

# EASTER SALE

## IN THE STORE.

EASTER OFFERINGS worthy of Your Inspection.  
VALUES that will make "Table Talk" for the week.  
SAVINGS that Noticeably stretch the DOLLAR.

### THURSDAY, SATURDAY and MONDAY.

Not a bit-too early to pick out your  
**New Spring Hat**  
Come along to-day and look over the latest from America in  
**Ladies' Imitation Panama Hats, Trimmed and Untrimmed**  
A Hat to suit every face; a price to suit every purse, from  
**\$1.40 to \$3.30**

**Hearth Rugs, Stair Canvas and Mats, UNDERPRICED.**

**HEARTH RUGS**—Axminster Hearth Rugs, with wool fringed ends; Not many available, but the few to hand are rich in color blending, nicely patterned and represent far better value than the next arrivals. Regular \$7.20. Thursday, Saturday & Monday . . . . . **\$6.80**

**LINOLEUM MATS**—A small shipment of English Linoleum Mats in oak and pretty floral patterns, finished with rounded corners; extra good quality. Thursday, Saturday, & Monday . . . . . **72c**

**STAIR CANVAS**—18 inch Stair Canvas, with a strong Hessian back. We can show you some very pleasing patterns in these; oak and floral designs, nicely bordered. Special per yard Thursday, Saturday and Monday . . . . . **30c**

**A GOOD TRAVELLING COMPANION**—One of our Dark Tan 24-inch Suit Cases, very strong make well strapped, leather protected corners, brass clasp and spring lock, all that a first class Suit Case should be. Reg. \$4.50. Thursday, Saturday & Monday . . . . . **\$4.25**

Watch our ads. for  
**Hosiery Specials**  
Here's one of them.

**Ladies' Half-Silk Leg, Lisle Top Summer Hosiery** that cannot be matched outside this store for prettiness, variety and value. All the most wanted shades such as Champagne, Hello, Grey, Pale Blue, Pink, White and Black are to be found here. This opportunity offers you your Summer Hosiery away below the regular price. Come and see; Come and save; value for 40c. pair. Thursday, Saturday & Monday . . . . . **27c**

**CHILDREN'S WHITE HOSE**—Similar in make to the Tan Hose, fine ribbed, all White, all sizes. This is a popular make for all Summer wear for girls. per pair. Thursday, Saturday & Monday . . . . . **33c**

**CHILDREN'S TAN HOSE**—Here is a line of good wearing Tan Hose, in a very fine rib finish; sizes 6 1/2 to 9 inch, heavily spliced 4 ply heel and toe; excellent Spring hosiery. Reg. to 40c. pair. Thursday, Saturday & Monday . . . . . **33c**

**BOYS' HOSE**—For sturdy boys; stout ribbed Black and Tan Hose; these are extra good wearers; sizes fit boys from 6 to 11 years. Special the pair Thursday, Saturday and Monday . . . . . **45c**

Prices Tuneful  
of Economies on  
**Men's Wear.**

**GENTS' GLOVES**—A very neat Gloves in a pretty Grey shade, Suede finish; just the weight for between seasons wear. Value to-day for \$2.20 pair. Thursday, Saturday & Monday . . . . . **\$1.90**

**NEGLIGEE SHIRTS**—The newest in American Negligee Shirts, soft bosom, with laundered cuffs, coat style; one of our best sellers. See the new stripe effects; all sizes. Regular \$1.40. Thursday, Saturday and Monday . . . . . **\$1.28**

**MEN'S CREAM SHIRTS**—This is a very nice looking Shirt, decidedly cool looking for summer wear; soft bosom, faintest Cream shade, and soft cuffs; full sizes. Reg. \$1.80. Thursday, Sat. & Monday . . . . . **\$1.58**

**MEN'S SOFT FELTS**—Knowing there is a demand for New Hats at Easter time, we have put forward our best value line of Men's Soft Felt Hats in shades of Navy, Grey, Bronze and Green, with broad silk bands and wide silk binding. Reg. \$3.00. Thursday, Saturday & Monday . . . . . **\$2.60**

**EASTER NECKWEAR**—A special line we have been anxiously waiting for, offering all that is new in the way of patterns, in the long, flowing end style, and the price lower than you would expect to pay for such classy Neckwear. Special, Thursday, Saturday and Monday . . . . . **75c**

**THE ROMAN BRACE**—Another Shirley President product showing silk covered elastic, and selected fine calf fastenings, all rust proof gilt brass mountings, detachable ends; something particularly good in Braces. Reg. 90 cents. Thursday, Saturday and Monday . . . . . **84c**

**THE BOSTON GARTER**—Two styles in this popular garter, the "Grip" make that fits without feel, secure fastenings and best quality elastic in assorted shades make this garter the choice of the particular man, per pair. Thursday, Friday and Saturday . . . . . **33c**

**RUBBER COLLARS**—With that nice dull imitation linen finish, moulded to shape of neck, convenient and easy to clean; a regular 25-cent collar. Thursday, Saturday & Monday . . . . . **23c**

**NEW PIPES**—Straight and bent stems with improved mouthpiece, large bowl, a pipe any man would be proud of. Just a box or two of each kind. Reg. 70 cents. Thursday, Saturday and Monday . . . . . **65c**

**HANDKERCHIEFS**—Irish lawn handkerchiefs of superior quality, full size. Reg. 15c. Thursday, Saturday and Monday . . . . . **12c**



### Sable I. First Arrival

**HAILS FOR WEIGHT OF 16,000.**

The s.s. Sable I, Capt. J. A. Farquhar, arrived from the sealfishery yesterday afternoon, hailing for about 11,000 old and young seals; weight of about 16,000 young harps. Capt. Farquhar's early arrival is due to the fact that the main patch is cut and the remaining seals are taking to the water. Ice conditions during the spring were very unfavorable. The seals were not large until late, when found the patch did not contain more than 100,000 whitecoats. The weather was stormy the early part of the voyage and made it almost impossible for the crew to work. The captain and crew are all enjoying the best of health, and no accidents are reported. The Sable I left this port on March 11th, and that night ran into a heavy N.E. gale with frost and snow. The slob ice around kept the sea down. At 4 o'clock in the afternoon Tuesday the 12th, the Sable's position was 15 miles N.W. by W. from Cape Bonavista. The ice being very heavy that night and Wednesday very little progress was made. At midnight the wind veered to N.N.E. blowing strong with the temperature very low. Early at daybreak on the 15th some scattered hoods were seen and the course was changed to west. A small patch of harps was sighted and about 400 were killed and taken on board. On Saturday another small patch was struck and cleaned up and the ship continued north. That night the worst kind of a blizzard with a gale from the west prevailed, the ship being forced to burn down for the night. On St. Patrick's day there was a heavy gale from the N.W. with snow and in company with the Thetis and Fogota the Sable I remained stationary. A number of old seals were seen next day but none killed. On the 19th the crew killed about 400 harps and a small number of hoods. On the 20th about 200 old hoods were killed and taken on board, and in the evening about 900 harps were killed as well as 180 hoods. About noon the Sable I got into a large patch of hoods in which most of the fleet were working and picked up 400 more before dark. Next day the crew took about 800 hoods when Capt. Farquhar steamed west and got into the whitecoats. The following morning the crew secured 4,300, the best days work for the spring. On Saturday the ship again going westward ran into a patch of harps sufficient to load, but owing to the Sunday killing law the crew could do no work, other ships were burnt down for the day. Sunday evening and night a heavy swell came in, breaking up the foe, and Monday morning when the crew went on the ice, the young seals were dipping. From daylight until 3 p.m. about 200 whitecoats were killed and taken on board when the ice opened up and it was dangerous and difficult for the men to work at night. Capt. Farquhar decided that the patch being practically cut up, the prospects of securing more seals seemed rather doubtful, bore up for St. John's. All the steamers except the Kite were in the Sable's company when she left for this port. All were well fished, the Fogota looked very deep. Capt. Farquhar believes most of the steamers will return by the end of the week. The Telegram extends congratulations to Capt. Farquhar and his crew on their successful trip.

### He Takes a Couple and They Check It.

**WHAT DODD'S KIDNEY PILLS DO FOR MR. BINKLE'S SCIATICA.**

Old Resident of Clifford Finds the Remedy He Has Been Looking for for Years in Dodd's Kidney Pills.

Clifford, Ont., Mar. 26th.—(Special)—After suffering from sciatica for two years, Mr. Chris. Binkle, Sr., a well-known and respected resident of this place, declares that he has found the relief he so long looked for in Dodd's Kidney Pills.

"I have been ailing in all about five years," Mr. Binkle states. "I had backache and stiffness in the joints, with an occasional attack of rheumatism. I was often dizzy, I had dark circles under my eyes, and I had flashes of light or floating specks before my eyes."

"About two years ago sciatica was added to my troubles, and I suffered with it till an advertisement led me to try Dodd's Kidney Pills. They helped me more than anything I have ever taken."

"I took six boxes in all. But now if I feel an attack coming on I just take a couple of Dodd's Kidney Pills, and that checks it. Dodd's Kidney Pills have given me good satisfaction."

All of Mr. Binkle's symptoms are symptoms of kidney trouble. That is why Dodd's Kidney Pills did him so much good. Dodd's Kidney Pills are purely and simply a kidney remedy.

**REID'S BOATS**—The Argyle, Dundee and Home are still detained at Placentia on account of ice. The Ethel not reported since leaving St. John's on the 25th.

Stafford's Drug Store, Theatre Hill, is open every night till 9.30.—Feb 23, 17

### Of Interest to the Ladies.

**"D. & A." CORSETS UNDERPRICED.**

Our New Corsets are here awaiting your inspection. This special line we have selected for this week, as we consider it one of our best sellers. All that is perfect in corset construction is crammed into this particular line. All white in best quality Coutil, Medium or High Bust, with long hips, lace and embroidery trimmed, 4 suspenders to each pair. Regular \$2.10. Thursday, Saturday and Monday . . . . .

**\$1.98**

### HERE'S Your SPRING BOOT, Sir!

**MEN'S BLACK VICI KID BOOTS**—Without a doubt, unbeatable value to-day in Men's Black Vici Kid Boots, made with the improved fibre sole which will outwear the toughest in leather; block toe; perfect shape; sizes 6 to 10, including pair sizes. Our \$5.90 Thursday, Saturday and Monday . . . . .

**LADIES' HIGH LACED BOOTS**—A real Spring Boot, 15 eyelet height, in Gun Metal Galt, pointed toe. A special feature is the aluminum plate in the heel, assuring double wear and shape keeping. Reg. \$5.30. Thursday, Saturday & Monday . . . . . **\$5.00**

**CHILDREN'S BOOTS**—Laced and buttoned styles in fine Dongola or Gun Metal. These come to you at the old Sale Prices; sizes 3 to 8. Thursday, Saturday & Monday, per pair . . . . . **\$1.19**

### Boys' Navy Spring Reefers.

Here is just the coat he needs for Spring; made from English Navy Serge with detachable Sailor collar, brass buttoned, well found in trimmings and linings. A coat you would like to see on your boy. Sizes to fit boys from 3 to 8 years. Regular up to \$5.70 each. We make two prices Thursday, Saturday and Monday:  
The Smaller Sizes. Special **\$4.90**  
The Larger Sizes. Special **\$5.30**

**BOYS' SAILOR SUITS**—Ideal suits for Spring wear, made from fast Navy Serge, blouse with elastic waist, pants lined, detachable sailor collar, white cord and whistle; sizes to fit boys from 3 to 8 years; these offer excellent value. Reg. \$5.00 suit. Thurs. Sat. and Monday . . . . . **\$4.75**

**WAIST BELTS**—Black or Tan waist belts, a sample lot, nickel, oxidized, and pearl buckles, very neat. Special, Thursday, Saturday and Monday . . . . . **32c**



### EASTER OFFERINGS

From the Show-Room.

### Children's & Misses' Crinoline Hats.

These offer exceptional value; they come in silk and lace crown, ribbon and lace bands; a variety of styles and a very nice assortment of shades. Reg. \$1.50. Thursday, Saturday and Monday . . . . . **\$1.20**

**NEW HAT BANDS**—The very newest out. Ladies' Silk Elastic Hat Bands, direct from New York. A magnificent display of colour blendings, adaptable to any size hat. Come and see the very latest. Reg. 35c. Thursday, Saturday and Monday . . . . . **30c**

**FEATHER BOAS**—Never lose their popularity. Here are some beauties in Ostrich feather; your choice of Navy, Purple, Grey, Brown and mixed Blue and White and Grey and White. Match your Spring Suit with one of these. Reg. \$2.00. Thursday, Saturday & Monday . . . . . **\$1.70**

**CAMISOLES**—Something you simply cannot have one too many of. Soft White Muslin make, embroidered and trimmed with Valenciennes lace and insertion; others in Pink Silk with heavy flat lace, elastic at waist; sizes 36 to 44 inch. Reg. 85c. Thursday, Saturday & Monday . . . . . **78c**

**LADIES' HANDBERCHIEFS**—Soft Mercerized Silk Handkerchiefs, with hemstitched border; very dainty. You will find plain and spotted in assorted shades Saxe, Pink, Sky and Champagne. Special Price, Thursday, Saturday 2 for 20c and Monday . . . . .

### Here's a Special Sale of Ladies' Summer Street Skirts that You Should Not Miss.

A Special Sale, as it is simply to reduce large stock that we have cut so deeply into their regular price. White Pique Skirts, Jean Skirts and Linen Skirts are in this clearing; also others in Black and White, Blue and White, and Green and White. These come in the new broad stripe effect, very fashionable, very serviceable. Values to \$2.50. Thursday, Saturday and Monday . . . . . **\$1.74**

**MOIRETTÉ UNDERSKIRTS**—Here are most serviceable Underskirts for immediate wear; wide fluted rounce, in shades of Brown, Navy, Saxe, Grey, Purple and Black. You get more than your money's worth in these. Reg. \$1.70. Thursday, Saturday, & Monday . . . . . **\$1.49**

**CHILDREN'S UNDERSKIRTS**—Time saved and money saved for mothers! White Lawn Underskirts, cheaper than you can make them; White Lawn make, with or without bodice, tucked and hemstitched frill, to fit from 1 to 8 years. Reg. 30c. Thursday, Saturday and Monday . . . . . **25c**

**GINGHAM ROMPERS**—In the best of wash Gingham, showing pretty checks and stripes in mixed shades of Blue and White, Pink and White, and Tan and White, belted, pocket, plain linen facings and piped with blue; sizes to fit children from 2 to 6 years. Reg. \$1.00 value. Thursday, Saturday, & Monday . . . . . **89c**

**James Baird LIMITED**

### New Linens for Easter.

OUR WINDOW GIVES YOU AN IDEA OF THEIR DAINTESS.

**TEA CLOTHS**—Some new and very dainty white Linen Tea Cloths with deep hemstitched border, and openwork hand all around and pretty corners; good value at 80 cents. Thursday, Saturday and Monday . . . . . **74c**

**PILLOW CASES**—One of the best values we have ever handled; very strong make, finished with a hemstitched and frilled border; standard size, and embroidered at corners. Reg. 50c. value. Thursday, Saturday and Monday . . . . . **42c**

**SIDEBOARD CLOTHS**—An assortment of very handsome Sideboard Cloths, some with plain hemstitched border, others hemstitched and scalloped edge, embroidered and openwork effects; useful cloths that you need every day. Regular 80c. Thursday, Saturday and Monday . . . . . **74c**

**LARGE CIRCULAR TABLE CLOTHS**—A cloth that the housewife would fain possess; soft White Linen make, with heavy lace insertion and wide lace edge, embroidered centre; this cloth measures 54 inches in diameter. Reg. \$3.00. Thursday, Saturday and Monday . . . . . **\$2.70**

**WHITE TABLE CLOTHS**—Satisfying value in pure White Damask Table Cloths, nice mercerized finish, size 54 x 76; finished with a hemstitched border. These are good value at \$2.00 ea. Thursday, Saturday and Monday . . . . . **\$1.78**

### EASTER SALE of

**GLOVES**

**"DENTS" WHITE KID GLOVES**—Here's an Easter Special in Ladies' White Kid Gloves; some with button, others dome fastened wrist. Gloves with a reputation for excellence; real Easter like. Special, the pair, Thursday, Saturday and Monday . . . . . **\$1.35**

**GIRLS' KID GLOVES**—Looks as if these were specially selected for us, the kid is so beautifully fine; the range shows some very pretty Tan shades; sizes 2 to 6; 2 dome wrist; far better value than we expected to find. Reg. \$1.25. Thursday, Saturday and Monday . . . . . **\$1.25**

**FABRIC GLOVES**—Of White Chamols Cloth; a fabric Glove that will give you lasting satisfaction in washing and wear; takes the place of a kid glove, and lasts just as neat; 2 dome fasteners. Regular \$1.50. Thursday, Saturday and Monday . . . . . **\$1.38**

**LADIES' WHITE GLOVES**—A nice wash glove in Chamols Lisle, with 3 dome wrist. Just the glove you would like for Easter morning; low priced. Thursday, Saturday and Monday . . . . . **75c**

can now  
all my  
cines at  
rug Store

ate practico.  
ne that Dr. Chase's  
placed on public sale  
s. To-day you can  
rug store that is not  
all line of these medi-  
ome is the exception  
not one or more of

es of exceptional merit  
Chase's Medicines are  
nd substitutes are fro-  
their place. On this ac-  
countant that you should  
nd signature of A. W.  
famous Receipt Book  
you buy. They are  
for your protection,  
ot dare to use them.

Pills, one pill a dose,  
Pills), 50 cents a box,

cents a box.  
rder, 25 cents a box,

of Linseed and Tur-  
Family size, three  
Cure, \$1.00.  
ache Plaster, 25 cents

Street, St. John's.

wing

ear

RY.

on of this  
partments

Spirit

EY.

If you want something new  
nifty for your new Spring  
Set, both in material and make,  
ere your order with SPUR-  
RELL the Tailor. Pretty pat-  
ens of Serge and Tweed to  
and from, and we guarantee you  
a smart, well-made suit. 36  
Water Street. Phone 574.  
Mar 1, 1918