

HEARTH RUGS.

Aminster, with close soft pile, beautiful floral and block designs in Fawns, Browns, Reds, Greens, etc.; size 27 x 52 inches. Reg. \$4.10. Special Friday & Sat. **\$3.48**

DOOR MATS.

Skeleton Door Mats of stout pleated rope. Binding of an open make they will not retain the dust like the ordinary door mat, and will give excellent wear. Size 15 x 24 inches. Regular 85c. each. Friday and Saturday **75c**

TUCKED LAWN.

Mothers delight in these smart fabrics, the more they are laundered the prettier they are. They come 36 ins. wide, with wide hem, 3 rows of tucks and a row of pretty insertion. In various designs. Special Friday & Sat. **27c**

CURTAIN NET.

Beautiful soft quality in close and open mesh. A new stock of the choicest patterns for your choosing; assorted widths, 48, 50 and 56 inches. Special Friday and Saturday **28c**

LADIES' HOSE.

Improved quality fine Black Cashmere in assorted ribs and plain, wide garter tops, seamless toes and heels; all sizes. Reg. 55c. pair. Friday and Saturday **47c**

A GREAT COLLECTION OF INDUCEMENTS IN SERVICEABLE SPRING MERCHANDISE FOR

FRIDAY AND SATURDAY.

Every Item a Bargain

Gents' Furnishings! Exceptional Values for Early Spring Shoppers.



MANHATTAN PIPES.

Assorted shapes with straight and curved vulcanite stems; assorted sizes; French Briar bowl. Reg. 35c. each. Friday & Saturday **30c**

LION BRAND BOOT POLISH.

For polishing all kinds of boots, harness, etc. In Black, Tan and Red; excellent quality in large flat tins. Special for Friday and Saturday, per tin **10c**

NEW WIDE END TIES.

A very smart lot of plains, stripes, spots, floral, scroll and fancy patterns; the very newest shades, just unpacked; they are of good quality silk, well made and will retain their shape. Reg. 75c. each. Friday and Saturday **68c**

BOYS' UNDERWEAR.

Hygienic fleece-lined Underwear for boys; this is a fine heavy quality that you will like, being much superior to the general run; well finished; three thread cuffs; Sizes 24 to 32 in a popular natural shade. Regular value to 70c. a garment. Friday and Saturday **58c**

COLLAR & TIE SETS.

The latest New York fad; soft double collar with link fastenings and medium width tie of the same silk material in stripes and plain washing shades; the collars are 2 inches high, all sizes from 14 to 17. Reg. 25c. set. Friday and Saturday **21c**

MEN'S COAT SHIRTS.

Smart American coat shirts in cream striped vesting, with soft, double cuffs, stiff collar band and breast pocket; a stylish lounge collar with each shirt; sizes 14 to 17. Reg. \$1.50 each. Friday and Saturday **\$1.32**

MEN'S COLLARS.

All the leading styles are represented, ranging from 1 1/2 to 2 1/2 inches in width; there are plain and self-striped linens with round or pointed corners, soft cotton, "outdoor life" collars and a quantity of "Duplex" that can be worn on either side. Reg. 20c. each. Friday and Saturday **17c**

SILK OIL HATS.

A soft durable Oil Hat that can be neatly folded and carried conveniently in the pocket; they are made in Sou'wester style from fine quality silk, well oiled, lined with soft satin and are very light in weight. Reg. \$1.40 each. Friday and Saturday **\$1.32**

BOYS' JERSEYS.

Made of close knit Union yarns, in shades of Sage, Brown and Navy; they fasten at the shoulder with three buttons of the same shade and fit perfectly; sizes to fit boys from 4 to 8 years. Regular values to \$1.10 each. Friday and Saturday **85c**

POLICE, FIREMEN'S & POSTMAN'S BRACES.

Of heavy elastic webbing with double back straps, strong solid leather, button loops and stout metal fastenings. This is a very popular brace being of durable materials that will give lasting wear. Regular 50c. pair. Friday and Saturday **42c**

MEN'S BOOTS.

Of Black Buck; a heavy close leather that will give excellent wear; the tough solid leather soles are both sewn and sprigged; they come unlined with waterproof bellows tongues. Sale Price **\$3.10 pair.**

MEN'S GUNMETAL BOOTS.

In buttoned and laced styles with soft kid tops, Goodyear welt, self tip and high block toes; a full range of sizes from 6 to 10, including halves. Sale Price **\$4.50 pair.**

Rubbers

For All
the Family.

MEN'S RUBBERS.

All sizes from 6 to 10, halves included; storm cut only; a big variety of shapes and qualities. Sale Price **85c. pair.**

MEN'S RUBBERS.

Roller and plain edge, good wearing qualities; various shapes. Sale Price **\$1.10 pair.**

BOYS' RUBBERS.

Broad fitting standard shapes. Sale Price **90c. pair.**

YOUTHS' RUBBERS.

Fairly heavy qualities, that will wear well. Sale Price **60c. pair.**

MISSES' RUBBERS.

Storm and low cut, medium and broad fitting styles; assorted qualities; sizes 11 to 13 1/2, halves included. Sale Price **58c. pair.**

WOMEN'S RUBBERS.

Low and high heel shapes in storm; various qualities and styles; all sizes. Sale Price **75c. pair.**

Dress Goods

Twin Cord Poplins, 42 inches wide, in shades of Sage, Navy, Champagne and Black. A closely woven material that is very fashionable for Ladies' and Misses' Dresses, etc. Also fine Costume Cloths in Brown and Navy, 45 inches wide. This is a special lot that our buyer was very fortunate in securing and would be good value to-day at \$1.50. Reg. \$1.25 yard. Friday and Saturday **\$1.08**

The Sale of Boots and Shoes.

The unprecedented success of this Sale has more than realized our most sanguine expectations. It is just as it should be, for it proves that the values we have offered have been worthy of the consideration of our numerous customers.

IF YOU HAVE NOT TAKEN ADVANTAGE OF THIS SALE, COME AT ONCE—for it is very doubtful if boots of equal quality can be sold for such low prices for some time to come.

Sideboard Cloths.

Made from linen finished cotton, trimmed with rows of fine insertion and lace edges, also white hemstitched and embroidered; assorted sizes. Reg. 90c. each. Friday and Saturday **72c**

TEA CLOTHS, TABLE CLOTHS, SIDEBOARD CLOTHS, ETC.

A host of delightful patterns in American Bureau Scarves, Table Centres, Tea Cloths, etc.; assorted sizes and qualities, finished with hemstitched hem, scalloped edge, embroidery and lace. Reg. 45c. each. Friday and Saturday **39c**

IMPORTANT REDUCTIONS ON NEW GOODS.

CAMISOLE EMBROIDERY.

Of fine Cambric and Muslin in solid and openwork patterns; 18 inches wide. Reg. 45c. yard. Friday and Saturday **35c**

NAPOLEON FACE POWDER.

In oval top boxes; a perfectly harmless powder that will not irritate the most tender skin. Reg. 25c. value. Friday and Saturday **7c**

CHILDREN'S STRAW HATS.

The very newest in mushroom shapes, with turned down brims and flat or round crowns. The colors are plain White, Black and White, Brown and Navy and White. They are trimmed with a band of corded ribbon in shades to match, with a neatly tailored bow at side. Reg. 85c. each. Friday and Saturday **79c**

SAMPLE COMBS, ETC.

A lot of manufacturers' samples in Back Combs, Side Combs, Barrettes and Hair Ornaments, suitable for Ladies and Misses, in well polished shell. Some are inset with good quality brilliants. Reg. 40c. each. Friday and Saturday **32c**

BUSTER BROWN BELTS.

In Green, White, Red and Black Patent Leather, finished with self-covered and brass buckles; 1 to 4 inches wide. Reg. 50c. values. Friday and Saturday **10c**

JOB SILK BELTS.

All widths up to 8 inches, in Merve, Corded and Glace Silks; beautiful stripes, plain and floral designs. Values to \$1.50 each. Friday & Saturday **49c**

OUR DISPLAY OF Millinery and Ready-to-Wear HATS



IS STILL THE TALK OF THE TOWN.

Every day we are opening new shipments of Millinery from Paris and London. New and exclusive designs are being added to the beauty and style in our Showroom. For those who prefer to trim their own headwear, we have an unlimited assortment in Untrimmed Shapes; and our display of Flowers and Novelties suggest ideas for trimming.

Job Blouses.

A dainty lot of Ladies' Blouses in Striped, Spotted and Fancy Cottons, Percales and Muslins. Some are finished with fichu fronts, others have wide Sailor Collars, and there are others with small round collars. They are low neck styles, trimmed with embroidery and lace in the most popular models. Reg. 80c. each.

FRIDAY and SATURDAY **65c.**

Half Blind NET

Lengths of Half Blind Net ranging from 1 1/2 to 3 yards, in various qualities and widths up to 27 inches. There's a splendid selection of new artistic patterns, some are finished with looped ends and imitation fringe, others are of fine close make with floral scroll and leaf designs, and a big variety of neat block patterns. Values to 35c. per yard. Friday and Saturday **10c. yd.**

ATTRACTIVE VALUES in SMALLWARES

EGG SHAPED DARNERS—For the quick and easy darning of hosiery, gloves, underwear, etc. Special for Friday and Saturday **4c**

COLORS COTTON—For machine or hand sewing; 200 yard reels. Special for Friday and Saturday, **4c**

ZIN OX—The most effective of perspiration deodorizers. Special for Friday and Saturday per box **5c**

PICTURES AND PHOTO FRAMES—Assorted sizes; new subjects. Reg. 20c. each. Friday and Saturday **16c**

MONEY BANKS—Safe style with combination lock and Bears, Rabbits, Dogs, etc., with screw openings. Reg. 20c. each. Friday and Saturday **16c**

HIGH GRADE ABSORBENT COTTON—For household and sanitary purposes. Reg. 8c. package. Friday and Saturday **7c**

Blouse & Dress Poplins

Close make, in very pretty blazer stripes, dots and checks in Sage, Navy and Green. They're pretty and attractive—well worthy of your inspection. Come and see them. Reg. 45c. yard. Friday and Saturday **36c**

AMERICAN BED SPREADS.

Lightweight Crochet Bed Spreads that are especially desirable for Spring and Summer. They are finished with a narrow hem at the edges and wide borders that match the centres beautifully. Single Bed size—Reg. \$1.70 for **\$1.45** Medium Bed size—Reg. \$2.00 for **\$1.68** Double Bed size—Reg. \$2.20 for **\$1.89**

IN THE SHOWROOM.

Women's House Dresses.

Medium and light stripes and spotted percale supplies the material for this jaunty house dress; the neck is low style and finished with round cornered Peter Pan collar; wide skirt; 3/4 sleeves; sizes 35 to 40 bust. Reg. \$1.15 each. Friday and Saturday **98c**

WOMEN'S COSTUMES.

In the Shepherds' Checks and Roseda Eolienne; beautifully trimmed with silk in the very latest American styles, and lined with soft Liberty Satin; there is a variety of about twenty different styles to choose from; no two alike in the lot. Reg. \$24.50 each. Friday and Saturday **\$20.80**

WOMEN'S RAGLANS.

Of Cravenette Cloth; the light weight of this material makes it especially desirable for early Spring wear; it is so closely woven that it excludes rain; they come in three-quarter and full-length styles, with patch pockets; set in or raglan sleeves, in belted or loose back styles. Reg. \$9.75 each. Friday and Saturday **\$8.37**



"Stick a Pin Here."

Editor Evening Telegram.

Dear Sir,—Just now in response to a most earnest appeal from the Empire for more men, we are bending every energy to stimulate recruiting and, justly so, considering that the success of the Empire and its Allies depends on the manner in which the appeal is met.

Despite the most noble efforts that have been made and are being made by the Recruiting Committee all over the country, they are most backward in results. Where thousands of young men are available we cannot get a few hundred.

Does it ever occur to those interested in recruiting that there must be some cause for this backwardness or lack of patriotism? Well, Sir, there is, and the cause is a total disregard for those who have fought and bled and died for the Empire, by the Powers that be.

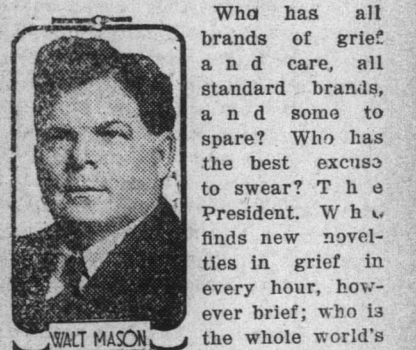
It was generally understood that in order to justify appreciate the services rendered the Empire by our returned hero soldiers and sailors, the Patriotic Association had resolved that the Government be asked to give preference to our young men who had seen active service, in the matter of public positions, and such action of the Patriotic Association was accepted by the Government. Yet what do we find? After the proverbial nine days' wonder is over, our heroes are forgotten, and when a Government position is offered they are not in the running with the "blackie" and political healer. This, Sir, is not good enough, and it is such ingratitude that keep others from enlisting.

It is rumored around town that an appointment to the position of Deputy Controller, now held by Capt. Bonia, is about being made, and that a certain Government healer holding a lucrative position in one of our large mercantile houses has secured the job. If such be the case it is a gross injustice to the public and an outrage on our returned soldiers. There are plenty of young men, who have been in the firing line on Gallipoli and in France, who possess all the necessary qualifications for filling the said position, for instance some officer who has been honourably discharged without pay.

Trusting that due consideration will be given our hero soldiers and sailors for their future comfort and independence, and thanking you in anticipation, Mr. Editor,

I remain, yours truly,
FAIR PLAY.
St. John's, April 10, 1917.

THE PRESIDENT.



Who has all brands of grief and care, all standard brands, and some to spare? Who has the best excuse to wear? The President. Who finds new novelties in grief in every hour, however brief; who is the whole world's goat-in-chief? The President. Who would be glad his job to chuck, and earn his wage with saw and buck; who is it long to run amuck? The President. Who is it meets a million bores, and statesmen who have chronic sores, whenever he goes out of doors? The President. Who is it has no hours of ease, and who, however he strives to please, is prodded by our snickerneers? The President. Who has a million things to vex, a million problems to perplex? Who is it long to be an ex? The President. Who needs, while he pursues the game, men's sympathy, instead of blame? Who is it fails to get the same? The President. Who walks a long and weary road? Who bears a great and grievous load, and feels the smart of whip and goad? The President.

The Boy Scouts.

Chicago Herald: The Boy Scout has come generously to his own, and this is desirable. For the importance of proper creative means and methods is acknowledged by all modern educators and parents. The Boy Scout movement to many an eager youngster has spelled all the difference between constructive and destructive energy and endeavour. The Boy Scout, moreover, has fairly won his military and economic spurs. The best soldiers in the present French army have come from the well-trained Boy Scout battalions. In England the Boy Scouts have proved useful and efficient from the very outbreak of hostilities. And whose has witnessed the transformation of a rough and riotous "gang" of American lads into a trim and well-ordered Boy Scout company unhesitatingly will agree that in this new plan to promote and foster the Boy Scout activities Columbia University has done well.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains.