

THIS IS THE PAGE THAT

When you buy here you have the advantage of buying from a store which possesses the greatest buying power in the Dominion of Newfoundland.



HELPS YOU TO SAVE!

We can make reductions when others are forced to maintain their prices, simply because our buying power commands the best terms in all markets.

Thanks To Our Great Buying Power You Can Save On NEW SPRING MERCHANDISE FRIDAY AND SATURDAY

Words of Wisdom to the Thrifty from the DRESS GOODS Dept.



COSTUME VELVETEEN.

New fresh goods only recently opened. The qualities are nothing short of last year's, and the new shades of Green, Crimson, Cardinal, Mid and Light Brown, Saxe, Admiral Blue, Regalia and Navy are shown. Regular \$1.00 yard. **Friday and Saturday 85c**

STRIPED COTTON CAMBRIC.

A new American material for house dresses, aprons, children's overalls, blouses, etc. Comes in a good variety of quiet colors and designs, 37 inches wide. Reg. 30c. yard. **Friday and Saturday 27c**

SHANTUNG SILK.

A material of unquestionable merit and considered one of the best silk values offered for some time. It is 33 inches wide and particularly suitable for making Women's and Misses' Blouses and Dresses, and would make ideal Shirts and Pyjamas for men. Considered undoubted value at the regular price of 90c. yard. **Special for Friday and Saturday 76c**

BLOUSE AND SHIRT REGATTA.

This is an old time value and considered the very best quality we've offered at this price for a long time. It is made in a very fine weave and is free from all dressing and filling; would make serviceable House Dresses, Shirts, Children's Overalls or men's Shirts. Reg. 30c. yard. **Friday and Saturday 27c**

The Sale of HOSIERY "SECONDS."

Please note that while we describe this merchandise as "seconds" it is only by reason of the slightest imperfections, a dropped stitch, a small hole (which has been repaired already) is in the most instances all that will be found defective in most of these goods. The purchase comprises a large assortment of Summer Hosiery in Pure Silk, Milanese, Fibre Silk and Lisle. The Sale Prices are:



WOMEN'S HOSIERY 26c., 30c., 33c., 35c., 45c., 90c. and \$1.25.

The range is so large that the space at our disposal to-day does not allow of full details of each line, but every one of these prices represents a saving worthy of more than passing notice.

CROCKERYWARE SPECIALS.



White Fluted Steak Dishes. Reg. 55c. each for 50c.
White Stone Vegetable Dishes. Special, each \$1.15
China Cups and Saucers. Reg. 17c. each; 3 for 45c.
White Ironstone Dinner Plates. Reg. 15c. each; 3 for 50c.
White Ironstone Tea Plates. Reg. 9c. each; 3 for 25c.
Fancy Toilet Sets. Special \$5.50
White Stone Toilet Sets. Reg. \$2.15 each for \$2.10
Glass Salt and Pepper Shakers. Reg. 8c. each for 7c.
Glass Water Jugs. Reg. 45c. each for 40c.
White Wash Basins large size. Reg. 85c. for 80c.

We direct your attention to a new stock of **QUART MILK BOTTLES** that have just come to hand. Customers requiring these should come here without delay as this class of goods is very scarce in the city at present.

New CORDUROY PANTS for Boys.

Well finished, open knee pants, made with inside waistbands buttonholed for use with blouse or inside waist. They are lined throughout with stout twill cotton and have one back and two side pockets. The Corduroy used is of a medium weight and will stand a lot of hard wear. Colors: Brown, Slate, Saxe and Navy.

Sizes 3 to 6 years. Regular \$2.00 pair. **Friday and Saturday \$1.80**
Sizes 7 to 10 years. Regular \$2.20 pair. **Friday and Saturday \$2.00**

FANCY ARMEURE.

One of the most popular materials for spring and summer dresses for the coming season, and extra good value under present conditions. The color range includes new shades of Grey, Saxe and Brown also Navy and Black. Regular \$1.80 yd. **Friday and Saturday \$1.50**

WOOL COATING SERGE.

At a substantial saving in price. Comes in an extra wide width and would make splendid costumes for women and misses, as well as light weight summer suits for men. Regular \$5.00 yard. **Friday & Saturday \$4.45**



FRINGE HAIR NETS—In dark and medium and natural shades. Regular 7c. ea. **6c**

TURBAN HAIR ROLLS—Covered with real human hair. Regular 20c. each **16c**

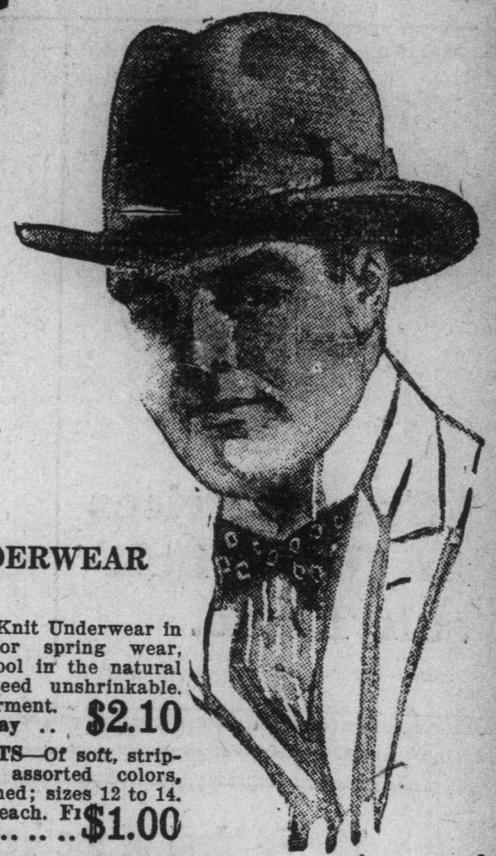
HAIR PADS AND POMPADOUR ROLLS. Reg. 14c. each **12c**

HORN DRESSING COMBS—Regular 25c. each **20c**

Gent's FURNISHINGS for Early Spring.

MEN'S SOFT FELT HATS.

A complete range of the newest spring colors, with wide or narrow silk bands. Hurry men for these! When we say hurry we mean it, for with such values, such handsome and becoming styles, and such a low price, this lot of hats will be sold out in quick order. **Special \$1.05 for Friday and Saturday, each \$1.05**



MEN'S SOFT FELT HATS AGAIN

About 200 English Soft Felt Hats of this season's latest styles for men and young men. A recent purchase put on sale just at the right time for you. All the new colors are shown. Regular \$1.85 each. **Friday and Saturday \$1.60**

SPRING UNDERWEAR FOR MEN.

The famous New Knit Underwear in a medium weight for spring wear, made from pure wool in the natural shade and guaranteed unshrinkable. Regular \$2.35 garment. **Friday and Saturday \$2.10**

BOYS' NIGHTSHIRTS—Of soft, striped flannel in assorted colors, with collars attached; sizes 12 to 14. Regular to \$1.30 each. **Friday and Saturday \$1.00**

MEN'S KHAKI DRILL SHIRTS.

Of an extra good wearing quality made with double stitched seams, one breast pocket, collars attached and in a good roomy size; sizes 14 to 17. Regular \$1.30 each. **Friday and Saturday \$1.15**

MEN'S BRACES.

Light weight webbing is used for this comfortable Brace. It is made without metal at the back and will prove very satisfactory, as it will not rub, tear or chafe the shirt. Regular 35c. pair. **Friday and Saturday 30c**

MEN'S WIDE END TIES.

English and American Silk Ties, in stripes, checks, floral designs, plain self colors and shaded effects. They should make many friends for us Friday and Saturday at the low price quoted here. Regular 25c. each. **Friday 20c and Saturday 20c**

MEN'S WIDE END TIES.

A new stock of neat and dressy colors. The designs include shepherd checks, stripes, cross-bar and shaded effects and some with shot grounds. They are all well made, with three rows of stitching at the back and will always hold their shape. Regular \$1.00 each. **Friday and Saturday 90c**

CUFF LINKS.

Enamelled fronts in assorted pretty designs. The backs are silvered and will not tarnish, but will always wear well and retain their colors. Regular \$1.20 pair. **Friday and Saturday \$1.05**



Things FOR THE Home

Our offerings in household goods this week include some splendid values. The goods in this panel are in most cases actually below the manufacturer's cost to-day.

WHITE LACE CURTAINS—Of exceptionally good quality. The quantity is not large but gives three different patterns for you to choose from. They are all good wide widths and measure 3 1/2 yards long. Regular \$4.40 pair. **Friday and Saturday \$3.98**

CURTAIN NET—A very pretty design and quality for the low price quoted here. The centre is fine with heavy floral borders to contrast. **Special for Friday and Saturday 23c**

AMERICAN CROCHET QUILTS—17 only of these most durable American Quilts. Wonderful value under present conditions; suitable for medium or single beds. Regular \$2.30 each. **Friday and Saturday \$2.10**

BLIND TASSELS—Light and Dark Green with gimp netted heads; old value. Regular 7c. each. **Friday and Saturday 6c**

SHELVING OIL CLOTH—At a remarkably low price. This class of goods is rapidly advancing in price, so we advise you to lay in a supply of this for future needs; 12 inches wide. Reg. 10c. yard. **Friday and Saturday 9c**

DOOR MATS—A splendid wearing quality of heavy Velvet Pile, dark rich colorings with light contrasting borders; size 12 x 30 inches. Reg. \$1.00 ea. **Friday & Saturday 92c**

TAPED BOLSTER CASES—A quality that is actually below the manufacturer's cost to-day. This line was purchased by our English buyer and represents the cream of value. Size 17 x 52 inches. Regular 60c. each. **Friday 50c and Saturday 50c**

TAPED PILLOW CASES—Made from closely woven pillow tubing with wide hem and tapes for closing. Just the kind for ordinary use; size 18 x 28 inches. Regular 40c. each. **Friday and Saturday 34c**

FURNITURE CHINTZ—A closely woven, soft Cotton Chintz of excellent wearing quality in several floral and leaf designs; 36 inches wide. Regular 60c. yard. **Friday and Saturday 44c**



The TABLE LINENS



Will Attract Many Keen Buyers This Week.

DAMASK TABLE CLOTHS—Absolutely the very newest designs just opened. Made from fine Union Damask, with hemmed and selvaged or hemstitched edge; size 54 x 54 inches. Reg. \$1.75 each. **Friday & Saturday \$1.50**

DAMASK TABLE CLOTHS—In Lily, Maple Leaf and neat, checked centers, with borders in larger designs to match; sizes 64 x 64 and 66 x 66 inches. Reg. \$2.50 and \$2.60 each. **Friday and Saturday \$2.25**

TABLE NAPKINS—Our most popular line of Union Linen Napkins will be offered at reduced prices Friday and Saturday. They include some of our best designs, are finished with narrow hem and measure 17 x 19 inches. Reg. 22c. each. **Friday and Saturday 19c**

LINEN TABLE NAPKINS—Superior quality Napkins of pure Linen Damask in assorted pretty designs; size 20 x 21 inches. Reg. 45c. each. **Friday & Saturday 39c**

TABLE DAMASK—A good wearing Irish Table Damask, 52 inches wide; extra close weave in handsome floral designs. Reg. 85c. yard. **Friday and Saturday 76c**

AMERICAN TEA CLOTHS—Plain cotton with hemstitched and scalloped borders, fine muslin tumbled in pretty designs and stamped patterns already for working. They would be value at almost twice the price here quoted. **Special 30c for Friday and Saturday, each 30c**

NEW SPRING GOODS From the SHOWROOM, Specially Priced for Fri. & Sat.

Choose Your Spring HAT Here.

WOMEN'S BLACK STRAW HATS.—Tagel and bright finish straw in very newest untrimmed shapes right fresh from the cases. Regular \$1.90 each, and extra value at that. **Friday and Saturday \$1.75**

WOMEN'S COLORED UNTRIMMED HATS.—With the new trimmings in colors to match the fine tagel straw used in the shape. This is a line of American "Jobs." Every hat in the latest style and color. Regular \$1.95 each. **Friday and Saturday \$1.75**

MISSIES' UNTRIMMED HATS.—Stylish and becoming shapes in fine straw. The color range includes Navy, Saxe, V Rose and Pale Blue. Regular \$1.75 each. **Friday and Saturday \$1.50**

HAND BAGS.—Your choice from several different styles. The lot includes Black Moire Silk with Silk tassel and brass or gun metal frame. Kid in Blue, Brown, Black and Prunelle and Silk in a variety of different colors. Reg. \$1.50 each. **Friday and Saturday \$1.25**

WOMEN'S RIBBED VESTS.—A very suitable weight for spring wear, made from pure white elastic Union material with silk drawstring neck and wing sleeves. Reg. 55c. each. **Friday and Saturday 49c**



You are sure to find the color you want in Ribbons here.

The line we offer this week is 4 1/4 inches wide and include all the desirable shades for Spring. Whether you want Sashes, Hair Ribbons or trimmings you will be sure to find suitable Ribbons here. Reg. 30c. yard. **Friday and Saturday 24c**

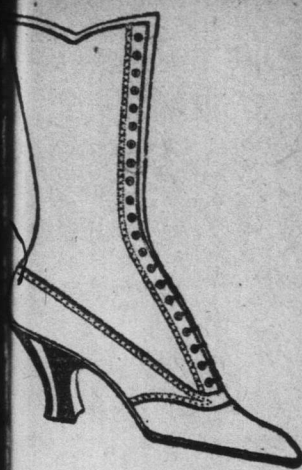
BLACK TAFFETALINE UNDER-SKIRTS.—Fine close make with the rustle of pure silk, in a weight that is most suitable for spring wear. The drawstring waistband will fit any size up to 33 inches. Regular \$2.25 each. **Friday and Saturday \$2.00**

PRINCESS UNDERSKIRTS.—Of soft, close cambric with trimmings of pin tucks and fine embroidery; small women's and misses' sizes only. Undoubted value at \$1.75 each. **Special for Friday and Saturday \$1.50**

WOMEN'S JAP SILK COLLARS.—In new pointed effects, trimmed with Valenciennes lace and insertion; shades of Pale Blue, Pink, Cream, Champagne and White. Regular \$1.25 each. **Friday and Saturday \$1.05**

WOMEN'S COLLARS.—Pink and Pale Blue Crepe-de-Chine in a small sailor style with accordion pleated front; White Silk Sailors with black silk stitched edge and flannel and pique coat collars. Reg. 75c. and 80c. **Friday and Saturday 65c**

WHITE VOILE BLOUSES.—The latest New York models all produced this season, reflecting the latest fashion ideas for Spring. Smart Sailor Collars, and trimmings of fine Valenciennes lace and insertion. Reg. \$1.50 each. **Friday and Saturday \$1.30**



our Patrons! The until after Easter will

WOMEN

undance of Footwear of Black, Tan, Mahogany Grey Leathers, with tops, French, Cuban, 6, 8, 10 & 12 ins. high.

to \$8.00

dressed in the Best

NG, Ltd.

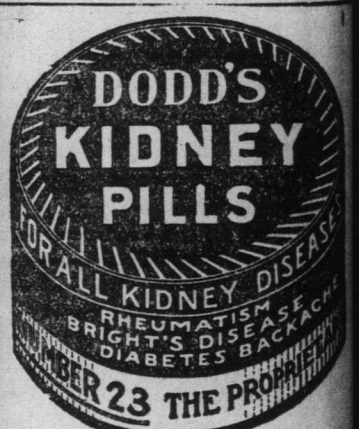
Week!

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lt Herring, but.

N price, 30c. per lb.

, Ltd., ent. Phone 11.



and by means of microscopic photography the message is imprinted thereon.

MORE POLICE RESIGNING.—Understanding several other policemen during the past week, have signified their intention of leaving the police force with a view to obtaining more lucrative work.

DIED.

Last evening, Johanna, relict of the late Martin Williams, aged 95 years, leaving five sons and one daughter, died at 2.30 p.m. at her late residence, 31 Patrick Street. Friends and acquaintances please attend without further notice. The York papers please copy.

OU risk a postage learn more about

ND COFFEE

et? How to equal famous chefs?

Perfectly Made", tells

MONTREAL