

Fire Prevention Week

APPARATUS RESPONDS TO LINE TEST.

In connection with the Fire Prevention Week programme, a test was given the Fire Companies yesterday afternoon, which proved the efficiency of the Department. At 2.30 His Excellency the Governor, sent in an alarm from Box 118 on King's Bridge Road, near the Old Railway track. Present besides His Excellency were Messrs. R. G. Ash, Secretary Board of Fire Underwriters, P. E. Outerbridge, Secretary Fire Prevention Week, Mr. Nelson Bailey, who acted as time-keeper and Mr. Master Job Taylor. The alarm was quickly responded to, the Central Fire Apparatus arriving at the box two minutes and 55 seconds after the alarm was sent in. The eastern apparatus was also present. The test was a good one, and His Excellency was greatly pleased with the result.

Municipal Council

WEEKLY MEETING.

The weekly meeting of the Municipal Council was held yesterday afternoon. Mayor Cook presided and Councillors Martin, Outerbridge, Collier, Ryan and Dowden were present. The minutes of the last meeting were read and confirmed.

Messrs. Blackwood, Emerson and Winter, Solicitors for Dr. J. McLoughlin, asked that in view of houses having been removed on LeMarchant Road West, the question of compensation for land and other matters in connection therewith be given consideration. A special committee, consisting of Councillors Ryan, Collier and Martin, with the City Engineer, will meet the owner and discuss transfer of the land, and the improvements at this place.

Mr. George R. Williams complained of overhanging branches of trees on LeMarchant, Circular and other Roads in the city, which he stated was a great annoyance to pedestrians and he asked that steps be taken to have same removed. He also referred to the condition of surface drains on Carpasian Road. Both matters were referred to the City Engineer.

A communication was tabled from the President and Chairman of Schools, Benevolent Irish Society, with regard to the condition of retaining wall, Queen's Road, which, they stated, in the public interest, should be repaired. The Engineering Department will give this matter attention.

C. J. Ellis, Hon. Secretary Regatta Committee, informed the Council of certain proposed improvements to the northern bank of Quidi Vidi Lake, and asked that arrangements be made for the dumping of filling material. This was agreed to.

Messrs. Moore and McLeod, vintners, asked compensation for sheep destroyed by dogs in June last. The Solicitor is to be asked to report as to Council's liability.

Messrs. Higgins, Hunt & Emerson, on behalf of Keatings Estate, requested compensation for land expropriated for road purposes some time ago. Particulars as regards amount of land taken and the situation of same, are to be obtained.

The following permits were granted subject to the approval of the City Engineer:—

Imperial Tobacco Company, to raise smoke stack of factory building.

F.M. O'Leary to erect bill board on vacant property, Duckworth St. East.

Bowring Bros., to extend seal factory, southside premises.

Newfoundland Lime Mfg. Co., to make repairs to kiln, Battery Road.

The following plans were approved of:—

Messrs. Wadden, to remodel building, Water Street.

Messrs. Brophy and Goodyear, for erection of double dwelling, Cavell Street.

Cyril Wiseman, to build a garage, Quidi Vidi Road.

Plan submitted by George Pearce for the erection of a stable at rear of his premises, Cavell Street, will be approved, provided he gives a written guarantee to conform to the Municipal Regulations as regards the installation of water and sewerage, concrete floors, etc.

The City Engineer called attention to the need of having immediate repairs made to the retaining wall, near Whitten's, Southside. Plans and specifications are to be prepared, with a view to calling tenders for the work.

The Sanitary Supervisor, reported that during the week some 94 drains, 96 gullies and 57 hoppers had been flushed and cleaned; that most of the drains and hoppers were flushed four times a week, and some of them every day. He also tabled a requisition for the usual yearly supply of hay and oats for his department. Tenders are to be called for same.

The Medical Officer of Health reported seven new cases of Scarlet Fever and six Typhoid for the past week.

With the granting of several requisitions for the various departments and passing of weekly accounts, the meeting adjourned.

FEATURING THE NEW AUTUMN MODES



The Royal Stores are now displaying the newest fashion dictates for Fall and Winter wear. Appreciating the style discrimination of our customers, our Buyers have striven to excel all previous efforts in the selection of the newest modes. They have travelled far and wide in quest of style, beauty and novelty.

How well they have succeeded is shown in the brilliant assemblage, now on display in our many departments. Full of soft glowing colours, and in thrilling variety, these new Goods present an authoritative guide in every detail of the New Fashions. Make a point of visiting this Store, within the next few days, if you would be informed of the very newest modes for Fall and Winter.

The New COATS

You will find here the very newest Coat creations for all occasions. Coats for general and street wear, Coats for walking, Coats for motor-ing, Coats for afternoon and evening. They all bear the unmistakable impress of exceptional worth. You can see it in the quality of the fabrics, you can see it in the fineness of the tailoring, and you can see it in the individuality of the styles.

The materials consist of Velour, Meltons, Fancy Jacquered, Tweed, Kashmirdown, Sedan and Bolivia Cloths.

The fur trimming, which seems to be the most important feature in selecting the New Fall Coat, consists of Mink, Seal, Beaver and Mole.

The varied shades are Fawn, Brown, Flame, Grey, Taupe, Nigger, Navy and Black.

Fur trimmed Coats. Prices from \$14.00 up to \$75.00

Tweed and Cloth Coats. Prices from \$9.00 up to \$52.00

Charming Blouses

The new season brings a new assortment of Blouses in delightful new styles, as varied in colorings as the Costumes and Skirts which they accompany. They reveal all the characteristics of the new season, and often go to great lengths for smartness.

The selection is so varied and complete that every woman may find a Blouse seemingly designed expressly for her.

The most favoured materials are Tricotee, Crepe-de-Chine, English Broadcloth, Jap. Silk, Voile and Poplin.

Prices from \$2.75 up to \$18.00

Beautiful New Sweaters

The last word in Sweater style is heard in this section now. Dozens of new styles to select from, comfortable and extremely smart, they are a very necessary part of the Fall outfit. You will find all the shades most favoured for Fall and Winter wear. You are sure to need a warm comfortable Sweater, better secure one while assortments are complete.

We have them in all Wool Fancy Knit, Brushed Wool in a wonderfully silky quality, Silk and Wool, all Silk, etc.

Prices from \$3.35 up to \$18.00

Elegant Dresses for All Occasions

The New Fall Dresses for street and afternoon wear indicate in a charming way, that the new fashions bring a note of change, for which women have been waiting the past season or two. This is seen in the new varied neck lines, long tight sleeves, and just the merest hint of gores. Our collection includes frocks of Tricotine, Gaberdine, Maracain, Silk, Crepe-de-Chene, etc.

Then there are the beautiful artistic models in Evening Gowns, that have to be seen to be properly appreciated; in the newest materials and colours.

Street and Afternoon Dresses—

Prices from \$4.25 up to \$60.00

Evening Gowns—

Prices from \$11.50 up to \$55.00

The Newest Fur Modes

In our Fur Section you will find a splendid selection of beautiful Furs, of a quality which will delight all lovers of good Furs. Careful buying has placed us in a position to offer you quality Furs, at a very Special Price.

Included in our assortment you will find Hudson Seal, Skunk, Skunk Opposum, Australian Opposum, Black Wolf, Taupe Wolf, etc.

Prices from \$17.00 up to \$91.50 per set.

The New Hosiery

Fashion is more than ever exacting as to Hosiery this season. The wrong colour can ruin the entire Costume. Our Hosiery Section is prepared to meet the most exacting demands of Fashion, in Hosiery, that—considering quality—is very moderate in price.

Prices from 65c. up to \$1.35

The New Autumn Millinery

The glowing beauty of Autumn tints finds artistic expression in the New Millinery. So many rich fabrics have been used in the fashioning of the new season's Hats, that our Showrooms present an aspect of surpassing elegance.

A flattering feature of the New Millinery, one that promises unusual becomingness, is that as long as the brim is rolled, it doesn't matter where, so each woman may choose the angle that's individually her's. There are delightful new shapes in Velour, Felt, Velvet, Paisley, Figured Velvets and other pretty coverings. Trimmings consist mostly of Flowers, Ribbons, Feathers and Mousses.

Prices from \$3.00 up to \$21.00

Fascinating Assortment of New Scarves

Fashion has proclaimed the Scarf an indispensable part of the new Fall and Winter wardrobe. To thoroughly understand this you will have to see our wonderful selection, and you will no longer wonder why. They are truly beautiful. Their decorative value is almost as much a reason for wearing them as is the grateful warmth they give.

We have them in all qualities—Silk, Silk and Wool, Fine Wool, Angora Wool, Heavy Wool. They are stunning in fancy stripes, Oriental designs, and Plain with gaily coloured borders, and may be chosen from

1.00 up to \$6.35

The New Gloves

Fashion decrees a certain type of Glove correct for every different Costume. Almost every prescribed style may be found here—for with the important place Gloves have in the new mode, our stock has been more carefully chosen than even this season.

Fabric, Suede Finished Gloves—

Prices from 85c. up to \$1.35

Kid Gloves—

Prices from \$1.45 up to \$4.25

The New Dress Fabrics

Our New Fall and Winter Fabrics show a wonderful variety in the most beautiful and original effects, newest weaves and colourings.

First, there are the Coatings—Velour Cloths, Plain and Checked, Blanket Cloths, Naps, Meltons, Heavy Wool Coatings, Astrachan, Scalette, Bearskin, etc.

Then there are the Costume Tweeds of superb quality, in new patterns and colourings, Serges and Gaberdines of many qualities, and a beautiful selection of Silks of various makes.

PRICES VERY MODERATE.

Children's Wearing Apparel

Showing the nicety of detail accorded to the attire of their elders. Practical Frocks and Dress-up Frocks—sturdy Coats and Coats for one's better frocks—smart little Hats and Caps—crisp lovely underthings. All are presented in styles which meet youth's approval for the new and different. Prices take into consideration youth's strenuous needs and varied requirements and are decidedly moderate.

Babies Own Section

A FASHION EVENT IN MINIATURE.

Smartness, Serviceability and Moderate Pricing—is the slogan of this section. And here are miniature modes, all of the newest, with details every bit as lovely as those of grown-up fashions.

Smart new Coats and Caps, pretty Bonnets, Wool Dress Sets, Wool Dresses, Feeders, Bibs, Head Shawls, Pinatores, Play Frocks and Fine Frocks, serviceable underthings

AND PRICES THAT MEAN ECONOMY.

The ROYAL STORES, Ltd.