

ECONOMIES Shouting Their IMPORTANCE

To The Observing Shopper.

THE WEEK-END BRINGS ALL NEW AND REPUTABLE MERCHANDISE

in perfect accord with the

NEW SEASON

Their prices tell in a convincing way that the occasion merits your Patronage

These Specials constitute just the things you need for wear right now. They quote prices that are less than the prices that goods of equal quality have been selling for all along, proving that there is an advantage shopping here.



FRIDAY, SAT. and MONDAY

Cool Looking, Nice Looking, Inexpensive HEARTH RUGS

Superior Rugs to take the place of higher priced ones; size 27 x 54, and quite a range of fancy mixtures. We bought heavily and thereby secured a special price—the advantage is yours. Regular \$2.50. Friday, Sat. \$1.98

CARRIAGE WHIPS—Plaid patterned Linen Carriage Whips, fringed; ample size for carriage or motor. Special Friday, Saturday \$1.48 and Monday \$1.98

SHOPPING BAGS—Strong Burlap Bags for shopping time; a fine bag when going countrywards; carries a good deal. Special Friday, Saturday and Monday \$1.98

LACE CURTAINS—Pretty open mesh Summer Curtains, 2 1/2 yards long; nicely patterned border, suitable for your bedroom and well suited for bungalow or summer home. Reg. \$5.00. Friday, Saturday & \$3.19

CURTAIN LACES—50 inch White Curtain Laces, all-over pattern; skimpily about these. Reg. 70c. Friday, Saturday and Monday 64c.

SPECIAL!

Ladies' Coat Dresses

\$12.00 Regulars for \$4.98

Suitable for street wear or house wear, in fine Shepherd's Checks and fine Plaids, long sleeved, girdled, and self button trimmings. Were \$12.00 each. Tabbed for clearance Friday, Saturday and Monday.

\$4.98



Snappy FOOTWEAR Styles

and they're the latest.

Ladies' Palm Beech Oxfords

LADIES' PALM BEECH OXFORDS—A new piece of Footwear for Summer wear, Palm Beech, canvas back and front, chocolate kid, centre lacing, rubber sole and heel, pointed toe; classy. Reg. \$4.00. Friday, Saturday & Monday \$3.79

LADIES' DONGOLA OXFORDS—Blue cut Summer Street Oxfords, in Black Dongola Kid, kid lined, Cut back and front, chocolate kid, centre lacing, rubber sole and heel, pointed toe. Special Friday, Saturday & Monday \$3.69

MEN'S OXFORDS—Soft Black Dongola Oxford Shoes, light weight, Blucher style; all sizes. Special Friday, Saturday & Monday \$4.90

Bath Towels Hand Towels

New Arrivals Bring New Values

BATH TOWELS—Large size, quality White Turkish Towels for bathroom, or the beach later on. Reg. \$1.50 each. Friday, Saturday and Monday \$1.32

FAMILY TOWELS—Beautiful White Turkish Towels, as well as large size unbleached Turkish Towels; values to 75c. each. Friday, Saturday and Monday 65c.

TOWELS—Large White Towels, plain hemmed ends; these are just the weight Towel you will like; Reg. 70c. each. Friday, Saturday and Monday 65c.

Battenburg Table Cloths

Slightly Soiled

6.50 Regular for 3.95

These are large size Circular Cloths, very handsome patterns, linen in part, showing centre and deep border of Battenburg Lace; all the need in laundering. Reg. \$6.50. Friday, Saturday and Monday \$3.95

DRESS GOODS

Prices Keenly Pared

SILK ETOILES—Among the shades are pretty bridal Greys, as well as Brown and Dark Green; just two lengths in each piece. Value for \$3.50 yard. Friday, Sat. \$2.49

SPECIAL! 5 YARD SUIT LENGTHS—20 Special Suiting Lengths, showing very pretty shades; the offering includes Pongees, Tricotines, Melrose Cloths and Serges.

Prices range from \$2.20 up to \$4.70 yard.

OUR HOSIERY Makes Trim-Clad Ankles

CUTIE SOCKS—White Cotton Socks, showing two tone colored tops; assorted sizes. Special Friday, Saturday and Monday 32c.

CHILDREN'S SOCKS—Fast Black Wool Cashmere three-quarter Socks for little girls or boys; assorted sizes. To clear Friday, Sat. \$58c.

BLACK HOSIERY—Real All-Wool Cashmere Hosiery, plain Black; our very best grade. Regular \$1.49

MOLE HOSIERY—This is a splendid line, by piece of Black Vici Footwear, pointed toe, military heel, rubber tipped, light weight. Regular \$6.00. Friday, Saturday & Monday \$5.58

LADIES' BROWN BOOTS—Comfort shape in Chocolate shade, soft Vici Kid, military heel, rubber tipped, round toe; sensible looking. Reg. \$7.00 value. Friday, Sat. \$6.25

SPORTS HOSIERY—A variety line, showing plain and fancy rib, all the leading shades represented. Cashmere weight. Regular to \$1.60 pair. Friday, Saturday and Monday \$1.39

BLACK real spring weight, very popular. Reg. 60c. value. Friday, Saturday and Monday 49c.

LAWN KNICKERS—Ladies' White Lawn Knickers, plain, hemstitched and tucked, made full, trimmed with Swiss Embroidery; open and closed. Reg. \$3.50. Friday, Saturday and Monday \$1.87

SUMMER VESTS—Very fine ribbed Summer Vests, strap shoulder, low neck, 35 and 38 inch bust. Reg. \$2.00. Friday, Saturday and Monday 29c.

INFANTS' KNIT BANDS—Sleeveless Knit Bands to fit 3 months to 3 years; tabs for diaper fastening. Reg. 30c. Friday, Saturday and Monday 23c.

MISSES' KNICKERS—Shapely White Lawn Knickers, embroidered trimmed and finely tucked; to fit 12 to 16 years. Reg. \$1.20 pair. Friday, Saturday and Monday 98c.

LADIES' CHILD'S & MISSES' MIDDIES—You will soon hear the call for these White Jean Middies with coloured collar, cuffs and pocket; others all White with Black tie, laced and V-neck; all in coloured linen, embroidered in wool; assorted shades. Sizes range up to 42 inch bust. Reg. \$3.50. Friday, Saturday and Monday \$1.98

SILK TRICOLETTE SWEATERS—For the new season. Silk Tricolette Sweaters, showing Tuxedo collar, long sleeves and girdle; shades of Henna, Navy, Sage, Fuschia, Brown, Buff, Peach Honeydew and Black; 38 to 42 size. Values to \$12.00. Friday, Saturday and Monday \$5.95

CHILDREN'S JERSEY KILTED SUITS—All-Wool with pleated skirt, square or round neck, long sleeve, bloomers to match; shades of Emerald and Rose, Emerald and Putty, Sage and Putty and plain shades as well; to fit 3 to 6 years. Regular up to \$18.00. Friday, Saturday and Monday \$9.87

WHITE SKIRTS—Smart looking White Gabardine Skirts, pocket and wide belt, trimmed with pearl buttons and tucked; assorted sizes; giving skirts. Reg. \$1.60. Friday, Saturday and Monday \$1.39

CHILDREN'S GUANES—Becoming plain Linen and Check Gingham Guanes for girls from 8 to 14 years; straps over shoulders, buckled, and neat fitting pleated skirts. Reg. \$2.50. Friday, Saturday and Monday \$2.19

PLAY TIME FOOTWEAR

Sandals, Scufflers and White Boots



GIRLS' WHITE SCUFFERS—Very strong White Canvas Shoes, with double soles, will stand a lot of scuffing about; all the rage up along.

Special. Sizes 6 to 8 \$1.55
Special. Sizes 8 1/2 to 11 1/2 \$1.75
Special. Sizes 12 to 2 \$1.98

GIRLS' and BOYS' SANDALS—Dark Tan, double strap Sandals, perforated front, cool footwear, with extra heavy soles; they look for these.

Special. Sizes 6 to 8 \$1.75
Special. Sizes 8 1/2 to 11 1/2 \$1.98
Special. Sizes 12 to 2 \$2.15

GIRLS' WHITE CANVAS BOOTS—Fine White Canvas Boots laced style, high cut with a nice semi-bird toe and low heel.

Special. Sizes 6 to 8 \$2.15
Special. Sizes 8 1/2 to 11 1/2 \$2.59
Special. Sizes 12 to 2 \$2.98

The Bride has an affectionate regard always for FANCY LINENS

These are Fitting Gifts

IRISH LINEN TEA CLOTHS—Very handsome Cloths showing some rare examples of distinctive embroidering, hemstitched border. Reg. \$5.50. Friday, Saturday and Monday \$3.98

BUFFET RUNNERS—Rare looking Cloths of real good grade English Linens, something new in embroidering and eyeletting, hemstitched border, of course; were \$3.30. Friday, Saturday and Monday \$2.69

DUCHESS SETS—All over embroidery Duchess Sets, very dainty looking for the bridal chamber; 4-piece sets, handsomely edged. Reg. \$2.50. Friday, Saturday and Monday \$2.28

PILLOW SHAMS—English Linen Shams, plain centre, triple border of hemstitching all around; simple but good looking. Regular \$2.00. Friday, Saturday and Monday \$1.79

PILLOW CASES—Irish Linen Pillow Cases with hand-worked hemstitching, the most serviceable kind you could buy. Reg. \$1.20. Friday, Saturday and Monday 98c.

EMBROIDERED PILLOW CASES—Quality right through and through, full size, deep hemstitched end and embroidered; 90c. value. Friday, Saturday and Monday 79c.

DAMASK TABLE CLOTHS—Large Dining Cloths in strong White Damask, 12 only and they are special in quality and in value. Reg. \$6.00. Friday, Saturday and Monday \$5.48

TABLE NAPKINS—Hemmed White Damask Table Napkins. Just the quality to go with the Table Cloth advertised here this week-end. Special Friday, Saturday and Monday 39c.

Table Oil Cloths 38c yard

Special for this week-end, a lot of standard width Fancy Oil Cloths for kitchen tables or walls; soft rubber-like finish. Special Friday, Saturday and Monday, yard 38c.

SHELVINGS—12 inch fancy bordered and scalloped Oil Cloth Shelvings. Special Friday, Saturday & Monday 11c.

COLD CREAM—Soothing and relieving after the day's sunbathing; all prices: 16c, 17c, 20c, 25c, 30c, 35c.

PAPERS PLATES—Indispensable for the outing and picnic; two sizes. The Smaller—The dozen 12c. The Larger—The dozen 17c.

SERVETTES—Plain White—25 for 5c. Fancy Border—25 for 10c. 40 Plain White in sealed pkg. for 29c.

ALUMINUM CUPS—Very handy for any time, anywhere; each 10c.

KNIVES—One piece; good enough each 7c.

FORKS—Real picnic style; each 10c.

SPOONS—Tinned; lasting; each 5c.

MOTH BALLS

We made a special purchase of these, and thereby gained a big advantage in price. Sold at 15c. a package last year. Special. 24-oz. boxes for 19c.

Another Batch of DRESS REMNANTS

DRESS GOODS REMNANTS—Re-priced for clearance, lengths for every desired purpose. Dress, costume, skirt or for children's wear.

Every Piece a Real Value

Why We Wink.

WHEN WE DO IT WE WASH OUR EYES.

Have you ever tried to see how long you could go without winking? You will find it very difficult to carry on for more than a minute or so, and very uncomfortable, too.

This winking business, you see, is very necessary. It is, in fact, an arrangement of Nature for keeping your eyeballs clean, moist and comfortable.

The eyelids might be called the automatic oiler of the eye, only the fluid is not oil, but a somewhat salty mixture which is secreted by the tear glands.

There is one of these glands at the inner corner of each eye. If you examine your eye by pulling down the lower eyelid with the finger, you can easily see the mouth of this little gland, no bigger than a pin prick. The passage from it connects with the nose, and that is why, when you have a bad cold, your eyes water so constantly.

It is absolutely necessary that you should wink, and wink fairly often. But you don't need to think about it. Your sub-conscious self sees to that. It is a process which, for want of a better word, we call instinctive. Winking is accomplished with even less conscious effort than breathing.

Some people wink more often than others. A nervous person may even wink as often, perhaps, as 50,000 thousand times during the sixteen waking hours of the day. In such case the eyelids travel about 25,000 inches in the day, and so we arrive at the rather startling fact that, in the case of a person fifty years old, his eyelids have travelled a total distance of more than seven thousand miles.

A wink is not a long operation. It occupies altogether about two-fifths of a second. Even when you are reading, the process continues, but so rapid is the wink that you are not conscious of any interruption.

Haig and Barrie.

ST. ANDREWS INSTALLATIONS

The ceremonies in connection with the installation of Earl Haig as Chancellor and Sir James M. Barrie as Lord Rector of St. Andrews University took place on Wednesday. Students of both sexes in their scarlet robes and trenchers, making splashes of colour in the sunshine, were early astir to impart vivacity to the formal entry into the town of Earl Haig. The Field-Marshal motorised from Mount Melville with his most. Dr. Younger, the Chancellor's Assessor, and was met at the boundary by Dr. Irvine, Principal of the University, and Mr. Easson, president of the Students' Representative Council, and a large body of undergraduates. The motor cars were dispensed with and an open landau was requisitioned, but the horses were removed and their places taken by willing students, who manned the rope and enthusiastically dragged the carriage to the Principal's house. Here a family group gave welcome to the famous soldier, who then thanked the students for their attentions.

Earl Haig later unveiled the war memorial, which has been erected in the form of an arch inside the University Chapel.

The function of installing the Chancellor and the Lord Rector took place in the Volunteer Hall in the presence of a large and distinguished gathering, with the students making their presence audible in the familiar manner. Principal Irvine occupied the chair at the outset of the proceedings, and performed the ceremony of installing Earl Haig as Chancellor.

Sir James Barrie, in his speech, was delightful and arresting. His matter was whimsical, mystical, elusive, with here and there a touch of biting wit and stinging sarcasm. His theme was "Courage," and he applied it to youth acquiring a knowledge of the things that cause world clashes.—Glasgow Weekly Herald, May 6th.



NEWFOUNDLAND.

Silver Star for Bravery. at Sea.

FINAL NOTICE.

The undermentioned seamen are requested to communicate direct with Captain Hamilton, Private Secretary, at Government House at once.

Seaman John R. Moores, R.N.R., Bay de Verde, C.B.

Seaman George Button, R.N.R., Flat Island Bonavista Bay.

Seaman George Button, R.N.R., Steward A. Starks, S. S. Sable Island.

ALAN GOODRIDGE, Deputy Minister.