

# Values for Friday and Saturday That Overtop Them All.



**LINOLEUM**  
Printed Linoleum, 2 yards wide, in floral, block and carved designs with richly blended colorings. A most serviceable floor covering in patterns suited for any room in the house. Reg. \$1.80 yard. Friday & Saturday **\$1.65**

**HEARTH RUGS.**  
Decidedly handsome patterns in neat Oriental effects on plain and fancy grounds. A most dependable Rug that will look well in any room, and at this price should have a record for sale. Reg. \$3.50 ea. Friday & Saturday **\$3.50**

**SHELVING OIL CLOTH.**  
Pretty floral patterns in Pink, White and Red, also plain Light Green and Sky with fancy borders. A very serviceable shelving, 12 inches wide with neatly scalloped edge. Special for Friday and Saturday, 2 yards for **15c**

**IF YOU BELONG TO THE "DO CARE" CLASS**  
You can ill afford to miss coming here Friday and Saturday, for in each and every instance the word Economy bobs up on such goods that are given preference at this season of the year. We solicit your patronage, and will have it if you are inclined to invest, when the profits to be derived therefrom are so noticeably large.

**ECONOMY CHANCES ON NEEDED HOUSEHOLD GOODS**  
**SCRUB CLOTHS**—Of good soft Cotton, coarse thread with open mesh; size 22 x 22 inches. Reg. 10c. each. Friday and Saturday **8c**  
**CHAMOIS FLANNELLETTES**—Dusters—Plain and check patterns, size 23 x 24 inches. Reg. 20c. each. Friday and Saturday **16c**  
**GLASS TOWELS**—Of Union Linens and cottons with the words "Glass Cloth" woven in the red borders; size 21 x 22 inches. Reg. 15c. each. Friday and Saturday **12c**  
**FACE CLOTHS**—Good heavy Terry Cloth with striped and fringed borders; size 12 x 13 inches. Reg. 8c. each. Friday and Saturday **6c**  
**ROLLER TOWELLING**—Several different qualities in cotton and Union materials with plain and red borders. Reg. 13, 14 and 15c. yard. Friday and Saturday **12c**  
**WHITE TUBS**—Medium weight materials in a very soft quality; large sizes; hemmed. Reg. 27c. ea. Friday & Sat. **23c**

**GREAT SALE of MEN'S HATS.**  
Men's extra light weight Straw Hats, so light that you'd imagine they would float in the air. They are fitted with cushion sweat bands that conform readily to all of the bumps, are stylishly made and finished with soft bow at side and band of medium or narrow black ribbon. Values to \$2.50 each for... **\$1.10**  
**JOB STRAW HATS.**  
In White, Dark Brown and Checked. Just the kind for gardening, hay making or rough wear. They will stand a lot of knocking about and are extra values at this low price. Regular values to 60c. each for... **30c**

## Selected Items from our Extensive Showroom Stock.

**JERSEY BATHING COSTUMES.**—Extra quality in very fine elastic Jersey; close fitting pants and short skirt. They are very tastefully trimmed with Black and White striped Jersey, and close at shoulders; sizes 34 to 38. Reg. \$3.00 each. Friday and Saturday **\$2.50**

**ZEPHYR BATHING COSTUMES.**—Stylishly cut with detachable pants; wide striped collars and cuffs of fine Jean; sizes 34 to 42. They are comfortable and neat in appearance. Reg. \$2.00 suit. Friday and Saturday **\$1.70**

**HAIR NETS.**  
Patent self-adjusting Hair Nets of real human hair, in natural shades of light, medium and dark Brown and Black; indispensable to the present style of hair. Reg. 7c. ea. Friday and Saturday **5c**

**CHILDREN'S MIDDY WAISTS.**  
Fine White Cotton with Blue or Red Collars, cuffs and laced fronts; waists that any child from 2 to 6 years will proudly wear. Reg. 65c. each. Friday & Sat'y. **55c**

**SILK RIBBONS.**  
Fine finish Taffeta and moiré silk ribbons, serviceable for many different uses; in pretty shades of Helio, Emerald, Brown, Cardinal, V. Rose, Pink, Sage, Navy, Royal, Pale Blue, Cream, White and Black. Reg. 30c. yard. Friday and Saturday **25c**

**TEA APRONS.**  
Made from all over embroidery and spotted muslins with wide hem or full of embroidery. Several beautiful styles to choose from. Reg. 60c. each. Friday and Sat'y. **52c**

**CHILDREN'S EMBROIDERY AND VOILE DRESSES.**  
A splendid assortment of pretty styles with yoke or long waist, to fit children up to 8 years of age. They are daintily trimmed with Valenciennes lace, ribbon and embroidery and are remarkable values at this low price. Reg. \$1.00 each. Friday and Saturday **85c**

**CHILDREN'S HANDKERCHIEFS.**  
In boxes containing 3, size 10 x 10 inches. They are made of soft Irish Lawn with figured corners and colored hemstitched ends; very suitable and inexpensive for gifts for children. Reg. 30c. a box. Friday and Saturday **25c**

**WOMEN'S CORSET COVERS.**  
Of soft pure Cotton with draw string waist band, in round and square neck styles; they are beautifully trimmed with Pink and Blue Silk ribbon, heading and embroidery, scalloped edge, puff sleeves in full pretty styles. Reg. 65c. each. Friday and Saturday **55c**

## BLOUSES.

A splendid assortment in the very newest models, including voiles, muslins, percales and silk muslins in plain, striped, checked and floral patterns, trimmed and finished in the most up-to-date way. Reg. \$1.80 and \$1.85 each. Friday and Saturday **\$1.50**

## A Very Attractive List of FURNISHINGS FOR MEN.

**MEN'S NEGLIGEE SHIRTS**—STYLISH SUMMER CAPS—  
10 doz. smart new shirts for Men in fine Striped Cotton, soft tunic fronts, stiff collar bands and soft cuffs; sizes 14 to 17. Regular \$1.20 each. Friday & Saturday **\$1.05**  
In Light, Medium and Dark Tweeds, principally unlined golf styles with shaped leather sweat bands, silk covered inside seams and up-to-date peaks; all sizes. Reg. \$1.35 and \$1.40 each. Friday & Saturday **\$1.20**

**MEN'S COTTON HALF HOSE**  
At a price low enough to lay in a supply for many months to come. They come in Navy only with ribbed tops, all sizes. Special for Friday & Saturday, 2 pairs for... **20c**

**MEN'S LINEN COLLARS.**  
An assortment of all the odds and ends left over from the past three months' selling; all clean up-to-date stock but not all sizes in any one line. Reg. 20c each. Friday and Sat'y. **15c**

**SILK TIES.**  
The latest novelties in neckwear for men. Wide End Ties of pure silk; handsome new colorings and designs; extra qualities. Reg. 75c. ea. Friday and Saturday **67c**

**BOYS' NEGLIGEE SHIRTS.**  
Dressy stripes in Pale Blue, Purple, Grey, Pink and Black on White grounds; made in the same smart styles as worn by young men; coat fronts; stiff cuffs and collar bands; sizes 12 to 14. Reg. 90c. each. Friday and Saturday **76c**

**MEN'S HALF HOSE.**  
"Everlast" brand, made from good quality Union Yarns; soft Cashmere finish; reinforced heels and toes; elastic ribbed tops; seamless feet. Regular 45c. pair. Friday and Saturday **40c**

**MEN'S WIDE END TIES.**  
A splendid variety of classic stripes and color combinations. They look as good as Ties at a much higher price. Regular 65c. each. Friday & Saturday **52c**

**WHITE LAWN HANDKERCHIEFS.**  
Of an extra fine quality Lawn that will wash well and always retain its color. They measure 18 x 18 inches, and are finished with a half inch hemstitched hem. Reg. 14c. each. Friday & Saturday **12c**

**MEN'S VICI KID AND GUNMETAL BOOTS.**  
Smart, Blucher styles with broad toe, medium soles and heels. They are made with Goodyear welt and are sure to give satisfactory wear. Reg. \$5.60 pair. Friday & Saturday **\$5.20**

## Underwear.

**WOMEN'S VESTS.**—Knit of very soft cotton in a close rib. The low neck and armholes are trimmed with a neat edging and tape. Extraordinary values Friday and Saturday **15c**

**CHILDREN'S VESTS.**—Made from pure white union yarns in a very fine rib. A job line that would be good value at 30 and 35c. each. Specially priced to clear, per gar. **18c**

## Stylish Headwear

at Friday and Saturday Prices.

**WOMEN'S UNTRIMMED HATS.**—A very smart stylish shape with slightly turned brim; shades of Mole, Grey, Rose, Sky and Green with underbrim in contrasting shade. A hat that suits nearly everybody and needs very little trimming. Regular \$2.25 and \$2.50 each. Friday and Saturday **\$2.00**

**GIRLS' HATS.**—Chip Straw in Marine Blue and white blazer stripes, trimmed with a narrow silk cord and tassel, and at a price within the reach of every one; suitable for girls from 8 to 14 years. Regular \$2.00 values. Friday and Saturday **30c**

## Men's Summer Underwear.

**MEN'S BALBRIGGAN UNDERWEAR.**  
Made from well woven Egyptian yarns in a light natural shade, cut full and roomy; all sizes. Regular 45c. garment. Friday & Saturday **40c**

**BETWEEN SEASONS UNDERWEAR.**—Made from pure Wool and Union Yarns. This is a great chance to lay in your 'tween seasons Underwear at an exceptionally low price. Regular \$2.00 values for... **\$1.20**

## Light Weight Mackintosh.

When you go away on a vacation, or even for a picnic, it's a wise thing to take along a mackintosh; you are likely to run into a shower any time. This Mackintosh is of extra fine quality, light in weight (weighing only 2 pounds), stylishly cut, well made, and above all is thoroughly dependable in wet weather. Reg. \$16.00 ea. Friday & Sat'y. **\$14.00**



## FOOTWEAR.

**WOMEN'S SILK ANKLE HOSE**—Seamless, silk and cotton feet, reinforced toes and heels, 3 inch double garter tops and pure silk ankles that will fit perfectly; all sizes. Reg. 40c. pair. Friday and Saturday **34c**

**INFANTS' & CHILDREN'S SATE BLUE SOCKS.**—Unshrinkable wool, elastic ribbed top, perfectly seamless feet; a sock that will give great satisfaction and wear; sizes 3, 4, 5 and 6. Values to 25c. pair. Friday and Saturday **15c**

**RED TOP VIEI KID BOOTS.**—High class Boots, made in stylish shape from good quality Vici Kid; finished with Red Kid tops and Red tassels; sizes 6 to 8. Regular \$2.20 pair. Friday and Sat. **\$2.00**

## SMALLWARES—Priced for Quick Selling.

**CHATEAU VIOLET TOILET SOAP.**—Good quality; 3 cakes to box. Reg. 30c. box. Friday & Sat. **24c**  
**PINS.**—In loose leaf books containing an assortment of useful sizes. Reg. 6c. book. Friday & Sat. **5c**  
**HAIRPINS.**—In hand-painted, carved and embossed aluminum top boxes; an assortment of useful sizes. Reg. 25c. box. Friday & Saturday **20c**

**PAPER DOLLIES.**—Assorted fancy designs; packages contain 3 dozen, size 5, 6 and 7 inch. Reg. 10c. pack. Friday and Saturday **9c**  
**ONE-PIECE BEAUTY PINS.**—Fancy designs, on cards containing 1 dozen. Reg. 6c. card. Friday and Saturday **5c**  
**PAPER TABLE NAPKINS.**—Grey and White Lace and assorted floral designs. Reg. 30c. a hundred. Friday & Sat. 25 for **7c**

**PERFUMES.**—Lilac, Parma Violet, Lily of the Valley, Jockey Club, Opoponax and a variety of others. Reg. 20c. bot. Friday & Saturday **16c**  
**OVAL PHOTO FRAMES.**—Of non-laminateable Imperial Silver; velvet backs; ball stands. Regular 45c. ea. Friday & Sat. **38c**

**CLARKE'S MARKING COTTON.**—300 yards spools, in pure white only; will neither stain nor fade. Reg. 4c. spool. Friday & Saturday **7c**  
**PHOTOGRAPH MOUNTS.**—In book form, for conveniently keeping your snapshots together. Reg. 7c. book. Friday and Saturday **5c**

## Stylish Summer Skirts of fine white jean.



Full waist, neatly trimmed with silk stitched over-lap belt and white pearl buttons; invisible seams, side opening. Reg. \$4.25 each. Friday & Saturday **\$1.65**

**UNDERSKIRTS.**—Of soft cotton with a 7 in. dust frill, over which is a full embroidery dounce headed with ribbon run heading. Reg. \$1.65 each. Friday & Sat. **\$1.30**

**The Royal Stores Ltd.**

## Published by Authority.

1ST NEWFOUNDLAND REGIMENT HEADQUARTERS.

St. John's, August 14th, 1917. [No. 89]

**Regimental Order.**  
By Colonel Sir W. E. Davidson, K.C. M.G., Commanding Officer.

**Forestry Companies, Promotion:**  
The promotion of Capt. J. R. Good-year is to date from July 18th (Correction Royal Gazette July 31st).

**Notice:**  
No. 408, Pte. Thomas Joseph Hackett, Nfld. Regiment, who was posted as a deserter on October 31st, 1914, has been traced under the name of Thomas Murphy, under which name he re-enlisted in the Rifle Brigade on November 10th, 1914, and is now a Lance Corporal since February 9th, 1916.

Private Hackett—as Murphy—of the Rifle Brigade, won the Military Medal for distinguished conduct in the Battle of the Somme on August 24th, 1916.

Lance Corporal T. Murphy is no longer a member of the Newfoundland Regiment, but this notice is published to show that he has redeemed his character as a soldier.

J. J. O'GRADY, Capt. and Adj.

His Excellency the Governor in Council has been pleased to appoint Hon. Richard Anderson Squires, K.C., LL.B., to be Colonial Secretary; Hon. W. F. Lloyd, K.C., D.C.L., to be Minister of Justice; Hon. Michael P. Cashin, to be Minister of Finance and Customs; Hon. William W. Halfyard, to be Minister of Agriculture and Mines; William Woodford, Esq., to be Minister of Public Works; John G. Stone, Esq., to be Minister of Marine and Fisheries; Hon. J. R. Bennett, to be Minister of Militia; Rev. T. DuBour-dieu, to be a member of the Roman Catholic Board of Education for the District of St. Jacques, in place of Rev. G. H. Hawkins, left the District; Rev. J. F. Korman, to be a member of the Roman Catholic Board of Education for the District of Bay of Islands, in place of Rev. Dean O'Rourke, retired; Mr. Arnott Dumaresque, to be a member of the Church of England Board of Education for the District of Forteau, in place of Mr. Elisia Letto, resigned.

Department of the Colonial Secretary, Aug. 14th, 1917.

**Rann-dom Reels.**  
The telegram is an attempt to squeeze \$8 worth of long distance conversation into 45 cents' worth of space.

Before the telegraph was invented the only way to reach an absent friend with a message of love was to send it through the post office and wait until New Year's day for an answer. Some people distrusted the post office, owing to the difficulty of finding general delivery clerks who could read and write, so they hired Indian runners and relays of messengers on horseback. This was expensive, however, and often resulted in tedious delays, due to the tendency of the Indian to stop en route and inhale the entire contents of a brewery.

After a telegram has been painfully written out and the important words underscored, it is handed to a blase mental who first asks to have it interpreted with the idea of converting it into the English language. Many a business man who prides himself upon his handwriting has been lastingly humiliated by some bullet-nosed telegraph operator who informs him that he is not familiar with the Chinese alphabet. This is a very annoying practice when a man is in a hurry, and causes people to wonder why the telegraph companies do not require every employee to tack up a High school diploma in the office.

The telegram is sent over a long wire which runs along the railroad track and which is always busy with the hum of industry. Some telegrams make the wires hum more than others, owing to the nature of their contents. It is wonderful to witness the eagle-like flight of a curt, ten-word telegram which reaches its destination two hours after a special delivery letter has beaten its time.

The coldest telegram is a practical joke which causes murder to spring up in the human heart. Yet it is tolerated by law, which shows how little real justice there is in circulation.

**NOTE OF THANKS.**—The brothers and sisters of the late Patrick Lawlor wish to thank the Doctor, Matron and Nurses of the Sanatorium for their kindness and attention to him during his illness; also the kind friends for their sympathy and wreaths to adorn the casket.—THOS. LAWLOR.

Graniteware should never be left on the stove to dry; it will crack the enamel.

**MINARD'S LINDENT CURES DIPHTHERIA.**