

YOUR DOLLAR Reaches the Limit of Its Purchasing Power

When Shopping at this Fashionable Shopping Centre.

FRIDAY, SATURDAY and MONDAY.

Tucked Lawn.

These looked so good to us we simply could not refrain from mentioning and including them in this week's sale; 39 inches wide, beautiful sheer cloth, with broad Swiss insertion band and 6 rows of tuckings. Reg. 60c. yard. **55c** Friday, Saturday and Monday



Gentlemen! Have one of these FANCY SILK FRONT SHIRTS.

These are handsome and look well for Sunday or holiday wear; all fancy striped silk front and cuffs and body and sleeves of the same stripe effect, but of a better wearing goods. They're made roomy. Reg. \$1.70. **\$1.49** Friday, Saturday and Monday

Little Prices that proves a Helping Hand to the Thrifty Housewife.

TABLE DAMASK.

Here is a splendid Table Damask, 58 inches wide, pure white, nicely patterned and offering the very best value procurable to-day, everything to recommend and moderately priced. Reg. 50c. yard. **45c** Friday, Saturday and Monday

NEW BED SHEETS.

Pure White Twilled Sheets, extra full size, 72 x 98 inches, made from best quality English sheetings, plain hem; there is no doubt about these giving the most satisfactory wear. Reg. \$3.30 pair. **\$2.98** Friday, Saturday and Monday

COLOURED QUILTS.

With the cooler evenings comes a demand for a little more bed coverings, that's where these new velvet comb quilts fit in, they offer you the best of value, and mixed shades of Red and White, Blue and White and Pink and White, fringed edge; good full size. Reg. \$2.20 value. **\$1.90** Friday, Saturday and Monday

TEA COSIES.

Something you need every day, these are a handsome lot, made of art satens, others with pretty prints coverings, edged with silk cord and lined with plain satens; they're plump, pleasing looking and an ornament to your dining table. Reg. \$1.00. **69c** Friday, Saturday and Monday

HEARTH RUGS.

Just a dozen in the lot, size 27 x 58, heavy Tapestry make, with fringed ends; the patterns and colorings are well arranged and the quality is all that can be desired. Regular \$3.50. **\$3.10** Friday, Saturday and Monday

BOLSTER CASES.

Plain finish bolster cases made of strong English pillow cottons, size 19 x 45, double hemstitched border as both ends; these are exceptionally good value at their regular price, 70c. **65c** Friday, Saturday and Monday

SIDEBOARD CLOTHS.

Pure White Linen Sideboard Cloths, extra fine quality, pretty embroidered and finished with a wide hemstitched edge; size 14 x 54; very neat looking. Reg. 50c. each. **42c** Friday, Saturday and Monday

PILLOW CASES.

We would like you to see these, see the material and see the appearance, made from best quality English pillowings; size 24 x 26 inches, finished with 3 rows of hemstitchings all around. Pillow cases made for wear. Regular 85c. **75c** Friday, Saturday and Monday

TABLE CLOTHS.

Pure White Table Cloths in the best of English Damasks, very handsome designs, size 64 x 90; these are a special lot picked up some time when prices were considerably lower than to-day. Not a cloth in the lot worth less than \$3.00. **\$2.59** Friday, Saturday and Monday

IRISH LAWN CENTRES.

Dainty Table Centres, made of fine Irish Lawn, scalloped and worked edge with centre one mass of pretty embroiderings square cut, size 16 x 16; get one of these for your dining table. Regular 60c. **44c** Friday, Saturday and Monday

It won't take experienced shoppers long to realize that this week's Bargain Budget is the greatest offering of best quality merchandise and greatest values yet.

Every Department has put forth a special effort to make its showing a record value presentation of Economical Greatness.

THESE VALUES ARE FOR CASH. NO CHARGING—NO APPROBATION. Please do not ask us.

NUN'S VEILINGS.

A few pieces of this popular dress material in shades of Salmon, Pink, Nile Green and Cream. These are excellent value to-day as they come to you at pre-war values—the same quality at the old price. Reg. 40c. **33c** Friday, Saturday and Monday

CHECK CRINOLINE.

A few pieces of pure White Check Crinolines, 32 inches wide. These are extra strong and come in a nice medium check. Value for 22c. per yard. **18c** Friday, Saturday and Monday

SHOWROOM



A SKIRT SALE that you should not miss.



We have selected some of our best \$4.00 values for this Special Sale. You'll find good Cloth Skirts; others in Serge, Gabardine and other serviceable makes; stylishly made, perfect shape, skirts with the correct swing; shades of Navy, Brown and Black, and other colorings are well arranged and the quality is all that can be desired. Regular \$3.00 value. **\$2.69** Friday, Saturday and Monday

PIANO SQUARES.

Large, roomy Tapestry Rugs to lay in front of your piano or in fact for any room in the house; suitable as well for dining room or bedroom. The patterns are very pretty, nice colour harmony; sizes 64 x 78. Reg. \$9.50. **\$9.20** Friday, Saturday and Monday

SPECIAL! A Clearing Line of Ladies' Boots, \$5 value for \$3.45

These are excellent value and just the style of Boot you would like; fine Black English Kid uppers and best quality Vic Kid vamps, block toe, high heel. The only regrettable feature about these is that we have no large sizes—2 to 4's only, including half sizes. If your size is here, have a pair quick. Reg. \$5.00 value. **\$3.45** Friday, Saturday and Monday

Children's & Misses White Canvas Sandals.

In these you have nice, cool, comfortable footwear, finished with solid leather soles and heels; half sizes to fit from. Being late in the season urges us to make a special cut price for each range. **\$1.05** Children's, 8 to 10. **\$1.15** Misses', 11 to 2. **\$1.15** Special

Interested in Pretty NECKWEAR.

We know you are. Every lady likes an extra piece or two of pretty Neckwear. These are special new, embracing all the latest ideas and style tendencies. White and Coloured in endless variety. Values to 40c. **14c** Friday, Saturday and Monday

LADIES' SHOES.

In Black only, neat 2 strap style, with plain toe and Cuban heel; half sizes are here from 2½ to 7. Cool, easy walking shoes for summer wear. Reg. \$2.70. **\$2.45** Friday, Saturday and Monday

The NEWEST OF THE NEW in Smart AMERICAN SILK BLOUSES.

If there is one section of the Showroom more attractive than the others it surely must be the Blouse Section. Striking Blouses, characterized by the striking simplicity of design, in good wearing Silks. Some with pleated fronts, others hemstitched and others again plain; large becoming collar in contrasting shades, for instance you'll find Maize, Sky and Pink with White Collars, and the White Silk Blouses with Sky, Pink and Maize Collars, and so on; others in all Black. The very newest to hand. **\$2.69** Regular \$3.00 value. **\$2.69** Friday, Saturday and Monday

OIL HATS.

Turban shape, with striped band and bow of Black and White, Sage and White or all Black, the very newest, something you really need; take one along with you on your vacation. Reg. 90c. **74c** Friday, Saturday and Monday

CHILDREN'S UNDERPANTS.

Fine ribbed Jersey underpants, ankle length, to fit children from 3 to 6 years; these were bought job and represent good value; here is a chance to pick up a few pairs for later on. **12c** Special a pair. **12c** Friday, Saturday and Monday

NIGHTGOWNS.

Fine White Cambric nightgowns, with pretty yoke of embroidery and lace and ribbon beading, low neck, and short sleeves, made in full sizes; a very dainty showing. Reg. \$1.40. **\$1.19** Friday, Saturday and Monday

HAIR PLAITS.

A nice little range from which you can easily match your own hair; light, medium and dark browns abound, also Blonde and black; they are priced unusually low. **13c** Friday, Saturday and Monday

CAMISOLES.

Some very pretty makes in Lace and Net Camisoles, lace edging at neck and sleeves, and pretty ribbon beading, something every lady needs to be well dressed; these suit the season. Regular 40c. **25c** Friday, Saturday and Monday

NEW FRILLINGS.

There is always a call for pretty frillings; you can pick up a few lengths here surprisingly cheap; net and lace make in Black, White and Paris shade. Reg. 15c. **12c** Friday, Saturday and Monday

STORK PANTS.

Small, medium and large sizes, made from the finest waterproof cloth, well shaped, dependable quality. Reg. 40c. **36c** Friday, Saturday and Monday

GINGHAM OVERALLS.

Roomy Overall for the housewife, they are mostly pretty little checks and stripes, large bib and pocket and cap to match. Pink and White, Blue and White, Lavender and White; they wash perfectly; would you be without one? Note the Special Sale Price **49c** Friday, Saturday and Monday

NEW SHEETINGS.

Yes! brand new English Sheetings and really far better value than we expected to see, this lot particularly, 70 inches wide, plain finish, extra strong, bought from one of the best houses for sheeting values in England. Regular 50c. value. **43c** Friday, Saturday and Monday, per yard

BOYS' KHAKI PANTS.

Get him a pair of these extra strong Khaki Drill Pants, sizes to fit boys from 5 to 15 years, straps for attaching belt to and strapped knees, wonderfully neat looking, same as worn by the American boy. Reg. 85c. **68c** Friday, Saturday and Monday

LADIES' GLOVES.

Gloves for immediate wear, in a nice Lisle make, 2 domes, wrist length, shades of Brown, Beaver, Grey, Black and White, assorted sizes; if you are looking for glove value see these at once. Reg. 60c. **55c** Friday, Saturday and Monday

CHILDREN'S WHITE HOSE.

We are particularly pleased to be able to offer such a worthy line and such a wanted line; sizes 4 to 6½ inches, fine ribbed Jersey finish, suitable for boys or girls. Regular 35c. pair. **29c** Friday, Saturday and Monday

INFANTS' BOOTS.

These come in a variety of makes, plain and mixed leathers, soft sole style; sizes 2, 3 and 4 only. **38c** Special, Friday, Saturday and Monday

TWILL SHEETING.

Another line of English Sheetings with a strong twill finish, 88 inches wide; for those needing a sheeting for years of service we especially recommend this line, pure white finish. Reg. 75c. **67c** Friday, Saturday and Monday

BOYS' NEGLIGEE SHIRTS.

In a very pretty Cream shade, exquisite style, soft bosom, with a double turn over snug fitting soft collar, and soft cuffs, breast pocket, a real summer looking shirt; sizes 12, 13½ and 14. Reg. 75c. **68c** Friday, Saturday and Monday

BOYS' SAILOR BLOUSES.

Just about 2 dozen in the lot, assorted sizes, mostly navy ground with white pin stripe and deep navy collar with white braiding, a very neat lot. Reg. up to \$1.25 each. **59c** Friday, Saturday and Monday

LADIES' HOSE.

The new Radium finish Hose for ladies, in fast black, plain silk-like finish, spliced heels and toes, particularly good looking and good wearing hose, assorted sizes. Regular 55c. **49c** Friday, Saturday and Monday

CHILDREN'S SOCKS.

Wool cashmere, ¾ socks in cream shades, plain leg, ankle ribbed top, to fit children from 4 to 10 years; these values run up to 40c. **27c** Friday, Saturday and Monday

Strong Values That Will Keep Shoppers Coming and Going in Men's Section



MEN'S SOCKS.

Medium weight socks for the workman; these offer excellent value and will give satisfactory wear, mostly mixed greys and mottled effects; others in all black Cotton Cashmeres and a few in dark green Cashmere; values to 40c. **29c** Friday, Saturday and Monday

MEN'S PANTS.

Shapely pants, made from good strong Tweeds, ideal for the working man; a variety of Tweed mixtures, mostly dark patterns, well finished, strong stitching; pants good enough for everyday wear, assorted sizes. Reg. \$3.50. **\$3.25** Friday, Saturday and Monday

WORKING SHIRTS.

Roomy sizes in an extra deep Cream shade, with turned down collar and breast pocket, extra strong material that will stand the most vigorous washing weekly. Reg. \$1. value. **79c** Friday, Saturday and Monday

KHAKI HANDKFS.

Just a gross lot of plain khaki Kerchiefs, the kind your boy would like at the front. Reg. 10c. each. **3 for 25c** Friday, Saturday and Monday

PRETTY NECKWEAR.

Smart American neck scarves. Extra long, showing a big variety of fancy mixtures in that fashionable wide-end style; these sell regularly at 80c. each. **74c** Friday, Saturday and Monday

NIGHTSHIRTS.

These come in striped flannel-ettes, roomy sizes, deep collar and a medium weight, not many 'tis true but they offer value away above any you may secure elsewhere. Reg. \$1.80. **\$1.39** Friday, Saturday and Monday

MEN'S GARTERS.

Old Glory garters offer you all the comfort and security usually found in higher priced garters; assorted elastics, nickel fittings; they never slip, never unfasten. **23c** Special Friday, Saturday and Monday

MEN'S WHITE SHIRTS.

Cool looking Summer Shirts with soft bosom, of fancy white and pleated also, laundered neck band and cuffs; nice for Sunday wear and holiday dress, made of good English long cloths, great wearers, a clearing line. Reg. \$1.30. **\$1.08** Friday, Saturday and Monday

Men's SUMMER UNDERWEAR Underpriced to Clear

Men's Babrigan Underwear, delightfully cool, all quality perfect shaped garments, a pleasure to wear, puts enjoyment in every summer breeze that blows. Get a suit or two of this weight to-day. Reg. 60c. garment. **42c** Friday, Saturday and Monday

MEN'S SHOES.

Shapely Shoes that will satisfy the most critical shoe buyer. Light Gummed stock, with military heel, solid soles and heels. You'll like these. They have appearance. Reg. \$4.00. **\$3.80** Friday, Saturday and Monday

Our Prisoners In Germany

Editor Evening Telegram.
Sir,—I notice in your Saturday's edition of the Evening Telegram a report of the meeting of St. John's Patriotic Association, which contains a letter received by His Excellency the Governor from A. D. Steel-Maitland, Esq., Chairman of the Newfoundland War Contingent Association, London.

This letter contains an account of the expenses incurred by the War Contingent Association for our prisoners of war, and makes a suggestion that the expense of the prisoners should be borne by Newfoundland. There is also another suggestion that part of the men's pay should be used to defray some of the expense. Now, sir, against this I most emphatically protest. I have myself written to the War Contingent Association and others about sending to my son, who is unfortunately among the prisoners, and the answer to repeated letters both to London and St. John's is, that it is not allowed to send anything to the prisoners, as the Association sends everything necessary.

I should be only too glad to myself contribute towards my lad's maintenance, but to suggest taking their pay on any pretext whatever is, to my mind, almost sacrilege. Have the boys not gone through enough without this -in-? Does anyone suppose they easily surrendered? What name does the Ndd. Regiment bear in this war? Are there any of the prisoners who were unwounded when captured? I doubt it, sir. I do know that my boy has a bullet in his thigh, and it is likely to stay there. And then someone in "office" suggests taking a part of their pay to save a few dollars.

One way to help, would be for every Patriotic Association throughout Newfoundland to follow Grand Falls' lead and send monetary help for the prisoners. When we sent our subscription to St. John's (without being asked) we were told it could not be used, but it seems now that someone was a little premature, and that considerably more than our \$250 would be welcome. Another way, and far more reasonable than taking the boys' pay, would be to bring into existence a measure of compulsory military service, to compel the slackers (and they are many) to go and do their part. This would bring the Ndd. Regiment to full strength and keep it so, besides being fairer all round, and helping to get the war over sooner, thus saving expense.

No, sir, don't take it out of the boys' pay, for they, poor fellows, have enough to put up with as it is in being deprived of their liberty in addition to being short of food. Every letter received from them contains a fresh appeal for more food.

Trusting that I have not encroached too much on your space, I am, sir, Yours sincerely,
F. W. WILLS,
8 Exploits Lane, Grand Falls,
13th August, 1917.

[We think our correspondent is mistaken as to what is intended. As we have before pointed out, the suggestion that some part of the pay be used to supply a very small item of the parcels (such as tobacco) was a suggestion merely. That pay is lying idle and accumulating. Surely it is far better to send some of it in the form of comforts to the boys now. The balance would be made up fully on their return, so that they would gain by it in the end. At the same time there is no question that any money subscribed for the purpose will be gladly welcomed and used on behalf of the prisoners. The refusal of the Association had to do with parcels only, and it has very sound reason for refusing to send these. There is no foundation whatever for any idea that our prisoners are being neglected or treated badly by the authorities here or in England.—Ed.]

Breakfast First.

"A story, reminiscent of Drake finishing his game of bowls before taking sail to defeat the Armada, was told at Portsmouth by Admiral Sir Stanley Colville, Commander-in-Chief at that port," says the Chronicle. "A submarine," he said, "was proceeding up the Dardanelles when the captain noticed through the periscope that a floating mine had become attached to the rudder. He consulted with the lieutenant, and they agreed not to inform the crew, but to have breakfast and think what was best to be done. "After twenty minutes they had a plan for removing the mine, which succeeded."

Milk of magnesia is a mild laxative for the baby. It should be put into the bottle of milk. A teaspoonful to one bottle twice a day is enough.

A tasty sandwich for an afternoon tea is made with cottage cheese, a little sugar, minced nuts, and a few chopped raisins. Mix all together and add a salad leaf to each sandwich.

ASK FOR MINARD'S LINIMENT AND TAKE NO OTHER.