

**Best Around Our Department.**

- .....\$7.00 each
- .....\$7.50 each
- .....\$2.10 each
- .....26c. each
- .....37c. each
- .....45c. up
- .....40c. pair
- .....\$4.00 suit

Do to \$2.40 each.

That have already won the appreciation of customers. New models that quality tweeds lined in finest silks.

P.O. Box, 920, St. John's.

**Mats!**

Over that worn spot in your canvas with a CONCRETE MAT.

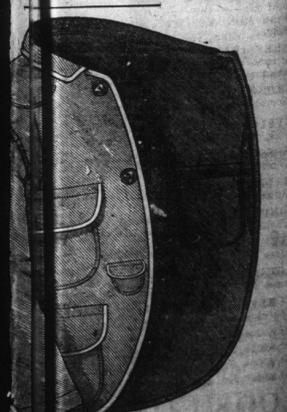
Do you an Artistic Eye? These dainty Patterns, even good heavy quality.

Now. Preparedness is readiness for your immediate wants.

are selling at only 30c.

**LEY.**

men, ATTENTION!



Hardware Co.

Every Saturday evening at 7 o'clock, Choice Ends of Mutton, Lamb, Pork will be at cost. ELLIS & CO., 203 Water Street.

**ECONOMY PRICES tacked on Wanted Lines, that NEWSY READING will attract and make**



**for Shoppers at this Store. FRIDAY, SATURDAY AND MONDAY**

Painstaking efforts to pare profits to the finest have amassed for us VALUES that outstrip all competition. Be on hand to partake of the advantages of this week end event.

**PLAID GABARDINE SKIRTS.**

Plaid Skirts are all the rage, and knowing this we place on sale this week a strong value line of prettily assorted Plaid Skirts for immediate wear, large pockets, belted and button trimmings. Regular \$4.20. Friday, Saturday and Monday \$3.98

BLACK UNDERSKIRTS—A few dozen of good Black Satene Underskirts in full sizes, made with wide fluted flounce, drawing at waist; these offer one of our best values in the Showroom this week. Regular \$2.00. Friday, Saturday and Monday \$1.78

**THE NEWEST! SILK MOHAIR SKIRTINGS**

The very newest in Skirtings, offering quite an array of charming effects in mixed plaids, wide and narrow stripes, and others. This material will give lasting wear, and is perhaps the prettiest lot of Skirtings of the season. Friday, Saturday and Monday, the yard \$1.45

**COTTON BLANKETS. 4.40**

Large size fleecy Cotton Blankets. Just the weight you would welcome for the cooler nights; it's too early to bring out the woolen blankets yet; these are just what is required. Friday, Saturday and Monday, per pair



**Listing Some Particularly GOOD VALUES for the Housewife. Read!**

- TABLE CLOTHS**—Notable value in strong White Damask Table Cloths, assorted patterns finished with a hemstitched border. These Cloths are value \$2.00 each. Friday, Sat'y & Monday \$1.78
- SEABOARD CLOTHS**—These are unusually long and wide, nice fine linen make, neatly embroidered and finished with a hemstitched border. Reg. \$1.40. Friday, Saturday & Monday \$1.28
- NIGHTDRESS BAGS**—Have one of these very handy Nightdress Bags. Fine white linen make, nicely hemstitched, embroidered medallions and scalloped and worked edges; last for years. Regular 95c. Friday, Saturday and Monday 85c
- BUREAU CLOTHS**—Finest quality English White Linen Bureau Cloths embroidered in fast blue linen; a distinctive cloth with a wide hemstitched border. Reg. \$1.30. Friday, Sat. & Mon. \$1.18
- STAIR DRUGGET**—Just a couple of pieces of 23 inch Stair Drugget, nice bright pattern with mixed crimson border; will serve as a substitute for the more expensive Tapestry Carpet. Reg. 60c. yard. 55c Friday, Saturday and Monday
- Make your Bedroom look cosy with one of those pretty Bedroom Squares.**
- Some nice mixed shades in large size Bedroom Squares, 7 1/2 feet by 9 feet. These Squares are made of strong Drugget and offer you a cheap floor covering for your bedroom, dressing room or dining room. Good value for \$4.50. Friday, Saturday & Monday \$4.20
- PAIRS OF MUSLIN CURTAINS**—Marked to final clearance price. White and Ecru, some with lace insertion border, others with broad hemstitched border; nice little Curtains for bedroom use. Reg. \$2.30 pair. Friday, Saturday & Monday \$1.90
- TEA CLOTHS**—Very dainty White Linen Tea Cloths, size 32 x 32; rather prettily embroidered, wide hemstitched border. Reg. 80c. Friday, Saturday and Monday 55c

**SMALLWARES.**

- MINIATURE SILK FLAGS**—Union Jack and flags of the Allies mounted on apparatus steel pins for motor cars, 15c each
- WHEATLIKE CROCHET COTTON**—In a small variety 2 Spools for 11c
- SCRIBBLERS**—160 page ruled Scribblers, each 10c
- ENVELOPES**—Good quality, medium size, per package 7c
- BRESS FASTENERS**—Black and White, per doz. 7c
- KNITTING WOOLS**—Grey, Black and Khaki, 2 slips for 5c
- KNITTING WAX**—3 pieces for 5c
- KNITTING NEEDLES**—Electro-plated, in assorted sizes, per book 5c
- HOUSE PINS**—In Gilt or Black, per card 8c
- NECKLETS**—Pretty Bead Necklets for children 15c
- CHILD CREAM**—In handy size, good quality 15c
- SHADES**—In all the most required shades, per tube 15c

**LOOK! 2 Clearing Lines Specially Priced**

- ENAMEL KETTLES**—4 Bread Pans—Sheet Iron and 5 quart size. Value for \$1.30. Friday, Saturday & Monday \$0.98c
- BREAD PANS**—Sheet Iron in a very handy size. Special, each \$1.30. Friday, Sat. & Mon. 17c
- We Offer Extra Good Value in Boys' Fall Underwear.**
- A really good-wearing, warmth-giving Underwear for boys 10 to 16 years; natural shade. Value for \$1.30. Special. Friday, Sat. & Monday \$1.50

**THE SHOWROOM'S**



**Special Values.**

- BLOUSE SPECIAL**—We are clearing out some very pretty Blouses this week in Voiles, Striped Muslins, and others in Jean, large collar and tie, embroidered front, long sleeves; her's a chance to pick up a blouse or two at a saving price. Regular up to \$1.40. Friday, Saturday and Monday \$1.15
- CHILDREN'S OVERALLS**—Slip-over Check Gingham Overall for children from 2 to 7 years, good quality washable Gingham, straps over shoulders, buttoned at back, pocket, elastic at knee, in pink and white, blue and cream check, for girls or boys. Special Sale Price, Friday, Saturday and Monday \$1.17
- FANCY HAT PINS**—Handy size Hat Pins, 2 on each card, pretty gilt and enamel tops; have a set or two as a standby, you will need them later on. Special, per pair, Friday, Saturday and Monday 15c
- JERSEY BLOOMERS**—Ladies' fine ribbed Jersey Bloomers, in a nice medium weight, not bulky, very suitable for fall wear, elastic at waist and knee, in White or Pink. Regular \$1.10. Friday, Saturday & Monday 98c
- CHILDREN'S KILTED SUITS**—In shades of Navy and Saxe. Just the little suit for fall and later on wear, they come in a nice Jersey make, pants with each suit, rolled collar, old value. Reg. \$2.50. Friday, Saturday and Monday \$2.16
- DAINTY COLLARS**—Quite a collection of the newest and prettiest in Ladies' Collars, including White Muslin Collars, others in Voile, Net, Plain, Corded and Broadcut Silk, Roll Collars, Sailor Collars for Coats or Dresses. Reg. 80c. Friday, Saturday and Monday 69c
- LAWN NIGHTGOWNS**—Low neck white lawn Nightgowns, with 3/4 sleeve, all over embroidery yoke, and sleeve, wide ribbon beading, very dainty slumber garments, made in full sizes. Reg. \$1.75. Friday, Saturday & Monday \$1.59
- CHILDREN'S AND MISSES' VELVET TAMS**—Pretty shades of Green, Gold, Mole, Nigger Brown, Black and White in becoming Velvet Tams, with cord and silk tassels, elastic at back. Reg. \$1.20. Friday, Saturday and Monday \$1.08
- CHILDREN'S UNDERPANTS**—These come in a nice medium weight, in fine ribbed Jersey, ankle length; sizes to fit from 4 to 10 years; good value at 35c. pair. Friday, Saturday and Monday 29c
- "BUSTER BROWN" BELTS**—Good quality patent leather belts for children, large buckle fastener, in White, Black and Cardinal shade. Regular 20c. Friday, Saturday and Monday 16c

**From Every Section of this Generously stocked Store-house of Values we have brought forward our very best offerings.**

- THESE PONGEE CLOTHS** are extra fine quality and come in broad stripes and polka dots, 32 inches wide. Very suitable for Blouses, Dresses, Skirts and so forth. We have a dozen pieces or so offering you quite a variety of pretty mixtures. Special, the yard, Friday, Saturday and Monday 52c
- CRETONNES**—We offer several pieces of Fancy Curtain Cretonnes, last year's importation; they come nicely patterned and bordered, grounds of Blue, Crimson and Green; 36 inches wide. Reg. 60c. the yard. Friday, Saturday and Monday 57c
- BRUSH AND COMB BAGS**—An ornament for your boudoir; very neat White Linen Bag, gathered, worked edge, hemstitched and ornamented with small medallions. Regular 55c. Friday, Saturday and Monday 49c
- ART SERGES**—54 inches wide, in plain shades of Brown and Green, suitable for Curtains, Portiers and Screens, etc. Last year's price, \$2.00, cut for this \$1.70. Friday, Sat. & Monday, the yard
- STAMPED MATS**—New patterns, clearly defined on stout Hessian. Use up the old pieces of cloth, cottons and such like, they make a cosy looking mat for the winter-time, each mat 1 1/2 yards long. Friday, Saturday and Monday, each 52c
- BOYS' SCHOOL BOOTS**
- See These
- Sturdy Boots for School Wear. Just the Boot to stand up against the hard usage that boys usually give them. We have sizes from 1 to 2 1/2. If you want value in boys' boots you'll get it right here. Reg. \$3.50. Friday, Saturday & Monday \$3.25
- A clearing line of School Bags, suitable for girls or boys; some in black, glaze finish, others imitation tweed patterns; large size bags with shoulder strap 16c
- BOYS' HOUSE SHOES**—Something every boy needs, a pair of comfortable House Shoes. They come in two grades: Tan Alligator, and another with patent leather front and embroidered velvet quarter. Reg. \$1.20 pair. Friday, Sat. & Monday \$1.05
- MEN'S LACED BOOTS**—A solid boot for knockabout wear, gun metal make, blucher cut; a fine boot for wearing with rubbers later on; half sizes from 6 to 10. Good value at \$3.00. Friday, Saturday and Monday \$2.69

**Connect Yourself With Some of These Special Values.**

- MEN'S FALL CAPS**—Good looking, shapely in dark Tweed Caps for fall wear; now that the straw hat season is about over you will need such a cap. See these. Regular \$1.30. Friday, Saturday and Monday \$1.15
- MEN'S KHAKI DRILL JACKETS**—The ideal Jacket for the sportsman, as it is able to stand hard usage, some slip of jean, well made from stout khaki drill, jacket that will last for seasons, 2 patch pockets, adjustable buttons. Regular \$2.50 value. Friday, Saturday and Monday \$2.10
- MEN'S KHAKI PANTS**—To match the Khaki Jacket advertised for this week, made of best quality khaki drill, wont tear or rip easily, ideal for sportsmen and those engaged at heavy outdoor work. Regular \$2.50 pair. Friday, Saturday and Monday \$2.10
- MEN'S SOCKS**—Socks that you can wear right now, a medium weight in Black, Tan, Navy and Grey; our regular 50c. good value socks. Friday, Saturday and Monday 45c

- UNION FLANNEL SHIRTS**—Some splendid looking striped patterns, in an extra heavy make, good washing shirts with collar attached, a shirt you can appreciate the comfort of early morning. Regular \$3.00. Friday, Saturday and Monday \$2.78
- MEN'S TOP SHIRTS**—For the working-man, we have a line of Mottled Grey Shirts, in roomy sizes, collar attached, real strong make, a fine shirt for the out-of-doors man. Reg. \$2.00. Friday, Saturday and Monday \$1.85
- HANDKERCHIEFS**—Men's full size Irish Lawn Handkerchiefs, the same quality as you bought a few years ago. These are made for service. Reg. 25c. value. Friday, Saturday & Monday 19c
- MEN'S NEGLIGEE SHIRTS**—No matter what season it is you need a soft bosom shirt, or two like these; they show a lot of nice striped patterns; your choice of soft or laundered cuffs. Reg. \$1.50. Friday, Sat. & Monday \$1.50

**The "Sammy" Sweater for Boys and Girls.**

A sleeveless Sweater in Khaki shade. Keeps the baby warm and leaves the arms free and unencumbered from a bulky sleeve, suitable for evening wear now and for school wear and outdoor play-time later on; assorted sizes. Special Friday, 76c Saturday and Monday

**Here's a Nest of Hosiery Values Hard to Beat.**

- LADIES' FAST-BLACK HOSE**—Introducing a new line of fleeced lined Hosiery, almost plain finish, with stout ribbed tops; real fall weight. 55c. Friday, Sat. & Monday 49c
- LADIES' CASHMERE HOSE**—High-grade English plain Black Cashmere Hosiery. For those requiring the old reliable make we have selected this worthy line. Reg. \$1.20 pair. Friday, Saturday & Monday \$1.05
- Ladies' Fancy SILK HOSE, 45c Values for 25c.**
- Here is your chance of real good Hosiery at about the half price mark: Fancy Black, White and Coloured Hosiery. Special

**Vac Victori.**

(From a Little People.)

At your decree we die or live,  
Our goods are yours to burn or bind,  
Our honor, which we would not give,  
You cannot take. Ah! fools and blind.

What conquest gives you innocence,  
What mastery a heart unstained,  
Your power is but impotence,  
Your gain—what is it if you have gained?

What though your ships should ride  
The seas,  
Your armies sweep from tide to tide?  
Man lives by higher things than these,  
You shall go back unsatisfied.

And not to-morrow, or to-day,  
The scales are set, the balance told;  
They still have judgment who let ray  
Their Christ for glory or for gold.

The fruits of victory are sweet—  
Ride onto reap your just reward!  
Ride on in arrogance, to meet  
The Angel with the flaming sword!

—Westminster Gazette.

**A Metal Which Fights.**

The chemists tell us that aluminum is one of the commonest minerals, though it is never found in a free state. Much the same applies to its use in our fleet-building yards.

No engineer would dream of using the soft, white metal alone, but in alloy with copper and steel it enters into every part of a warship, from the gun-sights and the wireless telegraph to the engine-beds and the keel-plates. Every class of ship is dependent for its success on aluminum.

Aluminum is an all-British product; its ores are drawn from the mountains of Antrim, reduced by the electricity generated by a wild Highland stream, carried to the Clyde for mixture with this metal or that, and then cast or machined to the required shape and size.

An engine-bed of aluminum-steel is one-third the weight of an all-steel product for the same purpose. The standing parts of marine engines can be equally reduced—a fact of immense importance in torpedo craft and submarines at least.

Aluminum, however, has faults and limitations which science is gradually removing. The mineral will not weld. The two ends of a broken rod will not run together, but will set up a third zone which causes weak jointing.

The helmets which are used in our trenches as a protection against snipers and shrapnel contain a considerable proportion of aluminum.

**Bull Durham Cigarette Tobacco.**

You can make for yourself with your own hands the mildest, most fragrant, most enjoyable cigarette in the world. Machines cannot imitate it. The only way to get that freshness—that lasting satisfaction—is to roll your own with Genuine Bull Durham Tobacco, 10c sack. For sale at CASH'S East End Tobacco Store, Water Street.

**Kaiser as Profiteer.**

The Kaiser's greatest war profits come from the Krupp gun-works at Essen. Just how large his holdings are cannot be determined, as the Krupp concern refused to show its books in the recent profiteering investigation conducted by the Reichstag, and that body has no power to enforce its demands. The statement, however, is made on the authority of Geneva bankers who recently returned from Frankfurt that the Kaiser before the war had been a large shareholder in Krupp's; in fact, one of the largest holders of the shares next to Frau Bertha Krupp von Bohlen. Since the war began the Kaiser is said to have increased his shares in the works by purchases amounting to £5,000,000.

That the Kaiser, long before the present war, was an enormously wealthy man was nowhere denied. As King of Prussia he enjoyed a Civil List of £850,000 a year. He is the greatest landowner in Prussia, and has an immense private income. His grandfather left him a fortune of £2,500,000. He has many castles and palaces in various parts of Germany, upon which he has expended immense sums. He bore practically the entire expense of maintaining and conducting the Imperial opera in Berlin, and when he travelled on his magnificently-equipped railway train it cost him £10 a mile.

**Citizen of Honour.**

The King of the Belgians has conferred upon Mr. Hoover, the American Food Controller, the title of "Citizen of Honor and Friend of the Belgian Nation."

This distinction, which is quite unprecedented, has been conferred on Mr. Hoover in recognition of the great services rendered by him to the stricken population of Belgium, and in view also of the fact that as a member of the United States Government Mr. Hoover is unable to accept any decoration or title of nobility.



**CHILDREN'S CASHMERE HOSE**—Children's Wool Cashmere Hose, ribbed finish; best English quality; sizes 1 to 6. You would be wise to pick up a few pairs of these. Reg. 55c. Friday, Saturday & Monday 48c

**Ladies' Fancy SILK HOSE, 45c Values for 25c.**

Here is your chance of real good Hosiery at about the half price mark: Fancy Black, White and Coloured Hosiery. Special