

# A SUPREME VALUE SALE

for  
**FRIDAY, SAT. AND MONDAY**

Golden Opportunities for the Controller of the HOME PURSE.—the family shopper whose duty it is to make **THE DOLLAR** do its **UTMOST**. We have done our level best for the **FAMILY SHOPPER THIS WEK.**

## CLEARING! Ecrú Lace Curtains.

Of these we have about 45 pairs which we intend clearing this week; 3 x 3 1/2 yards long; some very pretty lace looking patterns; and our special price these are equal to pre-war value. Regular \$2.20 pair. **1.75\$** Friday, Saturday & Mon.

**LACE CURTAINS**—4 dozen pairs of White Lace Curtains, mostly 3 yards long. These are well assorted, about 6 pairs to a pattern; real handsome lace looking Curtains at last year's price. Reg. \$4.35 pair. **\$3.75** Friday, Saturday and **\$3.75** Monday

**PRINTED TABLE COVERS**—These are for small tables, each cloth measures 36 x 36. Cream ground and well covered leaf and floral patterns. These Cloths may serve for many other purposes about the house. Reg. 45c. **39c.** Friday, Saturday and **39c.** Monday

**GLASS TOWELS**—Crimson cross-barred crash linen Glass Towels, fringed at ends; convenient size for kitchen use, at the old price. **14c** Friday, Saturday and **14c** Monday

## LARGE HONEYCOMB QUILTS

Here are some very special value White Honeycomb Quilts in a good large size; Marseilles patterned, extra good weight, finished with plain hemmed edge. Value for \$4.80. **\$4.50** Friday, Saturday and Monday

## AMERICAN QUILTS.

All White Quilts in a medium size. These are good washers, they come in a nice assortment of patterns, finished with a plain hemmed edge. Value for \$2.35. **\$2.05** Friday, Saturday and Monday

## Supreme VALUE SALE.



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This sale smashes prices but does not injure qualities. **NOTE THESE FOOTWEAR Values.**

It's worth while rumaging around the store during our **FRIDAY, SAT. & MONDAY Sales.**



**TURKISH TOWELS**—Another lot of pure White Turkish Towels for this week, larger size than last; some with slight imperfections, but value for 40 cents each. **33c** Friday, Saturday and **33c** Monday

**CUSHION COVERS**—Fawn linen cushion covers, will not soil so easily as the White Muslin make, fringed border, neatly embroidered in mixed colors. Reg. 70c. **63c** Friday, Saturday and **63c** Monday

**WHITE TABLE CLOTHS**—We have some excellent values in White Damask Table Cloths. This is one of them, soft mercerized finish with a hemstitched border; size 56 x 78. These are value for \$2.00 each. **\$1.79** Friday, Saturday and **\$1.79** Monday

**PILLOW CASES**—Best quality English Longcloth Pillow Cases, with a double hemmed border, linen buttoned. If you want something particularly good, yet inexpensive, it's right here. A few dozen only and old value. Reg. 70c. **59c** Friday, Saturday and **59c** Monday

**LACE SIDEBORD CLOTHS**—Something real pretty in Sideboard Cloths Nottingham Lace make, finely patterned; full length, finished with wave edge; a change from the ordinary. Reg. 30c. **26c** Friday, Saturday and **26c** Monday

**ALL LACE TEA CLOTHS**—A very serviceable cloth, washes perfectly and decidedly uncommon looking. Here is a cloth fit to grace any table, assorted patterns, full size. Reg. 70c. **62c** Friday, Saturday and **62c** Monday

**TABLE CENTRES**—Ornamental centres in circular shape, large size, with pretty coloured stamped floral designs; Violets, Roses, Marigolds and others, fringed edge. Reg. 16c. **16c** Friday, Saturday and **16c** Monday

**PILLOW SHAMS**—Strong American Cotton Pillow Shams, relieved with a narrow lace insertion band and lace edging to match; an inexpensive Sham that will give you serviceable wear. Regular 37c. each. **33c** Friday, Saturday and **33c** Monday

## Circular Pillow Cottons.

44 inch Circular Pillow Cottons in very fine make, beautiful sheer surface; the soft finish makes this an easy material for sewing or embroidering. Reg. 65c. value. **58c** Friday, Saturday & **58c** Monday



**TABLE NAPKINS**—Medium size, hemmed ready for use, with a permanent mercerized finish, assorted patterns in good wearing Damasks. Reg. 18 cents. **15c** Friday, Saturday and **15c** Monday

## Clearing! A line of Men's Balbriggan UNDERWEAR.

We have about 10 dozen suits of this underwear left, it's just the weights you want for present wear; vests with long sleeves; pants ankle length; every garment perfect. We sold this earlier in the season for 75c. a garment. **62c** Friday, Saturday and **62c** Monday

**MID-WEIGHT UNDERWEAR**—For those liking a mid-weight underwear we think we have just what is required. A wool and cotton mixture in natural shade, very soft finish and perfect-made garments in every required size. Reg. \$1.60 garment. **\$1.35** Friday, Saturday and **\$1.35** Monday

## MEN'S TWEED PANTS.

30 pairs of Men's Striped Tweed Pants. These are good value, extra strong; would make a serviceable working pants; strapped for belt; 2 side and 2 hip pockets; all sizes. Reg. \$4.00 value. **\$3.60** Friday, Saturday and **\$3.60** Monday

## BECOME ACQUAINTED WITH SOME OF OUR Showroom VALUES

**MISSIE'S "PRINCESS" UNDERSKIRTS**—These offer excellent value; just as dainty as many we have seen at \$2.00 each; pretty embroidered yoke, trimmed with Torchon lace and ribbon heading; assorted sizes. Reg. \$1.75. **\$1.32** Friday, Saturday and **\$1.32** Monday

**"CRUSHER" HATS**—For Ladies and Misses; some fashionable linen crusher hats in shades of Gold, Green, Saxe, Rose and White; a hat for your holidays. Reg. 70c. **58c** Friday, Saturday and **58c** Monday

**INFANTS' PINAFORES**—White Muslin Pinafores, in assorted sizes, embroidered fronts and fine lace edging. Others with embroidery trimmings; good value at 70c. **62c** Friday, Saturday and **62c** Monday

**HIGH-GRADE BRASSIERES**—These are beauties, made from finest Cotton, pretty embroidery yokes, laced at sides and finely boned throughout; sizes from 34 to 44 inch. Regular \$1.50. **\$1.29** Friday, Saturday and **\$1.29** Monday

## Embroidered Voile DRESSES.

Away below regular prices. Dresses that no dealer in the season for \$7.50 and \$8.00. Embroidered White Voile Dresses with rose silk coating; others in net and lace with ribbon trimmed overskirts; all low neck styles. Charming dresses that invite your earliest inspection. Reg. \$7.50 and \$8.00. **\$5.98** Friday, Saturday and **\$5.98** Monday

## JOB Line of Gorgette Crepe Blouses

In all fairness to yourself, come and see these very dainty Blouses. It would not be extravagant to secure even two of our Special Price for this week. You get choice of Plain or White inorgette Crepe, hemstitched and finely tucked; a becoming roll collar, long sleeves. Reg. \$2.50. **\$1.78** Friday, Saturday and **\$1.78** Monday

## Children's and Misses LAWN UNDERSKIRTS.

Fine White Lawn Underskirts with embroidery trim and fine tuckings, body attached; to fit girls from 6 to 14 years. Reg. 80c. each. **73c** Friday, Saturday and **73c** Monday

**LADIES' VESTS**—Special line of Ladies' fine ribbed summer vests with wing sleeve and low neck; these may be had in extra full sizes. Reg. 38c. each. **28c** Friday, Saturday and **28c** Monday

**SILK MIDDY SCARVES**—The very newest for wearing with Middy Blouses. They came to us in Crim-son and Navy only. Scarves like these set off your Middy Suits or Blouses. Special Sale Price **88c** Friday, Saturday and **88c** Monday

**THE NEWEST IN BUCKLES**—A monster assortment of pretty Buckles just came along to us; large and medium sizes that you can use for Coats, Dresses and Hats. We have Black, White, Grey, Tortoise, etc. Values to \$1.50 each. **59c** Friday, Saturday and **59c** Monday

## Underpricings on MEN and BOY'S wear.

**Navy Serge for Men and Boy's Suits**—Extra fine twilled Navy Wool Serges, much cheaper than you may procure them for sometime to come. We were fortunate in securing a few pieces at a very reasonable figure. Come and examine this goods; you would be wise to get a suit length for future make up, 54 inches wide, best English finish. Reg. \$7.50. **\$7.30** Friday, Saturday and **\$7.30** Monday

**SPECIAL VALUE IN MEN'S SOFT FELT HATS.**—We took all they had of this line, we liked the style, and get the lot at a special price. Our reason for saying that this is one of the best values in a smart Soft Felt Hat in the city today. Dark Green and Black only, with folded band; good value at \$3.00. **\$2.70** Friday, Saturday and **\$2.70** Monday

**CLOTH SERGES**—For Boys' Suits, double width Navy Serge. We have just a piece of this and would ask you to come along early as it is perhaps one of the best values to be had to-day. Reg. \$5.30 yard. **\$2.95** Friday, Saturday and **\$2.95** Monday

**BOYS' HATS**—American "Sooter" Hats for boys. The real thing for knockabout, some in all white, others blue and white stripes, and others again in fine checks. **12c** Friday, Saturday and **12c** Monday

**MEN'S BLACK SOCKS.**—A few dozen pairs of Fast Black Cashmere Socks, plain finish. These are good grade English Socks. Value for 75c. pair. **65c** Friday, Saturday and **65c** Monday

**BOOTS FOR LADIES**—High cut style, with cloth uppers, plain pointed toe, Louis heel, very smart looking; a boot you can wear right now. Reg. 5.50. **\$5.25** Friday, Saturday and **\$5.25** Monday



**BOOTS FOR MEN**—A well made Boot in Box Calf, good form block toe, military heel; this Boot will give good service, and the price is not less than you would expect to pay for such a boot. Regular \$5.50. **\$5.25** Friday, Saturday and **\$5.25** Monday

**CHILDREN'S BOOTS**—Buttoned style in fine Dongola make, with patent leather toe cap, solid leather sole and heel; sizes 8 1/2 to 11 1/2. Reg. \$2.60. **\$2.30** Friday, Saturday and **\$2.30** Monday

## Lowered Prices that Lighten Expenditure on HOSIERY.

**LADIES' LISLE HOSE**—Variety line of all Lisle Hosiery, plain Black, White and Tan, and others with fancy figured leg; one of our leading values. Worth 60c. pair. **38c** Friday, Saturday and **38c** Monday

**LADIES' COTTON HOSE**—Your choice of plain Black or White Strong Cotton Hose in a real summer weight; assorted sizes. Reg. 25c. **22c** Friday, Saturday and **22c** Monday

**CHILDREN'S HOSE**—Fine ribbed, good wearing summer weight Tan Hosiery for girls or boys; sizes from 8 1/2 inch up to 9 1/2 inch; full length. Reg. up to 45c. pair. **39c** Friday, Saturday and **39c** Monday

**CHILDREN'S HOSE**—Soft white Cashmere 1/2 Hose for wearing with shoes, plain ankle and heavy ribbed tops; assorted sizes. Regular 40c. **27c** Friday, Saturday and **27c** Monday



Commencing to-day we offer all our Ladies & Misses Untrimmed and Ready-to-Wear HATS at **20 per cent. discount.** Now perhaps there was a hat on our tables that you set your heart on earlier in the season, come and see if it is still there, or perhaps there might be another equally as pretty that will tempt you. We must have room for early fall arrivals, hence we say come and take your choice of these at **20 PER CENT. DISCOUNT.**

## Ladies' \$3 Summer Dresses for \$1.25

This is a special lot of Wash Dresses in Fancy Muslins, Plain Linens, Cotton Poplins, etc.; others in mercerized finish. A whole table full of just the snappiest lot yet. Regular values up to \$3.00. **\$1.25** Friday, Saturday and **\$1.25** Monday

## Thoughts Upon the Times

(By PATRIOT.)

The "Welcome Home" extended to the "Blue Puttees" boys and other returned heroes of "Ours" by the people of St. John's was genuine and enthusiastic and serves to illustrate the loyal and patriotic spirit of the people.

Now that the Minister of Militia is about to return home to take up the duties of his office, it is to be hoped that all business connected with the Regiment will be co-ordinated and consolidated under one head. The matter of pensions and separation allowances should come under the Militia Department. There is no longer any necessity for returned soldiers entitled to pensions to have to beat from office to office looking for the various parties who constitute the present Pension and Disability Board. This work in future will have to be performed by the Militia Department. Besides, the present Chairman of the Board has not the confidence of the public or the Regiment to justify his permanent appointment. Let this important work be placed under the management of the Department to which it really belongs.

The time has now come for the people of St. John's (and by the people I refer to the two-thirds of the population who cannot afford to pay down the cash for their winter's supply of coal) to take whatever steps they may consider necessary in their own interests to provide themselves with a cheaper fuel than Sydney soft coal at \$16 per ton. They should begin by respectfully, but firmly, insisting that His Excellency the Governor use his prerogative to remove the matter of coal supply out of the hands of the present Minister of Shipping entirely. In fact it is doubtful if the public interests would not be better served if the Ministry of Shipping was abolished altogether. What good has it done for the public, anyway? There are many who have come to look upon it as only a shield and protection to the profiteer.

The high freight rates on all our produce to England is still a matter of serious concern to the trade. Nothing apparently has been done by the Government or the Ministry of Shipping to have the rates reduced. We have received no better treatment in this respect from England than have Norway or Sweden. After all we have done by our efforts to keep the old flag flying, we are entitled to better consideration. But if our own authorities are content to let matters in this respect drift we may rely upon it conditions are not going to improve.

It is very strange that the Advocate, which claims to be the personal organ of the fishermen, says nothing about the opening price of new fish. A day or two ago it announced that the price of fish in Lunenburg, N.S., was \$12.75 per cwt., against \$9.60 for corresponding period last year. If our Newfoundland fishermen get the same increase in price this year it will mean that new fish will be anywhere from \$13.50 to \$14.00 per cwt., which will only correspond with the increased cost of living. The silence of the Advocate and Mr. Coaker on this important matter is very remarkable and the fishermen as far north as Quirpon are anxious to know what has happened the Advocate. It keeps so silent on this burning question.

The Herald Editor boasts of his patriotism and all he has done to help win the war. When one remembers that up to April last the Herald Editor did his best to prevent conscription, and was apparently satisfied to see the Royal Newfoundland Regiment go under for lack of recruits, one is tempted to question the loyalty of his particular brand of patriotism. From a personal and financial standpoint the Editor of the Herald has certainly benefited himself by his connection with patriotic and other work. His is the brand of patriotism that pays but not to boast of. The people of this country certainly do know him, and if he has any doubts on this score, let him visit some of the outposts on either coast and he will have the fact demonstrated to him in a manner which he will never forget.

**SOLD OUT**—That's what happened to the first shipment of Marsh's "Par Excellence" Port Wine after being two days on the market. The Royal Stores Grocery still have a small quantity, get yours there. \$1.20, 1m, eod

## Conference Opened.

The Annual Conference of the Canadian Fisheries Association opened at Halifax, Nova Scotia, on Tuesday morning. The first session was taken up by addresses of welcome to and registration of the delegates. Newfoundland, for the first time, is represented at this Convention, our delegates being Mr. J. G. Stone, Minister of Marine and Fisheries and Hon. A. E. Hickman.

Always ask for Stafford's Liniment when you require a good strong penetrating liniment—suggest

STAFFORD'S LINIMENT CURES DIPSY-THRIA.