




Another Record-Breaking Week of Value-Giving Starts To-Day! Roliable Merchandise-of Standard Quality-and Offered at the Lowest Possille Prices

# A Big Contribution from 

Our Clothing Dept.
800 Men's Suils TAKEN RIGHT FROM OUR REGULAR STOCK. Drastically Reduced
Wonderful choice of Sports and Conservative Models that young fellows like; also two and three and four button madels in the
more conservative styles for the older man. THE FABRICS ARE STRICTLY ALL-WOOL CHEVIOTS, WORSTEDS and TWEED MATERIALS. Light and Dark colors in a big variety of Stripes,
Plaids, Checks, mixtures of every description! You will find just Plaids, Checks, mixtures of every description. You will find just
the Suit you want-with ONE or TWO PAIRS of PANTS-in the Suit you want-with ONE or $T$,
just the material and size you want.
Men's Pants $5=$
A Great One Week Special!

## 250

Men's Spring Coats
At a most Astounding Saving !
We take 5.00 off the cost of every Man's Spring Coat in our store-for this week only
Smart New High-grade Coats-selected from the best makers-
all desirable shades of Dark, Medium and Light Greys-Models for every-age man.
250 MEN SHOULD COME HURRYING IN FOR THIS MOST UNUSUAL-MOST EXTRAORDINARY OFFER!
500 Boys' 2 Pair Pants Suits
at Greatly Reduced Prices

## GREAT ECONOMY APPAREL SALE Throughout Our Entire Store <br> BRING SAVINGS ON NEWEST-MOST-IN-DEMAND DRESSES, COATS, SUITS THAT YOU CANNOT DUPLICATE ANYWHERE ELSE IN THE WHOLE CITY OF ST. JOHN'S (QUALITY CONSIDERED) AT THESE REMARKABLE ECONOMY PRICES.



PURCHASED-AND OFFERED BELOW REGULAR WHOLESALE PRICES.

A DRESS SALE that should have a whole
page to.advertise it to the public-so won-
derful are the values. All sizes. $\$ 18$ to $\$ 23$ Silk Dresses Satin Face Crepes, Prints, Laces, Cawdons

QUIGK ACTION SALEI
Two Racks
Silk Dresses
s.afinixu sixime 6.98

QUIGK AGTION SALE! starting the season with asaie or Summer Dresses


QUIGK AGTION SALE! 60 Fine
Tweed and Serge Suils Worth up to $\$ 20.00$. Silk
lined models for Women and
Misses . . . . . . . . . . ..

A REVELATION IN VALUE-GIVING FOR SHOPPERS AT THIS STOREI

| FOR WOMEN | \$25to 45 N NWSNTin |
| :---: | :---: | THINK OF IT! Handsome Silk and Crepe-lined

SuITS for Half and less Regular Prices. All
sizes. sizes.

## SPLENDID SALE OF MAGNIFIGENT GOATSI

FOR
WOMEN
Ladies' Black Coats JUST OPENED
AT GREAT ECONOMY SAVINGS.
$\qquad$
Magnificent Plain and
Embroidered Coats
21.00
45.0040 65.00 FOR
MISSES MSSES Coat18.00 COATS

Excellent assortment of advance
VALUES THAT WILI INT
SHOP WHILE ASSORTMENTS ARE
COMPLETE.

33.00
47.50

One of a kind only
THIS LOT. All
THIS LOT. All
Season's wanted m
Season's wanted m
terials and colors.
An Exceptional Sale 500 Beautifully Trimmed
Large Hats Small Hats DT Values at $4.00,6.00$ and 10.00 Bought at tremendous price concessions. We-
following our usual custom-pass the savings following o
on to you. can imagine.
are complete.

Sports Hat Street Hat .


 Children's Dresses


## Womens Gato overalls <br> for Outdoor Wear



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 contix
 $=2$

## OUR FRIDAY AND SATURDAY OFFERS Create the Economy Habit

Scien siris $\$ 3.65$

 $\pm=5 \pm 5=$ Strring se waist; assorted sizes.



Reg 51.75 parr tor
Lissue Hadkerchiefs
 Muslin Handkerchiefs.



|  | In Hosier |
| :---: | :---: |
| Women's |  |
| Colored Cashmere Hose. <br>  Fawn; 1light in weight and sott finish; wide |  |
| Women's Lisle Hose. |  |
|  |  |
| Sport Hose for Boys and Girls. In Brown Ribbed Worsted Hose, Heather <br>  |  |
|  |  |
| Knox Kint Hose for Children. |  |
|  |  |
|  |  |
|  |  |

$\pm= \pm=$ $=$
Smallware
Odds and Ends


Great Economies in House Furnishings
 Marseilles Quilts






 Axminster Hearth Rugs.
 With taney centree

| Men's Shirts. | Silk | bristles. Spectal each, |
| :---: | :---: | :---: |
| Erade Percale, size | Chiron fuished silk |  |
|  | Men's Canvas Footwear | strie coinis-wit |
| for heguar \$1.35 \$1.16 | dens |  |
| thing Cost | ${ }_{\text {Canyas }}$ | Colorkd triming |
| ments sizes, |  | Tootr Prewpie - Carboic. |
|  | Men's Oxford Shoe |  |
| 95c. each for |  |  |
| White Boater |  |  |
| coarse, straw, shellac | \$5 |  |







 Wash Sults and Blouses at Sacrifice Prices
 The Royal St

Gloves for Summer Wea









Smailware

Women's

## 



$\$ 3.00$ to \$10.00 each
Plush Door Mats $\$ 2.20$ each

Rope Door Mats $\$ 4.00$ each

## Sbring Blinds

 85c. to \$1.20 each
## FRIDAY and SATURDAY Special Sale Days!

## Wallpapers

We have just received another large shipment of these, and for the last few
days of the house-cleaning season the thirity houusewife cannot do better than
visit our Wall Paper and House Furnishing Departments where all classes of days of the house-cleaning season the thrity housewiee cannot do better than
visit our Wall Paper and House Furnishing Departments where all classes of goods are selling considera
JOB WALL PAPERS

18c. to 30c. per piece
33c. to $\$ 1.20$ per piece PLAIN OATMEAL PAPERS ... 30 inch. 95 c . $\$ 1.10$ \& $\$ 1.20$
Marshall Bros

Sash Curtains
Lately received from New York. $\$ 1.20$ to $\$ 5.00$ per pair
Lace Curtains $\$ 3.00$ to $\$ 7.00$ per pair Curtain Scrims 25c. to 50c. per yard Curtain Nets 45c. to 90c. per yard



 Bargain Sale Week STLL CONTINUES

WE ARE COMPELLED TO CONTINUE OUR BARGAIN SALE WEEK FOR

## Two Weeks Longer

owing to many of our customers in town and out of town could not obtain the opportunity to share this great At a Bargain Price

AND WERE DISAPPOINTED
To give them the same chance over, particularly our many customers out of town, we are issuing this mes-
sage of Money Saving to every pocket and trust the ones that are disappointed will secure their goods and sage of Money Saving to every pocket and tr
avail of the mighty saving at an early date.

## And Save Dollars



Straine Milk Pa Milk Strainer Water P Colander N. B. B. Orde
alver's, Duek


## FORD OWNERS!

To have satisfaction with your car on steep grades or in traffic you should use CORK FELTBAK TRANSMISSION LINING grips firmly without chattering or burning. The "Red Star" Timer is better than you are now using-will keep your engine hitting on all cylinders.

JOB'S STORES, Limited


## Attractive Prices

 On Many New Lines-Justio hand Boys' Jerseys All Wool, Brown and Nary withPolo collar, Size 22 in to to 34 in $\$ 1.20$ to \$2.20

Finer Grade. In shades of I: ? wn, Navy,
30 in.
$\$ 1.45$ to $\$ 2.20$
Men's Raglans Ennlish make, Plaid lined. Size
34 and 36 onll $\$ 14.75$
D. B. front with belt; Plaid lined. $\$ 18.00$

## Boys' Raglans Sizese 28 and 30 . To fit boys of 13 io 15 years

$\$ 9.00$ and $\$ 10.00$

Men's Suits
The alues are eronderful. English good patterns, in Browns and Greys
\$12.50, \$15.00, \$17.50, $\$ 19.00, \$ 20.00$

Special Navy Serge Suit Made of good Wool Caating Serge.
Specially priced $\$ 13.75$

## Footwear

Our Men's Boots are extraordinary. Black Calf Blucher-Good shapes.
Rubber Heel.
\$4.50, \$4.85, \$5.00
Brown Cal Blucher-Rubber Heel $\$ 4.85, \$ 5.50, \$ 5.75$

## STEER BROTHERS

 000500000050000000000000000000000000000The Right Time to Smoke mantatoon




## We Court it on Every Article of Clothing WVe Sell

COMPARE styles with those shown elsewhere. COMPARE the fabrics, the patterns, the grade of tailoring. COMPARE the service we render. ABOVE ALL, COMPARE THE PRICES we ask for merchandise of merit. Judged by these unfailing tests you will find that all our claims ring true and that we stand without a peer in our line of frade. In fairness to yourself, shop around, then come here and unless we show you superior value, we will not expect your trade.

> 500 Pairs Parisian Corsets
> ve are able to give our customers the biggest Corset event ever held. Three models to select from SPECIALLY PRICED for this Sale.

> 95c \$1.50 \$1.75
> Children's Wash Dresses, ages 7 to 11
> Extra Special Price, $\$ 1.85$
> A very Special Purchase at a very Special Price:
> 500 Silk Camisoles, 45c each
> hrcluded in this sale are $\$ 4.90$ Ladies ${ }^{3}$ Volle Dresses
> Specially priced $\$ 1.95$
> 350 Wool Pull-overs, all shades and sizes.
> Priced onty $\$ 1.90$

## Coats Capes

Now Season's Smartest Styles in

Specially Priced for our June Sale

## DRESSES in Canton Crepe. DRESSES in Flat Crepe.

 DRESSES in Shikora Crepe. DRESSES in Alltyme Crepe DRESSES that are equally suitable for afternoon or dinner wear.DRESSES that would give excellent service far into the summer months. PRICES FROM $\$ 8.90$ TO $\$ 18.95$
NEW ARRIVALS-Coats, Suits and Capes
From every standpoint the garments are among the best values we have ever offered. SUITS, box effects; straight line tailored; braided; embroidered, side tied in pirot twill and novelty mixtures. Specially Priced $\$ 12.90$ up. Bolivia, Poiret, Sport materials and others specially priced.

## The values are so extraordinary that early seleotion is advised <br> Come Again

is the big idea back of this business at this store--every transaction must result in complete and permanent satisfaction and each customer COME AGAIN. That the greater majority do come again is the best test of value.

# SALE of 300 Boys' Suits <br> Stripes and fancy mixtures, in the popular Norfolk models. 1 and 2 pairs of pants. <br> - All sizes and materials. $\$ 2,90$ up. Boys? Wash Suits Ages 3 to $\varepsilon$ SPECIALLY PRICED $\$ 1.65$. <br> <br> \section*{350 Pairs <br> <br> \section*{350 Pairs Men's Trousers} Men's Trousers} <br> PLEASE NOTICE-NO MAIL ORDERS ACCEPTED <br> $331=$ Water Street 331 



SEE JR OWN'
Hickel Rail
©气


## $D^{3}>$

And the
Biners Strike.
B
Nita
It pays to shop at BAIRD'S. FillaV, UAT.

## Direct Savings on <br> GLOVES and

 Fashfonable HOSIERY


NOBBY ENGLISH HOSIERY




WASH fABRICS





## USHERING IN GLORIOUS JUNE <br> WIth the Very BEST OF VALUES in the store

## THESE we have selected in accordance with the 

 place in the forefront to-day for your consideration-
and they re good extremely good, as you will seoby by
comparison. Come and see for yourself-your dollars fielding their utmost at BAIRD'S.










DAINTY FOOTWEAR

## Extra Large

Selected because of their suitability, and

## goloured aullts

Can you use one
 54




You save the difference buying it here. ANO MONOAY

## THESE SAILOR SUITS

would look well on your




 and


CURTAIN LAGES, eto.







##  <br> Best Quality Duck Baetr

 StAIR GLOTHS
32c., 36c. 47c., 54 c sur fusicis ne nime mich morntin




ring to Attempt ish Channe Swin
 thene neing inin Tubug thytat
numormanain Don't say Paper, Say "EVENING TELEGRAM."

## P.E.I. Potatoos

TO-DAY:
1000 bags P.E.I. Potatoes,
50 boxes Can. Table Butter, 100 boxes Twin Cheese, 50 barrels Spare Ribs,
50 cases California Oranges,
Victor Flour-barrels and sacks.
GEORGE NEAL, Ltd.,

## PROTECT YOUR CAR!

 $=2=$ 4S FInt U.S. FIDELITY \& GUARANTY CO'Y., CINADDA H HME OFFICE-TORONTO.
LACEY, NFLD. GENERAL AGENT.

## HOWARD'S Edinburgh Borax SOAP!

Admitted to be the finest piece of SOAP on the market. It is becoming more popular day by day. Use no other. Stocked by all the leading grocers both in the CITY and OUTPORTS.

## OFFICE DESKS.

For up-to-date efficiency your office
must have correct equipment in every must have correct equipment in every
detail-The first and foremost its
Desk-Desk-or Desks.
Here we offer our services with
the very newest and most complete Desks ever buil
Of finest quality Oak, light com-
mercial finish, very massively made mercial finish, very massively made,
these Desks, besides giving the maxithese Desks, besides giving the mati-
mum of convenience to the user, lend
an air of solid dignity to the most mum of convenience ro the user, hens
an air of olididity to the most
severely furnished office. Get Our Prices on Office Des
U. S.Picture \& Portrait Co. Water St., St. John's.

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24 A. HARVEY \& CO., Ltol,
 MANUFACTURERS

START RIGHT
on this season's fishing ware:
Tower's Olled Suit
Roomy and comfortable; made strong every point. Worn by fishermen
A. J. TOWER CO. BOSTON, MASS.
PETERS \& SONS, ST. JOHNS, AEOLt

## GLASBAK!

BEST FIRE PROOF GLASSWARE It will not crack or break in the most intensive


STock for Week May 21st to 26th


BURT \& LAWRENCE


BON MARCHE SPECIALS




BON MARCHE SPECIALS
${ }_{266}$ WATER STREET.


The American Tailor.

 boX 445 . W. P. SHORTALL PHoNE 477. 300 WATER STREET. st. John's
-00000000000200000000000000
Morey's Coal is Good Coal In Stock, Best Grades ol
North Sydney Screened, Scotch Honse. hold and Anthracite
COAL.
M. MOREY \& Co., Ltd. -00000000000000000000000000


Reid-Newfoundland Co., Limit
Sleeping Car Reservalio
In future all berths engaged passengers in sleeping cars, not paid for up to 6 p.m. the d previous to the departure of Express Train, will be cancelly and sold to the first applica thereafter.

Reid-Newfoundland Co., Limit




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