



ECONOMIZE! The Slogan of To-Day.

Buying Your Supplies Here is a Step in the Right Direction.

Every Item
Offered Here for

FRIDAY and SATURDAY Is An Opportunity To Save.

Save Your Time And Energy

By Shopping Where Hundreds of Other Thrifty Buyers Shop

At The Royal Stores



News
for
Mothers of Girls.

TAFFETA SILK RIBBON—A splendid assortment of all the desired shades for hair ribbons, sashes, millinery purposes and dress trimming. The qualities are as good if not better than anything offered in the city at 37c. yard. Special for Friday and Saturday. **30c**

CHILDREN'S WHITE EMBROIDERY DRESSES—Several beautiful styles for children up to 8 years. They are of extra quality materials, trimmed with groups of tucks and fine lace and compare very favorably with dresses offered elsewhere at a much higher price. Reg. \$1.75 each. Friday and Saturday. **\$1.45**

LITTLE BEAUTY WAISTS—For children from 7 to 12 years. Made from firm White Cotton with taped buttons, two strong hose supporters and shoulder straps. They are modelled to fit perfectly and will give the greatest comfort. Reg. \$1.00 garment. Friday and Saturday. **90c**

MISSIE'S CAMBRIE NIGHTDRESSES—Short sleeved American style, made from fine, soft cotton of a splendid quality, trimmed with fancy edging and lace; sizes 4 to 14 years. Reg. \$1.85 each. Friday & Saturday. **\$1.10**

MISSIE'S CAMBRIE KNICKERS—Loose fitting garments of pure American Cotton, daintily trimmed with fine quality embroidery; sizes 12 to 18 years. Reg. 45c. pair. Friday and Saturday. **37c**

It's Your Patriotic Duty to Wear Silk in Order That Wool May be Saved.

SHANTUNG SILK—Here's a splendid opportunity to save on fine Shantung Silk that can be used for many purposes. While it was originally intended for blouses, skirts, dresses and summer costumes, we are selling dozens of lengths to be made into pyjamas, men's shirts, window curtains and draperies. It comes in the rich natural shade; 32 inches wide. Reg. 95c. yard. Friday and Saturday. **84c**

HATS AND CAPS FOR MEN.

MEN'S SOFT FELT, CRUSHABLE HATS—A very fine quality with a smooth, soft finish in becoming shades of Green, Brown, Fawn and Grey. An ideal outing hat that can be rolled up and conveniently carried in the pocket if required. A complete range of sizes up to 7 1/2. Regular \$1.65 each. Friday and Saturday. **\$1.35**

MEN'S TWED GOLF CAPS—A magnificent collection, including Grey, Brown, Fawn, etc., in stripes, mottled and plain colors. There are caps here to suit the most difficult to please. See them on Friday and Saturday, Special, each. **70c**

A Most Satisfying Variety of



Hats and Summer Garments for Women.

SATEEN UNDERSKIRTS—Entirely new styles, made with elastic waistbands that expand automatically, any size up to 32 inches. They are of soft Black Satin with floral designs. The source is accordion pleated and scalloped. Reg. \$3.00 each. Friday & Saturday. **\$2.50**

WOMEN'S LEGHORN HATS—Flexible, durable and light weight. They come in Cream only, will hold their shape always and stand several seasons' wear, untrimmed. Reg. \$4.50 each. Friday and Saturday. **\$4.20**

WOMEN'S JAVA CANVAS HATS—Flat rim, Salome, trimmed with band of wide corded silk ribbon and bow at side. The rim is bound at edge with ribbon to match. Beautiful Hats for outings, picnics or garden parties. Reg. 3.75 each. Friday and Saturday. **\$3.40**

WOMEN'S UNTRIMMED STRAW HATS—Black and White only, with rim slightly turned up at the back. The crown is large and will fit the head comfortably. Reg. \$1.85 each. Friday and Saturday. **\$1.35**

WOMEN'S COTTON CREPE DRESSING GOWNS—Handsome floral designs on grounds of Pink, V. Rose, Navy and Light Blue. The trimming is of one-inch satin, which edges the sleeves and neck, forming a bow at front, and fastens the back. Reg. \$1.85 ea. Friday & Sat. **\$1.55**

WOMEN'S NECKWEAR—Collar and Cuff Sets in Rose and Blue Organdy, veil collars in Royal and Old Rose Satin, lined with White Satin, giving the desirable two-tone effect, and White Silk Coat Collars; all our lines retelling at 75c. Special for Friday and Saturday. **68c**

WOMEN'S COLLARS—Net and Muslin in colors of Blue and Rose, daintily trimmed with tucks of contrasting lace, hemstitching; all newly opened. Reg. 45c. ea. Friday & Sat. **37c**



Some Very Special Values in Summer and Early Fall FOOTWEAR for Women and Children.

WOMEN'S VICI KID BOOTS—One of our very newest lines, imported less than a week ago. The stylish shape, with self tip and new high heel, the solid leather soles and insoles, make these boots most desirable for spring or early fall wear; all sizes from 2 1/2 to 6. Reg. \$5.60 pair. Friday and Saturday. **\$5.15**

VICI KID OXFORDS—Will prove very comfortable for fall, as they are made with fairly stout soles, high heels and patent leather tips. They are half lined with chamolins to prevent slipping at the heels. Reg. \$3.30 pair. Friday and Saturday. **\$3.05**

VICI KID TWO-STRAP SHOES—With plain toe, high heel, medium sole and corded silk ribbon trimmed fronts; most comfortable for street or house wear; sizes 3 to 7. Reg. \$2.65 pair. Friday and Saturday. **\$2.45**

CHILDREN'S CLOTH TOP BOOTS—In Black or Champagne, with wide comfortable vamp of patent leather; flexible leather soles; sizes 5 to 8. Reg. \$2.35 pair. Friday & Saturday. **\$2.15**

CHILDREN'S VICI KID BOOTS—Trimmed with red kid tops, red buttons and red silk tassels. The flexible leather soles will prove most comfortable and the roomy vamp will be especially desirable for growing feet; sizes 5 to 8. Regular \$2.80 pair. Friday and Saturday. **\$2.60**

WOMEN'S CASHMERE HOSE—Plain, two and one, four and one and broad fancy ribbed. Just the weight for early fall, made with reinforced toes and heels, shaped legs, garter tops and in a fast black. Reg. \$1.50 pair. Friday and Saturday. **\$1.08**

WOMEN'S WHITE LILE HOSE—With fancy circles and stripes in Red, Brown, Green, Hello, etc.; good wearing qualities with reinforced toes and heels. Regular 35c. pair. Friday and Saturday. **29c**

WOMEN'S PURE SILK HOSE—With lile tops, heels and toes and double silk ramps. A good assortment of colors are here shown, as well as Black. The values are unbeatable. Reg. \$1.00 pair. Friday and Saturday. **85c**

INFANTS' & CHILDREN'S FINE SOCKS—Mercedized Cotton in White, Tan and Black, made with elastic ribbed top, double toes and heels in serviceable fast colors. Regular 25c. pair. Friday and Saturday. **22c**

WOMEN'S SAMPLE GLOVES—Extra good qualities in Beaver, Tan and Black Kid with black and self striped backs, and Suede in Black and Grey. Regular \$4.20 pair. Friday and Saturday. **\$3.60**

HOUSEHOLD GOODS. Satisfaction and Substantial Savings in Every Item.

PAPER PLATES—Pure White in damask designs; 4 inches in diameter. Used for all occasions. Reg. 30c. dozen. Friday and Saturday. **25c**

GRASS-BLEACHED TABLE NAPKINS—A small size, unfinished at the edges, less than half price for Friday and Saturday. Special, three. **10c**

FLANNELLETTES DUSTERS—Chamolins color, edged ready for use. Medium size. Reg. 10c. each. Friday and Saturday. **8c**

NIGHT DRESS BAGS—Fawn, black beautifully worked with colored silk. Finished with hemstitched edge. Reg. 70c. each. Friday & Saturday. **60c**

CRASH CUSHION COVERS—Dark Fawn, handsomely embroidered in contrasting and blending colors. Filled edge. Reg. 60c. each. Friday and Saturday. **50c**

LINEN CHAIR SCARFS—White and fawn grounds with raised designs of colored Perle Lustré. Finished with hemstitched edge. Reg. 70c. each. Friday and Saturday. **60c**

EMBROIDERY AND INSERTION TRIMMED DUCHESSE SETS—4 pieces including runner which measures 12 x 38 inches. Reg. 50c. set. Friday and Saturday. **44c**

TEA CLOTHS—Of union linen, in the most serviceable make with embroidered corners and wide hemstitched hem. Regular \$1.65 each. Friday and Saturday. **\$1.40**

EMBROIDERED SIDEBORD CLOTHS—Splendid qualities that wash well and give wonderful wear. Size 14 x 64 inches. Regular 90c. each. Friday and Saturday. **78c**

New Wash Fabrics at Great Savings

STRIPED PERCALES—In almost a dozen patterns. Ideal materials for house and street dresses, men's shirts and children's wear. Reg. 45c. yard. Friday & Saturday. **38c**

SHOWER-OF-HAIL MUSLINS—Extra values in remnants of 1 1/2 up to 5 yards. They are very wide, being mostly 37 inches, and if you cannot get the length you require the width will be of great advantage when cutting. Reg. 24c. Worth up to 40c. yard. Special for Friday & Saturday. **24c**

BIRDSEYE DIAPER—Containing a fair percentage of linen for an article at so low a price. It is an old value and could be put to many uses where the higher priced new Shirtings, Lawns and Linens are used. Reg. 16c. yard. Friday and Saturday. **15c**

FANCY COTTON CREEPE—Plain and coloured grounds with dainty floral designs. The most remarkable feature about this material is that it never requires to be ironed after washing, saving you time, trouble and expense; 36 inches wide. Reg. 45c. yard. Friday and Saturday. **39c**

ORGANDIE MUSLIN—Shadow stripes, fancy bordered with plain centres, striped and plain weaves in no less than 8 different patterns. This line will be of interest to Misses and Women requiring picnic and party dresses, soft summer blouses, etc.; 36 inches wide. Reg. 40c. yard. Friday and Saturday. **34c**

COLORADO DRESS MUSLINS—Woven in white striped effect; printed large and small floral designs in self and combination colorings. Just the kind you need now for dresses, blouses or children's wear; 26 inches wide. Reg. 22c. 27c. yard. Friday and Saturday. **22c**

MEN'S FURNISHINGS.

AMERICAN BRACES—That cross at the back without chafing or rubbing the shirt or vest, made with webbing button loops at front and leather ends at back. Regular 35 cents a pair. Friday and Saturday. **30c**

STANFELDS SUMMER UNDERWEAR—Of unshrinkable wool; known for its comfortable fit and hard wearing quality. Regular \$1.50 garment. Friday and Saturday. **\$1.35**

MEN'S OPEN END TIES—Of choice, fine silk in very neat designs and colors. Those will be of interest to men who like to look well dressed without appearing too flashy. Regular 60 cents each. Friday and Saturday. **50c**

PATRIOTIC TIES—For men and boys, wide stripes of Red, White and Blue. The shades are somewhat toned down, making them most suitable for men's neckwear. Regular 35 cents each. Friday and Saturday. **30c**



SKIRTS, CORSETS, Etc. at Specially Reduced Prices.

WOMEN'S PIQUE SHIRTS—Well-finished, trim looking skirts, medium cord, fine White Pique. Made plain with button-trimmed belt at back. The ideal skirt for picnics, outings, etc. Regular \$1.25 each. Friday and Saturday. **\$1.05**

WOMEN'S OVERALL APRONS—Of spotted cotton in fine wearing quality; serviceably made with one deep side pocket and bound at edges with white cotton. Reg. \$1.10 each. Friday and Saturday. **95c**

CORSETS—Your choice from 4 different models of the very latest type. They are made from fine White Cotton with four elastic supporters and lace trimmed tops, and will give excellent wear. Regular \$1.90 pair. Friday and Saturday. **\$1.78**

CREPONE WORK BAGS—Fitted with crochet and sewing cotton, and needles. Various designs. Reg. \$1.35 each. Friday and Saturday. **\$1.15**

LACE AND VEIL PINS—Cards containing up to 24 pins in assorted sizes and colors. Remarkably cheap at the low 24c. price below. Reg. 30c. card. Friday and Saturday. **24c**

PEARL AND GILT BAR PINS—Fancy and plain designs in Gilt and Plain Pearl Pins with hinged backs. Serviceable for blouses, neckwear and many other purposes. Reg. 13c. 16c. each. Friday and Saturday. **13c**

TIDIES, WALL POCKETS, ETC.—Of Fancy China Cottons and Satin in a big variety of shapes and sizes. Hand painted designs and cord or ribbon trimmings. Reg. 30c. each. Friday & Sat. **25c**

LEATHERETTE SHOPPING BAGS—In patent and straight grain. Large roomy sizes for service; also Khaki Drill covered Bags with piping frame and straps. Reg. \$1.50 ea. Friday & Saturday. **\$1.50**

Hr. Grace Notes.

Mr. and Mrs. H. Fynn left on this morning's train for St. John's to meet their son, Pte. Clinton Fynn, who is among the returned soldiers.

Miss J. Godden, of Bell Island, who has been visiting here for the past week, goes to St. John's by this evening's train where she will spend a few days before going to her home.

Owing to the illness of the Rev. F. S. Coffin, there was no service held in the Kirk yesterday.

A large number of people were present at the passing of the resolution in the Town Hall yesterday afternoon. Flags were flying from many of the residences.

Mr. Geo. Yetman, son of Mr. M. Yetman, returned last week from New York on a brief visit. He left again this morning on the return trip home. George has offered his services several times for army work but has not been accepted.

When a young man visits the home of his fair one and allows his dog to remain on the door step, it is a good way to advertise. You may be breaking that other girl's heart, or giving some young man heart failure if you do not keep that dog home.

Some of the traps did well again today, getting several boat loads of very fine codfish.

Mr. J. J. French, of the Evening Telegram staff is in town on a brief holiday visiting his friends.

Mr. James Ash, son of Mr. J. A. Ash, of this town, is here from St. John's on a two weeks' visit to his parents and friends.

—COR.

Hr. Grace, Aug. 5, 1918.

When you want something in a hurry for tea, go to **ELLIS'**—Head Cheese, Ox Tongue, Boiled Ham, Cooked Corned Beef, Bologna Sausage.

Requiem Mass.

The annual Requiem Mass was celebrated in the Mortuary Chapel, Belvidere, at 10 o'clock yesterday morning by Rt. Rev. Mons. McDermott, assisted by Rev. Dr. Carter and Rev. Fr. Savin. His Grace Archbishop Roche was present as also were Rev. Dr. Kitchen, Rev. Frs. Pippy, Sheehan and Conway. The congregation was an unusually large one, the church being crowded while numbers knelt outside. Many improvements have been made at the churchyard of late and the grounds are now in a splendidly kept condition. That those resting at Belvidere are remembered by the relatives and friends still living was evidenced by the many floral tributes decorating the graves.

THE ACID TEST OF COMPARI-SON—Our goods and prices have stood it for 12 years. See our Men's Suits, only \$16.50. W. R. GOODIE is just opp. Post Office—Jly24

Express Passengers.

The following passengers are on the incoming express—Rev. P. Conroy, Rev. M. Sears, J. W. Davis, J. M. Cloutcher, G. C. Christian, J. O'Brien and wife, S. D. Cranfield, wife and child, A. Shaw, W. A. Carroll, Mrs. E. Gushue, Miss C. Casey, Mrs. G. Casey, Mrs. P. McIsaac, Miss A. McIsaac, Jas. H. Kerr and wife, Mrs. Isaac, Mrs. A. S. Tait and two children, Miss H. Cahill, Miss H. Vigus, Rev. Taylor, Mrs. Coleman, Mrs. A. Coleman.

Fogota's Passengers.

The following passengers arrived at Placentia yesterday by the Fogota:—Mrs. L. Duke, Miss E. Way, Miss Francis, Miss D. Fauder, Mrs. G. O'Reilly, Miss E. Patten, Mrs. A. N. Forsey, Mrs. W. Sutton, Miss M. Hollett, Miss E. Peircey, Mrs. E. Lake, Mrs. J. Bennett, Miss M. Dufward, Mrs. A. French and child, Mrs. A. Miller, Mrs. Burgess, Mrs. House and eight children, Mrs. (Rev.) Penney, L. Montdon, W. P. Rooney, J. French, A. Lee, C. Howlett, Pies, Ridgley, Martin and Candridge and 100 second class.

NOTE OF THANKS.

Rev. Charles Jeffery, Mrs. Jeffery and family, the Parsonage, Whitebourne, desire to thank most gratefully the Rev. Canon Smart, R.D. Rev. F. E. Law, Rev. Captain Clayton and Rev. J. Stead for their kindly ministrations, on Thursday, Aug. 1st, at the Memorial Service, held in the Church of St. John the Baptist, Whitebourne, on that date, for their beloved youngest son and brother Lieut. Edward Jeffery, who made the supreme sacrifice, of his young life, on Sunday, July 28th; also the Rev. E. A. Butler, Sandy Point, Bay St. George, where a Memorial Service was also held for the above. They also extend heartfelt thanks to those kind friends, too numerous to mention individually here, who so kindly sent most comforting letters and messages of sympathy in their time of sorrow.

When you want Sausages, why—get **ELLIS'** they're the best.

The Royal Stores Ltd.