

**STORE NEWS**  
in brief.

We are busy just now opening up our first shipment of the new Spring Goods, some of which will be seen on our counters this week.

# EAGER EYES WATCH

for this Page of Values.

This week's presentation is worthy of your careful attention.

STRONG VALUES await you

## FRIDAY, SATURDAY and MONDAY.

### Enticing Values abound in The SHOWROOM.

**DRESSING GOWNS.**

Some very pretty Dressing Gowns to be seen here in fancy silk muslin and crepe de chene, trimmed with fine cream lace and pleatings, in shades of pale-blue rose and helio. Reg. to \$3.00. **\$2.48** Friday, Saturday and Monday

**FANCY HAIR PINS.**

Some of these made of real horn, also large turban hair pins, round and square top, crimped and plain in Blonde, Shell and Pearl. Reg. 22c. each. **Friday 18c** Saturday and Monday

**GINGHAM OVERALLS.**

Generously cut sizes in pretty striped Gingham Overalls, with or without sleeves, trimmings of plain linens and paisley facings. Overalls that you usually pay \$1.00 for. **Friday, Saturday and Monday 89c**

**LADIES' KNICKERS.**

A lot of fancy striped Flannelette Knickers that you could wear right now, frilled at knee, banded at waist, mostly pink and blue striped. These are our regular \$1.00 line. **Friday, Saturday and Monday 84c**

**A CORSET SALE That Offers You Value in Every Purchase.**

"D and A" Corsets and "F. C." Corsets in several different styles, low medium and high busts, long hip effect, lace and embroidery trimmed, 4 suspenders with each pair. White and Grey. Here is the opportunity to select your new Spring Corset, you get the pick of styles at a saving price. Reg. \$1.50. **Friday, Saturday and Monday \$1.32**

**INFANTS' BONNETS.**

Quite a display of these and quite a variety of makes. You will find pretty little bonnets in Cashmere Kepp. Cord, Velvet and Elder, in Navy, Crimson and Cream, trimmings of ribbon, fur and fancy braids, large and small shapes. Reg. 40c. **Friday, Saturday and Monday 34c**

**SHADOW LACE.**

We are clearing out a few ends of pretty Shadow Lace, very suitable for Camisoles, Underskirts and so forth; 16 inches wide, with fine scalloped edge. Reg. to 30c. yard. **Friday, Saturday and Monday 20c**

**CHILDREN'S UNDERSKIRTS.**

Tidy little Flannelette Underskirts in White, Pink and Sky; sizes fit from 2 to 8 years, made with bodice and flounced skirt; at 40c. they are really good value. **Friday, Saturday and Monday 12c**

**RUBBER FEEDERS.**

Infants' Rubber Feeders; these are very handy and easy to clean; they wear splendidly and come at a very moderate price. Reg. 15c. each. **Friday, Saturday and Monday 12c**

**SPECIAL SALE OF MIDDY BLOUSES.**

Even if you give these a special visit they're worth it, as they offer you very handsome striped Challis Middy Blouses for Misses; splendid wash goods in mixed colours of Navy and White, Pink and White Helio and White, Saxe and White, etc., with pipings and plain facings to match, Sailor collar tie and pocket, complete size range. (Come! See and admire. Reg. \$1.13. **Friday, Saturday and Monday \$1.13**

BE SURE to attend this week's event—our Friday, Saturday and Monday Sale. Very little money will go a long way in it. A small outlay will secure for you articles that promise to be higher and perhaps much higher in price later on. These savings are possible, not only on a few articles but almost every article in the entire Store. Go through this list carefully and note the savings that you can make, made possible by our sharp cut pricing for FRIDAY, SATURDAY and MONDAY.

### EXTRA GOOD VALUE in BOYS' WEAR. Respond to the Call.



**BOYS' NORFOLK SUITS.**

Something of interest to every mother—Excellent value in Boys' Tweed Norfolk Suits; sizes to fit from 6 to 13 years; pants lined throughout, buttoned at knee. Nice suits for school wear, home wear and knockabout. Reg. up to \$5.50. **Friday, Saturday and Monday \$4.90**

**BOYS' PYJAMA SUITS.**

Does your boy need Pyjamas? We offer the balance of our winter stock of these at an underprice to clear. They are made of best wearing English Flannelettes in neat striped patterns. Just a few of each size left. Your pick of these Friday, Saturday and Monday, per suit. **\$1.80**

**BOYS' JERSEYS.**

For the bigger boys we have ready a clearing line of wool Jerseys in Navy and Grey shades; there is a long season of usefulness ahead for these. **Friday, Saturday and Monday \$1.20**

**"WOOLNAP" BLANKETS.**

Insist on getting "Woolnap" Blankets, as they offer you absolutely the very best value in warm and inexpensive cold weather blankets. We stocked heavily in these long before prices soared, thus enabling us to present this special value to-day. All White Blankets with Pink or Blue Striped Borders and bounded edge. **Friday, Saturday and Monday, per pair \$4.75**

**FOR THE LITTLE ONE'S BED.**

Soft White Fleecy Cotton Edankets, size 30 x 40, with Pink or Blue Striped Borders. We offer these singly at a special price **Friday, Saturday and Monday 27c**

**RUSSIAN BLOUSE SUITS.**

Splendid little Tweed Suits for the smaller boys, from 3 to 8 years, deep sailor collar and belted blouse; these look well. They come in assorted tweeds and well within reach in price. Reg. to \$4.20. **Friday, Sat. & Monday \$3.80**

**JUST A FEW BOYS' TWEED REEFERS.**

Heavy Tweed Reefers for big boys, say about 15 years. These are warmly lined with wool materials, very snug looking; comfortable walking Reefers and for all outdoor sports. The quantity is very small. Bring in your boy, there is great value in this line. Any Reefer you want **Friday, Saturday and Monday \$4.45**

### Important News for MEN

Values, Strong Values that you should not overlook.

**FLANNEL SHIRTS (without collar).**  
Neat Striped Flannel Shirts that any man would like to wear, sizes 14 1/2 to 18; for the business man, for the working man, these offer comfort, warmth and fit. Reg. \$2.50. **Friday, Saturday and Monday \$2.25**

**MEN'S TOP SHIRTS.**  
All that is pretty in stripes will be found here. Men's Soft Bosom Shirts with soft turn-over cuffs; correct fitting sizes. Stock up! These offer the best values you may get for some time. We have all sizes. Reg. \$1.50. **Friday, Saturday and Monday \$1.39**

**WORKING SHIRTS.**  
Good serviceable dark patterns in Stout Union Flannels, with collar attached; well stitched, well shaped; the ideal shirt for the working man. Regular \$2.20. **Friday, Saturday and Monday \$1.90**

**SOFT FELT HATS.**  
All the leading shades in nice easy-fitting and good-looking Soft Felt Hats—Hats that you would gladly pay \$1.40 for. Give these a look over. Newer arrivals promise to be higher in price. Reg. \$1.40. **Friday, Sat. & Monday \$1.10**

**LEATHER MITTS.**  
Something particularly good in Men's Leather Mitts, double reinforced horse hide palm and soft light tan leather back, double knitted wrist; a splendid Mitt for trainmen, linemen, etc. Reg. \$1.30. **Friday, Saturday and Monday \$1.18**

**MEN'S SOCKS.**  
60 pairs of Men's mid-weight Socks. You'll find Black, Slate, Tan and others in fancy mixtures. Their regular price is 30c. pair. **Friday, Saturday and Monday 26c**

**POLICE BRACES.**  
It would be too much to say that this is one of the strongest braces made to-day. Stout elastic webbing and solid leather strappings; made to stand the hardest wear. Reg. 65c. pair. **Friday, Saturday and Monday 49c**

**LINED KID GLOVES.**  
Dent's best quality Tan Kid, wool lined, 1 dome wrist, improved finish. These are scarce, in fact we are on our last box for this season; assorted sizes. Reg. \$3.50. **Friday, Saturday and Monday \$3.30**

**KNITTED NECKWEAR.**  
The Tie that fits so well with the soft collar, in fact looks well with any collar. They come in light and dark mixtures, wear everlastingly; would like you to see these at once. Reg. 30c. **Friday, Saturday and Monday 25c**

**LONDON CAPS.**  
The Kitchener and Joffre Tweed Caps in light and medium mixtures. Good looking Caps that you can depend on to keep their shape; silk lined. Pick out your Spring Cap now. Reg. \$1.30. **Friday, Saturday and Monday \$1.10**

### High Grade Fleece-Lined UNDERWEAR.

A line of really good warm fleece-lined Underwear for men comes in Mottled Grey shade; all first class quality, heavily seeded. A pleasure to offer such worthy goods. We have all sizes. Reg. \$1.50 the garment. **Friday, Sat. & Monday \$1.18**

**FLANNELETTE NIGHTSHIRTS.**  
A welcome weight in well made Striped Flannelette Nightshirts; generously cut sizes, with turn down collar. These are made from good wash material and will stand up against the most vigorous treatment. Regular \$2.10. **Friday, Saturday and Monday \$1.90**

### You Can Always Count on Getting Satisfaction Here.

**WHITE PIQUES.**

Double width White Piques, with a nice soft finish; no need to describe the softness and becoming whiteness of this popular summer dress material; it's sufficient to say that this lot is one of the best we have ever handled. Special, next yard, **Friday, Saturday and Monday 38c**

**PRETTY TEA CLOTHS.**

Just a box of these fine White Linen Tea Cloths; sizes 20 x 30, hemstitched border; a mass of pretty drawn thread work and embroidered spray in each corner. Regular 90c. **Friday, Saturday and Monday 79c**

**NEW SIDEBORD CLOTHS.**

A strong White Cotton Sideboard Cloth with double row of braiding and crocheting at hemstitched edge; size 17 x 48. Regular 48c. **Friday, Saturday and Monday 42c**

**TRAY CLOTHS.**

Very dainty snow white Linen Tray Cloth, hemstitched and embroidered. A little item we overlooked during our White Sale. Reg. 28c. value. **Friday, Saturday and Monday 23c**

**SOFT COLLARS.**

(2 FOR A QUARTER.)  
Soft Collars that fit just right; Pale Blue, Cream and White; sizes 14 to 17, with pearl button fastened front. Reg. 15c. each. **Friday, Saturday and Monday 2 for 25c**

### FOOTWEAR SPECIALS.

Just the time when it's important that your Footwear should be perfect in every way. You'll find the following lines dependable in quality and very reasonable in price.

**GIRLS' BOOTS.**  
A sensible Boot in Gunmetal calf, low heel; a perfect skating boot; sizes 2 1/2 to 4 1/2. Reg. \$4.00 value. **Friday, Saturday and Monday \$3.70**

**BOYS' BOOTS.**  
Sizes 1 to 5, in a heavy Gunmetal make; a great knock-about Boot for hard wear. Reg. \$3.00. **Friday, Saturday and Monday \$2.85**

**LADIES' BOOTS.**  
Warmly lined inside; a very comfortable Boot for any woman. Good sensible shape; about 40 pairs left over from this line. Clearing **Friday, Saturday and Monday \$2.38**

**CLOTH SPATS.**  
Sizes 4 to 7 in real comfortable Cloth Spats; Black only. Worth at least \$1.00 per pair. **Friday, Saturday and Monday 79c**

**STORM RUBBERS.**  
For Children and Misses, a dependable line of high cut Storm Rubbers. Sizes 4 to 10. **Friday, Saturday and Monday 49c** Sizes 11 to 2. **Friday, Saturday and Monday 59c**

**CORK INSOLES.**  
Foot comfort in Wool and Cork Insoles; Ladies' and Gent's sizes; very necessary for cold days. **Friday, Saturday and Monday, per pair 7c**

**BOOTEES.**  
Fancy knit White Wool Bootees for the babies. These are extra quality and underpriced. Reg. 37c. pair. **Friday, Saturday and Monday 32c**

**LADIES' UMBRELLAS.**  
You may not need one to-day, but you will certainly need one later on. Spring showers there will surely be. These come in the long handle effect, nicely assorted, fast black covering, good rigid frames, steel tube. Reg. \$2.50. **Friday, Saturday and Monday \$2.25**

**COAT SWEATERS.**  
This is a cheaper make and one that can stand a good deal of handling about; a serviceable coat for the man out of doors. At our special price for this week these come within easy reach. Value for \$1.40. **Friday, Saturday and Monday \$1.25**

### Ladies' Quality Hosiery.

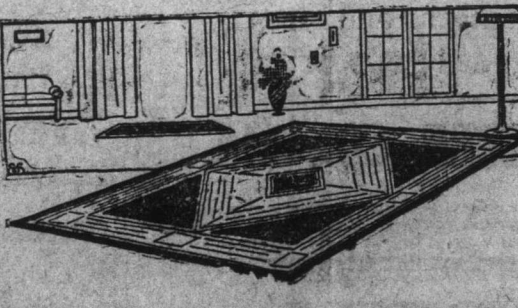
**LADIES' HOSE.**  
A clearing line of seeded lined hosiery in plain finish, others in fancy ribbed black cashmerette, hosiery good enough for present wear; assorted sizes. Reg. to 50c. pair. **Friday, Saturday and Monday 42c**

**CASHMERE HOSE.**  
Ladies' fast black plain ribbed best English Hosiery; here is quality and value that we may not be able to duplicate again; you would be wise to buy your supply for the season ahead. Values here to 85c. **Friday, Saturday and Monday 69c**

### Hearth Rugs like this, Underpriced.

**HEARTH RUGS.**  
The Perfection Combination Rug is a great wearer. Its reversible, roomy size, 35 x 68; nice mixed patterns and bordered. A Rug good enough for any room. Modest in price, best value on the market. Reg. \$2.60. **Friday, Saturday and Monday \$2.38**

**Stair Carpets.**  
Just a couple of pieces of Brussels Stair Carpets, equal to Tapestry for wear and yet not nearly so expensive, 22 inches wide, fancy centre and border to match; if your stair carpets are shabby have a look at these when you are re-newing. Special, per yard **65c**



### FROM THE WRECK

Yesterday forenoon, Sergeant McKay wired Inspector General Hutchings to the following effect:—

"Distress signals seen on Florizel from bridge deck about an hour ago; think some person afloat on board. Terra Nova here; try to get in touch with her by wireless as too rough do anything from shore."

A similar message was received by Bowring Bros., and a wireless was at once sent Capt. Kennedy, of the Terra Nova, to try and board the wreck. The success of their attempt may be gathered from the text of a further message from Sergeant Mackay to the Inspector General:—

"Two dories from Terra Nova and two from shore boarded Florizel. No life on board. Six bodies taken on board Terra Nova. One, a woman, landed here. Think it is Miss Kehoe, stewardess. Luggage belonging to Mr. J. S. Munn landed."

Shortly afterwards the Deputy Minister of Customs received a further telegram from Mr. J. J. Tobin, Capphayden:—

"Six bodies were taken off wreck by the Terra Nova. Five men and one young girl, identity unknown. One body ashore, think stewardess. Fairly smooth at wreck. No sign of life."

The above messages clearly point out that to look for any other lives being saved is hopeless, as it is quite certain that a thorough search was made by those who succeeded in boarding the wreck. The fact of Mr. Munn's luggage being landed points to the possibility of the searchers having been able to gain entrance to the state rooms, which are more or less intact, though access to them depends upon rise and fall of water. Divers Frank Glynn and John Taylor are on the scene at present with Mr. McGettigan, Hon. Tasker Cook and a large staff, with complete diving outfits, and with the present moderate wind there should be no difficulty in locating any bodies that might be in the cabins. Taking into consideration the number of passengers on ship, the belongings of whom were all left behind, there must be a considerable amount, in value, on the ship, some of which may be recovered. Up to yesterday none of the cargo had drifted ashore, which is evidence that the hull is still holding together, and the report that the Marconi House had been washed away is not correct. The story of signals having been seen yesterday may be accounted for by a piece of canvas, held in some wreckage, and flapping in the wind, which no doubt appeared to the folk on shore as if some person on board was trying to attract attention. So far seventeen bodies out of ninety-four drowned, have been recovered.

The following messages were handed in at Telegram Office at 12.40 p.m. yesterday, too late for publication: From John Brazil to Assistant Collector.

"Just returned from Horn Head. Noticed signal on wreck in last half hour which wasn't seen yesterday or this morning, firing from pole up through bridge deck. Advise authorities to get in touch with Terra Nova, she is off here."

From Terra Nova to Bowring Bros., 11.30.  
"Arrived at wreck 11 a.m. Dory gone to Florizel, not back yet. Very rough; will report later."  
KENNEDY.

Noon.  
"We are about 300 yards from Florizel but cannot see anything. Our two dories are alongside but cannot get on board yet."

### Messages of Condolence

From Secretary of State, London.  
To Governor, St. John's.  
Feb. 23rd. Have heard with great regret that so many of the residents of Newfoundland have perished in wreck of Florizel.

Please convey to relatives, expression of my sorrowful sympathy.  
(Sgd.) LONG.

REPLY.  
To Secretary of State.  
We are grateful for your words of sympathy. The loss of some of our leading citizens is a grievous blow. Total death roll 94. Full details by despatch.  
(Sgd.) HARRIS.

FROM SIR JOSEPH AND LADY OUTERBRIDGE.  
Following cable received from Sir Joseph and Lady Outerbridge: "Deepest sympathy for relatives of those lost 'Florizel.'"

GIVEN UP AS LOST.—The steamer Acadia, reported early last week as being disabled off the mouth of Placentia Bay and shortly afterwards taken in tow by the S.S. Ethie, which ship was forced to let her go on account of a heavy storm then raging, has not since been reported and the general opinion is that she is lost with those of the crew who remained on board. The six members of the Acadia crew who joined the Ethie are still at Marytown waiting an opportunity to be sent to St. Pierre.

MINARD'S LINTMENT CURES CALF-GET-IN-COWS.