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Standard Copper Paint,
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GOOD WOOL UNDERWEAR. d the best is the best
Stanfield's Unshrinkable Wool Underwear

in the wash in more ways than one. It will not shrink, go out of shape, or get hard, and is the best Underwea

SPECIAL Sale Prices,
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Newfoundland Clothing Co., Ltd.

Telegram Ads. Pay

## Costume Serges.

15 PIECES
NAVY and BLACK DRESS SERGE,
the remains of a large purchase bought
in the last month of 1915 , and are now in the last month of 1915, and are now
being offered at PRICES FAR BELOW PRESENT VALUES.

Come early for a nice Spring Dress Length.

## Snecially Attractive Vaiues!

## Ladies' Costumes and Skirts.

38 NAVY \& BLACK SERGE COSTUMES, British and Ameri-
 From adviees received, the goods are quite up-to-date and far below present values. Now is your time for a Smart Spring Costume for little money.
22 BLACK and MAVY SERGE SKIRTS, Special Price $\$ 5.30$. BISHOP, SONS \& CO., LTD.

Children's and Misses Dresses.

## Serge Dresses.



$\$ 2.50$ to \$7.70 ea.

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## First Opening of American Goods.

You may or may not be conversant with conditions of the foreign markets at the present time, but you are aware of the difficulty of purchasing certain lines of goods in the local markets Let us assist you in your selection of materials for wearing appare. Otr buyer, who has recently returned from ine American market, has been
splendid variety of American Dry Goods, and having opened our first shipment, we have now ready for your inspection a well assorted stock of
$\triangle$ Dainty Muslins, Voiles, Ginghams, Poplins and Seer Suckers b

## A Yankee Special.

4 pieces only of AMERICAN SILK, a soft fabric of self colors, 36 inches, wide, in shades of White, Black and Copenhagen,
which we now offer at the remarkably low which we
figure of

80c. yard.

PRINTED BATISTE
A small quantity of dainty Figured Batiste at
30c. per yard.
GINGHAMS.
11. pieces of Harvard Ginghams, plain and checked, at 27 c. yard.
$\qquad$ We would specially recom-
mend this splendid material,
in two shade effect, White with Pale Blue and Pin
50c. per yard.

VOILE PIQUE. White ground with tiny flowers. ...17c. per yd. White ground with tiny flowers....17c. per yd.
Revera Voile, latest stripes, etc....20c. per yd.

SEERSUCKER Bates in plain and checked Krinkle in fancy stripe,
at 27 c . per yard. at 27 c . per yard.

Also please note we have been fortunate Curtain Scrim Remnants 16c. yard. A good bargain, a limited quantity. Pur
chase now.

MERCERISED COTTON POPLINS.
In shades of White, Cream, Sand, Pink, Blue and Brown, at 40c. per yard.

The Persistent Griever.


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## Bedroom Furniture

 Season 1917 $\qquad$We are now dsplaying in our large howrooms some elegant designs son. This Furniture is the product of some of the most high-class Fur niture Manufacturers,

We extend a cordial invitation to all lovers of the beautiful in Furniture to visit our store and see this handsome stock, and we are prepared to accept orders for partial-or
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the evening teregram. St. john's, newfoundi and, march 19, 1917-7

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## Every Comfort

 Utility and EconomyThis litht, economical, powerful Overland gives you pride of possession you can have in no other light car. At the same time it gives the riding comfort found in R $f$ f
Rear springs of the famous cantilever type absorb road shocks more completely Seats are deep and
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Besides being light and economical, this car is easy to manage. It has electric in every detail of equipment-no extras to buy. Electric control switches are placed on the steering column-right at your hand. for comfort and utility as well as your pride.

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Brand Hook Fresh Beef \& Muttion.

Just Arrived
400 Quarters Choice Fresh Beef. 40 Careases Fresh Mution.

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