

THE STORE BEDECKED WITH SPRINGTIME SPLENDOUR

Again Anticipates Your Every Requirement for the New Season

Anticipating your needs, is our every day occupation, and now with Spring refreshings foremost in your mind, we can save you considerable time and add to the pleasure of selecting—through extensive assortments and really reasonable prices.

Opportunities crowd thick and fast in this week's aggregation of values, and nowhere in St. John's to-day will be found such a worthy representation of what is new, and what is wanted, at prices pleasant to pay.

FRIDAY, SAT. & MONDAY

2.00 Silk Hangings for 97c

We offer 10 pieces of beautiful Brocaded Silk Outings, in fancy shot effects, excellent shade ranges, rich and good to the eye; \$2.00 in their value. Friday, Saturday and Monday. The yard . . . 97c.

COLOURFUL SPRING FABRICS

REVERSIBLE CHINTZ—Three pretty patterns, in nice subdued tones, 50 inches wide, strong enough to make durable furniture coverings; also superior value, 90c. value Friday, Saturday and Monday . . . 79c.

DRESS VOILES—Some very good looking 36 inch Voiles, in cross-bar patterns, on grounds of Navy, Saxe, oval, V. Rose, Tangerine, Cardinal and White. Friday, Saturday and Monday . . . 55c.

ENGLISH RATINES—A pretty range, in shades of Cream, Egyptian, Peach and Coral, showing a cross-bar, in imitation basket work, for Saturday, Friday and Monday. The yard . . . 55c.

CHEEK RATINES—White ground with large coloured cross-bar effect, in shades of Blue, Pink, Cardinal and Black; 36 inch goods. Special Friday, Saturday and Monday . . . 55c.

SAXE LINENS—Soft weave Saxe Blue Lines, 33 inches wide, nice for girles dresses or skirts; etc. Friday, Saturday and Monday . . . 27c.

WOOL GABARDINES—All Wool Gabardines, 55 inches wide, shades of Navy and Nigger Brown. The best we have ever handled. Reg. \$5.50 value Friday, Saturday and Monday . . . \$4.69



Beautiful CUSHIONS

Come and see these brand new Cushions, which we have just opened, in near to silk Art Coverings, reversible and silk pippings all around, they are pretty and value for \$1.25. Friday, Saturday and Monday . . . 79c.

IMPORTANT! LADIES' SPRING COATS

Gracefulness and simplicity characterize these lovely new Coats in Gabardines and no Cloths, straight line effects and crossover, with girdles. The popular shades are all represented; Greys, Fawns, Browns, values to \$20.00 Friday, Saturday and Monday. Special . . . \$14.98

CHILDREN'S KNITTED WOOL DRESSES—Dear little Dresses, to fit 2 to 4 years, ideal for Spring wear, round neck, short sleeves, embroidered in coloured wools, shades include Saxe, Grey, Brown, Rose, Jade, etc. Saxe and White for Fri, Sat. and Mon. Special . . . \$1.29

INFANTS' DRESSES—Cashmere Dresses, in shades of Sky, Pink and Cream, round neck, long sleeves, trimmed with Valenciennes lace Friday, Saturday and Monday . . . 89c.

INFANTS' COATS—In White ribbia, some showing Pink trimmings, long sleeves, round neck. Reg. \$1.00 Friday, Saturday and Monday . . . 84c.

THE NEW STRAW HATS

Wonderful Display of them \$3.50 VALUE FOR 98c.

They're the centre of attraction in the Showroom. A wonderful, colourful and stylish display for Ladies, Misses' and Children, Ready-to-Wear and Untrimmed Straw Hats; Shiny, cunning shapes to suit every individual taste. Friday, Saturday and Monday . . . 98c.

SERGE DRESSES Pretty Styles Just Arrived

Ladies' Navy and Brown Serge Dresses, showing round neck, three-quarter sleeves, girdle, pretty straight line effect Dresses, with braid and button trimmings; 36 to 44 sizes. Reg. \$10.00 Friday, Saturday and Monday . . . \$8.49

EXQUISITE JUMPERS in Crepe-de-Chene and Satin

JUMPERS—Ladies' Crepe de Chene and Satin Jumpers, long and short sleeves, round neck, embroidered and beaded, handkerchief, elegant shades—such as Orchid, Flame, Sand Gold, Green, Pink, Grey, Brown and Navy. Reg. \$5.00 Friday, Saturday and Monday . . . \$4.29

Gorgeous Ribbons

Handsome Dresden Taffete Ribbons, 5 inches wide, in all the newest shade blendings, a handsome bunch, value for 60c. yard Friday, Saturday and Monday . . . 44c.

ORGANDIE COLLARS—The latest in dainty white and colored Organdie Collars, to suit round neck dresses values to 40c. Friday, Saturday and Monday . . . 27c.

BANGLES—The latest—Glass Arm Bangles, in shades of Emerald, Nile, Saxe, Cardinal and White. The pair Friday, Saturday and Monday . . . 49c.

SMALLWARES

CLOTHES PINS—Patent Spring clips. The dozen 7c.

CROCHET COTTONS—Silky like finish, all colours. 5c.

ELECTRIC CURLERS—Wave or curl without heat in a few minutes; the quickest yet! The pair . . . 27c.

SAFETY PINS—Great big strong ones, in Black and White. The dozen . . . 27c.

VANITY CASES—Permanent gilt finish, circular shape, mirror, puff and rouge . . . 27c.

COMB CLEANERS—The speedy and thorough Comb Cleaner, lasting and serviceable, each . . . 27c.

BATH SOAP—Monster Cakes of durable lather giving Toilet Soap. The Cake . . . 27c.

A Gentleman's Hat



Just as we picture it here. The latest London Promenade Hats, in Light Grey felt with black silk band, silk lined. A distinctive Hat for glorious Springtime. Let's show this. \$8.95 one. Special . . . \$8.95

MEN'S GLOVES—Another line of French Suede Fabric Gloves, most desirable for present wear. Finely finished. Special . . . \$1.10

MEN'S BRACES—This line introduces sensible, serviceable English Braces, best of classics and strong kid straps. Special . . . 75c.

FLANNEL PANTS—A special lot of medium Grey Pants, smart London tailored, with waist belt loops, cuff bottoms, nice to wear now when you discard your heavy top coat. Special . . . \$4.90

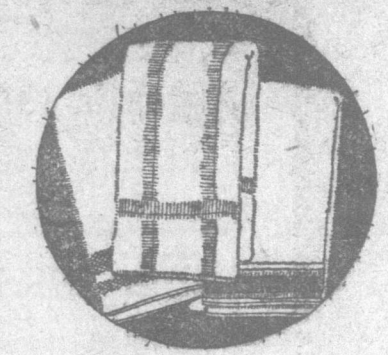
See Our Eastern Window for this charming line of French Neckwear

FRENCH NECKWEAR—Charming Silk Neckwear, in Foulards, Creponettes and Taffetes, etc., staunch in material and beyond compare in beauty of patterns. The finest line we have ever handled. Special . . . \$1.25

FRENCH CHAMOIS GLOVES—Real Chamois Skin Gloves, with self or black points, decidedly classy, finely finished. Special . . . \$2.45



THE HOUSEWIFE'S Own Special Column of ECONOMIES



WHITE SCRIMS.

A nice collection of all White Scrims, assorted stripes and handings; others in large cross bar effects; 60c. values here. Friday, Saturday and Monday . . . 49c.

SAVOIE CHAMBRAY.

A beautiful new material particularly for Casement Curtainings; shades of Rose and Shantung; nice for Summer Dresses, etc. Friday, Saturday and Monday . . . 48c.

CURTAIN LACES.

56 inch Laces, showing a wide scroll border and nice evenly covered lace patterned centre. Friday, Saturday and Monday . . . 63c.

SINGLE BLANKETS.

These are large size Grey Cotton Blankets, big enough for full size beds; nice full nap blanket, showing assorted striping. Regular Special each . . . \$1.65

CUSHION COVERS.

In Dark Linen, with wide hem-stitched frill and pretty silk embroidery, in many shades. Regular \$1.40. Friday, Saturday and Monday . . . \$1.23

BUSH RUGS.

Heavy Fawn Rugs for roughing it, bound edge and striped border; a new lot just to hand. Regular \$3.50 pair value. Friday, Saturday and Monday, pair . . . \$3.15

UNBLEACHED SHEETINGS.

60 inch Twilled Sheetings from reliable English mills, strong stitching, every yard . . . 57c.

BATH TOWELS.

Extra full size Pure White Turkish Bath Towels, just 1 dozen of them. You have never seen such towel value. Friday, Saturday and Monday, each . . . \$1.49

TOWELS.

Your choice of good serviceable family Towels—White and coloured Turkish quality. Friday, Saturday and Monday, each . . . 69c.

COLOURED BLANKETS.

Heavy quality, in Plain shades of Rose, Blue and Gold, nice for lounges, striped borders. \$1.95 regular value. Friday, Saturday and Monday . . . \$1.95

QUILT COTTONS.

Your choice of the newest patterns in White and Crimson Checks and figures; the quality is A.1. 33c. Friday, Saturday & Mon. yard . . . 33c.

PUSH RUGS.

Handsome looking Hearth Rugs, in plain shades of all Crimsons and all Dark Blue. Distinctive rugs to tone up your rooms; just to hand. Reg. \$9.00. Friday, Saturday and Monday . . . \$8.48

TABLE COVERS.

Coloured Tapestry Table Covers, Crimsons and Gold mixtures, plain hemmed edge, good looking and serviceable. Reg. \$4.50. Fri. . . \$4.15

BEAUTY PACKAGE

Science brings this wonderful new face treatment—a wonderful beautifier and skin cleaner, each package contains Beauty Clay, Cream and Vanishing Cream, directions with each. Special . . . 29c.

Men's English Showerproof Raglans

Men's English Gaberdine Showerproof Raglans, in pretty Fawn shades, with military collar or neat lapel front. These \$21.75 are just to hand. SPECIAL . . . \$21.75

Men's Sport Coats

Distinctly English in those good wearing Harris Tweeds, patch pockets, pleated and belted back; half lined; assorted patterns and sizes. SPECIAL . . . \$10.40

BARBERS' & STEWARDS' COATS—3 pocket, English White Jean Coats, detachable buttons, superior quality, beautifully finished. SPECIAL . . . \$3.45

New Dollars for Halifax Jobbers

(Maritime Merchant.)

At a time when established markets are less productive of business than they have customarily been, wholesalers with gladness any new outlets for trade that may be opened up. In such times they have their eyes peeled for any new prospect that may be developing within their own radius. To certain Halifax business men in the press perhaps ten months ago regarding the development of a pulp and paper industry at Corner Brook, Newfoundland, was brought with considerable significance. On account of the close connection which Halifax has with Newfoundland by means of Farquhar & Co's steamers, considerable trade is already done in that quarter by Halifax houses, and the statement that about thirty million dollars would be invested in erecting at Corner Brook a pulp and paper mill and a town connection therewith, created a prospect for business that challenged their attention. They were not slow in investigating the opportunity and a result considerable business has been done by them at the site of this industrial development that in a measure atones for the lack of business from the older established markets. This business has helped quite a lot during the past six months; and there is still more to be done.

In view of the continuance of the construction work and the eventual opening to the needs of the new industry and the population of the new town, it should continue to be a source of considerable profit even after the plant and town construction work has been completed. In the early stages of the development, Montreal benefitted very extensively, for supplies were at that time sent from that port by the shipload. But Halifax has the direct and regular steamship connection, and so supplies here, especially at the last call before winter closes down. Will be the always to harvest many new dollars at the site of Newfoundland's newest industry.

It is an inspiring thought, this one of the development of a brand new industry and the creation of a brand new town. The pulp and paper mill of Sir W. G. Armstrong, Whitworth & Co., Ltd., will employ when completed about 800 men, and produce about 400 tons of newsprint a day. At present about 500 men are at work on construction. The town in connection with the industry has been planned to accommodate 4,000 people and is being developed on approved "town planning" lines. Already in the construction of streets, sewers, water works and other features of the place several hundred men are at work. Corner Brook is before a very busy place to-day. A large amount of land is being reclaimed for the mill site and the equipment for excavation and filling nothing short of wonderful. A man who has witnessed the work in progress told us of the expedition with which the cars are loaded with earth filling purposes; the huge steam cranes, working steadily, fill a car about a minute. With the entirely new plant for construction work which sort that is being used, the development grows with such rapidity that the progress is very perceptible in a single day.

The town plan has been made by Messrs Adams, one of the leaders in the profession, in collaboration with Messrs Thompson, another town planner of repute, and makes the best possible use of the ground. The streets are so laid out that the shortest distance between the lines on opposite sides will be seventy feet and the smallest lots have forty feet frontage. Corner Brook will be the last word in elegant laying out for the health, comfort and general welfare of the people. Special attention is being paid to the aesthetic aspect of this development and the planning and building of the cottages has been in the care of A. R. Cobb, a local architect.

British Fleet to Burn Oil

ITS FORMER NAVAL CHIEF, LORD DUNDON, Mar. 4 (A.P.)—Prediction of the future British fleet would be burning was made by Lieut.-Col. M. S. Amery, former first lord of the admiralty, in an address at the Colonial Institute recently. Referring to the government on the more base question, he admitted increasing menace in air development but insisted that the main defence of these islands as well as of the Empire as a whole depended upon maintenance of sea communication and that nothing but an efficient fleet could maintain those communications. Amery declared that of the future will each be a complex with many forms of defence, but the capital ship always remain the kernel of the command.

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Men's English Showerproof Raglans

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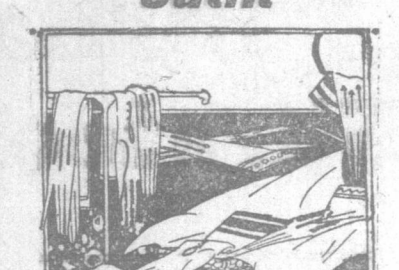
BARBERS' & STEWARDS' COATS—3 pocket, English White Jean Coats, detachable buttons, superior quality, beautifully finished. SPECIAL . . . \$3.45

bird bosom front of white crepe in a front of black silk with a apron effect.

RD'S LINIMENT RELIEVES COLDS.

Telegram.

Beautiful GLOVES to complete your Spring Outfit



FRENCH GLOVES. French Fabric Suede finish Black Gloves, the finest we have handled; 2 dome wrist. Friday, Saturday and Monday . . . 38c.

LADIES' GLOVES.

Gauntlet Gloves, washable, with strap-over wrist, Suede finish; shades of Chamois, Pastel and White. A wonderful value this week. 85c. Regular \$1.10. Special . . . 85c.

SUEDE GAUNTLETS.

French Suede Gauntlet Gloves; shades of Grey and Dark Brown; strap-over wrist. Extraordinary value. Friday, Saturday and Monday . . . \$1.59

CHOKERS

See Window

Squirrelletto Chokers, just what you need to set off your Spring Costume. It's a little item but imparts a wonderful smartness to mildy's appearance, and just now they are all the rage. See Our Window. Special . . . \$4.95

HOSIERY

VALUES at their best

SILK and WOOL HOSE. Pretty mixed shades: Greys, Fawns and Browns; values to \$1.50 pair. Friday, Saturday and Monday . . . 95c.

SILK HOSIERY. 45 dozen of them, slightly imperfect; shades of Grey, Peach, Nude, Coaling, Beaver, Fawn, White and Black. Remarkable value at . . . 39c.

CASHMERE HOSE. Ladies' fast Black English Plain Cashmere Hosiery. Regular Dollar Value. Friday, Saturday and Monday . . . 85c.

MENDING SILKS. Very handy; all the latest shades to match the new hosiery. Comes on reels and cards 5c. and 12c.

CHILDREN'S SPORT HOSE.

Highly mercerized, assorted ribs with fancy roll tops; shades of assorted Browns, Greys, Navy and Black. Big Job Line. 52c. Special . . . 52c.

CHILDREN'S HOSE.

Suitable for girls or boys, fine ribbed Black and Cordovan shade; great wearing quality. Regular to 40c. pair. Friday, Saturday and Monday . . . 29c.

BOYS' WOOL HOSE.

Heavy ribbed fast Black Hosiery, to fit chaps from 2 to 11 years. Regular 65c. Friday, Saturday and Monday . . . 55c.

CLASSY LINE

of Men's



Tailored Spring Coats

Tailored to a fineness, a once remarkable and in a Grey shade, that men like at this season. This particular line was made to our own idea of what we consider—snappy, attractive and within reach of the average purse. The quality is there, the fit is there. See them to-day. Special

\$37.75

