



NOW WE ARE AT IT IN EARNEST!

STOCK-TAKING and Its Manifold Worries are Over.
And once more we find ourselves hustling about seeking

WANTED LINES for This Week's Business.

"Boulevard" Blouse Checks.

5 pieces of these excellent washing materials in a between weight; make up nicely for Blouses or Children's Dresses; 27 inches wide; assorted checks on dark grounds. Reg. 20c. Friday, Saturday and Monday **17c.**

FRIDAY, SATURDAY MONDAY
HERE TELLS THE STORY!

Ladies Wool and Cashmere High-Grade Hosiery.

All our better grades of Hosiery will be found in this grand assortment; Hosiery a pleasure to handle, fast black, plain and assorted ribs and an excellent lot of All Wool Hosiery; 27 inches wide; assorted checks on dark grounds. Regular up to 90c. per pair. Friday, Saturday and Monday **79c**



Soft Collars 2 for 27c.

A brand new shipment of these, improved shape, perfect fitting and convenient height; shades of Blue and Cream; all sizes. Special Friday, Saturday and Monday **2 for 27c**



SHREWD SHOWROOM VALUES.



SPECIAL!

An interesting Sale of **CORDED SILKS.**

Truly, excellent Silks of high degree in light shades; very suitable for Dress Trimmings, Coat Collar and fancy work; such shades as Pink, Helle, Sky, Mauve, and White, etc. Regular values to \$1.20 per yard. Friday, Saturday & Monday **79c**

Ladies Mufflers.

Fine Silk Knitted Mufflers, with silk fringed edge, trimmed with pearl buttons; plain shades of Navy, Sage, Rosada, Grey, Black and Shot effects. Reg. 70c. Friday, Saturday and Monday **39c**

Dressing Jackets.

Tidy looking Dressing Jackets, in heavy flannel, cord trimmed, without collar, shades of Pink, Sky, Grey and Cream. Regular \$1.50. Friday, Saturday & Monday **\$1.39**

Back Combs.

30c. VALUES FOR 10c. Not old stock, but just a regular jumble of makes; plain amber and shell and many others with brilliant settings. These we intend clearing out regardless of cost. Values to 30c. Friday, Saturday and Monday **10c**

Under Skirts.

Made of good wearing flannel, in Cream, Pink and Striped, finished with wide flounce, button hole edge and shaped band at waist. Regular \$1.00. Friday, Saturday and Monday **87c**

Directoire Knickers.

Ladies' Fleece Directoire Knickers, in shades of Sage, Grey, Eera and Cream; band at waist and knee. Just the weight you need. Reg. 70c. Friday, Saturday and Monday **59c**

Childrens White Wool Overalls.

Surprising value, white wool overalls ankle length draw string at waist, ever so warm for the little one in sleigh or for walking children. Reg. 30 cents. Friday, Saturday and Monday **28c**

FEATHER MOUNTS---Job Line.

A genuine show of high grade Feather Mounts in all the newest shades. Values to \$1.50. Friday, Saturday and Monday, each **55c.**

Infants Vests.

50c Values for 34c. These are an extra fine lot; some in all low neck styles, long sleeves, tucked front, button trimmed, also a few Roman Stripe Blouses with military Collar and gilt button trimmings unusually pretty and becoming styles much underpriced for this week's sale. Reg. \$2.40. Friday, Saturday and Monday **34c**

Silk Poplin Blouses.

Some very stylish makes in Black and Coloured, your choice of high or low neck styles, long sleeves, tucked front, button trimmed, also a few Roman Stripe Blouses with military Collar and gilt button trimmings unusually pretty and becoming styles much underpriced for this week's sale. Reg. \$2.40. Friday, Saturday and Monday **\$1.78**



Everyday Needs at Little Prices.

- Blue Seal Vaselline, per bottle 6c
- Superior Vaselline, 4 oz. bottle for 7c
- White Vaselline, per tin 5c
- Campher Ice, in sticks and blocks 12c
- Colgate's Smelling Salts 29c
- Toilet Water--Lilac, Violet and Rose, per bli. 15c
- Mennen's Shaving Cream, per tube 25c
- Mennen's Tar Shampoo Cream 25c
- Colgate's Shaving Sticks 25c
- Colgate's Dental Cream 15c & 25c
- Premier Tooth Paste 19c
- York Shaving Stick 19c
- Large assortment Tooth, Cloth & Hair Brushes.
- Scribblers, extra large, each 6c & 7c
- Exercise Books, each 5c, 7c & 11c
- Envelopes, Square and Oblong, 25 for 5c
- Hair Pins, 3 packages for 5c
- Safety Pins, 3 sheets in book for 5c
- Hat Pins, 4 on card 7c
- Hump Hair Pins, per package 5c
- Stag Head Brooches 22c
- Brooches--Assorted Bar Pins and Beauty Pins, etc., 1 to 5 on card, for 5c
- Pearl Buttons, 1 doz. on card, 2 cards for 8c
- Baby Nipples, Rubber, 2 for 5c
- Nursing Bottles, Graduated, each 5c
- Children's Hand Bags, with mirror 15c
- Hooks and Eyes, 2 cards for 5c
- Studs, 6 on card for 5c
- Set Links and Scarf Pin 9c
- Black Mending Wool, 3 cards for 5c
- White Metal Tea Spoons, heavy plate, 3 for 5c
- Machine Oil, per bot. 17c
- Carter's Mucilage 6c
- Hydrogen Peroxide, 4 oz. 19c
- Hydrogen Peroxide, 8 oz. 17c
- Liqu Brand Shoe Polish, extra large tin 10c

TALCUM POWDER.

- Baby Violet, oval tin 8c
- Corylopsis, 1-lb. tin 9c & 15c
- Armour's, oval tin 15c
- Mennen's, oval tin 20c
- Henne's, oval tin (for men) 20c
- Colgate's 25c

JUST 4 SPECIALS IN THE ENAMELWARE SECTION.

- Grey Enamel Rice Boiler 78c
- Grey Enamel Kettle 75c
- Grey Enamel 3 quart Saucepan 32c
- Grey Enamel Water Buckets, each 33c

LESS 10 PER CENT. OFF ENAMELWARE TO CLEAR.

Items Well Worth Reading--Some Values

GRECIAN QUILTS.

A clearing line of these in all White, Pink, Blue or Yellow, full size, being 2 1/4 x 2 3/4 yards, plain edge and unusually pretty designs, high grade satin-like finish; about 18 altogether. Reg. up to \$3.75. Friday, Saturday and Monday **\$3.25**

WHITE MUSLIN CURTAINS.

30 pairs of these, in soft White Muslin with lace edging at side and foot and mock hemstitched border, nice for Bedroom, Bungalow or any place where a light Drape is required; see these they're value for \$1.40 pair. Friday, Saturday and Monday **\$1.15**

WHITE FLANNELS.

10 pieces of pure White English Flannel, 31 inches wide; this is a beauty for general wear, very closely woven and nice finished top. Reg. 20c. value. Friday, Saturday and Monday **17c**

SAXONY FLANNEL.

All wool fine Saxony Flannels, light Cream shade. Old value here. Just a piece or two to hand. Reg. 65c. Friday, Saturday and Monday **57c**

"LONDON SMOKES" Per Yard, 13c.

A case lot of these in Grey and Blue Grey, that nice mottled effect; they come in long remnant form; will cut any required length, equal to any you have yet bought for 15c. per yard. Friday, Saturday and Monday **13c**

BOYS' FUR-BACK MITTS.

With warm lining, hard wearing leather palms, just what they need when out sliding or knockabout wear. Reg. to 50c. pair. Friday, Saturday and Monday **39c**

MEN'S SWEATERS.

A line of all White Wool Sweaters, some with roll collar, others low cut collar; a most desirable Sweater for hockey players. Reg. \$1.40. Friday, Saturday and Monday **\$1.15**

COTTON TWEED PANTS.

Roomy sizes in stout Cotton Tweed Pants for the workman. Mottled Grey and striped patterns, every pair well made, well cut and well finished. Reg. \$1.50 pair. Friday, Saturday and Monday **\$1.39**

COTTON DELAINES.

Some very pretty Paisley patterns and others in fancy stripes, 30 inches wide; this class of goods promises to be higher coming in; stock up now. To-day's regular price is cut for this Special Sale. Reg. 25c. per yard. Friday, Saturday and Monday **22c**

ART SATEENS.

A few pieces of pretty Art Sateens, 28 inches wide, mostly small patterns; these are to-day's 25c. regulars. Friday, Saturday and Monday **21c**

BOLSTER CASES.

Just located a bundle of good serviceable wearing Bolster Cases, about 3 dozen in the lot; size 19 x 61. Reg. 50c. value. Friday, Saturday and Monday **42c**

BATH MATS.

A need in every Bath room; they're made of stout Terry Cloth, bound ends, fancy coloured border and lettered centre. Reg. 35c. Friday, Saturday and Monday **29c**

BOYS' JERSEYS.

Sizes to fit from 3 to 9 years, in shades of Navy, Sage, Brown and Cardinal; the kind of Jerseys that give the best of wear. Reg. up to \$1.40. Friday, Saturday and Monday **\$1.18**

FACE CLOTHS.

Of fine White Terry Cloth, bound edge; get one for each member of the family. Reg. 5c. Friday, Saturday and Monday **3 for 10c**

Wedding Bells

At Riverhead, St. Mary's.

CHRISTOPHER-LEE.

The wedding of Miss Hannah Christopher, of Mall Bay, and Mr. John Lee, of Riverhead, occurred on the 6th inst. At 2 p.m., the bridal party, consisting of twenty persons drove to the Presbytery at St. Mary's, a distance of six miles, where the nuptial knot was tied by Rev. S. O'Driscoll, P.F. After the ceremony the party returned to the groom's home at Riverhead, where over 100 invited guests were assembled to wish the young couple happiness and prosperity on their matrimonial voyage. The bride was becomingly attired in a very pretty costume and looked charming as did also her cousin, Miss R. Lee, who acted as bridesmaid, and wore a very pretty gown for the occasion. Mr. Harry Lee, brother of the groom, was best man and performed his duties in a very able and creditable manner. The assembled guests did ample justice to the good things provided and the unanimous decision was that it was one of the old-time weddings. Dancing and sports were continued until next morning, when after partaking of breakfast, the guests dispersed, wishing Mr. and Mrs. Lee every happiness in their wedded life.—Com. Riverhead, St. Mary's, Jan. 13, '17.

Rann-dom Reels.

THE PANCAKE.

The Pancake is a round, flat object which is used as a substitute for breakfast.

A few years ago the medical profession decided that people would feel better and live longer if they would go without breakfast or eat some light dainty article of food which would allow the stomach to take the ordinary hill on high. Doctors everywhere agreed that nine-tenths of the stomach trouble in existence is caused by rising up in the morning and trying to eat the pantry shelves bare. Therefore, conscientious doctors are now urging their patients to eat nothing but a relay of self-raising Pancakes for breakfast and not drive the stomach to some rebellious act.

The most popular form of Pancake is the buckwheat type, which is said to contain more life-giving properties than two pounds of raw beef. Some people object to the buckwheat cake on account of its sallow complexion and prefer the plain flour product, which can be piled on the table to the height of the Leaning Tower of Pisa, and then disappear with terrifying rapidity. It is a trying task to fry whole wheat Pancakes for a stout, intrepid husband and nine chunky sons, and this is no doubt one reason why it is so hard to keep a good hired girl these days.

The Pancake can be made by anybody who is not particular about the specifications or does not care to preserve human life. This is why no two Pancakes taste alike or have the same soothing after-effect. It requires an artist, however, to fry a Pancake and give it that delicate, golden-brown finish which appeals to the aesthetic eye. The brand new wife who can do this without working in too much sour milk is a greater treasure than an automobile which can be started in cold weather without having to remove six spark plugs.

Fads and Fashions.

Many full coats have the fullness held in place in front by a belt, but fly loose in the back.

Many a straight house gown depends for its charm wholly upon a circle of bright colors.

If you wish to be sure of a note of richness for the serge frock, make a bead-embroidered girle.

Anybody who owns a charming old snuff-box will find that it can be handily used in a vanity bag.

Jersey cloth is heavier than it was, but many of the prettiest sports cloths are made of this material.

Whenever possible the one-piece cloth gown should be finished with a long velvet coat of the same color.

Ermine is used in the shape of pipings and facings to relieve the darker furs used in muffs and boas.

The severity and simplicity of present day millinery is a matter for great interest and for congratulation.

A distinct touch of the peasant costume of Brittany is the full-pleated skirt worn with a square-cut corsage.

The Russian note is seen even in the motor coats of nutria--often belted and collared with a darker fur.

The collar of black velvet buttoned to the chin makes a becoming and warm finish for the winter jacket.

You may make your blouse without a collar, but the square or round neck must be finished with embroidery.

The little girl looks very quaint if her dress is finished at the neck with a kerchief of fine batiste and lace.

The little girl's dress of serge may be touched up with a belt, cuffs and neck binding of a pretty plaid material.

WARM FOOTWEAR for Outdoor and Indoor Wear.--- Note Values!

Mens "Romeo" Slippers.

Your choice of Black or Tan in a good wearing house or office Slipper; leather sole and heel; half sizes. Reg. \$1.90. Friday, Saturday and Monday **\$1.70**

Mens Storm Rubbers.

High cut Storm Rubbers in a highly dependable make; one of our best sellers; sizes 6 to 10, including half sizes. Reg. \$2.00. Friday, Saturday & Monday **97c**

Ladies Gaiters.

11 Button Gaiter with warm black fleece lining, shapely and a pleasure to walk in; all sizes from 3 to 8. Special, Friday, Saturday and Monday **\$1.80**

Ladies' Spats.

Another lot of these just to hand, 8 Button length, fast black cloth, perfect shape. Reg. 80c. Friday, Saturday and Monday **72c**

Mens Buckle Gaiters.

High cut, mid weight Gaiters, with 2 buckles and patent clasp fastening. Good value at \$2.60 pair. Friday, Saturday and Monday **\$2.40**

Ladies' Juliet Slippers.

Warm Juliets for wearing about the house, and the ideal thing for wearing in gaiters; they come in fine Donola Kid, all leather sole and low heel; sizes 5 to 8. Reg. \$1.80. Friday, Saturday & Monday **\$1.60**

Crib Blankets.

100 pairs of Fleece Cotton Blankets for infants' cots; White with Pink or Pale Blue striped borders, stitched edge. Special Friday, Saturday and Monday, each **24c.**



A "Clean-Up" Sale of Boys' Pants.

Assorted makes in Navy Serge, Tweeds and Corduroys, lined throughout, sizes to fit boys from 2 to 7 years. Some of these as high as \$1.25 pair. Friday, Saturday & Monday **92c**

BOYS' COAT SWEATERS.

For the bigger boys, a very desirable line of Knitted Sweater Coats, buttoned front, Cardinal neck; shades of Navy, Green and Cream. Regular \$1.70. Friday, Saturday and Monday **\$1.48**



If you can't call, write us.

Toilet Soap CUT PRICES on TOILET SOAPS.

- Meadow Sweet, 6 cakes for 22c
- Armour Monster, 2 cakes for 10c
- Goodwins, 2 cakes for 10c
- Pears' Unscented 18c
- Cake.

- Armour's Pure Palm, Bro. Windsor, Corylopsis, Elder-Flower, Turkish Bath, 13c. cake for **3 for 24c**
- Armour's Large Ball 5c
- Broadway Bath Soap with Rubber Face Cloth 15c
- Castille, Larke Cake, 2 for 10c
- Castille, with Turkish Wash Cloth 35c
- Taylor's Infants' Delight Cake 9c
- White Glycerine, 3 cakes in box for 17c
- Royal Vinolia Cream, 3 cakes for 10c
- Erasme Herb, per cake 10c
- Colgate's Silver Soap 10c

Wash Gingham

Some of the best Ginghams we have in the house come under the cut price this week. MacNeal Ginghams for instance; where will you find such a satisfying material? Fast colours, washes perfectly, wears like iron and looks well; a nice range of stripe effects, Black and White, Green and White, Grey and White, and others in the checks. Values to 22c per yard. Friday, Saturday and Monday **18c**