

MARCH Month Economy Sale!

The LAST WEEK of EACH MONTH

We are going to devote to
Big Economy Sales. We begin now
with our List for Friday, Saturday
and Monday. Lots of other items.

THE
KEYSTONE
Of Our Success,
viz., The Best
Possible Value
Always.



Boys' and Girls' American Hosiery.

This line was a great favourite last season, fine ribbed, Black and Tan, full length Hose, seamless, double woven heels and toes. We have just opened a complete stock of sizes. Special, Friday, Saturday and Monday

15c

Men's Working Shirts.

They come in Khaki stripe; also Black and White stripe; excellent hard wearing material; well made Shirts with collar: full sizes. Reg. 90c. Friday, Saturday and Monday

79c

Boot Polish.

In bottles, "Peerless Gloss" and others; giving a lasting, polish and preserving the leather. Special Friday, Saturday and Monday

10c.

Stove Polish.

"Black Beauty" polish gives a rich Black lustre, the most wonderful polish ever offered; large tin. Special

5c.



NEW ARRIVALS In Smart Spring Neckwear for Men,

Popularly priced Neckwear, in plain and fancy; broad end style, full length. A good time to choose your Easter Neckwear. Special for first showing Fri., Sat. & Monday

38c.

- 100 page Writing Tablets 5c.
- Kid Covered Corset Busts 5c.
- Mohair Laces, per doz. 5c.
- Dressing Combs, each 5c.
- Machine Oil, per bottle 5c.
- Mucilage, per bottle 5c.
- Nutmeg Graters 5c.
- Mending Wool, 4 cards for 5c.
- Blueing for clothes, 2 bts. for 5c.

5c.
Items.

- Nursing Bottle, each 5c.
- Hairpins, assorted, 12 pkts. for 5c.
- Hooks and Eyes, 6 cards for 5c.
- Safety Pins, 2 doz. for 5c.
- Press Studs, 2 doz. for 5c.
- Crepe Tissue Paper, per roll 5c.
- Tack Hammers 5c.
- Gilt Collar Studs, asstd., 1 doz. for 5c.
- Rubber Nipples, 2 for 5c.

Men's Negligee Shirts.

This is our regular \$1.00 line in all-over Negligee style, laundered cuffs and neck band, soft bosom; always perfect fitting, new striped patterns; this Spring's importations. Regular \$1.00. Friday, Saturday and Monday

92c

Padlocks.

Nickel plated, spring shackle, self-acting; 2 keys with each; all brass inside works. Special

14c

Domes of Silence.

Instead of castors, use these; they leave no marks, simple to attach; high nickel finish; they slide over so easy. Set of 4 for

12c

BASEBALL OUTFITS FOR THE BOYS.

They are at the game already. Every day's warm sun is fast drying up the ground and soon the diamond is worn in the sod. We have opened a lot of Bats, Balls, Gloves, Mitts and Masks, selling at usual lower than others. Strike out now for the home base of supplies, boys.

- Bats 8c.
- Balls 3c.
- Masks 15c.
- Gloves 15c.



HANDKERCHIEFS.

40 dozen of plain White Cotton Handkerchiefs, some with hemstitched border; assorted sizes. Special Friday, Saturday and Monday

3 for 13c.

MEN'S SILK HANDKERCHIEFS.

These are mostly dark shades with nice contrasting border. Very suitable for every day use; send a couple to the boys at Edinburgh, they would appreciate them from home and being dark would suit splendidly. Good value at 20c. each. Our Special Friday, Saturday and Monday 2 for 25c

PAINT BRUSHES.

1 1/2 inch flat, for paint or varnish; handy for the housewife; securely fixed Black bristle in Black handle. Special each

5c

2 inch; well filled paint or varnish brush. Special each

9c

SASH BRUSHES.

Glue set bristle, round shape, well filled; only a few dozen of these. Special

14c

PAINTERS' WALL BRUSHES.

3 in. wide, thick black bristle; a handy brush for many purposes. Special

18c

MARBLES.

White and coloured; standard size. 100 for

5c

SAVINGS MULTIPLY on Purchases Made Here This Week.

SAILOR FRONTS.

For boys' Sailor Suits. We have them in White Jean and fine Serge embroidered fronts; taped edge. Reg. 20c. Special Friday, Saturday and Monday

15c

WHITE SHEETS.

24 pairs of pure White English twilled Sheets. Sizes 57 x 80, superior grade, hemmed ready for use. Reg. \$2.00 pair. Friday, Saturday and Monday, per pair

1.72

FACE CLOTHS.

10 doz. of heavy White Terry Cloth Face-Cloths, usually sold at 5c. Friday, Saturday and Monday, 2 for

7c

HYDROGEN PEROXIDE.

No home should be without a bottle of this powerful antiseptic and disinfectant; try a bottle now and read of the many uses it can be put to; tins of this used every week at the war hospitals.

4 oz. Bottle 10c.
16 oz. Bottle 22c.

BEADS.

These are all the rage to-day. We offer a new lot in long strings, assorted beads, round and oval shape. Special per string

10c

SIDEBORD CLOTHS

Good White English Damask; size 18 x 52; plain ends. Our regular 40c. Friday, Saturday and Monday

33c

THE "PYRAMID" TOASTER, 15c.

3 dozen only, all we could get at present, toasts 4 slices at once. Very handy for quick toasting in the mornings; simply stand it on the open space over fire and get ready to cut up four more slices. Special, Friday, Saturday and Monday

15c

PEROXIDE CREAM.

Neatly put up in White crocks, with Aluminum screw cover; a highly dependable preparation, soothing, soft and non-irritant; nice after shaving. Try a crock. Friday, Saturday & Mon. 15c

15c

BOYS' BRACES.

Something different than the usual; fine elastic webs and strong leather straps, strong and neatly finished. Reg. 25c. Friday, Saturday and Monday

20c

SHELVINGS.

A nice variety of Oil Cloth Shelvings, widths up to 12 inches; scalloped edge. Reg. 5c. per yard. Friday, Saturday and Monday

5c

STAIR PADS.

These are well padded and shaped to fit over the stair edges; standard size; a great save on your carpets and canvas. Special Friday, Saturday and Monday each

10c

LADIES' WHITE KID GLOVES.

12 and 16 Button length, in fine White Kid; Black stitched backs; extra quality. Regular values up to \$1.50. Friday, Saturday and Monday

98c

CHILDREN'S BOOTS.

A very neat line, patent leather vamps, and your choice of Tan or Crimson leather tops, full sizes. Reg. \$1.00. Friday, Sat. & Monday

MEN'S & BOYS' SOFT BOSOM.

Reversible 2 tone, correctly shaped; plain and tucked; assorted colors, plain and fancy. Reg. 15c. Friday, Saturday and Monday

93c

Men's Sweater Coats.

In plain Grey only, with V. shaped neck; a nice garment for Spring wear; assorted sizes. Reg. \$1.40. Friday, Sat. & Mon. 1.23

LADIES' BOOTS.

A nice stylish Boot, with patent leather toe cap and Cuban heel; made from nice fine Dongola, Blucher cut. Reg. \$1.75. Friday, Sat. & Monday 1.62

1.62

BOYS' SWEATER COATS.

Assorted sizes for the bigger boys; two styles of neck, V. shaped or double collar; a nice comfortable garment for Spring wear. Reg. 80c. Friday, Saturday and Monday

68c

Ladies' Street Shoes

New arrivals in stylish Footwear; this particular line comes in Black Dongola, Blucher shape, plain toe, high heel; cheap but good. Regular \$1.65. Friday, Saturday and Monday

\$1.52

Men's Spring Boots

Heavier than Dongola, making it a very serviceable and desirable boot for Spring wear, military heel and snug fitting. Reg. \$3.50. Friday, Saturday and Monday

\$3.25

PAPER NAPKINS.

In plain White toughened tissue; size 14 x 14. Special, Friday, Saturday and Monday

Some of This Week's Allurements in THE SHOWROOM.



New Arrivals!

IN SMART AMERICAN BLOUSES.

A very handsome assortment in White Lawns, Voiles and Pique, etc.; others in Fancy Striped Ratine; your choice of high or low neck, and a nice showing of the new style turned down collar. These are all the advance styles for Spring 1915. You would be wise in viewing them, and wiser still by making your purchases now and securing your summer supply whilst the present low price is quoted. Special, Friday, Saturday and Monday

92c

Ladies' American Wash Dresses.

FIRST SHOWING, SPECIALLY PRICED, \$1.56. These lack none of that particular style and dash noticeable in American make-ups. Pretty Blue and White checks, fancy figured and spotted effects, fullness fitting. Don't judge these by the price, they are away above the usual values.

Friday, Sat. and Monday, \$1.56

VIOLETS.

These come in large full bunches, with foliage in silk and cotton, double and single, lasting and beautifully made. Reg. 30c. per bunch. Friday, Saturday and Monday

23c.

Oil Cloth Bibs

For infants. These Bibs are made larger than usual, each with two pockets and strap to fasten; White and Fancy; to fit children up to 6 years. Special, Friday, Saturday and Monday

10c.

CHILDREN'S ROMPERS.

Assorted materials in strong American Gingham and Seersucker; they wash perfectly, high and low neck, long and short sleeves, pretty stripes in Blue and White, Tan and White, and Pink and White; strap around waist, pocket piped with White. Reg. 50c. Friday, Saturday and Monday

42c

STYLISH NECKWEAR.

You will find all the newest effects here, "Medici" stand-up and Vests, etc., many in plain hemstitched Muslins, embroidered, also a few sets in Collar and Cuffs, Job Line. Values up to 20c. Friday, Saturday and Monday

16c

LADIES' BOUDOIR CAPS.

Made of fine White Net, with Lace Insertion and Colored Silk Muslin, with ribbon bows of Sky, Pink and Lavender; very dainty. Reg. 35c. Friday, Saturday and Monday

28c

DRESSING JACKETS, 39c.

These come in Fancy Flowered Crepe, Paisley trimmed, shirred at waist, loose fitting effect; nice soft shades of Sky, Pink and Lavender; sizes from 36 to 44 in. bust. Special, Friday, Saturday and Monday

39c

OVERALLS.

Ladies' Cotton Overalls with half sleeves, pocket and strap across back; we have those in plain Navy trimmed with light Blue, also in Black and White, stripes and checks; full sizes. Reg. 70c. Friday, Saturday and Monday

62c

THE "ACORN" GIRDLE FOUNDATION.

Made of stiffened Muslin and boned throughout, very suitable for the new broad belt; all sizes from 28 to 36. Don't be without one. Special, Friday, Saturday and Monday

12c

Seagulls & Submarines

(From the New York Tribune)

A flock of seagulls has confirmed the value of the aeroplane in a new role, that of submarine detective. A sailor in John Bull's navy has written of the escape of his warship from submarine destruction through a warning afforded by seagulls. A flock of them which had been following the British ship suddenly deserted her to hover over a point in the water some hundred yards distant. Careful observation of this spot disclosed a submarine periscope. The Britisher put on her best speed, and survives.

It seems reasonable to suppose that as the London despatch says, German submarines have found the seagulls a nuisance, since these hardy foragers follow everything afloat in their search for food, and from their point of vantage above the water can detect much smaller fish than a submarine beneath the water's surface. Navy fliers have already remarked on the ease with which in their hydro-aeroplanes they can discover submerged submarines when flying above them. Even the comparatively tiny submarine mines are distinctly visible at an altitude of 700 feet unless the water is excessively muddy.

The explanation lies, of course, in the absence of the light reflection on the waves which is always present when the angle of vision is less than ninety degrees. It accounts for the acuteness of bird fishers in locating their prey. It makes the aeroplane the natural enemy of the submarine.

May Mobilize Women to Take Men's Places.

London, March 18.—The novel plan of the government to mobilize women to replace the men needed for war service, although only tentatively outlined by the board of trade, has created wide discussion in England, especially in organized labor quarters which are somewhat disturbed at the prospect of the influx of thousands of untrained non-union women into the sphere of various activities.

Miss Mary MacArthur, Secretary of the Women's Trade Union League, an organization with a membership of 240,000, says there are at least 40,000 union women at present without employment, and she feels it is incumbent upon the government to give them consideration.

Vigorol A SPRING TONIC.

The latest medicine on the market is the Great French Tonic VIGOROL. Every home should have it. VIGOROL tones the whole system. Run-down men and women can be made strong and healthy. It tones you up. That tired, dragging, sleepy feeling is removed, and you become bright and cheerful. The blood is purified, pimples and blotches are removed and a clear skin is the result, and life becomes worth while. Do you need toning up? Well, then get a bottle of VIGOROL at all drug stores.

NURSING GRIEF.

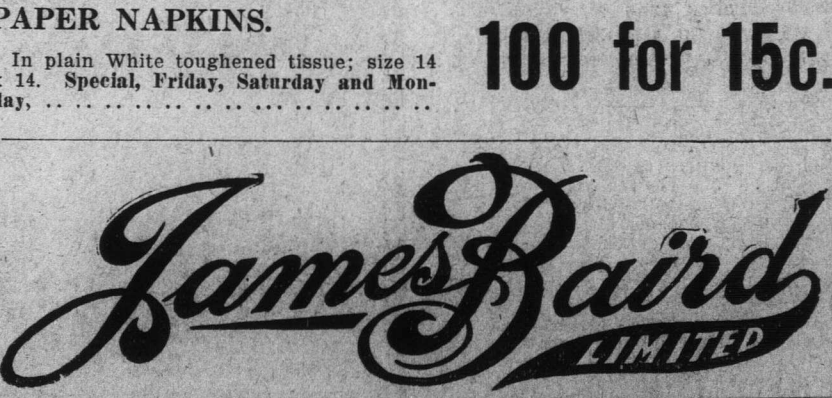
I know not what may be your woe, how deep the grief you nurse, but if you bid the blamed thing go, it's likely to disperse. If you would say, "Chief grief, depart!" you soon might dance and sing; instead you fold it to your heart or lead it with a string. Oh, every time I go outdoors, I meet some mournful men, who talk about their boils or sores, of felon or of wen. Why put your misery in words, and thus your woe prolong? 'Twere best to talk about the birds, which sing their ragtime song; or of the cheerful clucking hens, which guard their nests or eggs; that beats a tale of corns or wens, of mumps or spavined legs. We go a-groaning of our aches, of damaged feet or backs, and nearly all our pains are fakes, when we come down to tacks. We talk about financial ills when we have coin to burn—and if we wish for dollar bills, there's lots of them to earn. We cherish every little grief, when we should blithely smile; and if a woe by nature brief, we string it out a mile. Oh, let us cease to magnify each trifling ill and pain, and wear a sunbeam in each eye, and show we're safe and sane.

STAFFORD'S PRESCRIPTION "A"

cures Indigestion, Dyspepsia, Gastritis, Catarrh of the Stomach and Nervous Dyspepsia. Price 25 and 50c. Postage, 5 and 10c. extra.—febl.17

MINARD'S LINIMENT CURE

DISTEMP.



100 for 15c.

Men's Cotton Tweed Pants

For Men, these are made of best quality American Cotton Tweed, and made expressly for us; nice steel grey shade in plain, mottled and striped, strong and dependable, usually sold at \$1.10. Friday, Saturday and Monday

98c.

Pjamas For Men.

They come in Cream, Sojaette, with mixed silk stripe; half military collar, braided button hole loops and pearl buttons, well shaped; very nice for present wear. Regular \$1.80. Friday, Saturday and Monday

\$1.59.