

<b>LADIES' HANDKERCHIEFS</b> Hemstitched and Openwork Lawn. Reg. 6c. <b>Wednesday</b> 3 for 11 cents.	<b>HAIR PINS.</b> 100 in box. Reg. 3c. <b>Wednesday</b> 3 boxes for 5c.	<b>TAFFETA SILK RIBBON</b> 4 inches wide. Reg. 15c. <b>Wednesday</b> 12c. yard.	<b>LADIES' BACK COMBS</b> A dainty assortment. Reg. 30c. <b>Wednesday</b> 24c. each	<b>POCKET COMPANIONS</b> With Mirror, Tooth Pick, Comb and Boot Hook. Reg. 25c. <b>Wednesday</b> 19c. each	<b>MERGERISED DRESS SATEENS</b> Floral Patterns, on Blk. & Navy grounds. Reg. 16c. <b>Wednesday</b> 13c. yard	<b>SILK MUSLINS AND DELAINES</b> Beautiful patterns. Reg. 40c. <b>Wednesday</b> 35c. yard	<b>CINGHAMS AND ZEPHYRS</b> Stripes and Checks. Reg. 14c. <b>Wednesday</b> 10c. yard
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## WEDNESDAY'S SPECIAL SALE!



# SPECIAL SALE

### Good Whitewear Values.

LADIES' CHEMISES, white cotton, necks and fronts finished with embroidery, short sleeves. Reg. 50c. each. **Wednesday 40c**

LADIES' KNICKERS, white cotton, frill at knees, trimmed with embroidery and lace, some umbrella legs. Regular, 65c. pair. **Wednesday 52c**

LADIES' NIGHTDRESSES, white cotton, square and low necks, trimmed with embroidery and lace insertion. Some ribbon beaded. Reg. \$1.25 each. **Wednesday 95c**

### EVERLASTINGLY POUNDING PRICES TO HELP OUR PATRONS SAVE.

Thousands of shrewd buyers all over Newfoundland know the BIGGEST VALUES ARE HERE; we are constantly demonstrating that NOWHERE can as GOOD goods be had for so little money as HERE. And that does not mean leaving out the quality—to the contrary—"We Guarantee Satisfaction or Money Back."

### Hardware Bargains.

- 3c. Porcelain Pastry Rollers for 25c.
- 12c. Tin Wash Basins for 10c.
- 33c. Nickel Vegetable Covers for 28c.
- 20c. Egg Beaters for 17c.
- 30c. Retinned Milk Strainers for 26c.
- 20c. Kitchen Sets for 16c.
- 15c. Lime Brushes for 13c.
- 25c. Paint Brushes for 19c.
- 20c. Brass Extension Rods for 16c.
- 30c. Mahogany Curtain Poles for 28c.
- Toilet Paper, 2 Rolls for 15c.
- 25c. Clothes Lines, (50 ft.) for 20c.

### Crockery Bargains

- 11c. China Cups and Saucers for 9c.
- 8c. White and Gold Tea Plates for 7c.
- \$3.50 40 Piece China Tea Sets for \$3.10
- 40c. Litho and Gold Jugs for 36c.
- 32c. Patent Pie Dishes for 28c.
- 60c. Decorated and Gift Teapots for 52c.
- 7c. Plain Glass Tumblers for 6c.
- \$1.00 Rich Glass Jugs for 89c.
- 12c. Glass Lemon Squeezers for 15c.
- 50c. Cut Glass Sugar Basins for 46c.
- 45c. China Teapots for 40c.

### Grocery Bargains

- 25c Tins Canned Pears, for 20c
- 12c lb. Lge. Blue Raisins, 10c
- 13c Packets of Dates, for 10c
- 20 Lge. tins Green Peas, 17c

### EXCEPTIONAL VALUES IN STAPLES.

A SALE NO CAREFUL HOUSEKEEPER SHOULD MISS.

Every item in this sale is a money saver. Look the list over carefully, and you'll find it will pay you to lay in a liberal supply of these always useful staples, while you can get them at these matchlessly low prices.

<b>WHITE SHIRTING.</b> 2,000 yards of English Shirting and Longcloth, best Pearl finish. 36 inches wide. Reg. 14c. yd. <b>Wednesday 12c</b>	<b>FLANNELETTE.</b> 1,200 yards of Pink, White and Striped Flannelette, full 33 inches wide. Reg. 15c. yard. <b>Wednesday 12 1/2c</b>	<b>TABLE LINEN.</b> 400 yards of Bleached Table Linen, in the new spring patterns. 58 inches wide. Reg. 35c. yard. <b>Wednesday 29c</b>	<b>BED TICK.</b> 900 yards of Herringbone Stripe Bed Tick, made of specially Bleached Yarn. 32 inches wide. Reg. 30c. ya. <b>Wednesday 26c</b>	<b>TURKISH TOWELS.</b> 5 doz. of White and Blay Turkish Towels, size 19 x 35 inches. Reg. 25c. each. <b>Wednesday 18c</b>	<b>TABLE COVERS.</b> 18 only Crimson Tapestry Table Covers, 2 yards square, in neat pretty patterns. Reg. \$1.75. <b>Wednesday \$1.45</b>	<b>BLAY CALICO.</b> 1,000 yards of heavy English Blay Calico, full 36 inches wide. Reg. 10c. yd. <b>Wednesday 8 1/2c</b>	<b>TWILL SHEETING.</b> 600 yards of Bleached White Twill Sheeting, best Heapey Bleach, 72 in. wide. Reg. 60c. yard. <b>Wednesday 50c</b>	<b>CURTAIN LACES.</b> 600 yards of White and Ecru Filled Curtain Muslin and White Curtain Nets. 50 inches wide. Regular, 22c. yard. <b>Wednesday 19c</b>	<b>COTTON BLANKETS.</b> 50 pairs of American White Cotton Blankets, 2 3/4 yards long, wool bound, pink and blue striped borders. Reg. \$1.40 pair. <b>Wednesday \$1.25</b>
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### Lace Curtains, Reg. \$2.20; For \$1.75 pr.

IT NEVER RAINS BUT IT POURS---WEDNESDAY IT IS SIMPLY POURING OPPORTUNITIES

### FOUR ROUSING SPECIALS HERE.

<b>JOB KID GLOVES.</b> 150 pairs only, samples, all perfect, not soiled, torn or rip ped. Colors include Tans, Brown, Black, Grey, Beaver, Slate, Greens, etc. Values to \$1.20 pair. <b>Wednesday, 45 pair.</b>	<b>WOMEN'S HOSE.</b> 20 doz. pairs of Women's Hose, perfect seamless, spliced heels and toes, Black Cashmere. Values to 40c. pair. <b>Wednesday, 30c. pr.</b>	<b>LADIES' BLOUSES.</b> 57 only Ladies' American White Blouses, in pretty shirt waist styles, elaborately Tucked and finished. Reg. \$1.70 each. <b>Wednesday, \$1.35 ea</b>	<b>WHITE QUILTS.</b> 30 only White Honeycomb Quilts, 2 1/2 yards long by 2 yds. wide, a splendid job line, newly opened. Reg. to \$2.00. <b>Wednesday, \$1.35 each</b>
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### INLAID LINOLEUM, 2 YARDS WIDE Reg. \$2.20 FOR \$1.98 YARD



### MORNING SHOPPING.

The morning hours are always the ideal time to shop—the store is not as busy as in the afternoon and nights, and you have the rest of the day for recreation and enjoyment.

<b>FANCY SHIRT REGATTA</b> Stripes and Checks. Reg. 15c. <b>Wednesday</b> 12 1-2c yard	<b>STAIR OIL CLOTH</b> 15 inches wide. Reg. 10c. <b>Wednesday</b> 8 1-2c yard	<b>WHITE FLEECE CALICO</b> 26 inches wide. Reg. 20c. <b>Wednesday</b> 17c yard	<b>LADIES' SHOES</b> Tan Vici Kid, self tipped. Reg. \$1.60. <b>Wednesday</b> \$1.40 pair	<b>WOMEN'S BOOTS</b> Dongola Kid, Laced. Reg. \$1.90. <b>Wednesday</b> \$1.65 pair	<b>LINEN TABLE CLOTHS</b> 2 yards square, neat patterns. Reg. \$1.50. <b>Wednesday</b> \$1.30 each.	<b>TABLE NAPKINS</b> Bleached, Hemmed ready for use. Reg. 14c. <b>Wednesday</b> 11c each	<b>ART SATEENS</b> Pretty patterns and colorings. Reg. 25c. <b>Wednesday</b> 21c yard
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## Grenfell of Labrador and the Domesticated Reindeer.

Very few people in this country realize the great work that Grenfell has carried out for Labrador and Northern Newfoundland. He took a splendid degree, was well known as one of the most promising young surgeons of his day, the favourite pupil of the distinguished Sir Frederick Treves. Grenfell could easily have made not only a great reputation, but a fortune. He was already famous for his skill as an operator. The young enthusiast, however, gave up all these brilliant prospects and took up—first the Deep Sea Mission, and then Labrador and Northern Newfoundland. Of all his services to our Colony the most striking, the most successful, and the most philanthropic, was first of all his pilgrimage to America, the raising of funds, and lastly, the successful bringing over of the herd of tame Lapland reindeer with their attendant Lapp drivers. My readers will notice that I don't give Grenfell any titles. He has now become so famous that he does not want any. I have just received some notes from the Doctor about the reindeer. I am only allowed, however, to give some extracts, but I am sure that they will interest my readers. One fact is very cheering. The original herd numbered three hundred head. All winter he has had fifteen stags hauling logs out of the woods. They draw out heavy 22-foot logs of green spruce. One stag will do more work than six dogs. They are very gentle animals and allow us to keep cattle, sheep and poultry which the savage dogs everywhere on Labrador destroy. The move has been so far a great success and if, as Grenfell hopes, the wild reindeer will interbreed with the Lapps, the stock will be greatly improved. One wild doe has been with the herd all winter and several of the wild stags were with them in the fall. Our native caribou is among the largest and finest of the great deer family. The success of the experiment is now assured. It means to our poor Labrador and Newfoundland settlers for the future, food, relief, transportation, comfort and happiness. The results are so satisfactory that it calls at once for a Government grant to import more deer. Whilst the move was in the experimental stage the Government of the day might be excused from contributing to such a very novel and doubtful venture. All doubts have now disappeared. No money could be expended for the benefit of our settlers. There must, however, be one condition to whatever locality the reindeer may be brought, it must be only on the condition that no dog is allowed there.

The Labrador dog is as savage as a wolf. They have been known to kill a whole flock of sheep simply through the wanton lust for slaughter. None of the sheep were eaten every season some poor settler or Eskimo is killed by these murderous brutes. Newfoundlanders should never forget their immense debt of gratitude to Grenfell. On Labrador and Northern Newfoundland he is a kind of Noah-bah—doctor, missionary, magistrate, Lloyd's agent and general philanthropist. Alone and practically unaided, except by some small local subscriptions, he has raised the great sum required for the building of the Fishermen's and Sailor's Home, now in course of erection on Water Street. D. W. PROWSE.

We have conquered the ice and the opposition of the North Atlantic and forced its reluctant waters to pay us a handsome annual tribute of cod, halibut, salmon, herring, seals and whales. But the land, from which man generally first exacts payment, has yet yielded nothing. It does, however, seem that if man can't transform these hundreds of thousands of unoccupied acres into pasture lands for ordinary cattle, he can reverse the process and transform the cattle into extraordinary ones to meet the possibilities of the country.

To us, struggling with the conditions we found maintaining here, the endless quantity of nutritious mosses available all winter, the varied edible herbs and grasses sufficiently abundant in summer to relieve any undue tax on the somewhat slowly recuperating Cryptogams, pointed unmistakably to the successful reindeer experiment in Alaska. Peary has shown that deer of a similar character flourish in the extreme limits of this earth, and exist even under the polar night of North Grant Land. His are deer and not musk-ox, and the adaptation of their white coats to their environment, like that of the bear, hare, partridge and most polar animals, tends to show the long period they have survived there and the adaptive facilities the reindeer possess. Labrador is scarred with the pathways cut in long years by the tramp of innumerable caribou—deer of the very same order. Also one still meets large numbers of them in spite of their many enemies, such as the unchecked wolf packs, the roaming Indian, who shows no mercy or economy in slaughter, and the increasing number of shore dwellers. These all summer drive the caribou from the fly-free and sweet salty uplands, along the coast that they love so well, and that contributes so largely to their very survival. This fly not only weakens the individual, but will deplete a whole herd. Again, innumerable herds flourish on the lands north and east of Chesterfield Inlet, though that land from its very nature has earned the distinction of being called "The Barren Lands."

Our own experiment began three years ago with a shipment of 300 deer and three Lapp families from Alten Foyrde, in Lapland, north of the North Cape. The deer got but a cold reception. They were landed on scattered over the frozen sea surface. Eventually by aid of deer with bells on being posted at distances along the land. It had been a mild fall, followed by a sharp December without snow, and the poor beasts, after their long sea voyage across the Atlantic in the dead of winter, found the moss buried in sheet ice, known here as "glitter." Everything seemed against them.

There is room in Labrador for feeding easily 3,000,000 or more reindeer, enabling it to export hundreds of thousands of skins and carcasses annually, while the help to other branches of industry, like pulp producing, mining, fisheries, etc., that the presence of this herd and of this population would be, is self apparent. The initial expense of starting this, like every other enterprise that can return large results, is great; and while with our few hundred deer we have demonstrated the possibility of the scheme, it will take capital, or more subsidizing, if big results are to accrue in a reasonable time.

Mr. George Kennan, of Siberian fame, told me what it meant there to be able to purchase reindeer all standing at 50 cents a head. It meant at least food and clothing right off. Dr. Vanderlip in his "Search for a New Klondike" states that he purchased full grown deer at 25 cents. A carcass weighing only 300 pounds should be worth \$25.00 to sell in the market, while the skin is worth a dollar anywhere. We pay two dollars here on the coast for them, where they are used by trappers in the woods for sleeping on, for making babbage for raquets and other purposes. Dr. Campbell, who resides near Nome on Behring Straits, where he is surrounded by ice nine months out of every twelve, where no trees grow, and no food supplies can be produced, whose mail comes once a year, in 1900 purchased 70 deer. In 1900 these 70 have become 438, and that deducting all losses and all used for food.

### Itching Piles For 27 Yrs.

Despaired of ever getting relief until cure came 3 years ago with use of DR. CHASE'S OINTMENT.

Mr. John Johnson, Cawley, Alta. writes: "Three years ago I was cured of blind, itching piles of twenty-seven years' standing by using Dr. Chase's Ointment. I used to think that death would be the only relief I could ever get from the terrible misery of piles. Dr. Chase's Ointment is worth sixty dollars a box instead of sixty cents. I am a different man since using it. I am farming all the time now and never miss a day. Words fail to express my gratitude for the cure this Ointment made for me. I cannot tell half as much about it as it deserves. Any one doubting this can write direct to me."

Do not accept an imitation or substitute in place of Dr. Chase's Ointment, for there has yet to be discovered a treatment which so promptly gives relief from itching and so thoroughly cures every form of piles. 60 cents a box, at all dealers, or Edmondson, Bates & Co., Toronto. Write for a free copy of Dr. Chase's Recipes.

### Struck by Lightning

The Foremast of the Almeriana Damaged on Her Way to Halifax.

The Furness Line steamer Almeriana, which arrived in port last night, was struck by lightning when about 120 miles off Halifax recently. Her voyage from Liverpool was quite uneventful until she suddenly ran into what an officer on the ship called a heavy sou'-wester thunder squall. The lightning was quite vivid at times. One of the bolts struck the foremast, knocking off the foretruck, which fell to the deck. There was a conductor on the foremast, or the damage might have been serious. As it was the force of the lightning bolt was sufficient to be felt in all parts of the ship.—Recorder, May 13.

ASK FOR MINARD'S AND TAKE NO OTHER.