

**News on West Coast Road Building**

**CURLING, May 15.**  
 Evening Telegram.  
 Mr. St. John's... I have read with considerable interest your editorial of the 15th, regarding the proposed road from here to Port aux Basques. This discussion has lately been cause of many and varied opinions...  
 I consider myself, justifiably I hope, a fervent believer in the future development and prosperity of the West Coast. I cannot bring myself to believe that the present circumstances present such a proposition being carried out.  
 The money was less to be considered as most decidedly go ahead but in view of the fact that money is the vital factor I consider that we cannot afford such a road while conditions in various settlements are so deplorable. Only the occasional visitor and the few residents can possibly appreciate the state of the local streets in this area. I have travelled a little but only in the hilly areas of the West Coast. I have seen France in winter have 7 feet of snow which is now, I believe, seen only to St. John's in the matter of snow. Customs collected, constitutes, I think, a grave injustice.  
 To build a serviceable road, one which will, from here to Port aux Basques through almost virgin country, in my opinion cost considerably more than the Government can possibly afford. If, instead of a country road, good local roads were given to each settlement, the benefit would accrue and two million dollars would not be enough to carry this out in a proper manner.  
 The matter of American and Canadian motorists is nothing more or less, in my opinion, than a joke. It is not to be expected. Mr. Editor, that tourists would go to great trouble and expense of bringing their cars to the Gulf for the sake of putting them on a road that two hundred miles in length? Considering the thousands of miles of good road in Canada and the States and the huge sums at the disposal of holiday-makers, it is not possible to expect to get back our millions out of the few Ford owners who might in a moment of weakness board the Caribou for a trip on the side?  
 The only tourist we can attempt to accommodate at present is our old friend the salmon fisherman who comes after year to his favourite pond stream and knowing several of the genuine sportsmen I can safely say that not one of them would even consider bringing an automobile to the country.  
 The agricultural interests in Bay St. George would not suffer from lack of a country road. Reduced rail rates are all they require as far as outside transport goes but by concentrating on local roads in their immediate vicinity as I suggested earlier the Government would be doing some much more worth while.  
 With each settlement provided with a better and serviceable road it would be better for future consideration, whether it would then be an advantage to have the settlements linked up by a material road.  
 Yours, etc.,  
 O. H.

**Beals Rolls—for constipation. The Luscious Fruit Laxative—At McMurdo's... may 11.1f**

**"Lebruggs" Coming to Newfoundland**

**BRITISH NAVAL EPIC SHOWN IN FILM TO THE MINUTEST DETAIL**

"Lebruggs," the film reconstruction of the naval epic of St. George's Day, is going to make cinema audiences to great enthusiasm.  
 The producers, who had the assistance of the British Admiralty and the highest authorities, tell the full story straight from beginning to end, vividly and gloriously.  
 The preparations for the attack and the role of the young men volunteers during the waiting period are depicted in detail, and then comes intense drama—the landing on the Mole from the "Fiduciate," the blowing up of submarine C-3 under the water, the sinking of the blockships, and the brave play by the Mersey ferry boats, and Daffodil.  
 The film emphasizes the magnitude of the navy's feat as a whole, and by its faithful reproduction of historical heroism that won V.C.'s sets the wonder and at the gallantry of the men of war.  
 This film will be shown at the Nickel Theatre very shortly.

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# If Proof Were Needed of this Store's

## ABSOLUTE LEADERSHIP in VALUES-- HERE IT IS

THROUGHOUT every section of this vast store, there is maintained a rigid enforcement of keeping prices down to the popular demand, down to a level making it worth while buying. Thus creating as it were a preference for the store which is to-day universally acknowledged far and near. Realizing this signal privilege, we are ever on the alert to maintain it by every means in our power. The following Specials are indicative of our efforts for this week-end.

### Voile Dresses

Ladies' fancy Voile Dresses, sizes 36 to 44 bust, with and without collar, long and short sleeves, wide panel and straight lines, shades favouring: Navy, Brown, Helle, Rose, Saxe, Black and White. Reg. \$3.50. Friday, Saturday and Monday

**\$1.79**




## FRIDAY, SAT. and TUESDAY

<h3>Cuties Socks</h3> <p>Seamless Socks in White with fancy coloured rolled tops; all sizes to fit from 6 months up to 7 years old. Our Special, the pair,</p> <p><b>24c</b></p>	<h3>Art Linen Crash</h3> <p>40 inch Dark Art Linen Crash, just the cloth for fancy workers; the width is helpful. Friday, Saturday and Monday, the yard,</p> <p><b>95c</b></p>	<h3>Men's Pants</h3> <p>English Tweed Pants in Dark Greys, Browns and Feather mixtures, etc., bug bottoms, neatly finished; sizes 4 to 8. Special,</p> <p><b>2.65</b></p>	<h3>Boys' Felt Hats</h3> <p>Offered at just half price, round shape with dentel crown; shades of Nigger, Tan, Pearl and Black. Reg. \$1.30. Special,</p> <p><b>95c</b></p>
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## THE SHOWROOM

Contributes generously to this week's Underselling Event

**Children's Vests.**  
 White Jersey Vests, round neck, with wing sleeve, Summer weight. Clearing **23c.**

**Night Gowns.**  
 Children's fine Muslin Night-gowns, White, with round neck and short sleeves, embroidery trimmed; to fit 2 to 3 years. Reg. \$1.20. Friday, Saturday and Monday **75c.**

**Silk Scarves.**  
 Knitted Silk Jersey Scarves, in White, with silk fringed ends; plain and self designs; beautifully soft; values to \$6.00. Friday, Saturday and Monday **\$2.39**

**Bungalow Aprons.**  
 In assorted fancy Wash Cottons, made up in full fitting sizes, round neck, short sleeves, 2 pockets and girle and plaie trimmings. Special **\$1.42**

**Ladies' Jumpers.**  
 Beauties in Crepe-de-Chene, Canton Crepe and Silk Jersey, 36 to 42 bust, embroidered and beaded, long and short sleeves, some with side tie and girle others beaded. Reg. up to \$5.50. Friday, Saturday and Monday **\$3.95**

**Knitted Costumes**  
 Ladies' Knitted Wool Costumes, with Tweed Coat, belt and pockets; shades of Nigger, Brown, Sand, Saxe, Copper and Grey; very newest for Spring wear. Special Friday, Saturday and Monday **\$6.19**

**Taffeta Silks**  
 Sale of 36 inch Taffetas in shades of Nigger, Mole, Myrtle and Navy; nice soft finished Silks, suitable for Dresses, Slips and Millinery, etc. Reg. \$4.50. Friday, Saturday and Monday **\$2.69**

## TOGS for Springtime

and little items helpful in imparting that fine Spring feeling

**ENGLISH CAPS**—Men's English Tweed Caps, radio pattern, with one-piece crown, banded back and medium peak. Special **\$2.35**

**FELT HATS**—Men's Soft Felts, in assorted Browns, Greys and Fawns; smart looking Hats for Spring wear. Our Special **\$2.90**

**RAYONELLA TIES**—The very newest in Knitted Neckwear, Radio Maize pattern; ties up—snappy looking. Special **\$1.45**

**SILK SOCKS**—Extra special value in good looking Socks: Fawns, Greys and Browns; silk lisle top, toe and heel. Our Special **55c.**

**ALPACCA COATS**—Fast Black Alpacca Coats; you will need one later on; two pockets; regulation cut; sizes 33 to 38. Special **\$4.75**

**KNITTED TIES**—Double Knit Ties, in some very attractive striped patterns, fit well with soft collars. Special **95c.**

**SOCKS**—A nice Spring weight in Silk and Wool mixture; fine ribbed tops and reinforced at points of wear. Our Special **85c.**

**LINKS**—Gold filled Links with neat pearl centres; a nice range to select from. Our Special **70c.**

**PJAMAS**—In best quality English Broad-cloths; plain Shantung and Helle shades, all silk stitched; up-to-date **\$5.35** night attire. Our Special **55c.**

**BOYS' CAPS**—A special assortment of Boys' American Caps, one-piece crown, banded and pleated back, in assorted Tweed mixtures. Regular **\$1.40** Special **98c.**

**TOP SHIRTS**—Your choice—Gentlemen—in plain Shantung shade, with or without collar, double soft cuffs. You'll like them. Special **\$1.75**



<h3>French Gloves</h3> <p>LADIES' GLOVES—French Suede Fabric Gloves, in shades of Fawn, Beaver and assorted Greys, gauntlet wrist and fancy cuff, very dainty. Fri. <b>\$1.10</b> day, Saturday and Monday</p> <p>LADIES' GLOVES—Another line of charming French Suede Fabric Gloves, in assorted Greys, Beaver and Fawn, gauntlet style. Just for Friday, Saturday and Monday <b>75c.</b></p> <p>LADIES' GLOVES—Suede Fabric Gloves with gauntlet wrist and fancy stitching on cuff, shades of Beaver, Brown, Grey and Fawn. Friday, Saturday and Monday <b>99c.</b></p>	<h3>Full Size White Quilts</h3> <p>Beautiful White Quilts of an unusually large size, Marcella make covered, patterned; nice assortment to pick from. Don't miss the opportunity to secure a quilt, destined to give you years of service. Reg. \$7.00. Friday, Saturday and Monday</p> <p><b>\$6.49</b></p>	<h3>13.00 CAPES for \$3.98</h3> <p>Ladies' and Misses' serviceable throw-over Capes, in Velours and fine cloths; shades of Saxe and Fawn, braid and button trimmings, a remarkable value, the material alone could not be bought for twice the price. The assortment is small. See this line.</p> <p><b>BATH TOWELS</b>—36 x 60 size, all White, good Turkish quality; you will need one perhaps for the beach later on. Regular \$5.00 pair. Friday, Saturday and Monday, each <b>\$2.29</b></p> <p><b>NAVY SERGE</b>—32 inch Devonshire Fast Navy Serge, great for boys' brigade pants or knickerbockers. Just for Friday, Saturday and Monday, the yard <b>85c.</b></p> <p><b>MENDING SILKS and FINE MENDING WOOLS</b>—For milady's finest hosiery, every wanted shade to match up with our complete lines. The <b>8c</b></p>
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## Ratines

in delightful shadings UNDERPRICED

**RATINES**—Double width Ratines down to a price making it prudent to buy, good striking shades: Pumpkin, Pink, Jade, Orange, Helle, Grey, Light Blue and White; repericed for Friday, Saturday and Monday **47c.**

**SCOTCH PLAIDS**—40 inch Scotch Wool Plaids, a nice assortment of new colourings. Reg. **98c.** \$1.10. Friday, Saturday and Monday

**COATINGS**—A couple of pieces of 54 inch Wool Coatings, Light Grey and Fawn shades, nice weight for Spring, make up. Reg. \$2.50. Friday, Saturday and Monday **\$2.29**

**DRESS SERGES**—54 inch Wool Serges, Navy with white pin stripes, a very fashionable Spring material. Reg. \$3.00 yard. Friday, Saturday and Monday **\$2.79**

**RATINES**—36 inch Ratines, showing a nice silk stripe, shades of Fawn, Jade, Coral, Lemon, Helle, Slate, Henna and Light Blue, very becoming and very durable. Friday, Saturday and Monday **79c.**

## HOME LINENS

savingly priced—may as well see them

**PILLOW CASES**—Beautiful quality Pillow Cases, hemstitched and embroidered. We would like you to see this line. Friday, Saturday and Monday each **75c.**

**BOLSTER CASES**—Good strong quality English Bolster Cases, linen buttoned. Reg. \$1.00 each. Friday, Saturday and Monday **89c.**

**RUNNERS**—Showing pretty art centre with scalloped black sateen border, button hole stitching in white. Friday, Saturday and Monday **95c.**

**CENTRES**—36 x 36 size, art linen centre, with plain black sateen border. Reg. \$1.50 Friday, Saturday and Monday each **\$1.39**

**CUSHION COVERS**—Art linen centre, with plain black sateen border, uncommon matches the runner and centre. Friday, Saturday and Monday **\$1.25**

## Everything for the Windows

**LACE CURTAINS**—2 1/2 yard size, White, showing large scroll borders. A snap in new wanted item for Spring time. The Pair **\$3.15**

**48 INCH SCRIMS**—A new and very face insertion trimmed Serim Curtaining, in White, a decided change; you'll like it. Friday, Saturday and Monday **85c.**

**NEW CASEMENTS**—40 inch Cream Casement Cloth, with an extra wide lace insertion and hemstitched edge; decidedly good looking. Friday, Saturday and Monday **79c.**

**MADRAS MUSLINS**—42 inch Cream Madras Muslin, very popular Curtaining; just as good after washing. Friday, Saturday and Monday, the yard **69c.**

**CREAM LACE**—46 inch Cream Lace Curtains, all-over pattern, nice limp finish. Reg. 60c. Friday, Saturday and Monday **54c.**

**SILK CURTAININGS**—31 inch Glistening Silk Curtainings, in pretty shades: Blue, Gold and Rose, all-over patterns, very uncommon. Friday, Saturday and Monday **\$1.10**

**CURTAIN LACES**—50 inch White Curtain Laces, beautifully well covered patterns, with wide borders; a good lace. Friday, Saturday and Monday **75c.**

**WHITE SCRIMS**—48 inch all White Serim Curtaining, self striped borders, useful Scrims for any room. Friday, Saturday and Monday, yard **45c.**

## Enamelware Specials

English Blue Enamel Saucepans, heavy quality, with covers **59c, 74c, 85c.**

English Blue Enamel Boilers, heavy quality **\$1.49, \$1.98, \$2.49, \$3.28**

White Enamel Basins, assorted sizes **33c., 39c., 69c.**

Granite Grey Enamel Kettles, large **\$1.19**

Fressed Steel Frying Pans **29c, 45c.**

Oval Trays, Japanese **19c, 22c., 37c, 45c.**

# James Baird LIMITED

**STAIR CANVAS**—18 inch painted back Stair Canvas, all new patterns: Tile, Floral and Imitation Straw and Oak. Friday, Saturday and Monday **43c.**

**STAIR OIL CLOTHS**—18 inch Stair Oil Cloths, with White Cotton backs, mostly the lighter grounds, bordered. Friday, Saturday and Monday **36c.**

**FLUSH MATS**—We have underpriced some plain shade Flush Mats: Crimson, Green and Black; good weight. Reg. \$1.75. Friday, Saturday and Monday **\$1.58**

**DOOR MATS**—Axminster Door Mats, fringed. We are showing all the newest arrivals in this lot. Reg. \$1.40. Friday, Saturday and Monday **\$1.25**

**DOOR MATS**—Small size, plain and with coloured border. Friday, Saturday and Monday **89c.**

**HEARTH RUGS**—An excellent line of Axminster Hearth Rugs in a most serviceable weight, remarkable for their good patterns and their colourings. Reg. \$1.25. Friday, Saturday and Monday **\$3.98**