

ANOTHER CHAPTER OF INCOMPARABLE VALUES FOR Thursday AND Saturday.

A Sale of Worthy, Desirable High-Grade Merchandise at such Low Prices as to make them almost Price-Compelling.

FOOTWEAR OF SPECIAL MERIT.

CHILDREN'S CLOTH TOP BOOTS.—Made from soft Dongola Kid of a very fine quality. A stylish new shape with plain, dainty toe, comfortable medium height, solid leather soles. Reg. \$5.40 pair. Thursday and Saturday **\$1.30**

WOMEN'S BUTTONED BOOTS.—Made from soft Dongola Kid of a very fine quality. A stylish new shape with plain, dainty toe, comfortable medium height, solid leather soles. Reg. \$5.40 pair. Thursday and Saturday **\$4.90**

CHILDREN'S SLIPPERS.—A wide toe style that will prove very comfortable for growing feet. Tan and Patent leather with one strap, wedge heel and tape-bound tops; sizes 5 1/2 to 8. Reg. \$1.50 pair. Thurs. & Sa. **\$1.38**

WOMEN'S LACED & BUTTONED BOOTS.—Soft Cabretta in a pointed toe style with medium toes & heels. A full range of sizes from 5 to 7, including halves. Regular \$3.75 pair. Thursday and Saturday **\$3.45**



and House Furnishings.

- HEARTH RUGS**—A big variety of pretty color combinations and designs. Here you will find the rug that suits your particular taste. They are of heavy velvet pile and will give lasting wear. Size 27 x 60 inches; hemmed. Regular \$6.40 each. Thursday and Saturday **\$5.95**
- TAPESTRY HEARTH RUGS**—A very serviceable quality in a good large size. Patterns suitable for almost any room. Regular \$3.25 each. Thursday and Saturday **\$3.00**
- DOOR MATS**—With a thick, heavy pile that will give great service. In this lot you will find patterns to match almost any hearth rug. They are made with hemmed sides that will prevent the corners turning up when in use. Regular \$1.00 each. Thursday and Saturday **94c**
- TEA COSIES**—Fancy Chintz with White piped edging, and cord and self loops. Serviceable and lasting qualities in heavy or collapsible styles. Reg. \$1.20 each. Thursday and Saturday **\$1.00**
- AMERICAN TEA CLOTHS**—Circular and square shapes with scalloped edge strongly overstitched with lustre cotton. The patterns are stamped or worked ready for use. Assorted sizes. Reg. 35c. ea. Thursday and Saturday **28c**
- CERISE MANTLE DRAPES**—Handsome silk-embroidered patterns in contrasting color effects; dark and mid cerise grounds, scalloped edge. Size 2 yards long and 8 1/2 inches wide. Regular 45c. each. Thursday and Saturday **38c**
- BUREAU AND SIDEBORD SCARFS**—Coarse White Cotton of a quality that will give the best of wear. The designs are handsomely worked with strong White Cotton. Size 12 1/2 x 18 inches with wide hemstitched hem. Regular 65c. each. Thursday and Saturday **60c**
- WHITE MUSLIN CUSHION COVERS**—With colored embroidered centres in a variety of new designs. Finished at the edge with wide hemstitched frill. Will take a cushion 18 x 18 inches. Reg. 55c. ea. Thursday and Saturday **45c**
- LINEN CUP TOWELS**—Excellent quality, soft White linen, with a narrow red border and neat hem. Will wash splendidly and dry soft. Reg. 35c. ea. Thursday and Saturday **30c**
- TAPED PILLOW CASES**—A serviceable, low priced Pillow Case for ordinary use. Made from fair quality Pillow Cotton, with tape tie strings. Size 18 x 28 inches. Reg. 35c. each. Thursday and Saturday **30c**



NOTICE OUR MANY SPECIALS IN THE SHOWROOM DEPARTMENT.

- CHILDREN'S VELVET GRIP SUSPENDERS**—In white, blue and black, with safety pin tops and oblong rubber buttons. Regular 30 and 35c. each. Thursday and Saturday **28c**
- CAMBRIC EMBROIDERY**—Solid and openwork designs in 10 different patterns, ranging from 1 to 2 inches wide. Regular 9, 10 and 11c. Thursday and Saturday **8c**
- MERVE SILK RIBBONS**—In all the new season's colors; widths from 5 to 6 inches. In view of the rapidly increasing price of all kinds of silk materials, we are still able to offer this splendid value. Reg. 35c. yard. Thursday and Saturday **28c**
- MISSIE'S KHAKI & SAGE SCHOOL DRESSES**—With white piping and white linen covered buttons, at a price far below present day quotations for equal grades. Buy all you need for summer as they cannot last long, even at the regular prices of \$1.50 and \$2.20 each. Special **\$1.75** ea. Thurs. & Saturday
- ENTRIMMED HATS**—Of white tassel straw in fashionable, large shapes, with wide brim and round crowns. Reg. \$2.00 ea. Thurs. & Saturday **\$1.60**
- WOMEN'S LINEN HATS**—Blazer stripes with white band and crushable white crowns, also fancy stripes and plain colors in a big variety. Regular 95c. Thurs. & Friday **78c**
- WOMEN'S RIBBED KNICKERS**—In a close-knit mid-season's weight, finished with hand of white cotton at the waist and frill of fine Valenciennes lace at the knee. A style that will fit closely and prove very comfortable. Reg. 80c. pair. Thursday and Saturday **72c**
- WOMEN'S RIBBED VESTS**—Sleeveless and wing sleeved styles in a light weight, ribbed material. Considered excellent value at the regular price of \$1.00. Special for Thursday and Saturday **49c**



Get Your Supplies at the Leading Men's Furnishing Store.

- CHILDREN'S CORDUROY HATS**—With alternate quarters of plain velvet; narrow turn down rim and neat band and bow of ribbon. The styles are suitable for boys or girls up to 8 years. Reg. \$1.25 each. Thursday and Saturday **\$1.05**
- MEN'S AMERICAN CAPS**—Shepherd checks, stripes and plain tweeds in a very light weight for summer. Part of a job purchase and worth considerably more than the regular retail price of \$1.50 each. Special for Thursday and Saturday **\$1.25**
- ELASTIC ARM BANDS**—A big variety of colors, made with neat bow of soft satin. Reg. 22c. pair. Thursday and Saturday **17c**
- MEN'S MIKADO BRACES**—With elastic button cords. This brace ensures a well hung pants and allows freedom of movement. It is the acme of perfection. Special for Thursday & Saturday **33c**
- MEN'S DERBY TIES**—Assorted silks in shaded, striped and fancy designs. Made in reversible style and will give double the wear of the ordinary kind. Reg. 75c. each. Thursday and Saturday **68c**
- MEN'S WIDE END TIES**—In a large assortment of fancy silks and satins. They are made with reinforced bands and will always keep their shape. Reg. \$1.00 each. Thursday and Saturday **90c**
- COTTON WORK SHIRTS**—We offer this splendid wearing Blue Cotton Shirt at such a low price that every one of our customers who buys them will be more than satisfied. It is a superior made shirt, having collar attached, double shoulders, double stitched felled seams and breast pocket; made of a smooth finished, medium weight cotton. Reg. \$1.10 each. Thursday and Saturday **95c**
- STANFIELD'S MID-SEASON'S UNDERWEAR**—Elastic, ribbed wool; rendered unshrinkable by the Stanfield process. It's a fine medium Spring or Fall weight, a standard number with us and one we sell a great many of; sizes 36 to 42. Reg. \$2.50 garment. Thursday and Saturday **\$2.25**
- MEN'S BALBRIGGAN UNDERWEAR**—Here is a garment that we know is great at such a low price that every day's price; it is a summer weight Egyptian Balbriggan, natural Balbriggan color, well made and finished. Reg. \$1.20 garment. Thursday and Saturday **\$1.05**
- MEN'S BOOTS**—Buttoned, Gun Metal Boots with dull kid tops, and laced Vel Kid in Blucher style. They are old stock and we consider them exceptional values. Regular \$4.70 pair. Thursday and Saturday **\$4.40**

Record Values in WOMEN'S NECKWEAR.

- GEORGETTE CREPE COLLARS**—A charming style with pointed back and shoulders, trimmed with edging of fine Valenciennes lace; colors: Ivory, Champagne, Rose, Green, Pink and Black. Reg. 55c. each. Thursday and Saturday **55c**
- WOMEN'S JAP SILK COLLARS**—Trimmed with fine Valenciennes insert and lace. They are carefully made and finished, and possess that much desired appearance so much sought after by well dressed women. Regular \$1.25 each. Thursday and Saturday **\$1.00**
- MARABON RUFFLES**—Absolutely the latest in neckwear, made full with soft silk bow or dainty bouquet of flowers; colors: Plain Black, Nigger and Natural, also mixed Black and White. Reg. \$1.85 each. Thursday and Saturday **\$1.50**
- TULLIE RUFFLES**—Made with ribbon bow and black edging. Just the thing to wear with your new costume or dress. Colors: Navy, Pink, Tan, Black and White. Regular \$1.50 each. Thursday and Saturday **\$1.20**

GLOVES.

DENT'S KID GLOVES—The popular Glove for women who demand good style effect and durability; sizes 6, 6 1/4, 6 1/2, 6 3/4 and 7 in Black and Tan. Reg. \$2.75 pair. Thursday and Saturday **\$2.40**

WOMEN'S SILK GLOVES—Made in the proper weight for present wear from even weave silk. They are made with double finger tips, affording double protection where they wear most. Reg. 95c. pair. Thursday & Saturday **85c**



HOSIERY.

WOMEN'S HOSE—Black Cashmerette with colored embroidered ankles, and Black Gauze Lisle with double sole and wide garter tops. Reg. 50c. pair. Thursday and Saturday **44c**

WOMEN'S SILK HOSE—With double Lisle feet; striped, spotted and fancy designs on Navy, Champagne, Brown, Grey and Black grounds; manufacturers' seconds. Reg. \$1.00 pair. Thursday and Saturday **88c**



Notion Counter, Odds & Ends.

- Books of Safety Pins. Regular 6c. each for **5c**
- Surgical Safety Pins. Reg. 15c. dozen for **15c**
- Boot Buttons. Regular 5c. card for **4c**
- 50 yard Sewing Silks. Special **4c**
- Sheets of Pins. 3 sheets for **5c**
- Mending Wool. Regular 5c. card for **4c**
- Tooth Powder. Regular 35c. tin for **4c**
- Fluid Dentrice. Regular 50c. bottle for **4c**
- Dressing Combs. Regular 60c. bottle for **33c**
- Safety Pins. Regular 5c. dozen for **4c**
- Safety Pins. Regular 12c. tin for **11c**
- Campbor Ice. Regular 5c. dozen for **5c**
- Camphorated Vaseline. Reg. 25c. jar for **11c**
- Dress Fasteners. Reg. 10c. dozen for **20c**
- Blue Black Ink. Reg. 10c. bottle for **8c**
- Glacé Cotton. Reg. 2c. reel; 6 reels for **8c**
- White Dress Fasteners. Reg. 6c. dozen for **5c**
- Books of Pins. Reg. 15c. each for **12c**
- Small Mirrors. Reg. 15c. each for **12c**
- Boot Laces. Regular 4c. pair for **3c**
- Sheet Pins. Reg. 4c. sheet for **3c**
- Hooks and Loops. Regular 5c. card for **4c**
- Vaseline. Regular 8c. jar for **7c**
- Nail Brushes. Regular 7c. each for **6c**
- Absorbent Cotton. Reg. 8c. pkg. for **7c**
- Pearl Buttons. Regular 8c. dozen for **7c**
- Velvet Skin Soap. Reg. 14c. cake for **12c**
- Talcum Powder. Regular 15c. tin for **12c**
- Face Powder with mirror and puff, worth 25c. Sale Price **10c**
- Writing Pads. Regular 8c. each for **7c**
- Napoleon Face Powder, worth 50c. box. Sale Price **12c**
- Sew-Easy Dress Fasteners. 1 card **12c**

The Young Bennett.

The death in Paris, at the age of 37 years of James Gordon Bennett, proprietor of the New York Herald, moves one of the most commanding figures, and certainly the most unique personality in American Journalism.

Mr. Bennett inherited the Herald from his father, but the great newspaper which has had international reputation for many years, reflected his own personality. He made it what it is by bold and brilliant strokes in news-writing, or as somebody has said, "news-achieving." When at the age of just past thirty years he assumed control of the Herald, he was the largest newspaper fortune in the world at that time. He proceeded to push it towards the development of a man to rise against such a man.

His maxim was to win success by the use of money and of men, and to use both without stint. He expended millions of money in feats of enterprise and out of many of them reaped large profits. His achievements sometimes were of world importance.

Such was the policy he inaugurated when as managing editor in 1870 he ordered Henry M. Stanley into the heart of Africa to find Livingstone, such when he sent the ill-fated Jeanette expedition to discover the North Pole; such when he joined in the laying of the Commercial Cable; all typical instances of enterprise to "make news" or further its transmission.

In contrast with the personal journalism of the elder Bennett and Greeley type, the younger Bennett was one of the first to sound the impersonal note. He declared that his paper should become a sort of republic of which no man or party should hold control. From the first he refused to

recognize "celebrities," as compared with "workers" on his staff, and it is related that even when Stanley came back from his triumph in Africa, young Bennett rewarded him with the mean assignment of "covering" the Tenderloin police district in New York.

During his residence abroad, broken only by the unexpected arrival of the Bennett yacht in New York Harbor once every two or three years for a short stop, the editors in immediate control of the New York Herald kept a chair at their conference table always vacant for the absent editor; one of his own ideas to keep his men imbued with the spirit that he was "boss," although several thousand miles away. The Herald, marked minutely with the names of the men who had written certain articles or news stories, was forwarded to him in Paris daily. He kept in touch with

every detail of personnel and policy. Daily, or oftener, the cable from Paris, or wherever he might be sojourning in his yacht, brought the editor-in-chief's executive orders, for promotion or discharge, for compliment or reprimand, or sketch of general policies.

His whims, amounting, his critics said, to eccentricities, were one of the most interesting angles of his personality. It is related that he dismissed a musical critic simply because "he was such a funny looking man," and put the financial editor in his place; and that a "copy" boy who ran into the pit of Mr. Bennett's stomach in the Herald office, received several dollars reward for his unusual haste. These and many instances like them were traditions of Herald employees.

His was the greatest example in long distance editing in the history of journalism. Although he ruled

with the rod of a despot in his own office he was not a great personal journalist, in the sense that Greeley of the New York Tribune, Dana of the New York Sun, and Delane of the London Times were. Yet he was a very powerful factor in the newspaper world and, apart from his interesting feats in news gathering, probably the greatest service to his credit is that mentioned by the Boston Transcript, namely, in the opening up to newspaper readers the unknown corners of the earth and, especially in creating overseas an appetite for American news. This, we may well believe, was a forerunner of the part that the United States is now to play in the world affairs.

It used to be said that if the proprietor of the New York Herald should die at what a newspaper man calls an inconvenient hour—that is, between one and two a.m., New York time—in

all probability his paper would be compelled to go to press without a comprehensive obituary notice of its owner. That was said because there was no "envelope" in the Herald archives labeled James Gordon Bennett, though there are 75,000 or more containing notes and clippings on the life and achievements of nobodies known only to a limited circle of friends. But Mr. Bennett did not die at an inconvenient hour; neither did he die "for the Herald." All the afternoon newspapers chronicled his death before news of it appeared in the journal which he himself owned.—Halifax Chronicle.

Special Notice.

At the end of this year we will give 5 cts. for every 12 Outside Green Wrappers obtained from "STAFF-FOR'S LIMEWINE."

We will also give \$10.00 to the person forwarding us the largest number and \$5.00 to the 2nd largest.

We will keep a record of every person forwarding us these wrappers from time to time and at the end of the year we will publish the names of the winners.

"STAFF-FOR'S LIMEWINE" is the strongest and most penetrating Liniment for Rheumatism, Lumbago, Neuralgia and all ACHES and PAINS. Owing to the cost of Bottles and ingredients used in the manufacturing of this Liniment, we have had to advance the price a little, but the bottle still remains the same size.

DE. F. STAFFORD & SON, St. John's, Nfld.