

# LIGHTENING THE BUYERS BURDEN--

NO CHARGING AT SALE PRICES

Making Prices that  
**MAKE GOODS SELL**

is our honest effort every week.

That it is appreciated will be best evidenced by the crowds we look for with the **MASTER BARGAINS** of this town for

## FRIDAY, SAT. and MONDAY

**GOOD SHOWROOM VALUES**

that will help to lighten expenditure on Spring Outfitting



**MERELY TO TELL YOU** that we have just opened up another lot of **MILLINERY HATS.** Clever adaptations from Parisian Models. See these

**LADIES' JERSEY UNDERWEAR**—Low neck Vests with ribbon shoulder straps; Knickers with elastic waist and knee; sizes 36 to 44. Reg. \$1.10. **Friday, Saturday 98c.** and Monday .....

**INEXPENSIVE UNDERSKIRTS**—Here is a good line of White Lawn and Cotton Crepe Underskirts, pin tucked flounces, and others with Swiss embroidery; a mixed lot; good value at \$1.30. **Friday, Saturday \$1.08** and Monday .....

**INFANTS' SHORT UNDERSKIRTS**—Embroidery trimmed White Lawn Underskirts, neck and armlet finished off with bias tape; cheaper than you can make them. Reg. 50c. **Friday, Saturday and Monday 46c.**

**NEW ARRIVAL OF DECORATION FLOWERS**—We are showing a lot of pretty things in these; also flowers for hat trimmings, wreaths, feather bands, and fruits of all kinds. Our prices on these—as usual—lowest in the city.

**CHILDREN'S KILTIES**—A new arrival of these pretty Kilties with knickers to match; mixed shades of Emerald and Putty, Saxe and Putty, Rose and Putty; also Rose, White, Saxe and Tan in plain shades; assorted prices from **\$8.50 to \$15.50.**

**MISSES' JERSEY UNDERWEAR**—Assorted sizes, in a nice medium weight, cut knee and bands for buttoning on corsets. Special the pair **Friday, Saturday and Monday 38c.**

**LADIES' NIGHTGOWNS**—White Lawn make, trimmed with insertion and ribbon beading, V and square neck, short sleeved; lovely garments. Reg. \$1.80. **Friday, Saturday \$1.59** and Monday .....

**LINGERIE BRAIDS**—Mercerized and washable Lingerie Braids, made up in 6 yard lengths, each piece with self-threading bodkin; shades of Pink, Blue and White. The piece **13c.** **Friday, Saturday and Monday**

**CHILDREN'S MIDDY BLOUSES**—White and Khaki Linen Middy Blouses, V and square neck, long sleeves, sailor collar, pocket, with and without belt; sizes to fit 4 to 10 years. Reg. \$2.50. **Friday, Saturday and Monday \$2.28**

**CAMISOLE EMBROIDERIES**—A new and very pretty assortment of Camisole Embroideries, 12 and 16 inches wide, showing beading at tops and waist line. Our regular 95c. **Friday, Saturday and Monday 87c.**

**SWANSDOWN TRIMMING**—The newest in trimmings, very fine, soft and distinctive looking, very suitable for trimming infants' wear, ladies' hats or dresses. Reg. 65c. **Friday, Saturday and Monday 59c.**

**Ladies' and Misses' Tweed Coats**  
Suitable for Spring wear; pretty style, showing small collar and revers; belted and side pockets; moderately priced for such good looking Costumes. **\$16.98** Regular \$18.00. **Friday and Saturday**

### SMALLWARES

- Taylor's Tooth Paste, tube 25c
- Carbolite Tooth Powder, tin . . . . . 10c
- White Vaseline, crock . . . . . 15c
- Camphorated Vaseline, crock . . . . . 20c
- Herb Toilet Soap, cake . . . . . 18c
- Glycerine, the bottle . . . . . 20c
- Pearl Glycerine Soap, cake . . . . . 22c
- Vaseline Cold Cream, . . . . . 20c
- Rubber Pad Sponges, ea. 15c
- Shaving Brushes, asst. . . . . 38c
- Clothes Brushes, each . . . . . 25c
- Hair Brushes, each . . . . . 25c
- Dressing Combs, Black or White . . . . . 85c
- Deetias Disinfectant . . . . . 19c
- Rubber Nipples, assorted; each . . . . . 5c
- Colgate's Perfumed Toilet-cum, tin . . . . . 23c
- Menen's Perfumed Toilet-cum, tin . . . . . 27c
- Colgate's Bath Soaps, . . . . . 24c
- Menen's Face Powder, . . . . . 27c
- Peroxide Cream, greaseless, and Cold Cream. . . . . 20c

## School Requirements

**BOYS' LEATHER SCHOOL BAGS**—Tan or Black, all-leather school bags, suitable for girls as well as boys; leather shoulder strap and buckled; last a life time. Special **Friday, Saturday and Monday \$1.29**

**EXERCISE BOOKS**—50 page Exercise Books with a nice smooth writing surface. Special each **Friday, Saturday and Monday 11c.**

**SCRIBBLERS**—160 pages, ruled, large sheet size; this is a favorite with the scholars. **Friday, Saturday 10c.** and Monday, each . . . . .

**PENCIL OUTFITS**—Boxed School Outfits containing 7 lead pencils, 1 pencil holder, 1 pencil sharpener, 1 eraser and 1 nib box; fits your school bag. Special **Friday, Saturday and Monday 65c.**

**BOYS' and GIRLS' HOSE**—Part of a Job Line, offering Black and Tan in assorted ribs, best English Cashmere make. Special **Friday, Saturday and Monday \$1.08**

**CHILDREN'S STRAP SHOES**—Sizes 4 to 8 in a patent leather fronted shoe, with Dongola kid backs. Reg. \$1.70. **Friday, Saturday and Monday \$1.54**

## Finest Quality English Fancy Linens, Etc.

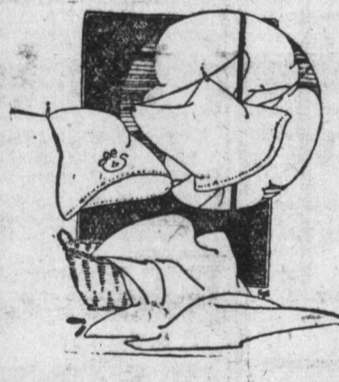
Helpful hints to those about to renew

**ENGLISH TEA CLOTHS**—Pretty 5 o'clock Tea Cloths in good quality English White Linen; distinctive looking with their heavy green or blue embroideries; wide hem-stitched border. Regular \$3.00 value. **Friday, Saturday \$2.68** and Monday . . . . .

**DUCHESS SETS**—Lace and insertion trimmed Duchess Sets; very strong make and very dainty; 4 pieces to set. Reg. \$1.25. **Friday \$1.10** Saturday & Monday . . . . .

**PILLOW CASES**—Sensible, good-wearing plain English Pillow Cases, with a wide frilled border; full size; linen buttoned back. Regular \$1.00. **Friday, Saturday and Monday 92c.** day, each . . . . .

**POPLIN CUSHION COVERS**—Uncommon looking and very serviceable; Cream shade, embroidered in colored silks; wide hemstitched frilled border. Reg. \$1.90. **Friday, Sat. & Monday \$1.69**



## Sash Rods and Light Curtain Rods

**GOOSE-NECK PARALLEL CURTAIN RODS**—A special make for hanging regular curtains and headings, double rod, with wide curved ends; very simple to attach to window frame. Special (complete) **Friday, Saturday and Monday 49c.**

**CURTAIN RODS**—Fluted White Enamel Light Curtain Rods with all white wood fittings; complete for **Friday, Saturday and Monday 22c.**

**SASH RODS**—Flat, White Enamelled Sash Rods that fit neatly to your window sash, extends to any required size. Reg. 35c. Special for **Friday, Saturday and Monday 29c.**

**BRASS SASH RODS**—Another very neat Brass Extension Rod, the newest, secure and strong. Complete for **Friday, Saturday and Monday 22c.**

## TWO GLOVE SPECIALS

**LADIES' SILK GLOVES**—Excellent value in superior quality Silk Gloves; double tipped; the Black have white points, and the White black points; assorted sizes; \$1.50 value. **Friday, Saturday and Monday \$1.15**

**LADIES' LISLE GLOVES**—In pretty shades to match your Spring outfit; Beaver Grey, Pastel, Navy, Black and White. These are splendid value; assorted sizes; button wrist. **Friday, Saturday and Monday \$1.08**

## OVAL FRAMED PICTURES

**FRAMED PICTURES**—Oval Framed Pictures, among which are Cupids, Figures, Rural Scenes, and others; some in gilt, others imitation walnut; very neat. Special **Friday, Saturday and Monday 39c.** day, each . . . . .

**CUSHION PADS**—Soft and plump, and will not get lumpy; fit almost any size cushion. We have a few dozen to clear away. **Friday, Saturday and Monday, \$1.48** each . . . . .

## FRIDAY, SAT. & MONDAY in the

### Men's and Boys' Style Shop



**MEN'S UNDERWEAR**—Spring weight all wool English Underwear, unshrinkable; just the quality you would wish to change for. Reg. \$5.20 garment. **Friday, Saturday & Monday \$4.75**

**NEW CAPS FOR SPRING**—Latest London Caps with an assortment from New York thrown in to make choosing easy; mostly medium and dark twill mixtures; leather bound inner-band and unlined. Reg. up to \$1.70. **Friday, Saturday and Monday \$1.45**

**PRETTY SCARP TIES**—A man never has one tie too many, nor will he if he selects one or more from this pile of New American Neckwear on sale this week. See these, they are the very newest for 1920. Reg. \$1.20. **Friday, Sat. & Monday \$1.15**

**BLACK CASHMERE SOCKS**—Fast Black, plain English Cashmere Socks in a nice medium weight; garter top; stays in position. Reg. \$1.70. **Friday, Saturday and Monday \$1.55**

**MEN'S WORKING SHIRTS**—Good wearing Khaki Drill Shirts, double stitched seams; made to stand hard wear; snug-fitting sizes; not bulky. Value for \$2.20. **Friday, Saturday & Monday \$1.95**

**BOYS' LEGGINGS**—3-Strap Leather Leggings, close fitting and shapely; a boy needs such a legging. Special **Friday, Saturday & Monday \$1.40**

**BOYS' TUNIC SHIRT**—One of our best selling lines, showing soft button Shirts with laundered cuffs and very neat stripe patterns; assorted sizes from 12 1/2 to 14. Reg. \$2.00 value. **Friday, Saturday & Monday \$1.65**

**MEN'S PYJAMA SUITS**—French Cambric Pyjamas with fancy trimmings; all white; neat, simple style that a man likes. Reg. \$4.00 suit. **Friday, Sat. & Monday \$3.78**

**BOYS' JERSEYS**—Sizes 18 to 20 inch in shades of Navy, Saxe and Brown; nice Polo collar, and 2-button front; good wearing, snug and wanted. Reg. \$3.30. **Friday, Saturday and Monday \$3.10**

**BOYS' NAVY ETON CAPS**—A very nice Cap for Sundays or for school wear; best quality English Serge make, with white linen band for writing his name. Special **Friday, Sat. & Monday 95c.**

## A Gladsome Mingle of Values in Pretty Spring FOOTWEAR

**WOMEN'S BLACK HOSE**—A lovely Black Lisle Hose, plain finish, double sole; high spliced heel; unbeatable value. Special **Friday, Saturday and Monday 75c.**

**LADIES' 3-STRAP SHOES**—Classy looking footwear in dull kid make; beaded front, spool heel, pointed toe; half sizes from 3 to 7. Reg. \$5.50. **Friday, Saturday and Monday \$5.25**

**LADIES' COLOURED HOSIERY**—Plain shades of Saxe, Grey, Dark Green and Dark Heathers. Hosiery of this quality always bears the Dollar mark. **Friday, Saturday & Monday 92c.**

**MORE HEATHER HOSIERY**—A medium weight. Hose at a medium price; assorted Heather shades in Green, Brown, Fawn and others. Our usual \$1.20 value. **Friday, Saturday and Monday \$1.08**

**LADIES' LUSTRE HOSE**—Pretty shot effects will be found here in extra fine texture Hosiery, reinforced at points of wear. We invite you to have a look at these. Reg. \$3.00 pair. **Friday, Sat. & Monday \$2.79**

**WOMEN'S HEATHER HOSE**—Delightful looking Spring Hosiery in Fawn and pretty Heather shades; medium weight Lisle; plain finish. Reg. \$1.60. **Friday, Saturday and Monday \$1.49**

**LADIES' TAN SHOES**—Pointed toe, Cuban or spool heel; very dainty looking. A shoe we know you will like; limited stock; sizes 2 1/2 to 7. Reg. \$5.75. **Friday, Saturday and Monday \$5.30**

**LADIES' BLACK KID SHOES**—A soft fitting Shoe with fancy stitched front; very neat shape but with a comfortable walking shoe. Value for \$6.50 to-day. **Friday, Saturday and Monday \$5.40**



**James Baird**

## SHOWROOM SPECIALTIES

**ENAMEL BROOCHES**—Sterling Silver and Enamel; lots of pretty designs; nice for gifts. Special **\$1.75**

**PUFF BAGS**—Neat little Vanity Bags with Puff top and silk Powder Bag; very neat; assorted shades. Special . . . . . **33c.**

**PERFUMES**—An assortment of dainty Perfumes, in long glass bottles, reliable. Each . . . . . **29c.**

**NECKLETS**—Crystal-like Glass Necklets in a pretty Pale Green shade; very popular. Special **87c.**



## Obituary.

MR. JOB COATES.

In referring to the death of Mr. Job Coates, of Upper Gullies, which sad event occurred on the 15th inst., we feel the regret sincere and poignant, which always animates one when referring to the demise of a life long friend and neighbor. Mr. Coates had attained the ripe age of 77 years, and though he was in the "sere and yellow" yet retained the kindness of character, the affability, the bonhomie which endeared him to a host of friends in Conception Bay and other parts of the Dominion. Always a man of splendid constitution and fine physique, Mr. Coates succumbed to a short illness, contracting a severe cold which induced death within a week. Mr. Coates was a man of striking personality, a type of the old-time fisherman-farmer, now sadly depleted in Newfoundland. He was one of the most popular, progressive, industrious and prosperous farmers in Conception Bay, and in a section where farming may be said to be the chief industry. Energy and enterprise were outstanding features in the make-up of a man remarkable even among his contemporaries, and this despite the illness naturally engendered by advanced age. Besides his other industrial activities Mr. Coates operated, and with marked success, for over a quarter of a century, a blacksmith shop near his residence in the Gullies. Unobtrusive and unassuming in demeanour, the deceased withal was a man of remarkable intelligence and this trait in his character was appreciated by the deference given to his opinions on the part of old and young. The deceased was a prominent member of the Anglican communion, an earnest church worker and good Christian, and was tolerant and broad-minded with those who differed from him denominationally. By the practice of the virtue of economy by honest toil he earned a goodly competence for himself as the smiling farmlands which ripened under his energetic care bear witness to. One of the oldest of the inhabitants of the South Shore, his passing will be deeply regretted, not merely by his immediate and bereaved family and relatives, but by all the people of Conception Bay. Hospitality was a predominant trait in the character of this worthy man, and his home was deservedly popular as a summer resort for city residents, many of whom received kindly treatment and bounteous liberality at the hands of Job Coates, including our distinguished Chief Justice, Sir William Horwood. Mr. Coates leaves to mourn him a faithful life partner in the person of his sorrowing wife, and one daughter, Miss Jessie Coates, a splendid type of Newfoundland womanhood at its best, and who is now practicing her profession as a trained nurse in one of the largest medical institutions in the United States. A brother also survives, Mr. Peter Coates, besides several other relatives. The body will be embalmed pending the arrival home of Miss Coates, to whom has been bently broken by sympathising friends the sad and unexpected passing of a dear parent. And now one can but say peace to the ashes, eternal repose to the spirit of this worthy man. The Telegram advances its respectful and sincere condolence to the grieving wife and friends.

"Life's work well done,  
Life's race well run,  
Life's Crown well won."

## Generous Donation.

At a meeting of the G.W.V.A. held last evening, Miss May Furlong and a number of other ladies tendered a cheque for \$1000 which amount they had collected for the purchase of photographs of soldiers and sailors who had made the Supreme Sacrifice. The photographs are to be hung in the G.W.V.A. Rooms.

The collectors with Miss Furlong were Misses Mary Morris, Marguerite Mitchell, Eleanor Clouston, May Higgins, Elizabeth Howley, Margaret Beaus, Margaret Clouston, Alice Byrne, Kathleen Keegan and Stella Shea. The presentation was made by Miss Furlong to Lt.-Col. Bernard, president of the G.W.V.A., who replied expressing the gratitude of himself and the Association. The ladies mentioned formed a quilting party before Christmas, and provided a large number of quilts for the needy poor, after which they took up the work of collecting for the object mentioned above. The meeting closed with cheers for Miss Furlong and her associates.

## "The Nfld. Quarterly."

The Spring Number of "The Newfoundland Quarterly" is a credit to its publishers. Many articles of interest and value will be read by subscribers, while the photographs, reproduced, are of an even better class than usually found. A warm eulogy of Hon. R. A. Squires, written anonymously, makes interesting reading. "Some of my Experiences in the Domain of Politics," by an ex-M.L.A., is well written and deserving of special mention.

**HERRING TAKEN AT PORTUGAL COVE.**—During the last few days there was a sign of herring at Portugal Cove, and some small catches were taken by the residents of the place.