

Canvas and Linoleum Sale

300	Yards of good heavy English Floor Canvas, in block and floral designs, 2 yards wide. Regular, 70c. yard. Friday	60c.
350	Yards of printed English Linoleum, showing a great variety of designs, well seasoned goods, 2 yards wide. Regular, \$1.00 yard. Friday	85c.
290	Yards of best Scotch Inlaid Linoleum, all new designs, and perfect goods, 2 yards wide. Regular, \$1.75 yard. Friday	\$1.59

Spring Footwear

At Real Reductions.

Women's Dongola Kid Boots, good strong wearing quality, self tipped, Balmoral shape, good lining. Sizes 3 to 7. Reg. \$1.90 pair. **Friday, \$1.65**

Women's Tan Vici Kid Street Shoes, M. S. Opera Tips, Oxford American manufacture, a leader for women. All sizes. Reg. \$1.60. **Friday, \$1.40**

Infants' Soft Sole fine Kid Boots, in colors of Tan, Blue and Crimson, choice of either Buttoned or Laced. Sizes 0 to 4. Reg. to 40c pair. **Friday, 30c.**

Exquisitely Trimmed Hats.

All Our Hats are Individual Styles

and whether you choose a simple street hat, or a magnificent Parisian creation, you will be absolutely assured that your hat will not be duplicated.

In **Untrimmed Shapes** we have all the latest novelties—Straw, Chips, Crinoline, Tapes, and Chiffon, etc., also choice French Flowers, in correct spring shades, all at popular prices.

Children's Millinery, Trimmed and Untrimmed, a splendid showing.



The Voice of Every Department in This Vast Emporium Has Struck The "BARGAIN" CHORD For Friday.

Specials

From Every

Department

Keyed to the

Tune of

FRIDAY

BARGAINS.

Friday Bargains.

LADIES' HANDKERCHIEFS.
90 doz. of Ladies' soft Nainsook Handkerchiefs, Lace Edged, neat and dainty. Reg. 6c. Friday, 3 for 12c.

SILK RIBBON.
300 yards of The Directoire Merve Silk Ribbon, about 7 1/2 inches wide, in colors of Reseda, Pink, Brown, Sky, Navy, Myrtle, Cream, White, Chevalier, Chasseur, and Pale Blue. Reg. 65c. Friday, 52c. yard.

SILK RIBBON.
500 yards of Taffeta Silk Ribbon, about 2 inches wide; in colors of Pale Blue, White, Cream, Black, Crimson, Cardinal, Navy, Myrtle, Olive, Moss, Nil, Light and Dark Brown, Helio, Vieux Rose, Grey, Gold, Fawn and Champagne. Reg. 10c. Friday, 8c. yard.

SILK.
230 yards of Corded Moire Silk, 22 inches wide, in colors of Grey, Mole, Cream, Vieux Rose, Saxe Blue, and Myrtle, Reg. 95c. Friday, 75c. yard.

FRILLINGS.
400 yards of Net, Lace and Chiffon Neck Frillings, about 1 inch wide, single and double; colors are Black, White, Cream and Paris. Reg. 15c. Friday, 12c. yard.

PILLOW COTTON.
170 yards of White Twill Pillow Cotton, 40 inches wide. Reg. 25c. Friday, 20c. yard.

RUBBER SHEETING.
70 yards of best English manufacture Rubber Sheeting, 37 inches wide. Reg. 90c. Friday, 80c. yard.

BED TICK.
1,400 yards of good quality Linen Bed Tick, double width, 58 inches wide. Reg. 45c. Friday, 40c. yard.

BUTTONS.
170 doz. of fancy Coat Buttons, in Brass, Silvered, Oxidised, Gun Metal, etc. Reg. 20c. Friday, 15c. doz.

TABLE NAPKINS.
50 doz. of Bleached Linen Table Napkins, Mercerised Finish, hemmed ready for use, size 20 x 20 inches. Reg. 14c. Friday, 11c. each.

TABLE CLOTHS.
30 only Bleached Linen Table Cloths, beautiful patterns, in floral designs, 2 1/2 yards long. Reg. \$2.75. Friday, \$2.35 each.

Bargains are the Keynote From the Staple Section.

WHITE SHIRTING 500 yards of good quality English White Shirting, Pearl finish, absolutely pure. An immense job line. Friday yard. **91-2c**

VICTORIA LAWN 1000 yards of Victoria Lawn, very thick and firm, 44 inches wide. Reg. 14c. yard. Friday **10c.**

TABLE LINEN 300 yards of Bleached Table Linen, a new line just opened, Floral patterns, and wide border. 70 ins. wide. Reg. 45c. yd. Friday **34c**

TURKISH TOWELS 10 doz. of White and Blay Turkish and White Honeycomb Towels. Reg. 12c. each. Friday **8c.**

TWILL SHEETING 300 yards of White Twill Sheeting, also Blay. 70 inches wide. Reg. 35c. yard. Friday **30c.**

TOILET COVERS 30 only White Marcella Toilet Covers, fringed all round, satin finish, size 24 x 44 inches. Reg. 40c. each. Friday **33c.**

HORROCKSES FLANNELETTE 1000 yards of Horrockses fine Flannel-ettes in new stripes, Pink, Cream and White, 36 ins. wide. Reg. 22c. yard. Friday **18c.**

Friday Bargains.

SHEETS.
30 only pairs of White Twilled Sheets, hemmed ready for use, size 2 1/4 yards long. Reg. \$1.65. Friday, \$1.40 pair. Size 2 3/4 yards long. Reg. \$3.20. Friday, \$2.70 pair.

ROPE MATS.
6 doz. of Rope Door Mats, plain centre, with crimson border, size 17 x 30 inches. Reg. 20c. Friday, 17c. each.

RAG RUGS.
15 only Home Knit Rag Rugs, very heavy and thick, size 25 x 60 ins. Reg. \$1.10. Friday, 95c. each.

HEARTH RUGS.
12 only of the Belgravia Velvet Pile Hearth Rugs, light and dark colourings, and very dainty, size 30 x 66 inches. Reg. \$3.00. Friday, \$2.50 each.

HEARTH RUGS.
12 only of the Kingswood Wilton Rug Hearth Rugs, extra thick and close, a splendid wearing line, size 32 x 66 inches. Reg. \$5.00. Friday, \$4.25 each.

PILLOW CASES.
3 doz. only Hemstitched and Frilled White Cotton Pillow Cases, very fine goods, size 20 x 30 ins. Reg. 45c. Friday, 37c. each.

LAUNDRY BAGS.
24 only Linen Laundry Bags, very neatly worked with crocheting, in colors of Pink, Blue, White and Fawn. Reg. 25c. Friday, 20c. each.

PEARL BUTTONS.
500 doz. of White Pearl Buttons, in five different sizes, values to 6c. doz. Friday, 4 doz. for 9c.

BOOT LACES.
300 doz. pairs of good quality mohair Boot Laces, full 40 inches long. Reg. 6c. Friday, 2 doz. for 8c.

KID GLOVES.
300 pairs of Ladies' Fine French Kid Gloves, in colors of Tan, Black, Beaver and Slate, Clasp Fasteners. Reg. 80c. Friday, 67c. pair.

CURTAIN NETS.
400 yards of Curtain Nets and Frilled Muslins, White and Cream, in new dainty patterns. Reg. 40c. Friday, 34c. yard.

PINS.
500 Sheets of Best English Nickel Plated Pins. Special Friday, 4 sheets for 5c.

REELS OF COTTON.
500 doz. of 6 cord 200 yard reels of Sewing Cotton, Black and White, Nos. 10, 12, 16, 20, 24, 30, 36, 40 and 50. Friday, 3 reels for 9c.

The Voice of the Hardware, Crockery and Grocery is Heard Above the "Din." It Proclaims "FRIDAY BARGAINS."

The Savings in The Hardware are Numerous.

Enamel Stewpans, with cover. Reg. 40c. Friday, 34c. each.
Enamel Water Kettles. Reg. 45c. Friday, 40c. each.
Nickel Plated Sad Irons (set of 3.) Reg. \$1.25. Friday, \$1.15 set.
Table Mats. Reg. 35c. Friday, 33c. set.
Spice Sets. Reg. 33c. Friday, 28c. set.
Scrub Brushes. Reg. 14c. Friday, 11c. each.
Nickel Crumb Tray and Brush. Reg. 40c. Friday, 34c. set.
Flour Dredges. Reg. 14c. Friday, 12c. each.
Aluminum Lemon Juice Extractors. Reg. 16c. Friday, 14c. each.
Pudding Spoons. Reg. 20c. Friday, 16c. each.
Wire Sponge Holders. Reg. 35c. Friday, 31c. each.
Potato Mashers. Reg. 8c. Friday, 6c. each.
Knife Trays. Reg. \$1.10. Friday, 92c. each.
Apple Corers. Reg. 16c. Friday, 14c. each.
Cake Turners. Reg. 6c. Friday, 5c. each.
Decorated Cuspidors. Reg. 14c. Friday, 11c. each.
Porcelain Pudding Moulds. Reg. 70c. Friday, 60c. each.
Block Tin Coffee Pots. Reg. \$1.20. Friday, \$1.02 each.

Bargains to Arouse Interest In the Crockeryware Department

21-piece Tea Sets, pinto and gilt. Reg. \$2.00. Friday, \$1.75 set.
40-piece Tea Sets, Rose Bud and Gilt. Reg. \$6.00. Friday, \$5.32 set.
China Cheese Dishes. Reg. \$1.20. Friday, \$1.06 set.
Oxford Marble Tea Pots. Reg. 50c. Friday, 43c. each.
Hot Water Kettles. Reg. 95c. Friday, 84c. each.
Glass Table Sets (4 pieces). Reg. 65c. Friday, 55c. each.
Glass Custard Cups. Reg. 6c. Friday, 5c. each.
Large Glass Jugs. Reg. 55c. Friday, 50c. each.
Grimwale's Patent Pie Dish (12 in.) Reg. 35c. Friday, 32c. each.
Earthen Slop Pails. Reg. \$1.25. Friday, \$1.15 each.
Earthen Spitoons. Reg. 25c. Friday, 20c. each.
Large China Vases. Reg. 40c. Friday, 35c. each.
White Granite Flower Pot Saucers. Reg. 20c. Friday, 15c. each.
Cut Glass Water Bottles. Reg. 85c. Friday, 77c. each.
Cut Glass Tumblers. Reg. 35c. Friday, 29c. each.
Printed Vegetable Dishes. Reg. 60c. Friday, 52c. each.
China Butter Coolers. Reg. 25c. Friday, 20c. each.
China Bread and Butter Trays. Reg. 60c. Friday, 52c. each.

Bargains in Groceries.

Choice Ceylon Tea. Reg. 50c. Friday, 43c. lb.
White Clematis Soap. Reg. 30c. Friday, 25c. box.
White Lilac Soap. Reg. 30c. Friday, 25c. box.
Liebner's Malt Extract. Reg. 20c. Friday, 17c. bot.
Lazenby's Pickles. Reg. 35c. Friday, 30c. bot.
1-lb. pkts. Dates. Reg. 13c. Friday, 11c. pkt.
3-lb. tins Grapes. Reg. 25c. Friday, 22c. tin.
3-lb. tins Strawberries. Reg. 35c. Friday, 32c. tin.
3-lb. tins Green Gage Plums. Reg. 20c. Friday, 17c. tin.
Large bots. French Olives. Reg. 45c. Friday, 40c. bot.
Stuffed Olives. Reg. 35c. Friday, 32c. bot.
Large Bars Soap. Reg. 17c. Friday, 15c. bar.
Cheese Biscuits. Reg. 15c. Friday, 13c. lb.
Hog and Hominy. Reg. 12c. Friday, 10c. tin.
Witch Hazel Soap. Reg. 20c. Friday, 16c. box.
1-lb. tins Fish. Reg. 12c. Friday, 8c. tin.
Kop's Lemon Squash. Reg. 25c. Friday, 21c. bot.
International Poultry Food. Reg. 50c. Friday, 40c. bot.

The Bargain Chord is Echoed from Every Nook And Corner Of this Store.

Ladies' Blouses, Friday 90c. and \$1.09



Only 250 of them.
Fine Lawns and Muslins.
Made in dainty patterns.
Some with the tailored effect
Fronts of all-over embroidered and tucks; some broad tucks, some fine.
The New Sleeves.
American Styles.
Reg. \$1.15. Friday 90c.
Reg. \$1.40. Friday \$1.09

Women's Hosiery PRICED FOR PLENTY OF BUYING

These specials are all so good and priced so low, that you'll want to buy unstintingly of them, for both present and future needs.

HOSE.	Women's Plain Black imitation Cashmere Hose, seamless heels and toes, a big clearing line just opened. Special Friday.	17c. pair
HOSE.	Women's Black Cashmere Hose, perfect seamless, spliced heels and toes, assorted ribs and plain. Reg. 35c. pair. Friday.	29c. pair
HOSE.	Women's best quality Black Cashmere Hose, seamless heels and toes, ribbed and plain, fine and soft. Reg. 45c. pair. Friday.	38c. pair

SALE OF LACE CURTAINS
Friday will see another big movement at this store in **Lace Curtains.** To YOU—The Lady of the House—The Careful Manager.—These values offer an unusual combination of Dainty beauty in designs, that would delight the eye of an artist. Superior quality to satisfy the most exacting; Economy to a remarkable degree promising exceptional savings.
Friday \$1.00 values for 85c.; \$2.65 values for \$2.25; \$4.50 values for \$3.70

The Largest Stock of Wash Goods in Newfoundland.

Amongst Them Some Special Values. Friday Leaders Worth Buying.

1500 yards of English Dress Cottons, in dainty effects, Dots, Stripes and Floral, in choice of Light and Dark Blue, Pink, Grey and Hello, 27 inches wide. Reg. 12c. yd. Friday **10c. yard**

15c. Linelaine at 12 1/2c.

900 yards of fine Scotch Linelaine, suitable for summer Suits, guaranteed splendid wearing material, 33 inch wide, in colors of Reseda, Almond, Brown, Navy, Pink, Champagne, Vieux Rose, Cream, and Light and Dark Blue. Reg. 15c. yard. Friday **12 1/2c.**



Owing to lack of space in shop and showroom to show all these Bargains properly, many will be on sale in our Gent's Furnishing Dept.

