

Vacation Days are Here.

There is no surer way of securing summer comfort economically than buying your needs at the **Royal Stores. Friday and Saturday**—The whole Store will respond to the call for Warm Weather Goods--at **Reduced Prices.**

FOOTWEAR.



LADIES' TAN BOOTS—Laced and Buttoned styles, high grade Vic Kid, neat shapes. Reg. \$2.15 pair. **Friday and Saturday 1.95**

LADIES' STRAP SHOES—Medium heel. Blk. Vic Kid. 3 straps, plain toe; assorted sizes. Reg. \$2.50 pair. **Friday and Saturday 2.29**

CHILDREN'S TAN BOOTS—Sizes 3 to 6; well made, stout soles and heels. Reg. 90c. pair. **Friday and Saturday 84c**

GENTS' SHOES—Black Vic Kid. A new line just opened; latest styles, all sizes. Reg. \$3.00 per pair. **Friday and Saturday 2.75**

GENTS' BOOTS—Black and Tan Kid. Blucher shapes, medium weight; all sizes. Reg. \$4.50 per pair. **Friday and Saturday 4.10**

A Group of Good Values in Household Furnishings.

AXMINSTER HEARTH RUGS.

Just in—A nice assortment. Size 27 x 69; Wool fringed ends; rich handsome designs and colorings. Reg. \$3.75 each. **Friday and Saturday 3.25**

TAPESTRY HEARTH RUGS.

In a large range of designs, light and dark; finished with fringe on ends; size 27 x 52 inch. Reg. \$1.50 each. **Friday and Saturday 1.25**

LACE CURTAINS.

Over 400 pairs White and Cream Lace Curtains, lapped edges, 2 1/2 yds. long; delightful patterns. Reg. 80c. pair. **Friday and Saturday 70c**

TAPESTRY CUSHION COVERS.

Made of high grade Tapestry; size 20 x 20; finished with silk cord; assorted patterns. Reg. 70c. each. **Friday and Saturday 60c**

BLOUSE FLANNELETTES.

A special line of high quality Flannelette, suitable for Blouses &c., in a big variety of patterns, stripes, checks, floral, &c., assorted colorings. Special Friday and Saturday per yard. **15c**

CURTAIN MATERIALS.

A big collection of Muslins; various makes and patterns; coin spot, Bungalow net and frilled muslin; all white. Special per yard. **17c**

BED TICKINGS.

Blue and White striped bleached yarn, herring bone finish. Special per yard. **24c**

ENGLISH PRINTS.

For servants' morning dresses, aprons, &c. In a splendid assortment of colors and patterns; 27 inches wide. Reg. 14c. yard. **Friday and Saturday 12c**

GENTS' SECTION.

GENTS' SHIRTS.

Splendid values in comfortable well made Shirts, tunic fronts, soft double cuffs, neat striped patterns on light grounds; all sizes. Reg. \$1.75 each. **Friday and Saturday 1.35**

FANCY SOX.

All Silk Sox, in shades of Grey, Brown, Navy and Black; various sizes, seamless. Reg. 60c. pair. **Friday and Saturday 52c**

SOFT COLLARS.

For outing and everyday wear, neat striped double collars in all sizes; perfect fitting. Reg. 18c. each. **Friday and Saturday 15c**

GENTS' TIES.

Wide end, Parisian and other styles, new designs and colors; splendid values, well stitched. Reg. 40c. each. **Friday & Saturday 34c**

BALBRIGGAN UNDERWEAR.

The right weight for summer wear, well finished garments, all sizes; Pants and Vests. Reg. 70c. each. **Friday and Saturday 62c**

MEN'S LEATHER BELTS.

Fine high grade Belts in Black & Tan, 1 1/2 inches wide; neat buckles. Reg. 75c. each. **Friday and Saturday 60c**



What Will Your Pals Think?

As I stroll through the streets where Britannia calls,
To her sons in a pageant of print,
And conveys to the laggard, on boardings and walls,
A more or less delicate hint,
A poster I see which appeals by its force,
For it voices the popular view,
"You're proud of your pals in the Army, of course,
But what will your pals think of you?"

That's a blow that should beat the hot metal to shape,
For it rings on the anvil of truth,
And it leaves not a loophole of decent escape,
For the laggard who's false to his youth,
The pride of his manhood it taps at the source,
And leaves him but one thing to do,
"You're proud of your pals in the Army, of course,
But what will your pals think of you."
—"Dagonet" in The Referee.

The British Loan.

The New York Evening Post says: "To-day's cables did not give sufficient details for determining just how far the large subscription to the new British war loan was a result of ordinary and unconditional bids of investors, and how far for the purpose of enabling subscribers to convert an equivalent amount of their old Government bonds into the 4 1/2 per cent. This is an interesting question, because subscribers of the last-named class have to pay up in full before they can effect such conversion, whereas other subscribers may pay in 10 and 15 per cent instalments, maturing between now and October 20. To the extent that the subscriptions were made up by investors with consols and the "first war loan" to convert, the influence on the London money market of the initial payment, on July 20, will be the greater. The money rate at London remained unchanged to-day at yesterday's relatively high figures.

The subscription fairly introduces one of the real tests of the economic situation. Beginning with last autumn, the German Government has put out \$3,500,000,000 in 5 per cent. bonds, and the English Government \$4,675,000,000 in what may be classed as 4 1/2 per cent. When it is considered that the largest total amount of new securities ever taken in any single year has been \$800,000,000 in Germany, and \$1,325,000,000 in England, the extraordinary nature of the present episode may be better judged. It has resulted already in the dilapidation of the investments of both countries in the securities of outside nations, and we have been feeling the pressure on the New York stock and bond market.

It still remains to be seen how much further this movement will go. But it is certainly a striking fact that the announcement of the huge subscription to the English loan should have been accompanied in New York to-day by a rising market for stocks and a notably firm and steady market for bonds.

CORRESPONDENCE.

The months pass by; the waters, white with foam, in o a ceaseless dirges o'er the shifting graves of babes and women, far away from home, die in the seaweed and the ocean caves. Perhaps their shades, from some sphere, are looking down and waiting for the hour when this, their country, will arise and say, "I guard my people, with my might and power. Where'er they go, the people of this land, my flag's their safeguard and their claim; I will protect them with a stalwart hand, and vengeance wreak on all who'd injure them." Be patient, shades, in calmness watch and wait! We're working hard, we do the best we can! You can't expect a nation strong and great to hurry things, like any business man! We're writing letters, almost every day, rebuking kings for tergiversate and guile, and our effusions, all the critics say, are quite distinct for literary style. No Grub Street taint our polished diction knows, our protests all are worded well, we feel; they will compete with Walter Pater's prose, and please the ghosts of Addison and Steele. Be patient, souls, there in your distant berth, the skein is snarled, but we'll remove each kink; we'll wind red tape eight times around the earth, and dye the seas with dark official ink.

ACKNOWLEDGEMENT.—The Hon. Treasurer acknowledges, with thanks, the receipt of cheque for \$500.00 from the Grand Orange Lodge of British America, for the Permanent Marine Disasters Fund.

The coolest color combination you can have for hot weather is white with delicate green and a tiny touch of black.

SMALLWARES Good Values all.

JABOT PINS—White Pearl; select quality; fancy designs. Reg. 15c. each. **Sale Price 12c**

BLOUSE PINS—Fancy enameled designs; something new 2 on card. Reg. 10c. card. **Sale Price 8c**

TOILET SOAP—"Lullaby" assorted perfumes; large cakes. Special 8 cakes for **9c**

PHOTO FRAMES—New designs, aluminum frames, patriotic flags, &c., English make. Reg. 40c. each. **Sale Price 32c**

PERFUMES—In fancy glass bottles; pure extracts; assorted colors. Special each **8c**

INDIA TAPE—In bundles, 12 pieces to a bundle; assorted widths. Special each bundle **6c**

COMMON PINS—All large and strong wire pins, 12 dozen on each sheet. Special 6 sheets for **8c**

HAIRPINS—Fancy aluminum cabinets containing Black & Bronze Hairpins; assorted sizes; smooth points. Reg. 40c. each. **Sale Price 34c**

SAFETY PINS—Duplex wire Safety Pins; assorted sizes on card. Special 2 cards **5c**

DOVER LACE IRONS—Fitted with detachable necked hoods and wood handles. Reg. 15c. each. **Friday & Saturday 12c**

THE SHOWROOM SECTION

All Aglow with Saving Opportunities.



Ladies' Summer Vests

Another great opportunity to buy Summer underwear at a saving. We have been lucky enough to secure this line from the noted "Essex Mills" people. The factory has been over-producing for sometime so the surplus had to be sold at a sacrifice. This line is part of that Stock. Fine White Lisle Thread Vests, Low Neck Sleeveless, in assorted sizes. Reg. values to 60c. each. **Friday and Saturday 29c.**

Infants' Headwear

These dainty little hats are fresh from England, in materials of Seersucker, Crapes, and Dotted Lustre, nicely trimmed with tiny rosebuds, etc. Reg. 80c. ea. **Friday & Saturday 67c**

Silk and Satin Undershirts

These splendid garments are made from the finest grades of Silk and Satin, well finished in every way. Latest styles. In a nice variety of colors; assorted sizes. Regular \$3.25 **2.00**

Cotton Blouses.

Beautiful models that are remarkable values. In Cotton Crepe, Chambrays, etc., low neck, latest styles; very smart, assorted sizes. Regular 90 cents. each. **Friday and Saturday 72c**

Serge-Kilts

Made of all-Wool Serge, in Cream and Navy; they have stout Cotton Boudes and full length skirts; fit girls of 3 to 6 years. Regular 75c. ea. **65c**

Colored Dust Caps

One of the prettiest styles we have ever sold, serviceable Cotton Dust Caps, in pretty Dutch Designs; assorted floral patterns. Reg. 10c. each. **Friday & Saturday 9c**

Little Beauty Waists

No garment for children's wear gives better satisfaction than one of these Little Beauty Waists, made of White Cotton, stoutly stitched all through; size 20 in to 26 in. Regular 40c. ea. **34c**

Bathing Costumes

Sensible one-piece Swimming Costumes for all sizes, Navy Blue Knit, trimmed with white, Regular 60c. each. **Friday and Saturday 50c**

Job Ribbons

Among this lot of Ribbons will be found Plain and Striped all Silk Taffetas in almost every color that is popular, assorted widths. Reg. 35c. values. **Friday and Saturday 16c**

Values Worth While in SUMMER GLOVES.

CHILDREN'S LISLE THREAD GLOVES.

Well finished Gloves with perfect points; sizes from 1 to 6, in colors of White, Navy, Beaver and Grey; splendid values; you will be sure to secure a few pairs of these; values 15c **Friday & Saturday 10c**

LADIES' LISLE GLOVES.

A real high grade Glove in Lisle Thread, in assorted sizes; shades of White, Cream, Navy, Beaver, Reseda, and Grey. Special per pair. **Friday and Saturday 20c**

NEW CUSHION GIRDLES.

So many people have been making enquiries for these girdles of late that we take this, the first, opportunity to announce that we have just received a large assortment in plain colored Silks in a big variety of beautiful colors; all sizes and all prices. We offer a special line of Girdles for Friday and Saturday; heavy Cords, Tassels, &c. Special **36c**

LADIES' HOSIERY.

Ladies' fine Cotton Lisle Hose, Black Lace Ankles and plain Tan; all perfect goods, and sizes from 9 to 10. Well spliced heels and toes; guaranteed fast colors, shaped legs. The right hose for summer wear. Values to 45c. pair. **Friday and Saturday 25c**

We have Extra Value in the HARDWARE DEPT.

Lunch Boxes, Reg. 17c. each for **15c**
Dust Pans, Reg. 22c. each for **19c**
Table Belts, Reg. 50c. each for **43c**
Clothes Lines, 50 feet, Reg. 17c. each for **14c**
Bread Knives, Reg. 35c. each for **30c**
Scrub Brushes, Reg. 17c. each for **14c**
Ideal Silver Polish, Reg. 25c. each for **22c**
Enamel Coffee Pots, 50c. each for **44c**
Tooth Brushes, Reg. 22c. each for **19c**
Can Openers, Reg. 14c. each for **12c**
Nail Brushes, Reg. 15c. each for **13c**
Wire Sink Strainers, Reg. 18c. each for **15c**
Bath Brushes, Reg. 95c. each for **86c**
Columbia Family Scales, to weight 24 pounds. Regular \$2.00 each for **\$2.00**
Ice Cream Freezers, 3 quart size, Reg. \$3.20 for **\$2.10**
N. P. Walters, 18 inches, Reg. 30c. each for **29c**

Good Value in CROCKERY.

FANCY CHINA MUSTARD POTS, Reg. 20c. each for **17c**
PLAIN GLASS CAKE DISHES, Reg. 30c. each for **30c**
Regular 35c. each for **30c**
PLAIN GLASS LEMON SQUEEZERS, Reg. 10c. each for **8c**
CRYSTAL GLASS REFRIGERATOR JUGS, Reg. 55c. each for **50c**
CLARK'S PYRAMID CANDLES, Reg. 28c. box for **25c**
FANCY SHADED CHEESE DISHES, Reg. 25c. each for **22c**
HYGIENIC PUDDING BOWLS, Reg. 60c. each for **50c**
PRINTED BOWLS, Willow Pattern, Reg. 11c. for **9c**

MAIL ORDERS

for these goods should be accompanied by Cash. All goods carefully packed and promptly shipped.

A Clearance Sale of FANCY CUSHIONS.

A final clearance of Fancy Cushions in Silk and Tapestry; a limited number only. No two alike. Come early if you want to secure one of these.

Regular \$1.35 each. **Sale Price \$1.10**

Reg. \$1.45 each. **Sale Price \$1.20**

Reg. \$1.80 each. **Sale Price \$1.50**

Reg. \$4.75 each. **Sale Price \$2.50**

HANDKERCHIEFS.

By far the greatest stock of Handkerchiefs in Newfoundland is in this Store. Whether the price be 5c. or \$5.00, you will find them modestly priced considering the quality. Take these for instance:—

LADIES' HANDKERCHIEFS.

A large collection of Ladies' Handkerchiefs, including Plain Lawn, Irish finish, hemstitched, Embroidered and Lace trimmed; all of a superior quality; medium size; values for 12 and 15c. **Friday and Saturday 7c**

GENTS' HANDKERCHIEFS.

12 dozen only, Fine Irish Lawn Handkerchiefs of really superior grade, well hemmed, ready for use; large sizes; actual values 12 and 15c. **Our price, 7c**

GROCERY.

A List of Good Things.

Large tins of Bartlett Pears, Reg. 25c. tin for **22c**

Large tins Egg Plums, Reg. 20c. tin for **17c**

2 in 1 White Liquid Shoe Dressing, Special, each **10c**

Tomato Catsup, Reg. 15c. bottle for **12c**

Welch's Grape Juice, Special, per bottle **30c**

Mooney's Cream Soda, Reg. 30c. tin for **28c**

JUST RECEIVED:
A Complete Line of PRATT'S FAMOUS POULTRY REMEDIES.

Bargains in Boys' Wear.

BOYS' SAILOR BLOUSES.

Made of stout Drill materials and Cotton Ginghams, assorted sizes; all well finished. Values to 80c. each. **Friday and Saturday 50c**

SAILOR SINGLET OR VESTS.

White Drill and Cream Flannel, with anchors embroidered on centre. Reg. 25c. each. **Friday and Saturday 20c**

KHAKI ROMPERS.

For boys and girls of 4 years to 9 years, strong Khaki materials, trimmed with Red piping; one-piece garments. Reg. 55c. each. **Friday and Saturday 48c**

COASTGUARD HATS.

For children, made of fine White Straw, trimmed with White, Pale Blue and Navy Ribbons; assorted sizes; Reg. 70c. **Friday and Saturday 55c**

The Royal Stores Ltd.

Stores

bags45c.
lbs. for.40c.
for33c.

Eggs,

Time Juice42c.

galls. for 7c.
doz.11c. tin
doz.22c. tin

or 16 cts.

.16c. tin
ks20c. each
ks20c. each

brilliant

Superfine5c.
lb. pkts., 13c.
pkts.26c.
for making20c. pkt.

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Personal.