

Saturday.

al story.

FOR THE CHILDREN.

ing business and creating a demand for some time-spenda cure. e-cream sundae has robbed store business of most of its There was a time when a ritive dish of semi-frozen ice-uld be served without any ex-trimings and yield about cent on the investment. Now, people demand a delicious n loaded with every kind of n the eggplant to the English including the shell, and ex-proprietor to throw in ice-paper napkin and the sex-n "Lucia." This explains e are so many drugstores in n territory for sale.

teaspoonful of cornstarch to of sugar, when making fudge, and it will surely be

October 14, 1916.

late Bonne Bay
C. S., Barnes' Road
n. A.
Arthur, Belvidere St.
Heber
ra. A.
Mrs. Heber,
care General Post Office
Charles, Pleasant St.
Miss Besie, card
M.
Miss Sarah, Water St. West
manuel M., Pleasant St.
ss M. J., Barnes' Road
Francis L.
e, late Carbonear
Stephen
rs. Charles
rs. Fred, Colonial St.
time

ss Mary, Theatre Hill
ss L., Battery Road
ry, care Walter Bagges,
East W. Office
ss Eva, Power St.
chael, Tank Lane
es, South Side

rs. Wm., care Gen. Delivery
n, Bell St.
Stephen, red.
Miss Manie, Gower St.

rs. John, Water St. West
ss Annie, Freshwater Rd.
Miss Sarah, Cathedral St.
ohn, Gower St.
ss. card, Casey St.
J., care Reid Mld. Co.
ss M., Gower St.
R., care Gen. Delivery
Miss Elsie, Duckworth St.
T. H.
Arthur, Gower St.
Arthur, LeMarchant Road
M., Pleasant St.
sses, Theatre Hill
J.
Ben.
care Murray
Arthur
n, care Gen. Delivery
eph
John
P., care G. P. O.
ss. W. J., Casey St.
Lydia, care Sarah Shave
an
ss Minnie, red.
ss Gerlie,
care Mrs. Martin, Queen St.
J., Briton St.
H.
ss T., Casey St.
ard, slip
Mrs. P., King's Bridge
R., New Gower St.

card
ss Annie, Military Road
aker G.
er
ss Edith, red.
ss Ada, red., care G. P. O.
del, Duckworth St.

Lizzie, c/o Miss McDougall

late Flat Rock
card, Williams' St.
t., Convent St.
orge, c/o Mrs. John Good
Thomas
illy, Queen St.

late Burin
ss Annie
mbrose, Monroe St.
Elfreda
ss, care Noah Ford
Miss Annie
ss Julia, LeMarchant Rd.
S. A. Hotel

ss Robert, Prospect St.
Mrs. Mary, King's Road
n, Long Pond Road
mas, Long Pond Road

G. W. LEMESSURIER,
Acting P. M. G.

More Extraordinary Value Giving FRIDAY & SATURDAY. All New and Desirable Goods.

Splendid Values in Ladies' Hosiery.



LADIES' HOSE.
Made from strong union yarn, seamless spliced heel and toe, plain and ribbed makes. A comfortable as well as a very serviceable stocking. All sizes. Regular 50c. pair. Friday and Saturday 44c

MEN'S WORSTED HALF HOSE.
Heavy make for Fall and Winter wear; plain feet and 41 ribbed legs. They come in Fancy Heather Mixtures only. Regular 40c. pair. Friday and Saturday 34c

LADIES' HOSE.
Fine Ribbed Cashmere, fashioned leg, 21 ribbed top and seamless feet. For all round service this stocking is unequalled and you should lay in a supply at this low price. Reg. 75c. pair. Friday & Saturday 65c

Stationery.

WRITING

PAPER.

Smooth face Writing Paper in packages containing 120 sheets; fold ruled, letter size. Buy a supply now and save money. Special for Friday & Saturday, pkg. 14c



FANCY STATIONERY.—Decorated with Forget-me-nots, Pansies, etc.; neatly boxed with envelopes to match. Reg. 20c. box. Friday and Saturday 16c

PATRIOTIC SEALS.—"Dennison's" small size Patriotic Seals in boxes containing 50; well gummed backs. Reg. 10c. box. Friday and Saturday 9c

Tempting Offers from the Gents' FURNISHING STORE.



MEN'S SHIRTS.
Fancy American Cotton Coat Shirts, in new striped patterns; stiff cuffs and collar bands; good fitting styles; sizes 14 to 16½ inch necks. Regular \$1.50 each. Friday and Saturday 1.35

MEN'S WORK SHIRTS.
Made from heavy Union material, a mixture of Cotton and Wool, in light and dark khaki colors; 2 buttoned pockets; double stitched seams; large roomy makes; sizes 14½ to 16½. Regular \$1.50 each. Friday and Saturday 1.36

BOYS' UNDERWEAR.
Boys' Fleece lined Shirts and Drawers, winter weight, to fit from 5 to 15 years of age. These are offered to you just the time they are needed at this special low price. Regular values to 40c. garment. Friday and Saturday 32c

MEN'S WIDE END TIES.
New stripe and dressy patterns in plain and corded silks; wide flowing ends. Regular 60c. each. Friday and Saturday 53c

Crockeryware

White and Gold Sauce Boats. Reg. 25c. each. 22c
Domestic Jars for Salt, Sugar and Rice. Reg. 25c. each. 21c
White China Statues—St. Joseph and Sacred Heart. Reg. 60c. each. 52c
Red Glass Fairy Light, large size. Reg. 20c. for 18c
Red Glass Butter Dishes, large size. Reg. 45c. for 39c
Fancy China Trinket Boxes. Reg. 20c. for 16c
Krystel Glass Fruit Stands. Reg. 90c. each. 80c
40 piece English China Tea Set. Reg. \$8.00 for 7.00

HOUSEHOLD NEEDS DUCHESSE SETS.

Homestitched and Embroidered with openwork centres, made of fine English Cotton; also Battenburg trimmed with pure linen centres and lace and insertion trimmed, 4 pieces to set, the runner measuring 12 x 42 inches. Regular 85c. set. Friday and Saturday 70c

CUSHION COVERS.

Made from good wearing fawn linen with frilled edge and beautifully embroidered silk centres; also lustre with colored silk embroidered centres. The edges are finished with fancy silk trimming; size 20 x 20 inches. Regular 80c. each. Friday and Saturday 64c

TABLE FELT.

Here's a soft, firm Table Felt suitable for making Table Covers, etc., that cannot be bought to-day at much more than this price, 72 inches wide. Colors: Olive and Cardinal. Regular \$2.25 yard. Friday and Saturday 2.90

We are prepared for another busy Friday and Saturday. The list given here presents many profitable opportunities to save on goods of household utility, together with the numerous seasonable requisites for personal use and comfort.

READ THIS PAGE CAREFULLY.

Every one of these Items is of vital interest to every citizen who is interested in saving money.

COTTON BLANKET ENDS.

In 1½, 2 and 2½ yard lengths, medium and heavy weights; a piece of ordinary blanket size weighs from ½ to 2½ lbs., costing about 20c. to \$1.00; this lot we offer by the pound. Special for Friday and Saturday 40c

FLANNELETTES.

Pine soft American Flannelette in ends 1¼ to 6 yards long; colors of Cream, White, Pink and Blue; this is an exceptional offer and should not be overlooked. Special for Friday & Saturday per yd. 10c

COTTON BLANKETS.

Size 54 x 74 in White and Grey with Pink, Blue and White striped borders, neat over-stitched edge, fairly heavy quality. Reg. \$1.20 pair. Friday and Saturday 1.16

MANTEL DRAPERY.

Scalloped edge plush, in Crimson and Green with pretty painted patterns, also Crimson and Green Tapestry, fringed edge, 7½ and 9 inches wide. Reg. 20c. yard. Friday and Saturday 17c

New Autumn Dress Goods & Coating Materials

At Bargain Prices.

We have given many special Bargains in Dress Goods and Coating Materials, but Friday and Saturday's list promises to beat all past records.

If you are needing Dress Goods, Costume Goods or Coatings, Friday and Saturday ought to prove notable days of saving to you at **THE ROYAL STORES COATINGS AND DRESS MATERIALS.**

Heavy Diagonal Coating Tweeds in Brown, Grey and Heather mixtures, 54 inches wide; a cloth correct for Ladies', Misses' or Children's Coats, will give splendid wear.

Gabardines, 50 inches wide; very much used this season for Dresses and Costumes; the colors are Navy, Sage and Brown.

Coating Serge in Navy and Black. This is a Serge with a fine weave that will make up stylishly and give perfect satisfaction. Included in this lot also are Black Beaver Cloth, Costume Suiting, and Check Blanket Coating; 52 inches wide. Regular values to \$2.25 yard. Friday and Saturday 1.75

NAVY NAP CLOTHS.

A splendid range of Nap Cloths; the rolls are a bit too big for quick handling so we have decided to place them on sale Friday and Saturday. These goods are becoming more popular every year for Men's and Boys' Overcoats and Ladies' and Misses' Coats. We have no hesitation in recommending them, as they have a world-wide reputation for general satisfaction; all 56 inches wide.

Regular \$3.50 yard. Friday and Saturday \$3.30
Regular \$4.25 yard. Friday and Saturday \$3.75
Regular \$5.10 yard. Friday and Saturday \$4.45

COSTUME TWEEDS, CLOTHS, ETC.

Selling at less than we can buy them for to-day, even though this class of goods have advanced considerably we are able to offer you an old-time value. This is where you get the benefit of an old contract. Costume Tweeds and Suitings in Brown, Green and Grey mixtures, Black Whitepords and Diagonal Cords and Dress or Costume Cloth in Black, Grey, Brown, Red and Green. Regular to 75c. yard. Friday and Saturday 64c

TWEEDS, SERGES, ETC.

Herringbone and Ribbed Tweeds, 56 inches wide, in mixed colors of Brown, Green, Fawn and Heathers. This is your opportunity to buy a wanted serviceable Tweed at a bargain price.

Also Atlantic and Fancy Serge in Navy and Black Box Cloth, 56 to 54 inches wide. Very stylish fabrics, suitable for Costumes, Dresses, Skirts, etc. Reg. to \$1.75 yard. Friday and Saturday 1.45

Showroom Specials.

BARGAINS THAT SHOULD ROUSE MOST ANY ONE.

LADIES' BLOUSES.

Excellent values are represented in these Blouses of plain Poplin and striped Flannelette; they come in the very latest models, some are trimmed with pleated silk collars; others plain make with raglan sleeves. Reg. \$1.50 each. Friday and Saturday 1.25

LADIES' BLACK SERGE SKIRTS.

Made on the very latest models with pointed belted backs trimmed with buttons; some yoke effects, belted seams; all 5-gore styles. Reg. \$3.25 each. Friday and Saturday 2.85

LADIES' VELVET HATS.

Broad Sailor Style, with slightly turned brim, very popular this season, trimmed with velvet and ribbon in contrasting colors of Navy and Tan, Tan and Royal, Nigger and Pale Blue, Sage and Tan, Black and Pale Blue and Fawn and Blue; also, ladies' felt hats trimmed and untrimmed in all the newest shades. Regular \$2.55 each. Friday and Saturday 1.90

VEILINGS.

In this season's smartest meshes and nets, plain or spotted makes, double or single hairlines, 18 inches wide. Regular 20c. yard. Friday and Saturday 16c

CHILDREN'S VELVET BONNETS.

In pretty new shades of Nigger, Tan, V. Rose, Red, Navy, Pale Blue and Black, trimmed with silk ribbon and ruffle around the brim in contrasting colors. Reg. \$1.25 each. Friday and Saturday 1.00

LADIES' APRONS.

With plain bodice, gored at skirt to fit well; 2 side pockets; wide shoulder straps. This apron is made of good wearing coarse thread cotton in white only and will give splendid wear. Regular 40c. each. Friday and Saturday 32c

LADIES' DRESSING GOWNS.

Made of plain Flannelette in colors of Hello, Sage and V. Rose. The wide sailor collars and cuffs are beautifully trimmed with paisley flannelette, in colors to match; heavy cord girde for waist. Reg. \$3.50 each. Friday & Sat. 3.00

RIBBONS.

New ribbons in all silk firm finish Taffeta, 5 inches wide, suitable for hat trimmings, hair bows, sashes, dress trimmings, etc.; all the very latest colorings. Reg. 20c. yard. Friday and Saturday 17c

Decided Savings on Ladies' Underwear

Corset Covers.

Short and long sleeves; perfect fitting styles; high neck; lace trimmed; made from fine elastic faced Jersey; sizes 34, 36, 38 and 40 inch busts. Regular 60c. each. Friday & Saturday 45c

Flette Nightdresses.

For ladies, made from medium weight close materials in White only. These are all high neck styles, finished with frilled collar and two rows of frilling at front; large roomy size. Regular \$1.75 each. Friday and Saturday 1.40

PLANTAGENET FRILLING.

For Pillow Cases, Shams, Underwear, etc. plain with hemstitched edge 2, 2½ and 2¾ inches wide, and lace and zelon edge 1½ and 2¼ inches wide. Reg. 20c. yard. Friday and Saturday 16c



Neckwear.

PERFUMED

NECKLETS.

Made from real flowers, possessing all their natural color and odor. They are manufactured and carved entirely by hand. Reg. 25c. each. Friday & Saturday 20c



LADIES' COLLARS.

A beautiful assortment of Ladies' Collars for Friday and Saturday. Included in the lot are Embroidered Organdie and Muslin Medici's, trimmed with fancy lace edge and black velvet bands; and a big assortment of full frilled Crepe-de-Chene Collars in pretty pastel shades of Pale Blue, Pink, Cream and White. Reg. 70c. each. Friday and Saturday 55c

Interesting Items at Little Prices.

SAFETY PINS.—Electro-plated safety pins for dress, shirt and nursery, on cards containing 15. Regular 4c. card. Friday and Saturday 3c

DRESSING COMBS.—Made from finest selected material with coarse and fine teeth. These Combs are 7½ inches long and non-inflammable. Reg. 35c. each. Friday and Saturday 29c

PINS.—Large sheets of Electro solid headed pins; needle pointed. Reg. 4c. sheet. Friday and Saturday 3c

LACE AND THE PINS.—In plain and fancy gilt designs. These pins are all strong makes on cards containing 4. Reg. 4c. card. Friday and Saturday 3c

PHOTO FRAMES.—To hold three post card size photographs. The frame is two inches wide and of fancy design. The outside measurement, 10 x 16 inches. Reg. 40c. each. Friday and Saturday 33c

MENDING WOOL.—The English Spun all wool mending; colors: Black, White, Navy, Tans, Clericals, Shetlands, Heathers, Crimsons and Greys. Regular 3 cts. card. Friday and Saturday 2c

BOYS' PISTOL OUTFITS.—Black morocco belt, regular and medium size pistol. Regular 15c. Friday and Saturday 13c

BROOCHES.—Whitby Jet and Silver, set in good quality brilliants. The backs are guaranteed secure. Reg. 45c. each. Friday and Saturday 37c

LADIES' HANDBAGS.—Made Black Pebbled Leatherette with dull metal frame and ball fastenings. A most fashionable and serviceable bag at an exceedingly low price. Reg. 60c. each. Friday and Saturday 37c

CUSHION COILS.—Heavy, three yards long with large silk tassels at both ends; colors: Emerald, Rose, Olive, Pale Blue, Old Gold and Black. Regular 65c. each. Friday and Saturday 53c

TABLE NAPKINS.—Here's a wonderful napkin at the price, made of cotton morocised damask, evenly woven; size 20 x 20 inches. Reg. 17c. each. Friday and Saturday 14c

FACE CLOTHS.—Made from soft absorbent fabric, finished at the edges with pink and pale blue over-stitching; size 12 x 18 inches. Regular 8c. each. Friday and Saturday 6c

CHILDREN'S UNDERWEAR



We are offering this week a splendid line of Children's Underwear at remarkably low prices. These garments are made from fine ribbed Jersey, to fit children from 2 to 10 years of age; also a lot of Fleece Lined Drawers to fit from 2 to 5 years. Prices range from 20c to 35c Garment.

Boot Bargains.

MEN'S HOUSE SHOES.

"Horatio" brand, made of Tan Dongola Kid in Romeo style; elastic sides, low heel and slight pliable soles; sizes 6 to 11. Regular \$1.65 pair. Friday and Saturday 1.50

LADIES' HOUSE SLIPPERS.

In Plain Colored Cloth, trimmed with silk and ribbon in colors to match; soft cushion soles; also Ladies' Cloth Juliettes, with hard soles and medium heels; colors: Black, Grey, Brown and V. Rose; sizes 3 to 7. Reg. \$1.50 pair. Friday and Saturday 1.38

CHILDREN'S BOOTS.

Vic Kid, buttoned and laced styles; flexible soles and rubber heels, patent tip; sizes 3 to 8. Reg. \$1.35 pair. Friday and Saturday 1.22

LADIES' VICI KID BOOTS.

"The Beauty" brand, on comfortable fitting last, Blucher style, with dull kid tops, and buttoned with black cloth tops; high heels, medium soles; all sizes. Reg. \$3.50 pair. Friday and Saturday 3.20

It's Sure Economy to Buy Your Hardware Here.

Carpenters' Baskets. Reg. \$1.00 for 34c
Garden Shears. Reg. \$1.35 for \$1.25
Clothes Baskets. Reg. \$1.00 for 93c
Counter Dust Brushes. Reg. 70c. for 67c
Window Brushes. Reg. 40c. for 34c
Floor Brushes. Reg. \$2.10 for \$1.90
Enamel Dippers. Reg. 23c. for 20c
Enamel House Pails. Reg. 80c. for 73c.

Enamel Chambers. Reg. 40c. for 36c
Enamel Bowls. Reg. 30c. for 27c
Enamel Kettles. Reg. 80c. for 73c
Enamel Dippers. Reg. 20c. for 17c
Enamel Mugs. Reg. 20c. for 17c
Brass Stand Lamps. Reg. \$4.00 for \$3.75
Enamel Ladles. Reg. 14c. for 11c
Hearth Brushes. Reg. 47c. for 43c
Wire Sponge Holders. Reg. 45c. for 41c.

N. P. Walters. Reg. 40c. for 34c
Knife and Fork Holders. Reg. 60c. for 55c
Butchers' Baskets. Reg. \$1.15 for \$1.05
Dust Pans. Reg. 15c. for 13c
Steak Pounders. Reg. 25c. for 21c
Knife Boards. Reg. 35c. for 31c
Enamel Spoons. Reg. 9c. for 7c
Web Halvers. Reg. 50c. for 46c
Toilet Paper. Reg. 10c. for 9c

The Royal Stores Ltd.