Fittingly Celebrated LENCY'S ADDRESS TO

als including the Girl Guides Bor Scouts gathered at the C.L.B. on Friday afternoon last shrated Empire Day. It was tion of the committee to hold nothh parade at Government grounds, as last year, but the threatening weather not possible. Amongst those at the Armoury were:-His ellency the Governor and Capt. atellow, Sir William and Lady and Mayor Cook, His Lordship White, Rev. Dr. Carter, reprethe Archbishop, Rev. Dr. Fen-Rev. Canon Jeeves, Revs. J. B TJ. Flynn and Col Nangle and Blackall, Dr. V. P. Burke, preand after the singing of the Ode wowfoundland, by the entire ing, accompanied by the Mount Band. His Excellency the delivered the following

OF HIS EXCELLENCY W. L. ALLARDYCE K. C. M. ETC. GOVERNOR OF NEWglad to be able for the second

ddress you on the eve of Emwhich, as you know, is toand is a public holiday All hovs are aware that certain avs are set aside during the didays in order to remind us events. Empire Day is and it is only right that nause once in every twelve think of our Empire and what it really is, what it r. and how best we can serve me explain. Were some little elative or friend to die and ny one of you a large fortunc. re you would wish to know of person the donor was been so kind and thoughtful. so but no effort would be find out as much as possible

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left to any individual is as this wonderful heritage that to each one of you as a memthe Great British Empire: It he hoast of the Roman of old. Roman Citizen," but the Roman Empire in population, in and in many other ways was e compared with our own Em-Our Empire has a population of 00,000,000 men, women and n, who owe allegiance to His s Majesty King George the Now if you remember that the ion of Newfoundland is about er of a million you will better ad how vast are the myriads e under the folds of the Unlook to it for protec an one-fifth of the whole huabout three hundred and million are coloured, and differ in language, habits and Together we occupy onethe total land surface of the Does not the thought of our millions, and of this vast terhat we posess, on which the sets, make us feel that it edly ours to hold in no boastain-glorious spirit, but as a rust in order that we may deand make use of it and that each may enjoy a maximum amount less and contentment?

to achieve this certain things ssary. Last month, with apate pomp and ceremony, His the King opened the British Exhibition at Wembley. It is gest gathering of the kind that been seen, and contains the of the Empire that has ever gether But it is not hibition alone that it is unialso a most wonderful Na-Memorial, and is a furthwere such needed, of the of our Empire. Inasmuch as on would not have been had we not won the war, the together of the inventions cts of our Empire may proegarded as a homage to the of those, one million in num-0, by their sacrifice, made the possible. These men betour Empire stood for Jusreedom and Right, and in they gave their lives. We our their memory unless lain that ideal.

Possibly very few of you re to-day may have the of going to Wembley, yet that is there being distaught to millions of His subjects from every corner lung Dominions may be up in the Watchwords of the Movement—"Responsibil-Sympathy, Self-sacrifice." the veritable corner stones ess; I urge you one and ept them as your Watchfor it is in this way that you erve our Empire-Children Your Rallying Cry, "For God, Empire" Prepare your-do your best, and then as a the people of this, the will become, finer, hap-re prosperous, and News of the National Anthem elebration to a close."

Our Great Price Reduction Sale of Women's Wearing Apparel

Featuring the Newest



Beautiful

Crepe-de-Chene

Dresses

Pretty Afternoon Dresses, in the very newest models. An ideal time to secure that Party Dress at

a very substantial saving. These are all exclusive

nodels, no two alike.

1 only-Navy

only-Fawn.

2 only-Taupe and Saxe.

2 only-Mole and Grey.

1 only-Nigger.

3 only-Grey, Flame and Mole.

3 only-Saxe, Fawn and Brown.

3 only—Navy, Grey and Brown.

Will Continue for Another Week

For one week more we offer our complete stock of Women's Dresses, Costumes and Spring Coats at prices that will mean a very considerable saving on your Spring and Summer Outfit.

These goods are absolutely new and comprise this season's newest Fashions. It always pays to buy at The Royal Stores, where prices are always the lowest—quality considered—and with the great reductions offered during this special sale, you are offered incomparable values for every dollar expended.

Silk Dresses

Taffetta Silk Dresses. In Brown only, newest styles, pretty trimmings. A pret-Special each \$8.75, \$10.00, \$11.05 and \$14.45 ARTIFICAL

Colors of Grey, Almond, Navy, Fawn, Saxe and Black These are exceptionally good quality and very serviceable. Special each:

Satin Dresses

Pretty Satin Dresses, in the newest Spring styles, colors of Brown, Fawn and Navy. Suitable for Afternoon wear. Special each \$8.10, \$21.05, \$25.50 and \$47.50

Women's Serge amd Gaberdine Dresses

Colored Dresses.

Serge and Gaberdine Dresses and Coat Frocks, in colors of Nigger, Taupe, Grey, Saxe, Fawn, Nut

Special each: \$3.65, \$4.45, \$5.35, \$8.08, \$8.30, \$11.50, \$12.75, \$14.45, \$18.25 up to \$39.55.

Black Dresses and Coat Frocks.

Made from special quality Serge and Gaberdine. Special each: \$4.45, \$4.90, \$8.50, \$10.20, \$11.50, \$12.75, \$13.60, \$16.60

Black Silk and Wool Marocain Dresses. These are exceptionally good looking, and a leader in Spring Fashions, assorted sizes.

Special each: \$11.90. \$14.45, \$18.25, \$21.20, \$22.50, \$24.25, \$26.80 up to \$44.20.

Navy Serge and Gaberdine Dresses. A splendid assortment, showing the newest styles and latest trimmings; assorted sizes. Special each: \$4.90, \$5.75, \$7.65, \$8.95, \$10.00, \$14.45, \$15.85 up to

Smart Spring Costumes of Beauty and Eloquence

Costumes.

A splendid assortment in Serge, Gaberdine and Repp; colors of Grey, Taupe, Beav-er and Brown; perfectly tailored and neatly trimmed, in Special each: the season's newest styles.

Special each: \$11.50, \$14.45, \$17.00, \$19.35, \$22.55, \$25.50, \$28.50 up to \$57.50.

Navy Costumes. Sizes to suit women and misses, in special quality Serge, Gaberdine and Repp.

Tweed Costumes.

Special each: \$11.50, \$14.45, \$18.50, \$23.40, \$25.10, \$28.50, \$30.20 up to \$55.70.

Special each:

In pretty Tweed effects, as-\$13.20, \$19.55, \$23.80, \$28.05.



Light Fawn, Brown and Mid Fawn. Special each: \$39.10, \$41.65, \$44.20 & \$50.60.

casions.

Marocain.

Black Costumes.

Wool Costumes.

Assorted sizes, in Serge,

Special each:

\$10.20, \$11.50, \$14.45, \$17.00, \$19.15, \$24.45, \$26.80 up to

Colors of Saxe, Navy,

Brown, Fawn, Rose and Grev.

The ideal Costume for Spring

wear, for shopping, travelling

business and many other oc-

Special each:

\$8.95. \$11.05. \$22.95, \$23.80 and

\$32.10.

3 piece Costume, in colors

Spring and Summer Coats Prices Clipped for Speedy Clearance

Our Spring Coats are as jaunty as can be. The slim silhouette still prevails, and the three quarter length assumes a new importance this season. We have a very special assortment in Gaberdine, Serge, Repp, Polo offered during this sale at tremendous re-Cloths and Sport Plaids, Our entire stock

Spring Coats. Colors of Taupe, Grey, Fawn, Beaver, Brown, Navy and Black, in Serge, Gaberdine

Special each: \$10.65, \$12.55, \$14.45, \$16.60, \$18.30, \$20.40, \$22.55, \$25.50, \$29.35, \$31.45, \$34.85, \$88.25, \$42.50, \$48.90, \$51.00 and \$55.25

Black Silk Coats.

In Merve, Taffetta and Matalasse. Special each: \$13.20, \$23.80, \$28.50, \$34.85, \$37.40 & \$46.35.

Wool Wraps. Colors of Jade, Fawn, Maize, S20.00 Brown and White. Special each \$20.00 Polo Cloth Coats.

Jaunty Sport styles, the ideal Coat for your Summer vacation. These come in Fawn shades. Special each .. . \$10.20 and \$14.25 Plaid Polo Cloth Coats.

A splendid assortment, in pretty plaid effects, sport styles. Special each ...\$14.25, \$18.05, \$22.30 & \$23.40

Children's Coats.

Made of Gaberdine, in colors of Fawn, Nigger, Navy and Nut Brown, nicely trimmed with braid and buttons.

SILK and WOOL Marocain Dresses

Marocain still holds its place as one of the leaders of Fashion. We have a very special selection of these beautiful Dresses, which you would be well advised to see.

Marocain Dresses.

Colors of Saxe, Nigger, Grey, Fawn, Elephant, Nile Green, Al-mond, Taupe, Nut Brown, Tan, Navy and Henna, and also in effects; all specially reduced for this sale.

Special each: 4.25, \$5.75, \$6.10, \$10.00, \$12.35, \$14.45, \$10.60, \$17.85, \$19.75 up to \$50.60.



Our entire stock of this season's newest styles, consisting of Ratine, Gingham, Voile, etc., offered during this sale at a generous reduction. Secure your needs for the Summer months.

WHO WILL GET YOUR LIFE INSURANCE MONEY.

Statistics prove that 90 per cent. of Cash Estates of \$5,000.00 and upwards are lost in seven

65 per cent. of Widows lose their all in five years. A widow generally has no experience in making investments, and is liable—through bad advice to dissipate her whole capital.

Make Your Life Insurance Payable to The Eastern Trust Co.

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Chevrolet provides everything any ear can afford at a cost that is uned quality car in the world. Chevrolet has the power to go any place and do anything possible for any other car, and at the same time it holds the world's record for low running cost and economy of upkeep. Chevrolet brings all the advantages of men of moderate means or those conducting small enterprises.

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There's no need to be led to buy, or bake, or eat bread that is not made of pure ingredients cientifically mixed and developed and baked through and

A Bakery such as our insures all these things. You needn't be fooled in using inferior bread. We make White Wheat, Brown Bread, Raisin, French and Vienna Loaves. All exceptionally good quality.

The East End Baking Co. (Our own bakers) feb18.6m.eod

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V.S., B.V.Sc., (Veterinary Surgeon) Graduate of Ontario Veterinary College and Toronto University. "A I R Z O N E," Mundy Pond Road, 'Phone 2017 St. John's



Greatly Reduced

Consisting of Dress and Coat, the dress showing both plain and pleated skirts, the coat neatly trimmed in the newest Spring style. Made of best quality Serge, in Navy and Brown. To fit ages 7 to 15 years.

Special each: \$11.50, \$11.80, \$12.10, \$13.20, \$13.60 and \$14.05.

Girl's Gaberdine Costumes.

Colors of Fawn, Beaver, Nigger and Navy. To fit ages 10 to 15 years; cut in the latest style and prettily trimmed with braid, in self and contrasting shades.

Special each: \$11.70, \$14.45, \$17.00, \$17.85, \$19.15 and \$21.25.

We are showing a wonderful selection of Children's Dresses, in Cotton, Silk, Voile, Muslin, Ratine, etc., all offered during this

The Royal Stores Ltd.