

Standard of the World

res have con-
nate—conquered
automobile tire
ey are supreme
international
world-wide favor,
tisfaction.

us verdict of ap-
sistent demand
Tires has made
Goodyear dis-

er mileage at a
mile. They give
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ply Co., Ltd.,
ohn's,
ents.

YEAR

s Goods

special selection of Dress
these goods were booked

NOT HALF BAD.

ot untrue, we will mention
s believe in "showing the
to have you call and inspect

PLINS, a Special Lot, only

MERCERISED POPLINS,
per yard.

CASHMERE TIES at 38c.

ALL WOOL WHIPCORDS,
NAVY DRESS SERGES.

35c. to \$1.50 yard.

S MATERIALS in various
of COLOURED ALPACAS
Old Prices.

amount of our last year's
ATED SILK CORDUROY
0 yard. We have cheaper
ut this one will make you

s of WHITE CORDUROY
are fine for Summer or
as they wash well, and
han Corduroys.

few pieces left of our last
G STRIPED DRILLS, only
know that we can get any
they will be high.

OP AND SHOP NOW WITH

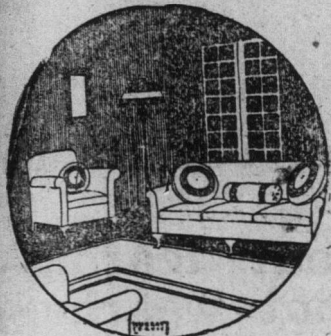
BLAIR.

of Modern
is SERVICE

othing Co., Lt

WM. WHITE, Man

JOB CHAIR SCARFS.
Here will be found a magnificent
assortment of high-grade Chair
Scarfs. Made in many different de-
signs from Silk Repp, colored velvet
and Fawn linen in various qualities.
They are handsomely embroidered in
colors and are offered at fully 50 per
cent. less than their present value.
Prices range from 55c. up to \$1.50
each.



AMERICAN WINDOW SCRIM.

In White and Cream, with borders
in Green, Blue, Red, Pink, Helle
Brown, floral and lattice designs. The
design gives a wide hemmed appear-
ance with a neat hemstitched finish
that is both durable and up-to-date.
Reg. 50c. yard. Friday and Saturday
44c

FURNITURE CHINTZ.

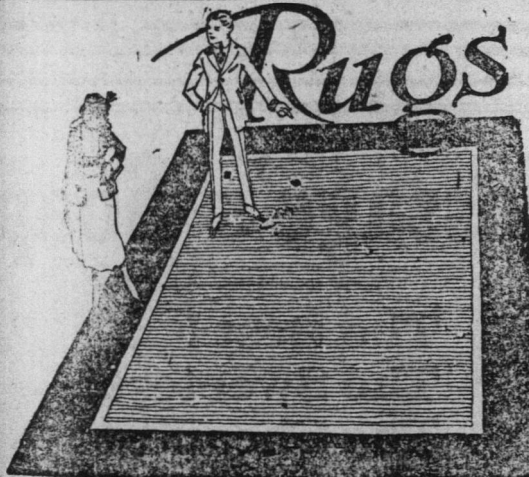
Recent importations; New designs
and colorings that are simply charm-
ing. 37 inches wide. Reg. 50c. yard.
Friday and Saturday 44c

AMERICAN TEA CLOTHS.

In circular and square shapes with
scalloped and hemstitched edge and
corners worked in late American de-
signs. They would be value to-day
at twice the price below.
Special for Friday & Sat., ea. 29c



Coin Purses. Reg. 25c. each for .20c.
Trimming Buttons. Reg. 10c. doz. 9c.
Talcum Powder. Reg. 10c. tin, for .11c.
Velvet Skin Soap. Reg. 14c. cake, for .12c.
Safety Pins. Reg. 5c. doz. for .4c.
Safety Pins. Reg. 6c. doz. for .5c.
Safety Pins. Reg. 7c. doz. for .6c.
Horse Blanket Pins. Reg. 5c. each, for .4c.
Shaving Powder. Reg. 30c. tin, for .27c.



TAPESTRY HEARTH RUGS.

Of lasting quality and attractiveness.
Rugs that will add to the beauty of the most
modern home. The patterns include com-
binations of Reds, Greens, Browns, Fawns,
etc. They are finished with neatly hem-
med ends and measure 60 x 27 inches.
Reg. \$5.50 each. Friday and Saturday
\$4.98

TAPESTRY DOOR MATS.

In beautiful designs and colorings. The
most remarkable feature of these is the firm-
ly stitched double sides which prevent the
turning up of the corners when in use.
Reg. 85c. each. Friday and Saturday
80c

MEN'S GREY SWEATER COATS.

Values that you will find hard to beat at
any time, but they are extraordinary when
you consider to-day's prices on this kind of
goods. They are made with high double
collar, closely knit front, double close-knit
cuffs and two side pockets.
Reg. \$1.75ea. Fri. and Sat. \$1.50

COTTON HOUSE DRESSES.

A perfect fitting, comfortable house dress
is offered here this week in serviceable print
cotton in various patterns and colors of
Helle, Grey and Blue. This is a splendid
opportunity to secure one of these; at this
price they won't last long. Reg. \$1.15
each. Friday and Saturday 95c

CUDDLEDOWN SETS FOR CHILDREN.

Consisting of comfortable dressing
gown with cord girdle and cord trim-
mings, blanket and slippers. All of
good weight flannel in the same
patterns and qualities and sold in
sets only. Reg. \$4.20 ea.
Friday and Saturday \$3.65

BACK TO REGULAR BUSINESS AGAIN

With a Host of Interesting FRIDAY and SATURDAY Bargains.

THE NEW GOODS ARE ARRIVING

and there is every indication of a prosperous, rushing Spring trade.

Come and see the first arrivals.

Many lines will be offered at Reduced Prices Friday and Saturday.

Friday and Saturday BARGAINS From the Household Section.

MUSLIN CUSHION COVERS.

Embroidered in Baskets of Flowers,
Sprays and other pretty designs.
Made from a beautiful soft muslin
and finished with neat hemstitched
frill. Reg. \$1.10 each. 96c
Friday and Saturday

HEMMED SIDEBORD CLOTHS.

Of closely woven cotton that will
give great wear and launder splen-
didly. The neatly embroidered ends
and perfect finish give this cloth the
appearance of a much higher priced
article. Reg. 80c. each. 70c
Friday and Saturday

NIGHTDRESS BAGS.

Made from soft fawn Crash with
colored embroidered fronts in assort-
ed pretty designs and wide hem-
stitched hem. They measure 14 x 13
inches and will prove very service-
able. Reg. 70c. each. Friday
and Saturday 60c

NOTIONS and SMALLWARES at Reduced Prices.

Shaving Sticks. Reg. 35c. each
for .33c.
Camphor Ice. Special, each .11c.
Vanishing Cream. Reg. 20c. each
for .17c.
Books of Safety Pins. Reg. 6c. ea.
for .5c.
Dressing Combs. Reg. 40c. each
for .35c.
Boot Buttons. Reg. 5c. card, for .4c.
Sheets of Pins. Reg. 3c. ea. for .2c.
Sewing Silk. Reg. 6c. spool, for .5c.
Mending Wool. Reg. 3c. card, for .2c.
Boot Laces. Reg. 6c. pair, for .5c.
Substitute for Silk. Reg. 5c. spool,
for .4c.
Dome Fasteners. Reg. 10c. doz. 8c.
Dome Fasteners. Reg. 6c. doz. 5c.

HERE'S A BARGAIN.

SHANTUNG SILK AT 76c. YARD.

A material of unquestionable merit and consid-
ered one of the best Silk values offered for some
time. It is 33 inches wide and particularly suit-
able for making Women's, Misses' and Children's
Blouses and Dresses, and is sometimes used for
curtains and draperies. Considered undoubted
value at its regular price of 90c. yard.

**Special for Friday & Saturday,
76c. yard.**



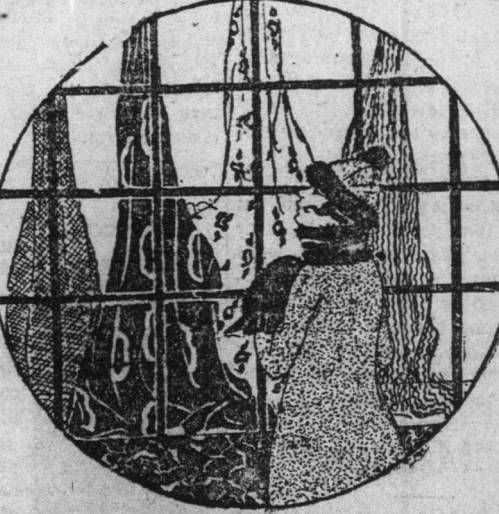
Two Big BLOUSE SPECIALS.

WOMEN'S VOILE BLOUSES.

In the most correct and refined models, de-
signed from soft white voile with tucks, hemstitching
and embroidery trimmings. Some are finished
with colored muslin collars and cuffs in plain
and fancy. Regular \$3.50 each. Fri-
day and Saturday \$3.10

WHITE MUSLIN BLOUSES.

Made in the latest sailor collar styles and
beautifully trimmed with tucks, embroidery lace
and insertion. Exceptional values at this low
price. Regular \$1.50 each. Friday \$1.25
and Saturday



Old Time Values in Cotton and Flannelette.

BLOUSE AND SHIRT REGATTA.—This is an
old time value and considered the very best
quality we've offered at this price for a long
time. It is made in a very firm weave and
free from all dressing and filling; would
make serviceable shirtwaists, house dresses,
children's overalls or men's shirts. Reg.
30c. yard. Fri. and Sat. 27c

FLANNELETTE.

Good heavy make in salmon
Pink only, equally as good as flannelette of-
fered elsewhere at 35 and 40c. yard. 28c
Special for Friday and Saturday

APRON CHECK.

Splendid for overalls, aprons,
etc., in light and dark checks, 38 inches
wide. Regular 33c. yard. Friday &
Saturday 24c

AFTERNOON and EVENING DRESSES

At Astonishingly Low Prices.

Drastic cut in prices will cause a complete
clearance of these lovely dresses in quick time.
They are the productions of a prominent Ameri-
can factory—a centre of recognized style and
originality and are made from such popular ma-
terials as Crepe-de-Chene, Georgette Crepe, Taf-
feta Silk and Eolienne, in shades of Grey, Rose,
Navy, Sage, French Black and Shepherd Check.
1 only. Reg. \$12.25. Sale Price \$9.00
1 only. Reg. \$13.50. Sale Price \$12.00
2 only. Reg. \$21.75. Sale Price \$16.00
1 only. Reg. \$26.00. Sale Price \$18.00
1 only. Reg. \$23.00. Sale Price \$15.72
1 only. Reg. \$28.00. Sale Price \$18.72
1 only. Reg. \$30.00. Sale Price \$20.00
3 only. Reg. \$30.00. Sale Price \$22.00
1 only. Reg. \$31.75. Sale Price \$24.00
1 only. Reg. \$33.00. Sale Price \$25.00
1 only. Reg. \$35.75. Sale Price \$28.00



Dainty Neckwear, Etc.

SHIRTWAIST and SKIRT SUPPORTERS.

Gain's im-
proved style, made from
stout webbing with nickel-
plated parts that keep the
skirt and waist firmly to-
gether. It gives that neat,
trim appearance to the
figure that every up-to-date
woman desires. Regular
12c. each. Friday 10c
and Saturday

WOMEN'S FLEECE BODICES.

Very durable and
comfortable these Bod-
ices will prove when
worn over the corsets.
They are of a fine elastic
union material with close
knit waist that will fit the
figure exactly and are well
made and finished. Reg.
55c. each. Friday
and Saturday 49c

HAIR NETS.

A net of good
quality human hair in dark
natural shades. Made in
the popular fringe style
that is used so much for
the present style of hair.
Regular 7c. each. Fri-
day & Saturday 5c



WOMEN'S COLLARS.

Champagne and Cream Silk,
Georgette Crepe in Rose,
Cream, Champagne and
Black, trimmed with fine
lace, and fancy silk collars
in Pink, Pale Blue, Cream
and White. All in the lat-
est sailor and pointed ef-
fects. Reg. 65c. each.
Friday and Satur-
day 54c

JAP SILK COLLARS.

The very newest style with
pointed shoulders and
back; fine lace and inser-
tion trimmings. Colors:
White, Pink, Pale Blue
and Champagne. Regular
\$1.25 each. Fri-
day and Saturday \$1.00

FLEECE KNICKERS.

In a
serviceable winter weight
of fleece material with
cotton waistbands and
drawstring back. Un-
doubted value at the regu-
lar price of 70 and 75c. pr.
Friday and Satur-
day 64c

Friday and Saturday's Attractions in the Gent's Dept.

BOSTON GARTERS.

Superior grade Garters, in
Black and colored. Made with
strong rubber buttons, durable
webbing. Reg. 40c. each.
Friday and Saturday 36c

PRESIDENT BRACES.

Medium weight Braces of re-
cognized quality with button
cords that correspond to every
movement of the body. Reg. 60c.
Friday and Saturday 54c

CUFF LINKS.

New Cuff Links in brand new
designs; strong and convenient
lever action. Reg. 30c. pair.
Friday and Saturday 25c

MEN'S CELLULOID COLLARS.

With strong metal button
holes which protect the collar,
giving double the wear where
the wear comes. Reg. 30c. each.
Friday and Saturday 28c

MEN'S WIDE END TIES.

Silks with satin stripes, Pais-
leys, Checks and broad-
edged signs in a splendid range of
dressed color combinations and
new designs. Reg. \$1.00 each.
Friday and Saturday 90c



MEN'S HANDKERCHIEFS.

Cambrie Handkerchiefs with narrow hem-
stitched hem in a good medium size; soft,
ready for use. Regular 15c. each.
Friday and Saturday 12c

MEN'S NEGLIGEE SHIRTS.

Dressy American Cotton Shirts with stiff
cuffs, coat front, and starched collar band,
good roomy sizes with fancy and plain
stripes in Red, Purple, Blue, Brown, Green
and Black on white grounds. Reg. \$2.20ea. Fri. and Sat. \$2.00

NEW KNIT UNDERWEAR.

Heavy ribbed pants and shirts, famous for
their genuine unshrinkable qualities. For
warmth and wear this make of underwear
towers head and shoulders above many of
the makes offered to-day. Reg. \$1.95
garment. Fri. and Sat. \$1.75

WOMEN'S RAGLANS.

A very fine, light weight raglan
cloth is used for these serviceable
garments. They are cut in a fashion-
able style and made with patch pock-
ets, raglan sleeves, round cornered
lapels and detachable belt. Undoubt-
ed value at \$7.50 each.
Special for Friday & Sat., \$6.90

Fashion

Plates.

The Home Dressmaker should keep
a Catalogue Scrap Book of our Pat-
tern Cuts. These will be found very
useful to refer to from time to time.

A NEAT, PRACTICAL APRON MODEL.



2368—Very attractive in brown
checked gingham, with facings of
brown or white, or in blue chambray,
with white braid for trimming, or in
khaki or galatee, with pipings of red
or white. Percale, too, could be used
in any of its pretty designs. For
warm days this model will make an
ideal work uniform. The pockets are
roomy and gathered to a wide-shaped
band.

The Pattern is cut in 4 sizes:
Small, 32-34; Medium, 36-38; Large,
40-42; and Extra Large, 44-46 inches
bust measure. Size Medium requires
5 1/4 yards of 36-inch material.

A pattern of this illustration mailed
to any address on receipt of 10 cents
in silver or stamps.

LADIES' COVERAL APRON.



2357—Here is a smart and attractive
apron model in one-piece style, which
closes at the front over the sleeve por-
tions. Gingham, percale or seer-
sucker are good for its development.

The Pattern is cut in 4 sizes: Small,
32-34; Medium, 36-38; Large, 40-42;
and Extra Large, 44-46 inches bust
measure. Size Medium requires 5 1/4
yards of 36-inch material.

A pattern of this illustration mailed
to any address on receipt of 10
cents in silver or stamps.

Now Landing

Anthracite Coal,

All Sizes.

M. MOREY & CO.

MINARD'S LINIMENT CURES GAR-
GET IN COWS.

The Royal Stores Ltd.