

High Qualities to Low Prices

LOWER
PRICES
BEST
VALUES

High Qualities Linked to Low Prices.

Low price inducements, unless linked with reliability and sterling worth, are of little interest to the prudent buyer; but standard goods, priced on a bargain basis, such as we quote on Fridays and Saturdays, are extremely gratifying.

Immense assortments and the lowest prices have made this store "Headquarters" for everything pertaining to Spring and Summer Merchandise.

WHERE
EVERYBODY
GOES

Household Goods at Snap Prices.

TABLE NAPKINS.

Bleached Linen Damask Napkins, Irish manufacture, hemmed ready for use, size 23 x 23; pretty floral designs. Reg. 20c. each. Friday and Saturday 16c

TABLE LINENS.

7 pieces Damask Table Linens in White and unbleached, width 30 inches wide; large and small floral patterns. Special. per yard, Friday & Saturday 35c

NEW TABLE CENTRES.

Made of fine White Cotton, lace edge and insertion trimmed, size 20 x 20; beautiful new designs. Reg. 60c. each. Friday and Saturday 49c

TRAY CLOTHS.

New selections of Fancy Linens, including a pretty line of Tray Cloths, all White Swiss Embroidered Centres, trimmed with lace and insertion. Reg. 40c. each. Friday & Saturday 32c

CUSHION COVERS.

Extra special values, White Muslin Cushion Covers, size 18 x 18, trimmed with elaborate Silk Embroidery in various pretty colors. Regular 45c. each. Friday and Saturday 38c

65c. SILKS for 50c.

SPECIAL SILK NEWS.

We offer excellent quality Japanese Silk in some beautiful color tones, very much underpriced. Over 20 pieces in the collection, 30 inches wide, in shades of Lemon, Sky, Crimson, Pink, Reseda, Grey, Champagne, Black and White. Regular 65c. yard. Friday and Saturday 50c

Reg. 65c. yd., Friday & Saturday 50c.

JOB RIBBONS.

TAFFETA RIBBON.

1 1/2 inches wide Ribbon, with fancy looped edges, in shades of Pink, Brown, Grey, White and Green. Special for Friday and Saturday, per yard 6c

STRIPED RIBBONS.

6 inches wide, in shades of Pink, Heli, Amber, Lime, Gold and V. Rose, smart effects in fancy stripes. Values 30c. yard. Friday and Saturday 15c

Regulation A. S. A. Swimming Costumes

The Regulation A. S. A. Swimming Costumes for men and women, extra quality, in Navy only all sizes.

Men's—Reg. 45c. each. Friday and Saturday 36c.
Women's—Reg. 65c. each. Friday and Saturday 55c.

GENTS' DEPARTMENT.

PRESIDENT SUSPENDERS.

A new supply of these popular Braces just arrived; warranted to give good wear; sliding cords, easy and strong. Special. 43c

Friday and Saturday, per pair 39c

SUMMER UNDERWEAR.

A job line of Men's Balbriggan Underwear, Vests and Pants; extra fine, well finished; just the right weight for the warm weather. Reg. 45c. garment. Friday and Saturday 39c

MEN'S TUNIC SHIRTS.

Fancy Striped Shirts, White Linen Collar Bands, medium cuffs; all sizes. Reg. 85c. each. Friday and Saturday 72c

GENTS' GLOVES.

Lightweight Undressed Kid, Dent's own make, splendid quality. Tan only; gusseted fingers, strong dome fasteners; sizes 7 1/2 to 10. Reg. \$1.10 pair. Friday and Saturday 95c

COMBINATION COLLAR & TIE.

Something new. Ideal Neckwear for holidays. Soft Linen Collars and Colored Poplin Ties, fitted with patent fasteners. Reg. 35c. each. Friday and Saturday 29c

MEN'S BOOTS & SHOES.

A large assortment of fine Footwear for men. Boots in Dongola Kid, Bal and Blucher styles. Shoes in Vic Kid and Tan, all sizes; various smart shapes. Reg. \$2.70 pair. Friday & Saturday 2.48

COTTON BED SPREADS.

Made of high grade Cotton, full sizes, warranted hand printed, fast colors; assorted colors and designs. Reg. \$1.20 each. Friday and Saturday 1.02

ART SATEENS.

Splendid new designs and colorings, 30 inches wide; fine even thread and soft finish. Reg. 25c. yard. Friday and Saturday 21c

JOB SHIRTING.

1500 yards White Shirting, 36 inches wide; finished soft for the needle. Values for 15c. yard. Friday and Saturday 10c

PILLOW CASES.

Fine White Cotton Pillow Cases, hemstitched, 2 inch hems; elaborate embroidery patterns. Reg. 25c. each. Friday and Saturday 27c

Clearing Line of SUNSHADES.

Splendid values in Stylish Sunshades, Black and Colored Handles, crook and straight styles, 8 and 10 rib frames, covered with Silk Shamung, Cottons, &c.; a large variety to choose from. Values from \$2.00 to \$4.00 each. Clearing Price Friday and Saturday, \$1.20.

GENTS' DEPT.

FANCY HALF HOSE. A large collection of good Half Hose in Cashmere and Silk and Wool, plain and colored stripe patterns; shades of Brown, Light Green, Shot, Grey, Tan, &c. Reg. 50c. pair. Friday & Saturday 42c

MEN'S GARTERS.

The Climax make for ease and comfort, good elastic and metal fittings. Reg. 20c. pair. Friday & Saturday 16c

BOYS' DONGOLA BOOTS.

In Black Vic Kid, well cut and nicely finished; sizes 1 to 6. Special. 1.95

BOYS' SHIRT BLOUSES.

Striped Gingham, mostly Blue & White, double collars; for boys of 8 to 14 years. Reg. 45c. each. Friday and Saturday 38c

MEN'S HATS.

Soft Felt Hats in Heather, Reseda, Moss, Brown, &c.; Silk Ribbon Bow at back. Reg. \$1.50. Friday & Saturday \$1.20.

Selections from the Showroom.

Job Line D & A BRASSIERES.

1.85 Values for 95c.

Seldom have we offered such values in Brassieres. These are absolutely essential in preserving a smart stylish figure for all stout figures; various sizes. Made to sell at \$1.85 each. Friday and Saturday 95c.

CAMISOLE EMBROIDERY.

Don't fail to see this assortment of high grade Embroideries when in the store; exquisite designs, 18 inches wide. Reg. 25c. yard. Friday & Saturday 20c

WHITE SKIRTS.

Over 200 of them, smart new styles, high waist effects, strong soft finished drills, buttoned trimmed; all sizes and lengths. Reg. \$1.25 each. Friday and Saturday 1.00

CHILDREN'S ROMPERS.

A serviceable line of Khaki colored Rompers, trimmed and faced with Red Linen, stout quality Drills; guaranteed to withstand hard wear; to fit children of 2 to 7 years. Reg. 50c. each. Friday and Saturday 44c

MOTOR CAPS.

Over 20 doz. smart Motor Caps, made of fine Cotton Poplin in shades of Reseda, Emerald, Moss, Brown, Tan, Grey, Saxe and Navy. Reg. 75c. each. Friday and Saturday 62c

CHILDREN'S DRESSES.

New arrivals in White Muslin Dresses, embroidered collars, sleeves and fronts; to fit children of 4 to 7 years. Values to 80c. Friday and Saturday 59c

CHILDREN'S UNDERWEAR.

White Cotton Knitted Vests and Pants, short sleeves, lace trimmed; nicely finished. Reg. 27c. garment. Friday & Saturday 22c

LACE COLLARS.

Beautiful examples of Lace and Net Neckwear, in White, Cream and Ecru. The smartest ideas of the season are represented in this lot. Splendid variety of patterns. Reg. 40c. each. Friday and Saturday 34c



LADIES' OVERALLS.

Colored Cotton Overall, made of stout Cotton, trimmed with colored galons, large full sizes; shades of Saxe Blue, Navy, V. Rose and Grey. Reg. \$1.00 ea. Friday & Saturday 86c

SILK BOWS.

A large collection of Silk and Satin Ties, Bows, &c. in a variety of pretty designs, with and without Jabots; assorted shades. Reg. 15c. each. Friday and Saturday 12c

LADIES' VESTS.

14 boxes White Cotton Jersey Knit Vests, low neck and short sleeves; all sizes. Reg. 20c. each. Friday and Saturday 16c

LADIES' SHOES.

Over 200 pairs Patent Leather Oxfords, Blucher Cut, medium heels, short vamps, all sizes; a neat shoe and one of our best-sellers. Reg. \$1.85 pair. Friday and Saturday 1.72

CHILDREN'S SANDALS.

In Tan Leather, sizes from 1 to 2; fancy straps, hand sewn throughout, low heels. Reg. \$1.20 pair. Friday and Saturday 1.05

LADIES' CASHMERE HOSE.

150 pairs assorted ribbed Black Cashmere Hose, seamless heels and toes, fast colors; all sizes. Reg. 40c. pr. Friday and Saturday 34c

WOMEN'S LACE FRONTED HOSE.

In Black only, seamless feet, well shaped ankles; assorted styles. Reg. 30c. pr. Friday and Saturday 26c

CHILDREN'S LISLE GLOVES.

Special values in Gloves for everyday wear, sizes 1 to 6; shades of Black, Navy, Brown, Beaver, Grey and White. Values to 18c. pair. Friday & Saturday 12c

LADIES' GLOVES.

Best Milanese Lisle Thread Gloves in the following shades: Beaver, Navy, Champagne, Grey, Pastille, Morone, Chamols, Black, Cream and White. Reg. 60c. pair. Friday and Saturday 53c

HARDWARE.

Iron Saucepans, 4 qt. Reg. 90c. for 81c.
Enamel Jugs, covered. Reg. 55c. for 50c.
Fancy Teapot Stands. Reg. 25c. for 21c.
Wire Litter Baskets. Reg. 65c. for 57c.
Picnic Baskets. Reg. 75c. for 65c.
Wire Sink Strainers. Reg. 15c. for 13c.
Nickel Plated Tea Kettles. Reg. \$1.75 for \$1.53
Fancy White Enamel Teapots. Reg. \$1.10 for 95c.
Combination Graters. Reg. 10c. for 8c.
Wood Pastry Boards, 14 x 20. Reg. 45c. for 39c.
Nickel Plated Towel Racks. Reg. 17c. for 14c.
Alarm Clocks. Reg. \$1.20 for \$1.05
Clothes Brushes. Reg. 30c. for 26c.
White Enamel Basins. Reg. 25c. for 21c.
Knife Boards. Reg. 20c. for 17c.
Tooth Brushes. Reg. 17c. for 14c.
Clipper Can Openers. Reg. 15c. for 12c.
Nickel Plated Trays, 14 in. Reg. 90c. for 84c.
Scrub Brushes. Reg. 14c. for 11c.

SMALLWARES ! SMALLWARES ! !

LADIES' HANDKERCHIEFS—White Muslin, plain hemstitched. Special. 6 for 11c

BONE CROCHETING HOOKS—Superior quality, well finished. Special. 3 for 5c

HAIRPINS—Best quality Black Wire, invisible, holdfast; assorted sizes. Special. 2 boxes for 6c

COMMON PINS—Marvellous sheets, all large sizes; best White Wire; 6 pkts. for 7c

STATIONERY BOXES—Containing 20 sheets paper and 20 envelopes; plain and ropp paper; in fancy boxes. Reg. 20c. box for 16c

WASTEPAPER BASKETS—Fancy designs in stout Cardboard, many new artistic shapes. Reg. 18c. ea. for 12c

TOILET BOXES—Fancy Shell work, elaborate designs; assorted patterns. Reg. 15c. each for 12c

PASSE PARTOUT BINDING—Pebbled finish; assorted colors. Special. per roll 9c

VIOLET POWDER—Specially prepared in 1 1/2 oz. tins. Special. per tin 6c

FANCY PHOTO FRAMES—In Wood, Metal and Cloth; assorted pretty designs. Reg. 25c. each for 20c

TOILET SOAPS—The "Coral" Toilet Soap, guaranteed pure; 2 cakes in a box. Special. per box 14c

BROOCHES—New Art Jewelry Gift, inset with brilliant. Reg. 25c. each for 18c

BLIND TASSELS.

Glaze Striped Tassels, Light and Dark Green, Cream and Ecru; neat shapes. Special. 2 for 8c.

The Royal Stores Ltd.

L. O. A. at Lower Island Cove.

Editor Evening Telegram.
Dear Sir—Please allow me space in your highly esteemed paper for the following:

On Sunday, the 12th inst., the members of the Loyal Orange Association of Lower Island Cove, Caplin Cove, and Burnt Point attended Divine Service at the first mentioned place, during which the following address to Rev. W. H. Browning, was read by Mr. A. G. Hudson, J.P., on behalf of Island Home Lodge, No. 39, L.O.A.:

ADDRESS.

Lower Island Cove,
July 12th, 1914
To the Rev. W. H. Browning, Lower Island Cove:

Dear Sir, and Beloved Brother,—We, the members of Island Home Lodge, N. 39, L.O.A., do hereby wish to express our sincerest thanks for the invaluable service you have rendered to us as a society, and to the general public, during your brief sojourn with us.

We ask you to accept the accompanying small gift as a token of the love and respect we have for you.

Both you and Mrs. Browning, by your Christlikeness, have so won our hearts, that the interwoven bond of Love which has been formed, will never be broken in Time or in Eternity.

We deeply grieve at your departure but our loss is Pouch Cove's gain.

May He, who doth not forget the cup of cold water, favor you both with His richest blessings, until you shall be called to inherit the reward laid up for those who have not forgotten the helpless and sick in time of need.

Signed and sealed on behalf of Island Home Lodge, No. 39, L.O.A.

ALLAN G. HUDSON,
Special Appointee.

HEDLEY MORRIS,
Worshipful Master.

KENNETH MORRIS,
Recording Secy.

The accompanying envelope of money was presented by Mr. William Bursary. Mr. Browning thanked the members of the fraternity and congregation for the kindness shown both himself and Mrs. Browning during their stay with us.

We envy Pouch Cove, for we are positive that a better couple for the sick and helpless, cannot be found, which they will have the opportunity of proving for themselves during the next four years.

May God's blessing rest upon Mr. and Mrs. Browning in their noble work of teaching others to lead the better life.

S.S. Ethie, July 14, 1914.

L. E. Croucher's Creditable Work.

Editor Evening Telegram.

Dear Sir,—The Commercial Cable Company's employees held their annual sports on the Fourth of July, and Mr. L. E. Croucher, of St. John's, made an extremely creditable performance winning the following places:

1st Hundred Yards.
1st 220 Yards.
1st 880 Yards.
1st Potato Race.
2nd Hurdles.

Young Croucher also played a sterling game in the International Football Fives. He captained the Mid team, which lost to England after a gruelling game, which was brim full of the keenest excitement.

He is a pedestrian of some note, and as all St. John's readers probably know, made a good show in last year's Halifax Herald 10-mile road race. This year the Hazel Hill Athletic Association entertain sanguine hopes of their popular long distance ped. getting right there amongst the first three. He has age on his side, being only eighteen. There's not much of him but he has the goods. Thanking you in anticipation.

I am, Sir,

Yours truly,

ALEX. C. McALLISTER.

Secretary Hazel Hill Athletic Association.

July 12th, 1914.

Household Notes

Let the white woodwork have plenty of sunshine, too much shade will make it yellow.

Roll lettuce sandwiches are made in this way: Roll the bread in a cloth wrung out of cold water, cover with dry cloths and let stand several hours. Remove crusts and cut in thin slices. Spread with butter or mayonnaise dressing; and over this lay the lettuce leaves and roll up.

For winter desserts serve warm puddings and as much fresh fruit as possible. In summer desserts should consist largely of fresh fruits in season and frozen mixtures, with or without fruit. Spring is the time for the liberal use of eggs. Custards of all kinds are nutritious. In the autumn we have fruits of all kinds.

MINARD'S LINIMENT CURES GARGET IN COWS.

MINARD'S LINIMENT CURES DISTEMPER.

FRESH Cream & Butter DAILY.

BISHOP SONS & Co., Ltd., Grocery Dept.

New York Corned Beef.
New York Turkeys.
New York Ducks.
New York Chicken.
Partridge.

New York Sausages.
Frankfort Sausages.
German Sausages.
Sausagettes.

Assorted Bar La Duc.
German Honey Cakes.
Fish Balls.
1 lb. tins Pure Coffee.

Gorgonzola Cheese.
Gruyere Cheese.
Roquefort Cheese.
Camembert Cheese.
Stilton Cheese.
Port Salut Cheese.
Cheddar Cheese.

Ice Cups and Oyster Shells (for serving ice creams).

Fish Paste.
Game Paste.
Meat Paste.

The Original Bath Oliver Biscuits.

Kipperd Herring in Oil.
Kipperd Herring in Tomato.
Sardines in Oil.
Sardines in Tomato.

Table Apples, Bananas, Oranges, Grape Fruit, Plums, Peaches, Pineapple, Lemons, Cantaloupes.

Tomatoes, Cucumbers, Lettuce, Parsley, Radishes, Celery, Turnip Tops.

Fuller's Sweets.
Fuller's Chocolates.
Abdulla Cigarettes.
Abdulla Tobacco.

'Phone 679

The Hooks that never miss, made by O. MUSTARD & SON, the largest manufacturers of fish hooks in the world. These Hooks are the best tinned, best shaped and best fish killers. Ask for Mustard's Key Brand as exclusively.

Per S.S. Stephano from New York:

California Oranges, California Plums, Bananas, Cantaloupes, Celery, Tomatoes, Cucumbers, New Potatoes, New Turnips, New York Chicken, New York Corned Beef.

JAMES STOTT.

182 Duckworth Street.

Windows Cleaned and Polished in Hotels, Club Rooms, Schools and Factories. Private Residences a specialty, at short-notice. Carpets Cleaned and all orders attended to. P. O. Box 1127.

N.B.—Orders can be left to Janitor Board of Trade Bldg. apr27, 6m, eod