

We are going to make Friday and Saturday record selling days. We are not seeking profit. Volume is what we desire, and with such a budget of enticing offers as we put forth this week, we cannot but have the desired result.



Look this list carefully through, select the articles you desire, shop early, that's imperative, because some of the articles are snapped up quick. Many items not mentioned here, but to be seen on our tables. COME EARLY.

Smallwares and Notions.

Mohair Boot Laces, 2 dozen for .5c.
Mohair Boot Laces, extra long, 3 pairs for .5c.
Sewing Cotton, Twin Reels, 3 for .7c.
Sewing Cotton, 200 yard reels, 2 for .9c.
Florida Water .7c. bot.
Florida Water, large size, 15c. bot.
Household Ammonia, large bottles, 9c.
Sewing Machine Oil .5c. bot.
Glove and Stocking Darners, 2 for .5c.
Infants' Pacifiers .5c. each
Infants' Pacifiers, combination, 10c. each.
American Plated Pins, 3 papers for .5c.
Safety Pins, Black and White, 3 cards for .5c.
Safety Pins, 2 cards for .5c.
Hair Pin Cabinets, containing 4 sizes .4c. each
"Darn Your Hose" needle cards, 2 cards for .5c.
Needle Books, 2 for .7c.
Needle Books .15c. each
Aluminum Pepper and Salt Shakes .10c. each
Glass Pepper and Salt Shakes, 7c. each.
Darning Wool, 3 for .5c.
Darning Wool, 6 for .5c.
Spring Press Studs, 12 on card, 2 cards for .5c.
Scissors, asstd. sizes .10c. pair
Pearl Buttons, 3 doz. for .5c.
Boxes Stationery, high grade; assorted .12c.
Boxes Stationery, superior quality .17c.
Aluminum Soap Boxes .12c.
Aluminum Puff Boxes .12c.
Aluminum Drinking Cups .10c.
Waist Pin Sets, great variety; 5c. card.
Vaseline, 2 oz. pots, 2 for .7c.
Hydrogen Peroxide, 4 oz. bottle, 8c.
Toilet Soap, 2 for .9c.
Toilet Soap, highly perfumed, 8c. cake
Envelopes, strong and good, 100 for .9c.
Writing Pads, note and letter size .4c. each
Rubber Heels, all sizes, 15c. pair
Circular Clothes Brushes, new idea .15c.
Hair Brushes .15c.
Nail Brushes .15c.
Tooth Brushes .8c., 15c.
Royal Dental Cream .15c.
Vanishing Cream .15c.
Royal Shaving Powder .15c.
Royal Face Powder .15c.
Talcum Powder, 5c., 8c., 10c. tin
Dress Buttons, assorted colors; 5c. doz.
Paper Napkins, 50 for .8c.
Table Mats, 3 in sett .12c. sett
Circular Hair Bandeau, Brown and Amber .5c. each
Glass Tooth Brush Holders, 10c. each.
Ironing Wax, 4 for .5c.
Composition Books, 2, 5 & 8c. ea.
Commercial Bill Heads, large pad with blotter .6c. each

SHOWROOM ATTRACTIONS

THIS WEEK. READ CAREFULLY!

LADIES' COLORED COTTON UNDERSKIRTS—With kilted frill; also a few dozen of Paisley and Floured Underskirts, with frill of same. Reg. \$1.40. Friday and Saturday **\$1.10**

LADIES' WHITE LACE YOKES—Admirably suited for low neck dresses. Reg. 15c. Friday and Saturday **12c**

LADIES' COLORED SILK HAT GIRDLES—In colors of Navy, Pale Blue, Saxe, Pink, V. Rose, Reseda, White and Red; good length. Reg. 30c. Friday and Saturday **25c**

BLACK LEATHER HAND BAGS—4 doz. Black Leather Hand Bags, with strap and outside wallet for handkerchief. A very tidy bag and well finished with strong metal frame and clasp. Reg. \$1.00. Friday and Saturday **82c**

LADIES' EMBROIDERED LINEN COLLARS—8 doz. of Ladies' Embroidered Linen Collars, in assorted heights. Reg. 12c. Friday and Saturday (all sizes) **9c**

SOMETHING EXTRA! GREAT VALUE IN BLOUSES THIS WEEK.

Clearing out our balance of White Lawn Blouses. This lot contains quite a variety of styles in high and low necks, and long and short sleeves. Come and avail of this great opportunity to secure at a great saving a Blouse of quality. Values up to \$2. Friday & Saturday **\$1.23**

LADIES' JERSEY RIBBED CORSET COVERS—12 doz. Ladies' fine Jersey Ribbed Corset Covers, finely finished with silk crocheted edge, Cream and White; long and short sleeves. Reg. 40c. Friday and Saturday **34c**

LADIES' JERSEY RIBBED PANTS—17 doz. of Ladies' fine Jersey Ribbed Pants trimmed with wide lace; full sizes. Reg. 27c. Friday and Saturday **24c**

LADIES' JERSEY RIBBED VESTS—Another fine line of Ladies' Jersey Ribbed Vests with long sleeves. This is a high grade make; all sizes. Regular 45c. Friday and Saturday **39c**

CHILDREN'S FLANNELETTE KNICKERS—8 doz. of Children's Flannelette Knickers, with hem-stitched frill; to fit children from 2 to 8 years. This is a job lot. Friday and Saturday **15c**

INFANTS' FLANNELETTE NIGHT GOWNS—Nicely trimmed with Embroidery and Insertion. Regular 33c. Friday and Saturday **28c**

CHILDREN'S FLANNELETTE UNDERSKIRTS—In colors of Pink, Pale Blue and Cream; fancy stitched edge .29c.

LADIES' AMERICAN CORSETS—Made of good strong Coutil, finely finished; medium waist, long hips, finished with four suspenders. An excellent line of American Corsets; all sizes. Friday and Saturday **59c** Regular 70c.

Colored Border TOILET COVERS.
This is a very fine line, size 23 x 48 inches, in colors of Pink and Red; nicely fringed. Reg. 45c. Friday and Saturday **38c**

White Damask TABLE COVERS.
With Light Green Border, size 57 x 57; very suitable for breakfast cloth; good quality, strong finish. Reg. \$1.20. Friday and Saturday **98c**

Table Napkins.

32 doz. of Damask Table Napkins, hem-stitched, with extra wide hem; also a fine line of Plain Napkins in this lot; sizes 17 x 17 and 20 x 20. Specially priced for Friday and Saturday Sale **13c**

MISCELLANEOUS!

1,000 YARDS AMERICAN FLEECE CALICO.

This is one of the finest values we have ever offered in Fleece Calico, 30 inches wide; thoroughly well fleeced on good strong twill calico. Special for Friday and Saturday **16c**

500 YARDS AMERICAN BLAY SHEETING.
76 inches wide; very strong; good quality. Special for Friday and Saturday, per yard **27c**

330 YARDS WHITE TWILL SHEETING.
This is a splendidly finished Sheeting, 80 inches wide; twilled. Regular 55c. Friday and Saturday **47c**

FLANNELETTES.
100 pieces of Cream Flannelettes, in light and deep shades of Cream, 28 inches wide; very heavy, beautiful finish. Friday and Saturday, specially priced **13c**

STAIR OIL CLOTHS.
A big line of these just to hand, in quite a nice assortment of patterns and designs, with neat borders. Friday and Saturday, per yard **7c**

FRAMED PICTURES.
10 doz. of these in 3 1/2 inch mouldings, of Gilt; also Ebony and Gilt. Quite a variety of subjects, including landscapes and figures. Everything except the famous "Gainsborough" in this lot. Reg. \$1.20. Your choice Friday and Saturday **89c**

PICTURES.
48 doz. of Unframed Pictures, 16 x 20; very pretty renderings; some in soft Brown tone, others beautifully colored in pastoral and rural scenery; all mounted on brown bordered mount, ready for framing or passe partout. Friday and Saturday, each **7c**

OUR BLIND OFFER IS ALWAYS GOOD.
150 doz. of Spring Blinds, in Light and Dark Greens, also Buff, 36 inches wide, on reliable rollers. Two grades we submit for your inspection this week:

NO. 1. Assorted shades, with fringe only. Friday and Saturday, complete **28c**

NO. 2. Assorted shades, with fringe and insertion. Friday and Saturday, complete **42c**

SPRING ROLLERS.
36 inches wide. Reliable make; all complete. Friday and Saturday, each **8c**

GLOVES.
Yes, and "Fownes" make, too. A brand new line of Ladies' Tan; high grade; 2 domes. Reg. \$1.20. Friday & Saturday (all sizes) **\$1.00**

"EDEN" CLOTH.
American High Grade Flannelette. This excellent quality material is presented in a number of different striped effects. Splendid wearing, put up in remnants of from 3 to 10 yards; wears like a rock; guaranteed to stand every test. Friday and Saturday **11c**



Interesting to the Ladies.

We are now showing a full range of Fall Dress Goods, embodying all the latest shades and makes, suitable for the Autumn Season. From this immense stock we have selected two lines for your inspection at this week's Sales.

LOT NO. 1.
A rare chance for those requiring dress goods, all our new stock which we sell at Regular 65c., your choice Friday & Saturday **55c**

LOT NO. 2.
To those who can be a little more indulgent we offer exceptionally great advantages; all our new goods which we sell at Regularly \$1.00. Friday and Saturday **88c**

EXTRA.
Ladies, here is a line we particularly wish to call your attention to. The very newest in seasonable goods, 56 inches wide. Reversible Two-Tones, in a charming selection of shades and patterns to pick from. Regular \$1.80. Friday and Saturday **\$1.57** Special

66 DOZ. WOMEN'S HOSE.
Containing Plain Black Cashmere, Plain Black Lisle, and also a nice line of Lisle with silk ankles; this assortment just opened. Reg. 29c. Friday and Saturday **29c**

WOMEN'S PLAIN LLAMA HOSE.
16 doz. of these in a nice medium weight, and suitable for present wear; all sizes. Reg. 40c. Friday and Saturday **34c**

BAIRD'S FOR HOSIERY.
Men's Half Hose.
32 doz. of Colored Cashmere, excellently adapted for this season; all colors represented here; also a few dozen of Black Worsted in this lot. Reg. 30c. Friday and Saturday **24c**

Men's AMERICAN NECKWEAR.
33 doz. of high class American String Ties, medium width; elegant display, containing all the leading shades. Reg. 30c. Friday and Saturday **25c**

SILK HANDKERCHIEFS.
Big job line of these, in White and Crimson; gent's size, hemstitched. Clearing Friday and Saturday **49c**

Men's GLOVES, 39c.
12 doz. of Men's Suede Lisle Gloves, in colors of Grey, Browns and Black. Regular sizes. Friday and Saturday **39c**

Men's NATURAL WOOL UNDERWEAR.
12 doz. Suits of reliable English make, medium weight, well finished. Regular 75c. Friday and Saturday, per garment **68c**

Boot Specials.

60 pairs of Ladies' Gun Metal Calf, with dull kid top, buttoned; new shape. Excellent for present wear; all sizes including half sizes. Reg. \$2.25. Friday and Saturday **\$2.05**

60 pairs of Men's Gun Metal Calf, Blucher shape. This is a small line of boots which we are putting on this week at a special price. Friday and Saturday, per pair **\$2.75**

Infants' Black and Tan Laced and Buttoned Boots, comfortable fitting; sizes 2 to 6. Reg. 80c. Friday and Saturday **72c**

WOOLNAP BLANKETS, \$2.79.

Here is a better grade Blanket than the one which was so much in demand last week. This Blanket is larger and heavier; size 66 x 80; Pale Blue and Pink Borders, with ribbon beading; excellent high grade Cotton & Wool Blanket. Reg. \$3.00. Friday & Saturday **\$2.79**

Serious Fire At Placentia.

Special Evening Telegram.
PLACENTIA, Sept. 11.
What was nearly resulting in the destruction of the town by fire occurred to-day. A fire broke out in the warehouse connected with the business place of Magistrate O'Reilly at noon. Five casks of kero oil were in the store, together with other goods, carriages and sleighs. A store adjoining full of hay also caught, and both were burned to the ground. These stores were situated in the heart of the town, and only by the vigilance of the bucket brigade and the local voluntary firemen was the town saved. CORRESPONDENT.

Serious Case of Blood Poisoning.

Mr. Tricomp, purser of the Black Diamond steamer Morwenna, who was suffering from a blood-poisoned hand is now recovering as the member is greatly improved. Some time ago Mr. Tricomp cut his finger accidentally and before the wound was healed up a piece of indelible pencil that the purser was using touched it with the result that blood poisoning set in, seriously affecting the man's system. Mr. Tricomp cites another instance of blood-poisoning caused by an indelible pencil in Sydney, where a man while speaking over the telephone unconsciously let the point of the pencil touch one of his eyes. Blood poison developed and the eye had to be removed to save the man's life.

Hr. Grace Notes.

Two cows owned by Mr. John Brunlees broke out of their pasture ground on Saturday evening, and although Mr. Brunlees has searched the surrounding country, no trace of them has been found since.

At the Agricultural Society's monthly meeting last night it was unanimously decided that the Executive of the Society take charge of the management of the Exhibition this fall, and they will be assisted by several members of the body. Our crops are not so bad as those of many other places, and it is thought that a good showing will be made at the Exhibition, which will be held about the end of October.

Messrs. B. Badcock and F. Chafe, of the staff of the Anglo Office, Heart's Content, spent Sunday last in town visiting friends, and left in the evening for the Cable City. They were accompanied as far as Carboneau by Miss Chafe and her guest, Miss Rabbits.

Mr. Hector Martin returned from St. John's last week after a month's treatment at the General Hospital. The operation performed on Mr. Martin was a successful one, and he is fast recovering his customary health and strength. Mr. Martin requests us to convey to Drs. Cowperthwaite and Knight, and also to the nurses, his thanks for the many kindnesses and attention shown him during his stay there. He is also desirous of thanking a number of St. John's friends who visited him in the institution and made his stay there pleasant.

St. Paul's Sunday School Picnic takes place this afternoon, and it is hoped the little ones will have a jolly time.

The young lady of the West End who twined her foot so badly on the street on Sunday night that she had to ask a young man to see her home, is much improved now; but the hero called again last night. We were asked not to mention this, but the temptation was more than we could resist. CORRESPONDENT.
Hr. Grace, Sept. 10, '12.

By Authority.

His Excellency the Governor in Council has been pleased to appoint Messrs. M. C. Alcock, James Butler and Robert Alcock to be members of the Road Board for Leading Tackles East, District of Twillingate, in place of Messrs. Owen Butler and Stanley Loveman, resigned, and Robert Andrews, deceased; Mr. Edward McDonald to be a member of the Road Board for Norris' Arm, District of Twillingate, in place of Mr. M. H. Lingard, left the District; Mr. John Rideout to be a member of the Road Board for Western Head, District of Twillingate, in place of Mr. Theodore Rideout, deceased.

ROYAL CLUB EXCURSION.—The last excursion for the season was held by the Royal Club yesterday to Holyrood. The train left the station at 8 o'clock yesterday morning with over two hundred people and returned at 6 a.m. to-day. At Holyrood a dance was held by the excursionists.

STAFFORD'S LINIMENT for sale by Mr. Codner, Henry Street—22,11.



RIBBONS, 13c. Yard.

Immense selection of Taffeta Silk Ribbons in all the leading shades, except Navy; also a fine assortment of Fancy Striped Ribbons; these are 5 inches wide and good value for 25c. Your choice Friday & Saturday **13c**