wants to talk. It is the average parent who has not the patience to listen. The story-telling instinct seems natural to most children. When words fail, they fall back on the more primitive and fundamental language of gesture. I was never more surprised than when a child of mine at the age of two, while repeating a story of a little boy who tried to hide from the inconvenient attentions of a bad lion, of his own accord in the course of the tale took cover behind sundry tables and chairs, in order to illustrate what happened in the story. I realized in a flash, as I never had before, how fundamental a thing acting is, and how much more advantages we might derive from it in school than we generally do.—Cloudeley Brereton, in 'The School World.'