

Another Batch of Interesting Fri. AND Sat. Offerings

COMBINING VALUE and ECONOMY. OUR AIM, YOUR DESIRE.

Welcome Bargain News from the Gent's Dept.

MACKINAW COATS.

Good wearing Coats of all wool Mackinaw in Green and Black, and Maroon and Black checks, with storm or plain collars. The ideal cold weather Coat for carmen, workmen and others. They will stand lots of rough wear. Reg. \$6.00 each. Friday and Saturday... **\$5.40**

MEN'S NEGLIGEE SHIRTS.

Never before under the most favorable conditions have we been able to offer better values than we have for Friday and Saturday. Every shirt under 10-day's conditions is worth fully \$1.80 each. The variety includes Cottons, Percales and Basket Cloth in every wanted stripe and color. Special for Friday and Saturday, each... **\$1.25**

STANFIELD'S UNDERWEAR.

The kind that combines the softness of silk with the warmth of wool. You will find it will pay to always insist on this genuine unshrinkable Underwear. It is warranted to be absolutely pure, clean and sanitary. Reg. \$2.70 garment. Friday & Saturday... **\$2.40**

KNIK-KO SUSPENDERS—This brace is very desirable because it has no metal back fittings to rub the shirt. Reg. 45c. pair. Friday and Saturday... **40c**

PRINCE SUSPENDERS—Nickel fittings, good elastic web and guaranteed cord ends. This is without doubt our best seller this season. Reg. 35c. pair. Friday and Saturday... **30c**

Showroom Bargains.

WOMEN'S RAIN HATS—Becoming Hats for wet weather wear, in either bright or dull, with band of self material and bow at side and closely stitched brim, which can be worn turned up or down as desired; colors: Black, Maroon and Crimson. Reg. \$1.50 each. Friday and Saturday... **\$1.20**

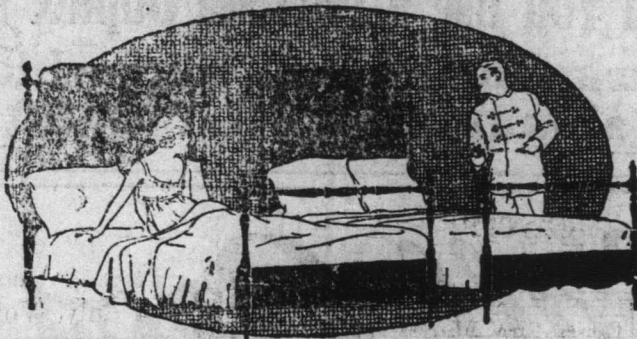
CHILDREN'S RAIN HATS—Don't delay another day before getting your child one of these desirable Hats. It means comfort and health to your little ones who are out of doors in all kinds of weather. They come in bright and dull finishes with stitched brims. Reg. 55c. each. Friday and Saturday... **45c**

WOMEN'S CORSETS—We have a reputation of stocking the best lines of Corsets in St. John's. This group is of fine White Coutil in three desirable styles that will suit almost any figure. They are fitted with four strong hose supporters, lace trimmed tops and patent "Tearproof" straps. Reg. \$1.50 pair. Friday and Saturday... **\$1.05**

BLACK SATEN UNDER-SKIRTS—Very fine and soft yet strong. Cut in a style that will fit perfectly and finished with a four inch accordion pleated frill and rows of pin tucks. The drawstring waist will fit any size up to 36 inches. Reg. \$1.85 each. Friday and Saturday... **\$1.50**

INFANTS WHITE BEAR COATS—Don't keep the infant indoors, get him into one of these comfortable fitting, warm Bear Coats. They are made in double breasted style with pearl buttons, turned up collar and snug fitting, round corner collars. Reg. \$5.50 ea. Friday and Saturday... **\$4.90**

A SPLENDID ARRAY OF



Bed Linens, Blankets, etc at Week-End Economy Prices.

TOILET COVERS. Honeycomb with neatly fringed edges; all new patterns; size 24 x 36 inches. Regular 35c. each. Friday and Saturday... **29c**

COTTON BLANKETS. Plain White and Grey with fancy striped borders. A good substitute for the cheaper wool blankets that are so hard to get; size 64 x 76 inches. Regular \$2.50 pair. Friday and Saturday... **\$2.32**

WOOL BLANKETS. Perfectly plain Wool Blankets, size 62 x 38 inches, suitable for children's cots and single beds. A good heavy quality that will prove very serviceable, because there are no colors to run. Reg. \$3.75 pair. Friday and Saturday... **\$3.60**

PILLOW COTTON. Extra good quality Pillow Tubing, 40 and 46 inches wide. You cannot possibly buy better value in town. Are you going to avail yourself of this opportunity? Reg. 50c. yard. Friday and Saturday... **46c**

BED TICKING. Genuine Featherproof Ticking, 62 inches wide. A splendid wearing material that is sure to give satisfactory service. Reg. 80c. yard. Friday and Saturday... **72c**

SHEETING. Pure White Plain and Twilled Sheeting, 68, 78 and 80 inches wide. Better than these we have not shown for some time. The lowest bottom price for these goods should be 55c. yard. Special for Friday and Saturday... **59c**

MARCELLA BED SPREADS. Here's a wonderful chance to buy good quality Marcella Bed Spreads at an almost trifling price. We believe our offering is the lowest in town for such good quality. They come in double bed size, in beautiful raised designs, with borders to match. Special for Friday and Saturday, each... **\$2.48**

TRAVELLING RUGS. Just the thing to keep you cozy and comfortable while driving. Good heavy weight, assorted plaids with fringed ends. Reg. \$2.80 each. Friday & Saturday... **\$2.50**

TAPESTRY TABLE COVERS. A small neat all-over Brocade Centre, with beautifully worked out border in colorings to match; Red and Green only. Reg. \$6.50 each. Friday and Saturday... **\$5.95**

TABLE FELT. For making good serviceable Table Covers, etc. This is a pre-war value that should not be overlooked by the economical buyer. The colors are Chamois and Olive; 72 inches wide. Reg. \$3.25 yard. Friday and Saturday... **\$2.95**

Special Bargains in BOYS' WEAR.

BOYS' FOUNTAIN PENS. A special job line that sold formerly at more than double the price we are offering them at this week. They are imperfect. The metal bands and nibs are tarnished, so we have marked them at prices that will clear them quickly. Special for Friday and Saturday, each... **55c**

BOYS' UNDERWEAR. Real bargains in Boys' Underwear, made of good quality Union Wool in a very close knit. A silk edging trims the neck and front. The color is a serviceable light grey; sizes 24, 26, 28, 30, 32 and 34. Reg. values to \$1.00 garment. Friday and Saturday... **85c**

BOYS' CAPS. Dressy and serviceable Caps of good wearing Scotch Tweeds in becoming golf styles; medium and light Fawns and Greys in a full range of sizes. Reg. 75c. each. Friday and Saturday... **65c**

BOYS' LINEN COLLARS. The ever-popular Eton style with a pure linen face that will launder perfectly and give great service; all sizes from 12 to 15½. Regular 25c. each. Friday and Saturday... **20c**

Boys' Khaki Handkerchiefs. Here's a good wearing soft handkerchief in the most serviceable color for Boys' knockabout wear. They are finished with a narrow hemstitched hem. Reg. 14c. each. Friday and Saturday... **11c**



Note the Reductions, They Spell Economy.

WOMEN'S UNDERWEAR. Superior quality perfect-fitting Underwear that is a genuine bargain. It is made of heavy ribbed union yarns and very soft and elastic. The neck is trimmed with lace and drawstring long, close-fitting sleeves; all sizes. Reg. 70c. garment. Friday and Saturday... **57c**

MISSES' RIBBED UNDER-VESTS—Made from good quality yarns in a suitable weight for present wear. The waist is knit in a very fine elastic (long) sleeves, drawstring neck. Special value at a very low price. Sizes 4 to 10 years. Reg. to 48c. garment. Friday and Saturday... **38c**

CHILDREN'S MIDDIES. The material is a very strong White Jean that is sure to give satisfactory wear and launder well. The Sailor collar and cuffs are of Navy and Saxo Cotton with rows of white braid edging; a knot trims the front. Sizes up to 18 years. Reg. \$1.40. Friday and Saturday... **\$1.10**



WOMEN'S COLLARS. Of Crope-de-Chene and lined silk, edged with fancy silk, pleated frill and hemstitching. These collars are always in demand, as they suit anyone and always look well. Colors: Pale Blue, Champagne, Helio, Pink and Salmon. Reg. 75c. ea. Friday and Saturday... **65c**

SILK EMBROIDERY FRILLING. Splendid for trimming ladies' underwear, children's wear, robes, etc. Comes 3 and 3½ inches wide with 1 inch insertion, in solid and eyelet embroidery. Reg. 50c. yd. Friday and Saturday... **40c**

Men's Half Hose.

WORSTED HALF HOSE—Knit from heavy worsted yarn of 2 ply, firmly twisted. The plain knit seamless sole, spliced heel and toes together with the snug-fitting ribbed cuff, assures the wearer of comfort and durability. Reg. 90c. pair. Friday and Saturday... **78c**

CASHMERE HALF HOSE—Made from strong cotton yarns knit to resemble Cashmere; spliced heels and toes, close-fitting ribbed tops. An unusually serviceable sock for the low price quoted. Reg. 30c. pair. Friday and Saturday... **27c**

CHARLIE CHAPLIN BOES—Also soldiers, nurses, etc., large sizes. Regular 25 cents each. Friday and Saturday... **20c**

MENDING WOOL—English Spun all wool mending, all colors. Reg. 3c. card for... **2c**

BULLDOG OR RACHELOR BUTTONS—On cards containing a half dozen. They require no sewing. Reg. 7c. card for... **5c**

DRESSING COMBS—Smooth teeth that will not injure the most delicate skin, extra good qualities in both Black and White. Reg. 90c. each for... **50c**

A Few Fall Shoe Tips

MEN'S PATENT LEATHER BOOTS. Handsome dress Boots, patent vamp and top of fine dull kid; well made with Goodyear welted soles; shaped correctly for comfort. Reg. \$6.25 pair. Friday & Saturday... **\$5.75**

MEN'S GUN METAL BOOTS. A buttoned style that fits well and looks well. They are soled with "Renix" rubber, a material that wears longer than leather. Reg. \$5.60 pair. Friday and Saturday... **\$5.20**

MEN'S VICI KID BOOTS. Here's a boot to which we call particular attention. It's a boot chosen for Friday and Saturday and it's a winner. Flexible soles and antiseptic felt linings. Reg. \$4.85 pr. Friday and Saturday... **\$4.50**

WOMEN'S VICI KID BOOTS. Made on nest-titting last, good looking and comfortable; but-toned; medium heel and sole; plain toe; sizes 3 to 6. Reg. \$5.40 pair. Friday & Saturday... **\$4.90**

WOMEN'S CLOTH TOP BOOTS. Latest model in Women's Gun Metal Boots; made with black cloth tops, a real dressy boot with stylish heel. Regular \$4.20 pair. Friday & Saturday... **\$3.85**

WOMEN'S CABERETTA BOOTS. Buttoned and laced styles, made in a broad last with patent leather tip; medium heels and soles. This is a splendid fitting high grade appearing boot. Reg. \$3.10 pr. Friday & Saturday... **\$2.90**

Women's HOSE.

WOMEN'S PLAIN AND RIBBED CASHMERE HOSE. Knit from the quality soft Cashmere yarns with fashioned leg. Seamless feet and spliced heel and toe. A very satisfactory stocking that will be found warm and comfortable. Reg. 55c. pair. Friday and Saturday... **45c**

WOMEN'S CASHMERE T T E HOSE—Made from strong cotton yarns with reinforced heels and toes and deep garment top. This stocking has appearance, comfort and strength combined, and we recommend it. Reg. 30c. pair. Friday and Saturday... **27c**

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Dress and Costume Goods.

WATERPROOF RAGLAN CLOTH, 60 inches Wide. A showerproof material like a very fine serge, gives unequalled satisfaction for Raincoats, Dresses and Little boys' suits; comes in medium Fawn only. Regular \$2.25 yard. Friday and Saturday... **\$2.75**

ALL WOOL CHEVIOT SERGE. Cheviot finishes are much sought after this season and this is a really splendid fabric that we are offering here. The finish is perfect and the cloth is correct for Fall or Winter wear. Colors: Light Grey, Maroon, Brown and Black, 54 inches wide. Regular \$3.50 yard. Friday and Saturday... **\$2.10**

WOOL SERGE. This dependable English Serge made from pure wool yarns is a good suiting weight, medium will. Serges this season will be very much in evidence. We can confidently recommend this line. Reg. \$3.75 yd. Friday and Saturday... **\$3.25**

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War News.

Messages Received Previous to 9 A. M.

WHY YOU SHOULD SUBSCRIBE TO THE RED CROSS

LONDON, Oct. 17. Robert Hudson, Chairman of "Our Day" Red Cross campaign, in a letter to the Times, says: "There are five valid reasons why the campaign should be supported. "First, because there is no man or woman who would not desire to aid a wounded soldier if he could. "Second, because the Red Cross can do collectively what each individual would wish to do separately. "Third, because the work costs six pounds a minute, and of every sovereign received in 1916, only seven pence were spent as administrative expenses. "Fourth, because taking the forty-one weeks ending last New Year's Day, we received an average of twenty thousand pounds a week less than was spent. "Fifth, because if this were continued, instead of extending and developing this work it would have to be curtailed."

GREATER BURDENS FOR NEUTRAL NATIONS.

WASHINGTON, Oct. 17. Neutral nations, and particularly those in Europe, must be prepared to share even greater privations and burdens made necessary by the war, under the decision of the Allied conference at London. The details of the conference are beginning to reach Washington through official channels. They show that the Allies are determined to support their armies in the field by cutting off as far as possible all supplies for the German army from neutral sources through tightening of the blockade. Attention was called at the conference to the necessity of preventing Sweden from supplying Germany with metals and the general opinion was that hereafter neutrals should be compelled to furnish the Allies with goods of their own production, which they cannot consume, in exchange for supplies from the Allies. Further they are required to use their own ships for this trade. Such is the new blockade formula which must be strictly applied and which will make it impossible for Germany to continue the struggle. The extent to which the United States will be influenced by the decisions of the London conference has not been revealed, but that this Government is in accord with them is evidenced by the rigid restrictions placed upon exports to European neutrals from this country.

AMERICAN DESTROYER TORPEDOED.

WASHINGTON, Oct. 17. An American destroyer on patrol in the war zone was torpedoed by an enemy submarine yesterday, and had one man killed and five wounded. She managed to make port, despite severe damage. Vice-Admiral Sims cabled a brief report of the incident to the Navy Department. He gave few details, but it is assumed there was no fight, and that the U-boat made good her escape, after launching the torpedo, without showing herself. In accordance with the policy of secrecy concerning American naval operations, the department did not divulge the name of the destroyer nor the exact place of the encounter.

ENEMY AIR FLEET ACTIVE.

PETROGRAD, Oct. 17 (Official). On the Baltic, profiting by calm, bright weather, the enemy has been actively engaged in aerial scouting, principally in the region of the Baltic Islands. Our aviators ascended to meet the enemy. In an aerial engagement our aviator Safanoff, brought down an enemy machine which fell in our lines. A Zeppelin flew over Moon Island; during the day our patrol ships had encounters with enemy torpedo boats. The enemy continued to develop his success on the Island of Oesel, pressing back our detachments which were covering the mole between Oesel and Moon Islands. Land communications have thus been interrupted between the two islands, and we have completely lost touch with our forces on Oesel Island. An eye-witness who escaped after the landing of the enemy at Tagga Bay, reports that on the morning of October 12th an enemy dreadnought ran into one of our mine fields defending the Islands. After the explosion which followed, the warship made for the coast. Its ultimate fate is unknown. On the other fronts there were only fusillades and scouting operations.

Just Arrived — Nyaf's Face Cream at Stafford's Drug Stores, Duckworth St. and Theatre Hill.

The Royal Stores Ltd.