



THE SALE that justifies the expenditure and merits the consideration of economic shoppers

OUR

EASTER SALE



"Pongee" Cloth.

The mere look of these suggest an idea for Blouses. They have a silky-like finish, very strong, 28 inches wide; shades of Navy, Sage, Cream, Pink, Cardinal, Black and White. Thursday, Saturday & Monday, per yard **19c**

Batescrepe.

A summery looking material in Light and Dark Plaids, and some very pretty ray stripes; very suitable for Blouses and Children's Dresses and Morning Dresses. Reg. 25c. per yard. Thursday, Saturday & Monday **22c**

Worthy Goods for Home and Personal Adornment

UNDERPRICED

Thursday, Saturday and Monday.



A Style Show of the NEW COLLARS

The latest New York styles, large sailors, round and oval shapes, in White, Muslin and Lawn makes; some of these finely hemstitched, others with pin tucks and lace edging. With these we have put some neat Collar and Cuff Sets that we would like you to see; the very newest. Regular 35c. Thursday, Saturday and Monday **32c**

Ladies' Kid Gloves.

Knowing the demand for these for Easter, we place on sale a line of superior quality in shades of Tan, Grey and Black; all sizes represented; early shoppers get the pick of shades. Our Special Price Thursday, Saturday & Monday **\$1.52**

Rubber Gloves.

Black Rubber Gloves, pure seamless, for general household use; sizes 6 1/2 and 7; these Gloves are cured by the best skill and process and guaranteed to be free from imperfections; instructions for care with each pair. Special Thursday, Saturday & Monday **33c**

JAPANESE HEARTH RUGS.

These are similar to the Grass Mats we advertise this week; large size being 36 in. wide by 72 inches long, bound edge; 2 tone effects, showing Brown and Straw, Green and Straw, etc.; a very becoming rug for the bedroom. Reg. \$1.70. Thursday, Saturday & Monday **\$1.58**

JOB LACE CURTAINS

About 90 pairs of White Lace Curtains; these are an extra strong make and show quite a variety of very pleasing patterns, many with plain centre and heavy lace border; some of these have slight imperfections; but many a pair may be picked out flawless. Values to \$1.50 pair. Thursday, Saturday & Monday, per pair **98c**

HOME NEEDS Underpriced for this Easter Sale.

WHITE CURTAIN NETS.

5 pieces of pure White Lace Curtain Nets, 34 inches wide; nice lacy patterns with plain centre. These are an extra strong make. Reg. 22c. value. Thursday, Saturday & Monday **19c**

ECRU CURTAIN NETS.

A few pieces of extra strong Ecrú Curtain Nets, 29 inches wide; new patterns. These are value for 20c. per yard. Thursday, Saturday & Monday **16c**

BALL FRINGES.

Pretty Ball Fringe in White; comes in very nicely for edging drapes of any kind or for Sash Curtains. Another lot in mixed shades of Red and Green. Special, per yard, Thursday, Saturday & Monday **7c**

PILLOW SHAMS.

A special lot of White Linen Pillow Shams, with trimmed edge and nicely embroidered centre; size 26 x 36. Just a dozen or so to hand. Reg. 85c. Thursday, Saturday & Monday **75c**

GRASS MATS.

Good wearing Japanese Grass Mats, worthy of a place in any room in the house; they have a strong braided edge, bound all round, plain centre and fancy scroll border; size 18 x 36. Special Thursday, Saturday & Monday **38c**

PILLOW CASES.

"Champion" brand Pillow Cases, made of strong White Cotton; size 21 x 18, finished with deep hem at open end. Special each Thursday, Saturday & Monday **18c**

TEA CLOTHS.

These are unusually pretty, being very handsomely embroidered and finished with deep hemstitched border; size 30 by 30, nice soft white linen finish. Reg. \$1.60. Thursday, Saturday & Monday **89c**

TRAY CLOTHS.

Neat little Damask Tray Cloths, ever so useful about the house, with floral border and neat spot centre; size 18 x 26. Special Thursday, Saturday & Monday **18c**



Other Contributions from A WELL-STOCKED SHOWROOM

READY-TO-WEAR VEILS.

These are finished with elastic at both edges which tends to keep the veil shapely at all times, as it fits snugly around hat and chin; we have black, Nigger, brown, navy and purple. Reg. 60c. each. Thursday, Saturday & Monday **49c**

"EASY" WAISTS.

So called from their easy fitting, fine knitted garments to fit children from 2 to 10 years, with shoulder straps and buttons attached for suspender fastening, an indispensable part of the child's outfit. Reg. 20c. Thursday, Saturday & Monday **17c**

CAMISOLES.

Delightful camisoles of fine White Lawn at a very moderate price, lace and embroidery trimmed and narrow ribbon heading at neck; sizes from 34 to 44 inch bust. Reg. 45c. Thursday, Saturday & Monday **39c**

A small but select stock of LADIES' SUMMER DRESSES.

Beautiful Dresses in fancy Muslins, and Voiles mostly, with large collar and showing all the latest frills and flounces, pearl button trimmings, and black velvet ribbon; quite a pleasing array of stripes and floral patterns; all sizes represented. These are regular \$4.00 Dresses. Thursday, Saturday & Monday **\$3.15**

OSTRICH FEATHER BOAS.

Decidedly fashionable and dressy for Spring wear, they have long silk tassels, and come in mixed shades of Navy and White, Grey and White, Sky and White, and all Black or White. Regular \$2.00. Thursday, Saturday & Monday **\$1.69**

LAWN APRONS.

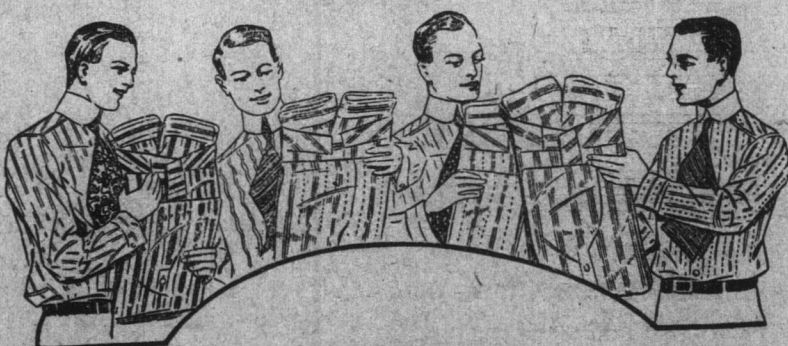
Just a few dozen of nice White Lawn Aprons with bodice, Swiss embroidery and insertion trimmings and wide strap for shoulder, full of fine tucks at Skirt, large roomy aprons for the housewife or domestic. Reg. 80c. Thursday, Saturday & Monday **69c**

INFANTS' DRESSES.

Pretty little White Muslin Dresses, slip over style, embroidered in Pink, Sky and White Dresses that sell regularly for 25c. each. Thursday, Saturday & Monday **21c**

LADIES' BLOUSES.

A very striking line, brand new Blouses, acceptable styles for the coming season, the Lawn and Voile makes offer a wonderful diversity of styles, sailor and large shawl collar, handsomely embroidered and trimmings of fine lace, other equally becoming styles in Striped Silk Muslins, with the new collar, low neck and long sleeves, sizes from 34 to 46 inch bust. Regular \$1.90 value. Thursday, Saturday & Monday, Special **\$1.65**



Interesting Shirt Styles and Values.

MEN'S NEGLIGEE SHIRTS.

In these you get absolute value, shirts made to fit with ease and in a very pleasing assortment of vertical stripes, the front shows a ground of White with Mercerized Spot, double soft cuffs. Reg. \$1.10. Thursday, Saturday & Monday **98c**

MEN'S SPRING BOOTS.

Just the boot you want when you discard your rubbers, a good value boot for the workman; comes in heavy Buff Leather, low flat heel, good broad shape; sizes 6 to 10. Regular \$3.00 value. Thursday, Saturday & Monday **\$2.70**

FEN'S SILK FRONT SHIRTS.

Perhaps the nicest shirt we have ever shown, rich Striped Silk front and cuffs, coat style, an ideal shirt for holiday wear, body of a heavier same stripe material, made so for wear, a short we highly recommend. Reg. \$1.70. Thursday, Saturday & Monday **\$1.50**

MEN'S CLOTH SHIRTS.

A sensible outing or working shirt, comes in strong navy cloth, military cut, all belted seams, semi-erect military collar, improved breast pocket with buttoned flaps, something new, neat and attractive looking. Special, \$1.62. Thursday, Saturday & Monday **\$1.62**



A Ribbon SPECIAL

of more than ordinary importance.

Embracing as it does beautiful brilliant Silk Taffeta Ribbons, 4 inches wide, Ribbons that you need almost every day. The shade range includes Sky, Sage, Navy, Brown, Green, Cardinal, Royal, Pink and White, etc. Ribbons for every purpose. Hair Ribbons, Sash Ribbons, Trimming Ribbons, 4 inches wide. Good value at 20c. yard. Thursday, Saturday & Monday **16c**

Hearth Rugs.

Handsome looking Rugs fit to grace the floor of your best room; the color are beautifully blended and well assorted; nice contrasty borders; size 27 x 52 an ideal rug for your bedroom. Reg. \$3.30. Thursday, Saturday & Monday **\$3.05**

Stair Oil Cloths.

18 inch Stair Oil Cloths with a nice soft finish; these lay well and wear surprisingly well, quite a variety of patterns, relieved with broad borders; perhaps the very thing you need to brighten your stairs for Easter. Special per yard Thursday, Saturday & Monday **13c**

Short Cuts to Savings All Over the Store.

MEN'S COTTON TWEED PANTS.

A line of good strong working pants, well shaped, full sizes, nice striped patterns; an inexpensive pair for the working man; superior value. Reg. \$1.50 pair. Thursday, Saturday & Monday **\$1.28**

LADIES' 4-STRAP SANDALS.

One of the newest styles in Sandals for the coming season; real patent leather vamp, and Gun metal uppers, Paris heel; decidedly smart; half sizes. Reg. \$3.50. Thursday, Saturday & Monday **\$3.30**

CUFF LINKS.

Unique designs in rolled gold plating and pearl; very neat Links, strongly finished. Reg. 50c. value. Thursday, Saturday & Monday **42c**

Children's and Misses' Boots.

In these we offer laced and buttoned styles, a nice soft pebbled leather make, very suitable for wearing in rubbers at present. Compare these with the prices you are paying to-day for the children's and misses' knockabout boots; there's a saving here for the family buyer. Special Prices Thursday, Saturday & Monday—Child's, 8 1/2 to 11 1/2 **\$1.35** Misses', 12 to 13 **\$1.55**

Our Volunteers.

The following young men offered for King and country yesterday. **FOR THE NAVY.** Isalah Nottall, Broad Cove, B.D.V. M. Benoit, Bay St. George. Jas. Kent, St. John's. M. Foley, St. John's. **FOR THE ARMY.** John Ryan, St. John's. Geo. Newell, St. John's. John Redmond, St. John's. M. Young, Three Rock Cove. Jas. Thomey, Harbor Grace.

A number of recruits passed the medical examination with but a small percentage of rejections. Since March 9th the number of recruits for the Navy was 47 and for the Army 46, total 93. It is expected that there will be a large number of recruits come in from points north of Tilt Cove as soon as navigation is opened up.

In Memoriam.

MARY GALE.

Entered Into Rest March 27th, 1917. Out of the dazzling sunlight Bright on the snow, has she passed To a world where labor is ended And rest is first and last.

Life and its trials over Quietly laid to sleep By hands that knew and loved her Lies she for God to keep.

Far in another Island Her early years slipped by Where, by sweet shores of Devon The Channel wavelets sigh.

Yet here, where suns slope westward To lands more western still She made her home among us, With us for good or ill.

Yea, rests her body softly As age should rest, bright yet calm, While the tears from those she passed from Drop on her bier like balm.

God shall bring her to morning Whose faith in her Christ was true Bring her with all of the ransomed Where heaven and earth are made new.

ROBERT GEAR MacDONALD.

Cochrane St. Church.

Members of Cochrane Street congregation are reminded of the services to be held in their own church to-morrow. At 11 a.m. the preacher is the Pastor, the Rev. Dr. Bond. Subject of discourse: "It was written in Hebrew, Greek and Latin." The collection will be in aid of the Supernumerary, Sustentation and other Conference Funds. In the evening at 8 o'clock, the usual Prayer Service will be held in the school building. Visitors welcome at both these services.

A False Alarm.

The Central and West End Fire Companies were called to the residence of Mr. A. Tooton, LeMarchant Road, last night, but on reaching the scene discovered their services were not required as the expected blaze did not come off. The alarm was sent in by a neighbour, who got the smell of burning paint in Mr. Tooton's house which has not been occupied for a considerable time, the owner being at present in New York on business. On entering the house the firemen discovered that the suspicious odour came from the drying of fresh paint on the radiators, the furnace having been lit that day to remove the dampness.

Hr. Grace Notes.

The east wind of the past few days has packed the ice in the harbor and no doubt in the bay.

The s.s. Njord arrived in port early yesterday morning with 14,000 seals. They are now being landed at the premises of Messrs Murray & Crawford.

Flippers sold yesterday for 50 cents per dozen.

Mr. E. J. Forsey is opening a picture show at St. Paul's Hall on Easter Monday night. Mr. Forsey intends combining Hr. Grace and Carbonear in his moving picture venture. The show will be held here on Mondays, Tuesdays and Wednesdays, and at Carbonear on Thursdays, Fridays and Saturdays.

Mr. L. Williams, the popular Superintendent of the U.T.E. Co., Carbonear, was in town yesterday for a few hours. Mr. Williams is a busy man attending to the wants of the company's patrons.

The sad news was received in town this morning that Pte. John Adams, of this town, was killed in action in France. John, who was on the Canadian force, was a son of Mr. and Mrs. James Adams, of this town, to whom we extend sympathy.

—COR.

Hr. Grace, April 3, 1917.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains.