

# "Royal Quality" Merchandise

## Boys' Clothing Needs.



Read the offers  
and you'll  
appreciate the  
Savings.

Boys' Negligee  
Shirts.

Made from fine  
American Shirt Cotton  
in plain White  
only, finished with a  
soft imitation double  
cuff, starched  
collar bands; all  
sizes from 12 to 14. Regular  
90c. each. Friday & Saturday. **75c**

BOYS' LINEN  
COLLARS.

The ever-popular Eton  
style with a pure linen face  
that will launder well and  
give great service; sizes 12  
to 14. Regular 25c. ea.  
Friday & Saturday. **20c**

BOYS' CORDUROY PANTS.

Of more than ordinary inter-  
est. If you require a hard  
wearing serviceable Pants for  
your boy, this will surely meet  
your need. They are made from  
good, soft Corduroy in a medi-  
um Brown shade and lined  
throughout with twilled calico;  
sizes to fit from 7 to 9 years.  
Reg. \$1.50 pr. pair. Friday &  
Saturday. **\$1.35**

BOYS' TWEED  
GOLF CAPS.

These are without exception  
the most popular Caps for fall  
wear. Made from good quality  
English Tweeds in a variety of  
dark and light mixed and plain  
Tweeds; all sizes. Regular 30c.  
each. Friday and Sat. **24c**

## HELPFUL SAVINGS in the Household Section.

### AMERICAN TEA CLOTHS.

Of pure White Cotton, nicely finish-  
ed with hemstitching and scalloped  
edge. Some are embroidered at the  
corners in very pretty designs, others  
stamped, ready for working. Assort-  
ed sizes. Reg. 35c. each. Friday  
and Saturday. **30c**

### DAMASK TABLE CLOTHS.

These are of a quality seldom offered  
at our regular price even; rose,  
maple leaf and Shamrock designs with  
borders woven to match; size 66 x 66  
inches. Reg. \$2.50 each. Friday  
and Saturday. **\$2.20**

### TURKISH TOWELS.

Good soft quality that's absolutely  
pure and free from dressing. Size  
19 x 28 inches. Reg. 27c. each.  
Friday and Saturday. **23c**

### LACE CURTAINS.

This is one of the new lines import-  
ed for this fall's trade; size 2 1/2 yards  
long and 40 inches wide. Closely  
woven, delicate lace, heavy floral and  
floral borders. Reg. \$1.50  
pair. Friday & Saturday. **\$1.30**

### DAMASK TABLE NAPKINS.

In a magnificent range of very pret-  
ty patterns. These Napkins have the  
satin finish that is so much sought  
after. Reg. 20c. each. Friday,  
and Saturday. **16c**

### TRAY CLOTHS.

New lines of these goods are daily  
being brought forward. We have se-  
lected this line as an inducement  
Friday and Saturday. They measure  
16 x 27 inches with a hemstitched  
border 1 1/2 inches wide and beauti-  
fully embroidered patterns. Reg.  
55c. each. Friday and Saturday. **45c**

## Smallwares

Things you need, at prices  
you don't mind paying

Hair Nets. Reg. 7c. each for... **5c**  
Rubber Footballs. Reg. 50c. each  
for... **43c**  
Shell Boxes and Mirrors.  
Reg. 30c. each for... **25c**  
Framed Pictures. Reg. 45c.  
each for... **38c**  
Handkerchief Sachets. Reg. 24c.  
each for... **24c**  
Polishing Gloves. Reg. 20c.  
each for... **17c**

Ladies' Collar Pins. 4 for... **3c**  
Baby Brooches. Reg. 4c. each  
for... **3c**  
Dome Fasteners per dozen... **6c**  
Cubes of Toilet Pins. Reg.  
12c. for... **10c**  
Peerless Writing Ink. Reg. 9c.  
for... **8c**  
Silveroid Photo Frames. Reg.  
17c. for... **14c**

### TAFFETA & MERVE RIBBONS.

40 pieces of these splendid Ribbons offered for Friday  
and Saturday. No need to tell you the many uses this  
Ribbons can be applied. They are 4 to 6 inches wide, in  
shades of Black, White, Cream, Pale Blue, Royal, Navy,  
Saxe, Pink, Rose, Cardinal, Brown, Emerald, Heli, Purple  
and Yellow. Values to 45c. yard. Special for Fri-  
day and Saturday. **20c**

## At Exceedingly Low Prices FRIDAY & SATURDAY.

### Attractive Values

### New FALL Goods.



### MISSIE'S MIDDY WAISTS.

The true nautical style is displayed in  
this serviceable Waist of soft American  
Cotton. It is made with laced front and  
wide hem at bottom. The neatly braided  
sailor collar, pocket and cuffs are in con-  
trasting shades of Saxe Blue and V. Rose.  
sizes to fit 13 to 18 years. Reg. **90c**  
Friday and Saturday. **\$1.10** each.

### HAND BAGS.

Stylish hand bags in an endless variety of  
serviceable shapes and styles. Some are of  
soft kid in assorted colors with nickel  
frame and fitted with coin purse and mir-  
ror; others are of fine Black Mole with  
good strong linings, stout frame and bell  
fastenings. Regular \$1.85 each. **\$1.55**  
Friday and Saturday.

### WOMEN'S COSTUMES.

Very stylish costumes of medium  
weight, herring bone tweeds in Navy,  
Brown and Grey shades. A very neat tail-  
ored design with medall collar, side belts  
and large button trimmings. The Skirt is  
five gore, and finished with a deep hem at  
bottom. Reg. \$11.00 each. **\$9.40**  
Friday and Saturday.

### WOMEN'S ALL-OVER APRONS.

Of fancy cottons in Blue and White stripes  
and fancy patterns neatly trimmed with  
two rows of fancy cotton at the front and  
edged with zephyr in plain shades to  
match. This is undoubtedly one of our  
most popular lines and will be doubly  
attractive at this most moderate price.  
Regular \$1.00 each. Friday and Saturday. **80c**

### WOMEN'S UNDERSKIRTS.

Serviceable Moire Underskirts in Saxe,  
Brown and Grey, made with a very deep  
flounce of fancy trills and pin tufts. The  
drawstring waist band will fit any size up  
to 32 inches. Reg. \$1.75 each. Friday  
and Saturday. **\$1.45**

### WOMEN'S RAGLANS.

Of Fawn and Green rubberized covert  
cloth in a loose-fitting style with large,  
stylish lapels. 2 deep patch pockets, cuff  
sleeves and raised double-stitched seams.  
They will prove decidedly comfortable for  
cold, damp days to come. Reg. **\$7.30**  
Friday and Saturday. **\$5.50** each.

### CHILDREN'S HATS.

A splendid line of Children's Ready-to-  
wear Velour Felt Hats in a very popular  
shape, neatly trimmed with a band and  
bow of silk corded braid. This is an op-  
portunity that should be taken advantage of  
by the economical buyer who requires a  
stylish, crushable hat of an extra good  
quality at a remarkably low price; Black  
and Navy only. Reg. \$1.75  
each. Friday and Saturday. **\$1.45**

### CHILDREN'S SWEATER COATS.

Knit from woolen yarns in a very popular  
style, finished with a close fitting high  
collar; double cuffs; 2 patch pockets and  
closely knit front; sizes to fit from 6 to 12  
years. Regular \$1.35 each. Friday  
and Saturday. **\$1.18**

### COSTUME VELVET.

Plain and Corded Shepherd Checks. A  
serviceable fabric with a close pile. It is  
sure to please you! An ideal material for  
Women's Costumes and Coats for Children  
and Misses; 21 inches wide. Reg. **\$1.10**  
Friday & Saturday. **\$1.25** yard.

### BOUDOIR CAPS.

Dainty Boudoir Caps of soft striped and  
Spotted Muslin in bud, floral and fancy  
printed designs, trimmed with frill and edge  
of fine lace and silk. Reg. 45c. each. **37c**  
Friday and Saturday.

### CHILDREN'S PATENT LEATHER BELTS.

Assorted widths and colors, fitted with  
nickel plated, kid covered and enamelled  
buckles. Remarkable values. Reg. 20c.  
Friday and Saturday. **20c**

### CHILDREN'S MIDDY WAISTS

Here is a serviceable Waist of soft cot-  
ton that will launder perfectly and give  
good service. The striped sailor collar and  
cuffs are very becoming. The pockets of  
self material with fancy peak; sizes to fit  
from 6 to 12 years. Reg. 90c. each. **75c**  
Friday and Saturday.

## GENT'S FURNISHINGS.

Another  
Remarkable List of  
Good Values.



### MEN'S HARD FELT HATS.

Made from good smooth felt  
in a popular style and finished  
with corded ribbon band. This  
is a well proportioned Hat and  
is becoming increasingly popu-  
lar. Reg. \$2.00 ea. **\$1.60**  
Friday & Saturday.

### MEN'S DERBY TIES.

Self shades of Brown,  
Crimson, Cardinal, Saxe,  
Green, Navy and  
Black. Good wearing quali-  
ties at a price low enough to  
buy one of each color. Special  
for Friday and Saturday. **21c**

### MEN'S WIDE END TIES.

A variety of smart and  
dressey colors in Plain, Pais-  
ley, Striped and Spotted de-  
signs. Reg. 60c. ea. **53c**  
Friday & Saturday.

### MEN'S NEGLIGEE SHIRTS.

Striped American Cotton  
and Percales in extra good  
qualities that will give  
great service. Values from  
\$1.80 to \$2.50 each. Special  
for Friday and Saturday. **\$1.30**

### MEN'S BOOTS.

Moose hide blucher style  
Boots with heavy wet-re-  
sisting soles and Goodyear  
welt, Regular \$5.85 pair.  
Friday and Sat. **\$5.40**  
Friday and Saturday.

### MEN'S KHAKI DRILL SHIRTS.

Extra good materials that  
will wash well and wear like  
knives; double stitched seams;  
collar attached; one breast  
pocket. Reg. \$1.95 each.  
Friday and Sat. **\$1.60**

### MEN'S WORSTED HALF HOSE.

Good Union yarns are  
used for these splendid  
wearing Hosiery. They are knit  
in a close stitch; plain feet,  
close ribbed top. Reg. 45c.  
pair. Friday & Sat. **38c**  
Friday and Saturday.

### MEN'S KNITTED SCARVES.

Shot effects in Black and  
White, Black and Green, and  
Plain Black, finished with  
fringe of pure silk at ends.  
Reg. \$1.00 each. Fri-  
day & Saturday. **85c**

### POCKET BOOKS.

Solid leather case with  
two compartments for notes,  
bills, etc.; also detachable  
note book. Reg. 70c. each.  
Friday and Sat. **60c**  
Friday and Saturday.

## NEWLY ARRIVED!



## Fall and Winter COATS and Costumes

They are mighty swell goods,  
and represent the highest points  
of excellence in quality and  
style.

Whether you want to buy or  
not, we want every woman in  
St. John's to see these.

An important feature is  
the moderate prices  
which prevail.

## Footwear SNAPS.

### Misses' Dongola Boots.

Blucher and buttoned  
styles, with serviceable  
medium heels and soles,  
and good roomy toes.  
They will give unequalled  
satisfaction. Compare our  
prices, you will at once ap-  
preciate the big value.  
sizes 11 1/2 to 2. Regular  
values to \$2.95 pair.  
Friday & Sat. **\$2.60**

### WOMEN'S HOSE.

A Job Line including some very  
special values in plain and ribbed.  
All the desired sizes in both Black  
and Tan. Values to \$1.20 pair.  
Friday and Saturday. **77c**

### Children's Boots.

Or soft Dongola Kid, in  
either buttoned or laced,  
finished with patent lea-  
ther tip, medium toes,  
heels and soles; sizes 8 1/2  
to 11. Reg. \$2.10 pair.  
Friday & Sat. **\$1.90**

### Children's Vici Kid Boots.

The greatest value yet.  
These Boots are made  
from an extra good qual-  
ity Vici Kid and trimmed with  
Red Kid tops, tassels and  
stitching; flexible soles;  
low heels; sizes 6 to 8.  
Reg. \$2.20 pr. pair.  
Friday & Sat. **\$2.00**

### WOMEN'S HOSE.

Made from good quality union  
yarns; durable, seamless feet and  
white garter tops, plain and  
ribbed. Reg. 45c. pair. Friday and  
Saturday. **40c**

## Crockeryware.

YOU'LL SAVE MONEY  
AT THESE PRICES.

Printed Porridge Plates. Reg.  
12c. each; 8 for... **32c**  
Clarke's Pyramid Candles.  
Reg. 35c. box for... **32c**  
Fairy Light, large size. Reg.  
40c. each for... **36c**  
Earthenware Jugs, shaded.  
Reg. 45c. each for... **40c**  
Individual Glass Butter Sets.  
7 pieces. Reg. 25c. set for... **20c**

Flower Pots and Saucers.  
Reg. 18c. each for... **16c**  
"Job" Gravy Turkeys. Reg.  
45c. each for... **40c**  
Fancy China Cake Plates.  
Reg. 50c. each for... **45c**  
Kristol Glass Vases, large  
size. Reg. 45c. each for... **40c**

INCOMPLETE TEA SETS—We have a small quantity of slightly damaged  
and incomplete Tea Sets that will be sold at reduced prices while they last.  
Come early for the best.

### CREAM CHALLIE BLOUSES.

Seasonable and up-to-date, in several pretty styles.  
Some are made with pointed collar and fancy pocket of  
self material; others with medall collars and neatly tucked  
fronts; and several other stylish makes that are good  
and durable. Regular \$1.25 each. Friday and Saturday. **\$1.05**

## A Fine New Motor Schr.

The Gaspe, Capt. Porter, came up  
the Humber from Woods Island on  
Saturday and docked at Bags Bros.  
wharf. The Gaspe is a three-masted  
auxiliary schooner, belonging to the  
Gorton Fish Co., of Gloucester,  
and is fore-and-aft rigged. She  
is about 275 tons gross and was built  
at Essex, Mass., and is fitted with two  
100 h.p. crude oil burning engines, and  
has a speed of about 8 knots an hour.  
Her tanks have a capacity for fuel  
sufficient to take her from here to  
Greece, and under full speed coast  
about a dollar an hour. The Gaspe  
has a carrying capacity of nearly a  
million pounds of fish or close on  
three thousand barrels of pickled her-  
ring. She is a new craft this being  
her first voyage. Western Star, Oct.  
and

## Your Boys and Girls.

The first essential for a child's  
beauty and health is plenty of pure  
air and sunshine. If children have  
plenty of light, and a properly regu-  
lated diet, they will grow like flowers  
and be as lovely as they are.  
But in the effort to give them light  
and air do not allow little girls to  
freckle, for freckles once attained are  
very difficult to get rid of, they man-  
ifest themselves very early in life.  
Shading the child's face with an  
ordinary cotton sun bonnet is a wise  
precaution. At any rate, if freckles  
should make their appearance, the  
sun bonnet will have given sufficient  
protection so that they will not be  
deep seated, and it will be an easy  
matter to get rid of them by applying  
a freckle lotion.

## CERTAIN-TEED

## PAINTS and ROOFINGS

Guaranteed the best obtainable

GEO. M. BARR, Agt.

## Fashions and Fads.

Oxford ties are in again.  
Stitched cloth hats will be worn.  
Kohlinsky and beaver are favorite  
hats.  
Laced shoes are preferred to but-  
toned.  
Many of the new suits open on the  
side.  
Gray will be a very popular win-  
ter color.  
If the waistline moves at all it will  
go up.  
The wide, straight brim is popular  
as ever.  
Black satin is combined with gray  
crepe.  
Embroidered flit, not trim, green  
jersey cloth.  
There are still many jersey weaves  
used.

## The draped turbans are extremely becoming.

Girdles have a tendency to be  
drawn closer.  
Bat wings make a chic trimming  
for a turban.  
Beaver fur is used as a trimming  
on nutria coats.  
Some of the new fur coats are de-  
lightfully Russian.  
Fitted dresses often have pretty  
transparent tunics.  
New fur coats are rather close-  
fitting at the waist.  
There is a rumour that embroidery  
is disappearing.  
Gray crepe de chine and black vel-  
vet are combined.  
Coral red appears frequently among  
the new hats.  
Many very large rollers are seen  
on the new fur coats.

## 3 SPECIALTIES.

STAFFORD'S LINIMENT for Rheu-  
matism, Lumbago, Neuralgia and all  
Aches and Pains.  
STAFFORD'S PRESCRIPTION "A"  
for Indigestion, Dyspepsia, Catarrh,  
Gastritis and Nervous Dyspepsia.  
Price 25c. 50c. a bottle. Postage 5c.  
and 10c. extra.  
STAFFORD'S PHORATONE COUGH  
CURE for all kinds of Coughs, Colds,  
Bronchitis, Asthma and Various Lung  
Troubles. Price 25c. bot. Postage  
5c. extra.  
Prepared only by  
DR. F. STAFFORD & SON,  
St. John's, Nfld.  
Theatre Hill Drug Store is open  
every night till 9:30.

quoted—then  
ods.

## Hosiery Specials.

LADIES' HOSE.  
A special line of soft finish  
Cotton Hose, seamless, with rib-  
bed garter top; warranted fast  
black; sizes 9, 9 1/2 and 10.  
Sale Price, per pair **24c**

CHILD'S HOSIERY.  
Assorted weights in plain and  
ribbed styles. They are fleecy  
lined, are sure to wear well and  
give great satisfaction. A full  
range of sizes. Reg. 28 to 30c.  
per pair. Sale Price, per  
pair... **23c**

MISSIE'S TAN HOSE.  
Girls' Tan Cashmere Hose in  
weight suitable for present  
wear. These are ribbed, they  
are in two shades—light and  
dark Tan; will fit girls aged 6-  
and 10 years. Sale  
Price, per pair... **33c**

LADIES' RUBBERS.  
Sizes 3 to 6 in Storm and Low  
Water Shoes. Be protected  
from the dampness and wet  
weather by securing a pair of  
shoes at reduced prices.  
—Special Price... **59c.**  
—Form—Special Price... **69c.**

SILK BLOUSES.  
Excellent values in up-to-date  
styles of White and Cream  
Silk. This is undoubtedly one  
of the best values offered; this  
season. Ask to see the Silk  
blouses as advertised and you  
will be convinced of their value.  
Price... **\$2.69**

TT,  
ew Gower Street.

R!

or late  
elivery

LTD.

Clark's  
Pork &  
Beans.

Orders for 1's, 2's and  
with Tomato Sauce,  
and 2's Plain, can be  
ordered from fresh stock  
now here at lowest  
prices. Stock up with  
these excellent sellers.  
Phone, call or write  
prices.

E. Outerbridge  
Agent for Newfoundland  
COMMERCIAL CHAMBERS.  
Telephone 60.