

USES

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Samples

ate to secure. \$2.50 each.

each.

EY.

ing Sale

me goods far too much on hand. Customers and the Public the pryd day use, we predict a ready and everything reduced some.

Values from \$5.50 to \$10.00. ered at \$4.95.

DIES' CARACUL COATS. \$9.00. Now offered \$6.95. Spees on other Coats.

WHITE SILK BLOUSES up to \$1.75.

WHITE LAWN BLOUSES, with insertion and embroid- 0 value. Now \$1.50.

orted BLOUSES. Values up to four choice for \$1.00.

KID BUTTONED BOOTS, \$3.50 Now \$2.95.

YS' FLANNELETTE SHIRTS, w 25c.

TTS, \$4.50, \$3.85, \$5.00, \$5.75, \$5, \$3.25, \$4.25, \$5.25.

IL TO THE CHILDREN.—We balance of our Toys, &c., at cost

L BOOKS as the Queen Mary Painting and Drawing Books, ooks, &c.

he C. L. March Co., Ltd.

or. Water & Springdale Sts.

DODD'S KIDNEY PILLS
CURES ALL KIDNEY DISEASES
BRIGHT'S DISEASE
DIABETES
MIGRAINE
URIC ACID
GOUT
RHEUMATISM
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BRONCHITIS
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SNEEZING
CROUP
COUGHS
SORE THROAT
HOARSENESS
LARYNGITIS
TUBERCULOSIS
SCURVY
RICKETS
ANEMIA
PALLIDITY
GENERAL DEBILITY
WATERBURY'S
MAGAZINE
NO. 23 THE PRINCE OF EDWARD

We Have Prepared RECORD VALUES

For the First FRIDAY and SATURDAY of the New Year

Reversible Waterproof Capes.

A special job line of Reversible Waterproof Capes, especially suitable for cabmen or those who find it necessary to be out in all kinds of weather. These Capes can be worn on either side, they are thoroughly waterproof, being of soft Oilcloth on one side in colors of Fawn or Black. The other side is of fine Twilled Khaki material. They have strong metal fastening clips and large armholes at the front, which make them especially useful for drivers. Regular \$5.00 value.

Friday & Saturday, \$2.75

HOSIERY and BOOTS

LADIES' HOSE.
Plain and Ribbed Cashmere in fairly heavy weights, seamless make, spliced heels and toes; neatly shaped legs. These Hose are splendid value and could not be bought to-day at this low price. Regular 55c. per pair. **Friday and Saturday 45c**

LADIES' HOSE.
Assorted ribs and plain Cashmires; Llana finish; perfect seamless make; improved heels and toes; wide garter tops; all sizes. Reg. 40c. pair. **Friday and Saturday 35c**

MISSES' BOOTS.
Vici Kid in laced and buttoned styles; English toes finished with patent leather, low heels, medium soles; comfortable, good fitting styles; sizes 1 1/2 to 2. Reg. values to \$2.50. **Friday and Saturday \$2.15**

LADIES' VICI KID BOOTS.
Buttoned and Blucher styles; self and patent leather tips, tramp toe, medium soles and high or low heels; a durable boot that will give comfort and great satisfaction; sizes from 2 1/2 to 7. Reg. \$3.50 pair. **Friday and Saturday \$3.20**

WOOL GAITERS.
In Cream only, made from pure wool yarns of soft quality. The knees, legs and ankles are shaped to fit perfectly. They are made in contrasting stitches. Regular 35c. pair. **Friday and Saturday 30c**



The tremendous volume of business done by us during the past year is most gratifying and is an assurance in itself that the public find our values attractive and our prices right. But great as it has been, we are determined to do better during 1917. To accomplish this we realize that our ambition can only be attained by continually striving to give you the best merchandise at the lowest possible prices. We call your attention to the splendid money saving opportunities mentioned here. Read carefully and study the full meaning of every price reduction.

Ladies' & Gents' Norfolk Jackets

Made from all Wool Mackinaw material in Wine and Black and Green and Black checks. These Coats are made in the most up-to-date style and well finished. The inside seams are bound with strong linen tape to prevent fraying. They come in belted or Norfolk styles only, with large side pockets. Reg. \$6.00 each.

Friday & Saturday, \$5.40

HOUSEHOLD GOODS.

PILLOW CASES.
In plain taped hemstitched, frilled, hemstitched and embroidered and frilled and embroidered. Wonderful bargains are these, made from good strong Pillow Cotton in assorted sizes. Reg. 45c. each. **Friday and Saturday 38c**

TEA COSIES.
In Crash and Repp, daintily trimmed with cord and Oriental braid. These Cosies are made in a new quartered style. They take up very little space when folded. Reg. 95c. each. **Friday and Saturday 80c**

POUND TOWELS.
White Turkish Towels in different sizes and makes. They are unfinished at the ends; some are slightly soiled, others perfect. Splendid values and worth almost double the price asked. Special for Friday and Saturday, per pound 49c

DUCHESSE SETS.
A fine English Cotton with embroidered, openwork and insertion trimmed centres. The edges are beautifully finished, lace or wide hem of self-material. Four pieces to set; the runner measures 45 x 12 inches. Reg. 60c. set. **Friday and Saturday 49c**

TABLE NAPKINS.
Made from fine Union Linen in assorted pretty designs, size 16 x 16 inches. For all-round service these splendid Napkins are unequalled, and at the low price quoted you should lay in a supply. Reg. 14c. each. **Friday and Saturday 12c**

In the Gents' Dept.

MEN'S BOOTS.
Of heavy Moose Calf in Dark Tan Shades, with wet-resisting viscolized soles. These boots give splendid wear, they are stylish and broad fitting shapes; heavy soles; medium heels; all sizes. Regular \$4.85 pair. **Friday and Saturday \$4.50**

MEN'S VICI KID BOOTS.
In the popular Blucher style with one piece solid leather inner soles; broad toes, medium soles and heels. Regular \$3.25 pair. **Friday and Saturday \$3.05**

MEN'S CAPS.
Of heavy mixed tweeds in light and dark shades with fur ear bands to turn up on the inside, made in the popular Golf shapes—big fur brims this season. Reg. \$1.40 each. **Friday and Saturday \$1.20**

MEN'S GLOVES.
Soft imitation Buckskin, lined with heavy woolen fleeced material. They fasten with one dome fastener, show stitched backs and may be had in pretty shades of Tan. Reg. \$1.50 pr. **Friday and Saturday \$1.30**

MEN'S HALF HOSE.
Good heavy weight in Fancy Heather mixtures, seamless heel and toe; tight fitting ribbed top. A serviceable sock for general wear. Reg. 50c. pair. **Friday and Saturday 44c**

MEN'S TUNIC SHIRTS.
Of soft flannelette in Medium, Light and Dark Stripes with detachable lounge collar; stiff collar bands; soft double cuffs, in the popular coat style; all sizes. Reg. \$1.80 each. **Friday and Saturday \$1.45**

MEN'S PRESIDENT SUSPENDERS.
Made from good quality elastic web, detachable cord ends. Are a very comfortable brace and will wear well. Reg. 70c. pair. **Friday and Saturday 62c**

MEN'S HIGH GRADE FLANNEL SHIRTS.
Made from a fine soft finish flannel of excellent quality, with separate lounge collar of self material; one breast pocket; sateen neckbands; all sizes from 14 to 17. Regular \$1.60 each. **Friday and Saturday \$1.45**

MEN'S NEGLIGEE SHIRTS.
Made from good quality Shirt Cotton with starched cuffs and collar bands in neat assorted stripes of Blue, Black, Hello, etc.; sizes 14 to 17. An excellent shirt at the price and will wash and wear well. Regular 95c. each. **Friday and Saturday 84c**

MEN'S TIES.
In the popular four-in-hand style, loose ends, good quality Silks. A large assortment of neat stripes and dressy colors. Reg. 60c. **Friday and Saturday 53c**

In the Ladies' Dept.

MATERNITY SKIRTS.
Made from the Cloth in Black and Navy only. The advantages of this Skirt are in the temporary Box Pleat, and the waist can be extended from 25 to 27 inches without altering the shape or style until fully extended when it becomes a panel back. The hips extend automatically with the waist. Regular \$3.75 each. **Friday and Saturday \$3.30**

LADIES' UNDERSKIRTS.
Black Sateen, full gored Skirts with wide accordion pleated flounces in many different styles, also a few colored Moire; sizes to fit any waist up to 35 inches. Regular \$1.30 each. **Friday and Saturday \$1.05**

RIBBONS.
Taffetas and Merves in Fancy, Dark and Medium stripes, also plain colors of Black, White, Cream, Royal, Pink, Cardinal, Saxe, Brown, Purple, Hello, Navy, Sky, Grey. Reg. values 24c to 40c. yard. **Friday and Saturday 24c**

LADIES' COTTON APRONS.
In a variety of neat stripes trimmed at the shoulders and yoke with plain materials, and edged with plaid in contrasting shades. A well made garment that any woman would like to have. Reg. 80c. ea. **Friday & Saturday 68c**

DIRECTOIRE KNICKERS. Or DIVIDED SKIRTS.
Splendid frost resisting garments, made from fine silk finish Jersey in Cream, Grey, Saxe, Navy and Tan; elastic knee and waist bands. Regular 75 cents each. **Friday and Saturday 68c**

FLANNELETTE NIGHTDRESSES.
Made from Hrockses Flannelette in White and Cream. They come in V and round shaped necks, some with prettily embroidered collars attached, others with a wide hem of self-material and lace. Regular \$1.90 each. **Friday and Saturday \$1.60**

BLACK ASTRACHAN STOLES.
Long throw-over style in heavy curl Astrachan that will give splendid wear. These stoles are wide at the ends and could be used for Misses or Ladies' wear. Regular 85c. each. **Friday and Saturday 70c**

LADIES' BLOUSES.
A splendid variety of pretty Blouses in the very latest styles for Friday and Saturday. There are striped flannelette in pretty shades of Saxe, Brown and Navy, daintily trimmed with velvet collars, cuffs and hemstitching; Black Cashmires and Black Sateens trimmed with Silk Embroidered Collars and a host of other pretty styles. Regular \$1.25 each. **Friday and Saturday \$1.05**

REVERSIBLE GAUNTLETS.
For protecting the sleeves and cuffs. They are made from White Waterproof material, bound at the edges with fine white binding and can be worn with either end near the wrist. Reg. 50c. pair. **Friday and Saturday 42c**

LAMP FRINGE.
For edging lamp shades, comes 1 1/2 inches wide in Gold, Amber and Ivory, made from beads in assorted sizes. Regular 40c. yard. **Friday and Saturday 32c**

Smallwares.

PHOTO FRAMES.—Finished in Rosewood and fitted with enamel for standing or ring for hanging; sizes to fit post card photographs. Reg. 45c. each. **Friday and Saturday 38c**

PINS.—Electro-plated solid headed pins, all large sizes. Reg. 4c. sheet. **Friday & Saturday 2 sheets for 6c**

SHOE POLISH.—Lion Brand Shoe Polish in large tins for polishing any kind of leather. Colors: Black, Red and Tan. Reg. 11c. tin. **Friday and Saturday 10c**

ICE CREEPERS.—That can be used on boots or rubbers; they fasten over the instep with a neat strap and buckle. Special for Friday and Saturday, per pair 8c

Cotton Blankets, Overcoatings, etc

We call your attention to the splendid money-saving opportunities mentioned here. Read carefully and study the full meaning of every price reduction.

COTTON BLANKETS.
White only, with Pink and Blue Striped borders; size 60 x 76 inches, finished overstepped ends. These are soft, thick and warm; they are splendid values at this price. Reg. \$1.50 pr. **Friday & Saturday \$1.29**

KHAKI OVERCOATING.
A splendid all Wool Overcoating, 58 inches wide; makes very desirable Coats for Ladies and Misses, and is unequalled for Boys' Military Overcoats, as it is a hard-wearing quality and worth \$3.00 yard. **Friday and Saturday \$1.50**

CUSHION COVERS.
Do not hesitate too long in procuring some of these. They are made from Fawn Crash and Repp materials in the prettiest designs imaginable; some are frilled, others hemstitched and some fringed; silk embroidered centres. Reg. 55c. each. **Friday and Saturday 46c.**

Smallwares.

COLD CREAM.—Bel Bon Theatrical Cold Cream in four-ounce China jars with aluminum screw covers. Reg. 25c. each. **Friday and Saturday 20c**

SAFETY PINS.—Strong nickel plated Safety Pins on cards containing 12, in small, medium and large sizes. Reg. 4c. card. **Friday and Saturday 5c**

POST CARD ALBUMS.—With stiff cardboard covers covered in colored leatherette, with oval shaped panel in centre, showing scenic views, etc. Size to hold 72 post cards. Reg. 30c. each. **Friday and Saturday 24c**

MEMO BOOKS.—With black pliable covers; the paper is of good quality, and ruled for dollars and cents; contains 64 pages. Reg. 7c. each. **Friday and Saturday 5c**

Blouse Flannelette.

Charming color effects in floral, striped and paisley designs on light and dark grounds; will make pretty blouses for mornings or afternoons. Reg. 25c. yard.

Friday and Saturday, 21c.

Manile Drapes.

Of soft imitation felt in pretty shades of Cerise, Cardinal and Olive; beautifully embroidered with working silk in blending and contrasting shades, and finished with scalloped edge; size 9 x 80 inches. Reg. 45c. each. **Friday and Saturday 38c**

Sideboard Cloths.

Made from strong and serviceable materials and trimmed with lace, embroidered and openwork centres; the edges are finished with a wide hem and lace trimmed; value such as this cannot be obtained anywhere at any price like this price. Special for Friday and Saturday each 68c

The Royal Stores Ltd.

Change Island Notes.

On December 14th the Stork visited the C. of E. Parsonage and presented a baby girl to the Rev. J. and Mrs. Prescott. Congratulations are due the happy parents.

Mr. Baller Roberts arrived by the Clyde on the 16th to spend his Christmas vacation.

By the same steamer Mr. W. H. Earle left to meet his sister at Notre Dame Junction.

St. Margaret's Church was the scene of a very pretty wedding on Monday, 18th, the contracting parties being Miss Druscilla Oke, of Gander Bay, and Mr. Fred Burison, of this town. Rev. J. Prescott officiated. The bride looked very attractive in a costume of grey, while the bridesmaids were gowned in white. After the ceremony an enjoyable evening was spent at the residence of the groom's mother only the immediate family being present.

Among the Clyde's passengers on Wednesday, 20th, were Miss L. M. Earle and her brother, Mr. W. H. Earle. Miss Earle is recovering from the flu which she contracted on her operation for appendicitis, and we are glad to see her looking so well. She speaks in the highest terms of the treatment given by doctors and nurses while at the General Hospital.

Miss Paine and Mr. A. Stag left on the 23rd to spend their Christmas holidays at their respective homes.

Messrs. Arthur Earle and Allan Hart, of Earle Sons & Co., arrived on Christmas Eve; they returned by "Snuu" the following Tuesday. Christmas Day was gloriously fine, but very mild. We wonder how good old Santa Claus managed to get his reindeer and sleigh along.

St. Margaret's was very nicely decorated for the Festival, which added much to the services. We thank the few young ladies of the congregation who so willingly gave their time to beautify the Church.

In the evening a concert was held in the L. O. A. Hall by the Methodist Day and Sunday Schools, after which both young and old were delighted by a Tree loaded with all kinds of good things, and a real live Santa Claus who came all the way from St. John's to add to the fun. Refreshments were served and a very nice sum was realized.

On Wednesday, 27th, the pupils of St. Margaret's School gave a most instructive and enjoyable concert in the S. U. F. Hall. We always expect something good from them, but this year they surpassed our highest expectations. The little ones are very amusing, and they exerted themselves to give the audience a pleasant evening. All was perfection, but if we might make any distinction, the favorite items were a Frologus, The Flags of the Empire, and the Drill, particularly the Rifle Drill. Miss Alice Porter was the accompanist. Miss Paine and Mr. Verge cannot be praised too highly for the trouble they have taken with the children, but we are quite sure the result was sufficient reward. No admittance fee was asked, but at the close of the concert the Chairman, Rev. J. Prescott, made an appeal on behalf of the children, for the Cot Fund. The hat was passed round and forty-two dollars given to the pupils. We are glad to see the children showing their appreciation of our soldiers' sacrifice by doing their "bit" to care for the wounded.

Capt. Arthur Seeley left by the "Helene" for St. John's, on the 28th, with a load of fish for Elliott and Co.

Capt. Louis Hoffe arrived on New Year's Day with a load of coal for the same firm.

Mr. Joseph Peckford, of Earle Sons & Co., left by Clyde, to take his wife to St. John's. We are very sorry to hear that Mrs. Peckford will have to undergo an operation at the General Hospital.

Capt. Ned Elliott, of Elliott & Co.'s employ, leaves on Wednesday by Annie C. Hall, with a load of fish.

Mr. Leslie Scammell returned by Prospero from St. John's, where he spent a very enjoyable holiday.

Mr. A. J. Hoffe, Sub-Collector, also returned from a business trip to the city.

The Prospero was in port for several hours, and we understand a few of our young people passed the time very agreeably on board.

Mr. Thos. Peckford returned from St. John's where he has been talking business with the President. We conclude matters were settled satisfactorily, and we are glad to hear he is to resume his old position at the Main Tickle Store. Mr. Peckford is certainly the right man in the right place.

Rumour has it that Mr. Ned Stuckless, of Earle, Sons & Co., is leaving shortly for St. John's to take a course in engineering. Mr. Stuckless has great ability in that line, and we wish him every success.

"Mummers" have been doing their best to amuse us lately, some of them looking very sporty. Among them we noticed a returned soldier from France with a black eye. We were glad to see them all, as they add considerably to the merriment of Christmas.

May all the readers of the Telegram enjoy a Bright and Prosperous New Year!

"SAM"