

ds—invest in the
YEAR. We are
mentioned articles
y last.

WHITE UNDERWEAR.
..... 95c. to \$1.25
..... 95c. to \$1.25

Underskirts,
\$5.30.
Underskirts.
\$3.80.

face: Rose water, three ounces; flower water, one ounce; thion benzoin, one-fourth of an ounce; nic acid, five grains. Mix and well. Wipe over the face with a cloth several times a day. When skin becomes dry, use less frequently and if very dry omit altogether. The action will be largely offset by use of the cold cream given above. Sweet milk, cream and butter are natural beautifiers which have been employed by celebrated beauticians of all ages and which are recommended to the woman who would improve her complexion to-day.

WELT!
and 1 Ply.
2 Ply.
Consume
Limited.

ON
COATS,
in all sizes.
Collar.
ch.

S. A.
Wool
Caps
and Blue
minty.
in stock,

LEY.

CRINOLINES.
36 inch Spot Muslins. These come assorted, a piece or two of each; suitable for drapes, half blinds, or making up purposes. Regular to 22c. per yard. Sale Price 19c

February Clean-up

SPOT MUSLINS.
32 inch Check Crinolines, extra strong, makes up well for Aprons and Children's Dresses; used by Red Cross nurses on the other side of the Atlantic. At our present Sale Price it offers particularly good value. Special, 19c per yard. Sale Price 19c

Substantial Savings in every instance. **SALE** Clearance Prices that will make us famous.

"REGAL" LAWNES.
The particularly fine lawns with that beautiful sheer finish, excellent for making up fine underskirts, children's dresses. See this, we have but a few pieces, it's the finest yet. Reg. 50c. Sale Price 45c

ODDS & ENDS

REMNANTS OF DRESS SILKS.
A special Sale of Dress Silks in remnant form ranging from 1 1/4 up to 5 1/2 yard lengths, the shades are all popular shades in Cerise, Emerald, Purple, light and dark Saxe, Tan, and Black and White Check. Regular values up to \$2.70 yard. Sale Price, per yard \$1.79

from every Department get their Final Pricings here
FRIDAY, SATURDAY & MONDAY
And CONTINUING FOR ONE ENTIRE WEEK.



Incomparable Values From the SHOW-ROOM. **COME** Food for thought in the Men's and Boys' Section.

SATIN UNDERSKIRTS.
Something every lady prizes—a good-looking Satin Underskirt; these have wide tucked and pleated flounce, full sizes; shades of Grey, Saxe, Rose, Pink, Purple, Brown, Cream and Black. Reg. \$2.50. Sale Price \$1.78

DIRECTOIRE KNICKERS.
Nicely fleeced, with shaped waistband, and banded at knee; they come in shades of Saxe, Grey, Champagne and Cream; a nice weight for immediate wear; assorted sizes. Regular 80c. Sale Price 67c

INFANTS' WOOL & SILK VESTS.
From the very smallest size required up to 3 years; very warm, very soft; a combination of silk and wool mixture, silk facings, long sleeves. The Reuban waist is here also, fastened behind. Regular 48c. Sale Price 43c

BRASSIERES.
Strong White American Cotton Brassieres, cross-over front, and fasteners at back, trimmed with Torcheon Lace; sizes 34 to 44. Reg. 29c. Sale Price 29c

OSPREYS.
Just a box of these in Black and White effects, the very newest for millinery purposes. Just what you want to liven up that hat. Reg. 20c. Sale Price 20c

SILK PIPINGS.
Fancy colored Silk Pippings, very suitable for trimmings or edgings, shades of Royal, Sky, Grey, Pink, Gold and Black. Reg. up to 8c. Sale Price 8c

\$7.50 Silk Dresses for \$3.98.
Slightly damaged. 6 only, in shades of Grey and Fawn. Come and see these, they are going to change hands quickly at the Special Sale Price. No Appropriation. No Exchanging.

NECKWEAR.
We are expecting a couple of big shipments of Neckwear and must make room for them without delay. To make that room we are clearing out some of our regular 50c. lines this week at our Sale Price 39c

MEN'S SOFT FELTS.
Easy fitting, self-conforming shape, best quality Soft Felt Hats, in Greys, Greens, Navy and Browns. Hats that you usually pay \$3.00 for clearing this week at our Special Sale Price \$2.25

COAT SWEATERS.
One of our latest sellers. Comes in a Dark Grey that you'll like, with V neck and a rolled collar that is mighty comfortable on cold days or stormy days; assorted sizes; yours is among them. Reg. \$4.70 value. Sale Price \$4.10

BOYS' COAT SWEATERS.
In plain Grey, with high buttoned up to the neck collar; can be conveniently worn under his school jacket. We have these to fit boys from 8 to 13 years. Values up to 90c. Sale Price 69c

BOYS' KNICKER PANTS.
Smart American style Knicker Pants, made from good tweed ends. Pants for school wear, strapped at knee, in greys, browns and so forth, to fit boys from 3 to 8 years, about 30 pairs in the lot. Reg. 90c. Sale Price 72c

HOW ARE YOU OFF FOR SOCKS?
If you are thinking of buying a pair or two direct your gaze this way. We have a 10 dozen lot of assorted makes in plain and ribbed black Cashmere makes; others in fine wool, offering some pretty Heather mixtures; values up to 70c. pair. Sale Price 59c

Here is a Boot for Wearing in Rubbers.
MEN'S LACED BOOTS.
A good enough boot for wearing in rubbers, Satin Calf, Blucher cut, military heel; sizes 8 to 10; marked reasonably low at our Sale Price \$2.50

MEN'S TWEED CAPS.
Not a bit too early to select your spring Cap. These are best London make, light and medium Tweed mixtures, silk lined. Our next shipment of Caps promises to be higher, buying now is advantageous. Our regular 90c. line. Sale Price 75c

MEN'S WATERPROOFS.
Prepare for spring showers, one of these English Waterproofs in a good fawn shade will give you all the protection you want on the wettest day that comes, rubber bound edge, well shaped and finished, strap cuff. Reg. \$19.00. Sale Price \$17.90

ONLY 3 OF THESE ART SQUARES LEFT.
Here is a very serviceable and good-looking Ingrain Art Square for your bedroom; size 3 x 3 1/4 yards; wide border and fancy art centre; clearing now at our Sale Price \$6.95

LEFT-OVERS in the Fancy Linen Department, Underpriced.

LACE TEA CLOTHS.
Very handsome White Nottingham Lace Tea Cloths, the centre which shows the heads of our King and Queen in large size, surrounded with a very pretty lace border; novel and attractive. Regular 55c. Sale Price 49c

LACE SIDEBORD CLOTHS.
Pretty, novel and inexpensive Nottingham Lace Scarves for sideboard use; full size; plain centre, scalloped edge; handsomely patterned. Regular 40c. Sale Price 35c

PICTURE CASES.
Extra-strong, twilled Bolster Cases; size 18 x 24. We have about 3 dozen left over; you'll need it later on. Get it now at the old price. Reg. 90c. Sale Price 80c

PILLOW CASES.
Strong White Cotton Pillow Cases; size 20 x 26. Finished with hemstitched end, better value than these you cannot find elsewhere. Special Sale Price 37c

Boots and Shoes.
LADIES' BOOTS.
A special line of Ladies' Boots; sizes 3 to 7, soft Dongola Kid, with patent leather top, Cuban heel. Try these for wearing in rubbers; the price is very reasonable. Reg. \$2.80. Sale Price \$2.60

WOMEN'S HOUSE SHOES.
Easy to step into, Black Leatherette House Shoes, low, flat heel; sizes 3 to 7. Perfect for gaiter wear, very comfortable for house wear. Reg. \$1.25. Sale Price \$1.10

CHILDREN'S BOOTS.
Broken lines, offering superior values; sizes run from 4 to 8. Dongola, Velour, or Calf. We have gone through our stock of Broken and picked these odd lines for this Sale. A regular clean-up of Broken lines; values to \$1.50. Sale Price \$1.19

LADIES' MISSES & CHILDREN'S LONG RUBBERS.
For the wet walking days, the slushy spring days, nothing so comfortable as a pair of dependable Long Rubbers. These, for instance, are of quality, grey felt lined. Guard against wet feet. Special Sale Prices.
Children's sizes, 6 to 10 \$2.30
Children's sizes, 11 to 2 \$2.75
Ladies' sizes, 3 to 7 \$3.15

SURPRISE DAY

in the Costume Section.
GREAT VALUES.

Important, because it is offering you an up-to-date, stylish Costume away below what you would expect to pay for such worthy Costumes. Important, because it means a big saving on a necessary purchase. Important, because you may never get the opportunity again.

Very newest styles in Tweeds, Gabardines and Serges, some belted, silk or velvet collars. We make two distinct lines. Surprises here. Come!

Reg. \$18.00, Sale Price, \$12.00.
Reg. \$25.00, Sale Price, \$16.00.



REPUTABLE HOSIERY Underpriced.

LADIES' HOSE.
Fast Black, fleeced-lined winter-weight Hosiery in plain finish; others in fancy ribbed Cashmerettes; full sizes. Reg. 60c. value. Sale Price 42c

BOYS' HOSE.
Stout ribbed, hard wearing worsted Hosiery for that hard-on stockings boy; give these a trial; assorted sizes. Reg. up to 55c. pair. Sale Price 45c

LADIES' HOSE, 29c.
A 6 dozen lot in plain Lisle. This is a good seller with us, remarkably cheap. Reg. 33c. pair. Sale Price 29c

CHILDREN'S HOSE.
Heavy ribbed Black Cashmerette Hosiery for boys or girls; assorted sizes. Regular prices up to 29c. Sale Price, any size 29c

Looking for some Pretty BLOUSE GOODS?
QUEEN FLANNELS.
And other makes that we have assembled this week. Fine Blouse Flannels and Flannelettes, pretty Blues, Brown, Green and Black with White Pin Stripes, others showing lighter grounds with fleecy backs, some figured, others with small spot.
Reg. 30c. yard. Sale Price 25c
Reg. 35c. yard. Sale Price 30c

CARPET BINDINGS.
English carpet bindings, in assorted mixtures, we have about a dozen pieces. Sale Price, per yard 4c

TWILLED SHEETS.
Half bleached bed sheets made from heavy Twilled English Sheetings; these are extra strong; else 64 x 74 and offer a very good value at their regular price, \$2.10 pair. Sale Price \$1.80

COTTON BLANKETS \$2.48 pair.
30 pairs of heavy English Cotton Blankets that will give you every satisfaction in wear, warmth and weight; they come in Cream shade, unbordered, and very reasonable in price. Regular \$3.70 pair. Sale Price \$2.48

James Baird

Casualty List.

RECEIVED FEB. 21st, 1918.

Previously Reported Missing — Now Unofficially Reported Prisoner of War—Authority, Letter From Private Oliver to His Parents States he is also Wounded.

3500—Private Philip Oliver, 23 Field Street.
Previously Reported Missing, December 2nd, 1917, Now Reported Arrived in Holland for Repatriation to England.

3444 — Private Charles Richards, King's Point, N.D.B.
Previously Reported Prisoner of War Now Reported Arrived in Holland For Repatriation to England.

2951—Private Hubert Ridgley, Little Bay West, Fortune Bay.
J. R. BENNETT,
Acting Minister of Militia.

From a Prisoner in Germany.

Pte. Philip Oliver, 3500, 1st Newfoundland Regiment.
Soltan Z 3605,
Barake Nr.,
(Province Hannover, Deutschland),
15/12/17.

Dear Mother,—Just those few lines hoping to find you in the best of health at home as I myself am feeling well, and my wound getting on nicely. As soon as you receive this letter write to the Central Prisoners of War Committee, 4 Church Place, London, S. W., and tell them that I am prisoner out here and that you wish to know how to get parcels sent out to me; also write to my depot, the address is: Luton Park School, Ayr, Scotland, and tell them I am without clothes, etc. Remember me to aunt Nora and Uncle Mike and sister Sadie and also remember me to Maggie and Emmie and Andrew and Joe and Jim and father. I think I have said all this time so I will close with best love to all at home, hoping to be with you soon and that you had an enjoyable Xmas, it will leave me to remain
Your loving son,
PHILIP.

A Year of Prohibition.

We have completed our first year of Prohibition in Newfoundland and can now see the change effected by the Act. The "blue ruin" propeasted by the liquor people has not materialised in any particular; instead we have increased prosperity on every hand. Very much of the money formerly worse than wasted in intoxicants now goes in food, clothing and furniture; with the result that ordinary business has enormously increased and family comforts in proportion. Families long broken up are re-united and are living in peace and unity, and the inmates of the Penitentiary are reduced by half. Some families hitherto in penury now have saving bank deposits, and those who live and toil not only for themselves but to help make their fellows safe and happy have abundant compensation. During the Christmas and New Year festival we did not see one person giving any evidence of being the worse for liquor—a change surely for St. John's. The most optimistic prohibitionist could not have dared to hope for a more radical improvement than is manifest. And yet difficulties unexpected have developed. No one could have anticipated such disgraceful conduct on the part of professional men as some of the local doctors have shown. In other quarters also surprises have been met; but despite all this, the Act has been a magnificent success. Creaking there is, of course; this was to be expected. The poor toper finds it hard to be saved from himself against his will; and he is bound to growl. And then old superstitions die hard. The home that regarded alcohol as a cure-all, and now finds it hard to replenish the supply, will have to witness the death of that superstition before being happy under the new conditions. At the same time, to be frank, we never desired such homes to be deprived of their limited supply of alcoholic stimulants. If it was of little benefit, it was of little harm; and we would like to see all such homes happy again. The fact that a portion of the medical profession acted so dishonourably has made it necessary to put on the screws; but if a way can be devised by the Board of Control to enable such homes to be supplied, without abuse, we shall be delighted. The danger is with the old toppers. They are diseased, and in all probability will carry the disease to their graves. But if the young can only be protected, when these old toppers are once buried we shall have a sober country. For that happy consummation we are willing to watch and work and pray.
—Methodist Monthly Greeting for February.

Fairville, Sept. 30, 1902.
Minard's Liniment Co., Limited.

Dear Sirs,—We wish to inform you that we consider your MINARD'S LINIMENT a very superior article, and we use it as a sure relief for sore throat and chest. When I tell you I would not be without it if the price was one dollar a bottle, I mean it.
Yours truly,
CHAS. F. TILTON.

Vaccination Shields just arrived for STAFFORD'S Drug Store, only 20c. ea.