ts. Blouses.

......\$1.90 \$1.50 and \$1.75 ..45c. and 75c. med. .40c. to 50c. IENT SHIELDS NICKERS,

NAS. 1.75, 2.50

from\$1.60 \$1.15; RD CORD, \$3.75. PE DE CHENE

IDDY DRESSES RATINE HATS NTS' CUDDLE-

BAGS, FANCY AID, MENDING d CREPE COL-

RY GOODS PARTMENTS.

gram.

Tremendous Bargain Privileges, Displaying Scores of Powerful Inducements.



THE EVENING TELEGRALL ST. JOHN'S, NEWFOUNDEAND, APRIL 20, 1917-5

We've seldom chronicled more noteworthy Bargains than await shoppers here.

for Women at

Sale Prices.

VICI KID BOOTS. Very stylish shapes in But-toned and Blucher. These are the latest American

WOMEN'S SHOES.

styles just unpacked; a full range of sizes. Reg. \$3.30 pair. Fri. and Sat.

WOMEN'S

-:- FRIDAY and SATURDAY

FRIDAY and SATURDAY will be days of Unprecedented Values in the strictest sense

of the word. It will be the fruits of extraordinary effort of our four stores to make these two Bargain Days record ones. Every item represents an unparalleled value. Prices in many cases are so low that we can truthfully say to you

"Equal Opportunities May Not Occur

Again this Season." Read Every Item.

--- TIMELY SHOWROOM VALUES ---

THAT SUGGEST DECIDED SAVINGS.

You'll say that it's the most profitable buying news you've read, if you do.



Tempting List of Footwear Snaps for

> MEN'S BOOTS. Gun metal Blucher Style Boots, Goodyear welt; medium heels and soles. They come in extra light weight, perfect fitting styles with broad toes and will give excellent wear. Special for Friday and Saturday, pair \$3.60

> > -lats tell ?

Value.

a story of

LOW CUT SHOES.

MEN'S SOFT FELT HATS.

MEN'S SOFT FELT HATS.

ZEPHYR GINGHAMS.

AMERICAN FLANNELETTE.

Made from fine felt, very soft and easy fitting; neat, snappy styles, with or without stitched edge. Can be worn with the

brim turned up or down as dseired; colores: Green, Brown, Grey and Black. Regular \$1.35 each. Friday and \$1.20

Better quality than any other Hat in St. John's at the price

Light in weight. It has that soft, silky feel and lots of snap. A full range of all the latest shades. Reg. \$2.50 each. \$2.18

Ginghams & Flannelettes.

New, bright, clear-cut designs, woven in stripes and checks; soft, dressingless quality that will wash and wear well; 27 ins. wide. Would be good value at 20c. Reg. 17c. yard. 15c

Items of interest from the

trockeryware Dept.

Plain Glass Table Sets, 4 pieces. Reg. 50c. set. 43C

Heavy Glass Oval Dishes. Regular 17c. each. 14c

Krystol Glass Cheese Dishes. Regular 95c. each. 88C.

Plain Glass Vases. Regular 14c. each. Sale 12C

Black and Tan Vici Kid in this season's newest styles. Blucher shapes with medium soles and heels. \$2.52 MEN'S RUBBERS.

Assorted qualifies in Storm Rubbers, various styles and qualities; all sizes from 6 to 10. Easily worth \$1.00 pair. Special for Friday & Saturday 85c MEN'S HALF HOSE.

Black and Fancy Mottled Wool and Plain Black Cash-



Smart designs in Nainsook Corset Covers. trimmed with fine valenciennes laces and insertions. Take advantage of this bargain offer for it may be months before you get this chance again. Special for Fri. 24c day and Saturday, each WOMEN'S COLLARS.

The popular sailor styles in Organdies, Crepe-de-chenes, Georgette Crepes and Muslins, beautifully trimmed with lace, insertion, embroidery and hemstitching; large, medium and small sizes. Reg. 85c. 65c each. Friday and Saturday

NEW RIBBONS.

KID GLOVES FOR

FINE NAINSOOK

CORSET COVERS.

WOMEN & MISSES.

In New Spring Styles

200 high grade Waists in Voiles, Eoilennes, Muslins are simply the last word in regard to style, and there are practically all colors and color combinations in the as-sortment. Regular \$1.85 ea. Friday and Sat- \$1.45

WOMEN'S CORSETS. 300 pairs of Corsets in medium, high and low bust styles. These are from best qual-

ity Coutil, smartly trimmed, well boned and finished with four strong garters. Values

WOMEN'S SKIRTS.

Black and Navy Cloth in close texture, that will give excellent wear; wide five gore styles with open front, over which is a wide flap; double stitched seams; high waist and belted back. Reg. \$2.25 ea. \$1.75

CHILDREN'S & MISSES'

GLOVES at 20c. Pair. Here's a chance you cannot afford to miss. Fine quality Lisle Gloves that would be good value at more than double the price. They come in shades of Saxe, Navy and Black, with 2 dome fasteners; to fit fro to 12 years. These we offer as a special inducement Fri. & Sat., pair 20C

HAIR BARRETTES.

Polished shell in small, medium and large sizes; various styles and shades. Regular 10c. each. Friday and Sat- 8C

CHILDREN'S & MISSES' HAIR BINDERS.

Assorted sizes in light, medium and dark shades. For holding the hair and ribbon in any style they can't be equalled. Special for Friday & Saturday, each.... 2C

SHIRT BARGAINS

That Overshadow All Others

Stylish Spring Footwear

Dongola, Patent Tip Blucher Oxfords and Patent Leather Pumps in smart American shapes; flexible soles; medium heels and toes; all sizes. Reg. \$2.50 pr. \$2.32

Made of pure, soft rubber in medium or high heel styles; all sizes from 2½ to 7, including halves; assorted shapes. Special for Friday & Saturday, pair 75C

In plain and assorted ribs; unshrinkable make; seam-

less toes and heels. Llama finish that will give splendid

satisfaction. Regular 45c. pair. Friday and Sat- 40c

WOMEN'S STORM RUBBERS.

WOMEN'S CASHMERE HOSE.

In QUALITY and VALUE.

SAMPLE SHIRTS. A big assortment of Manufacturers samples, all the Special for Fri. \$1.09

MEN'S BRACES. Made from strong webbing with button loops of stout cord. The kind that corresponds to every movement of the body.

pair. Friday & Sat- 25C MEN'S TUNIC SHIRTS.

Made of fine American Shirt Cotton in fancy stripes and checked patterns in the convenient coat style; stiff cuffs and checked patterns in the convenient coat style collar bands; all sizes. Reg. \$1.70 each. Friday \$1.50 and Saturday

WORK SHIRTS.

Of Drill and Cotton in assorted Khaki shades; attached collar; double stitched seams; breast pocket; all sizes from 14 to 17. Reg. \$1.20 each. Friday & Saturday \$1.00

MEN'S PYJAMA SUITS. Soft Twilled Flannelette supplies the material for these comfortable garments. They are made in a loose fitting style in fancy assorted stripes. Reg. \$3.25 each. Friday \$2.75

MEN'S WIDE END TIES.

Paisley, Scroll, Spotted, Striped and Floral designs in assorted silks. A magnificent variety—all the very newest shades. Reg. 65c. each. Friday & Saturday 56C

Sheetings, Pillow Cases,

ETC.

AMERICAN SHEETING REMNANTS.

Plain, soft Sheeting in assorted good qualities, slightly

PILLOW CASES.

PURE WHITE TURKISH TOWELS.

Soft and free from dressing, they will launder perfectly and prove satisfactory in every respect.

Size 16 x 30 inches Reg. 14c. each for 12c. Size 19 x 38 inches. Reg. 25c. each for 20c.

HAT Values of

Of good quality Tagel Straw in smart sailor and mushroom shapes, trimmed around the crown with pretty fancy striped bands. There are hats here that will suit nearly everybody. Colors: Saxe, Navy, Pink, Biscuit, Green, Putty and ors: Saxe, Navy, Pink, Biscuit, Green, Vieux Rose. Reg. \$2.25 each. Friday \$1.95 and Saturday



Exceptional Interest

LINEN & TWEED HATS.

A magnificent assortment of the very newest shapes and colors, some beautiful two-tone effects, others have straw brims, and a hig variety of dainty stripes and checks. You will have no difficulty in being suited the variety is so great, and you will find values to \$1.20 each. Special for Friday and Saturday 60C

WOMEN'S READY-TO-WEAR HATS.



Evaporated Milk. Reg. 15c. tin for 15c. Currants. Reg. 20c. pkt. for .. . 18c.

Quick Custard Powder. Reg. 15c. for . 13c. Prepared Mustard. Reg. 10c. tum. for .. 8c. Cleveland Cocoa. Reg. 35c. tin for 30c. Kola Tonic Wine. Reg. \$1.00 bot. for .. 90c. Apricot Jam. Reg. 35c. for 30c. Potato Flour. Reg. 20c. for 18c.



Chow Chow. Reg. 16c. btl. for14c. SMALLWARES, STATIONERY, ETC., AT SAVING PRICES.

FRAMED PICTURES - Size 45c. each. Sale 38C.

SILVERETTE P. H 0 T 0 FRAMES Assorted designs, past card size. Reg. 17c. each. Sale 13C

PINS-In book form, assorted sizes, electro-plat-ed, needle points. Regular 6 cents book. Sale Price 5 C LETTER TABLETS. —Blotter and 40 sheets feint ruled paper. Regular 15 cts.

POSTAL WRAPPERS - 45 PATRIOTIC SEALS-Boxes in package, extra strong, well gummed. Regular 7 cents package. 5C each. Sale 12c

DOME FASTENERS - Assorted sizes, White and Black. Reg. 9c. 6C

plated brass wire, 12 on card. Reg. 13c. 10C card. Sale Price. 10C CAPITOL TOILET SOAP.
Large tablets, asgsorted perfumes. Reg. 8c. 7C