

A Full Page of Easter Specials

~ FOR ~

THURSDAY & SATURDAY.

We know that in these strenuous war-times you must conduct your finances intelligently and economically. We have made exceptional effort to secure the best bargains obtainable by sending no less than five buyers to scour the foreign markets in search of the best values. These economies we pass back to you.

If you want anything for Spring, Summer or for present use, we urge you in your own interest to visit our Stores and compare prices and quality.

Read this List of Suitable Easter Merchandise :-

AND BENEFIT BY THE MANY SAVING OPPORTUNITIES.

MEN! You can Save Money Here on All Your Easter Needs.

MEN'S WORSTED HALF HOSE—A splendid quality. One of our best selling lines for this time in the season. Made from good quality worsted yarns in assorted heather mixtures. All sizes. Regular 50c. pair. Thursday 70c and Saturday

MEN'S NEGLIGEE SHIRTS—The same line that attracted so many eager buyers last week, we offer again this Thursday and Saturday. If you want a shirt for Easter, you cannot afford to hesitate over this line; there are shirts here that would readily sell at as high as \$2.50 each. Special for Thursday and Saturday

MEN'S NEW KNIT UNDERWEAR—Heavy ribbed, medium weight underwear in the popular new knit. This is a local make and should be given preference where qualities are equal. Regular \$1.35 garment. Thursday and Saturday

MEN'S GARTERS—Of high grade floss silk with ivory buckles and fittings that can be easily detached and used with new elastic if required. Undoubtedly a superior quality garter. Reg. 80c. pair. Thursday & Saturday 65c



TRENCH RAGLANS—Of an extra fine quality showerproof raglan cloth, in a bright tan shade. This is one of the most popular makes in use to-day and should attract many young men in need of raglans for Spring. They are well made, with military collars, detachable belt at waist, loose plain lining and raglan sleeves. Regular \$35.00 each. Thursday and Saturday

MEN'S RAGLANS—A fashionable loose-fitting style, made from light weight raglan material that is proof against wind and sudden showers. The close military collar buttons firmly about the neck, giving a comfortable fitting style that will always hold. Reg. \$16.50 each. Thursday and Saturday

MEN'S SELF COLOR DERBY TIES—A splendid color range including Sage, Light Navy, Emerald, Purple, Crimson and Greys. Neat and dressy ties of pure silk repp. Ties that will wear better and retain their shape much longer than the general run. Reg. 85c. each. Thursday and Saturday

Strong Price In New Spring Merchandise.

CHILDREN'S WHITE EMBROIDERY DRESSES—Very elaborate styles that you will be glad to let your little girl wear. The cut is the very latest with trimmings of Valenciennes lace and bows of colored ribbon. Regular \$2.50 each. Thursday and Saturday

NECK AND SLEEVE FRILLINGS—In plain and spot net, tulle, lace and black chiffon edged with gold. A large assortment of widths and colors to choose from. Reg. 25c. yard. Thursday and Saturday

EASTER RIBBONS—Our most popular line we offer this week, giving you a chance to get the very shade you want from our best assorted line of colors. Reg. 29c. 35c. yard. Thursday and Saturday

BOUDOIR CAPS—Of fancy chiffon and lace with bows of colored ribbon at the front. You will be surprised at their daintiness. Regular 50c. each. Thursday and Saturday

BOYS' SPRING OVERCOATS—The very latest pinch-back styles for boys from 3 to 9 yrs. in Shepherd checks, light tweeds etc., with and without velvet collars. Regular \$11.00 each. Thursday and Saturday



GEORGETTE CREPE COLLARS—These should interest every Easter shopper, because the styles are the newest, the colors and materials are all that can be desired and values are beyond comparison in St. John's to-day. Reg. 53c. 65c. each. Thursday and Saturday

BLACK POPLIN SKIRTS—A stylish English skirt made with full back, panel front and bone button trimmings. You will be particularly pleased with this line. Regular \$5.90 each. Thursday and Saturday

NEW SILK BLOUSES—Charming Silk Blouses for Easter in dark stripes with grounds in plain silk and pretty shot effects. The style is one of the prettiest we have ever had the privilege of offering. The collar is inconceivable style and can be worn open or closed. Regular \$4.60 each. Thursday and Saturday

LIGHT STRIPED BLOUSES—Of durable wash silk. Made in a very neat, new style with sailor collar, plain set-in sleeves and double stitched seams. This is a splendid opportunity to secure a durable blouse at a low price. Regular \$2.35 each. Thursday and Saturday

WOMEN'S MUSLIN NECK WEAR—For waists, coat or in sets with cuffs included. Trimmings with lace and hemstitching. Regular 40c. Thursday and Saturday

THE SALE OF



Silk and Lisle HOSIERY

IS ATTRACTING MUCH ATTENTION.

Stockings and Socks we've already sold is commanding so much admiration that customers who hadn't intended buying their Summer Hosiery now are taking advantage of this Sale and buying enough to last them until the cold weather comes again. That's what you'll do if you come and see the values.

We don't see how anybody can resist the remarkable savings offered in this Hosiery Sale.



MARCH is the Month When People Turn Their Thoughts to Spring Cleaning.

Let our Wall Paper Department help you. You will surely require one or more rooms to be re-papered, and now is the time to buy your papers and have them put aside until you require them.

We Are Now Showing Some of the Prettiest Patterns and Colorings in St. John's.

For Parlors, Dining Rooms, Libraries, Bedrooms, Kitchens, etc. These Wall Papers have been carefully selected for our trade from the choicest productions of the season, and we know that no finer goods could be procured anywhere.

The Prices Will Be Found Exceedingly Reasonable.

Visit the Millinery Dept. and view the NEW SPRING GOODS.

The lines we offer this week-end will create much interest.

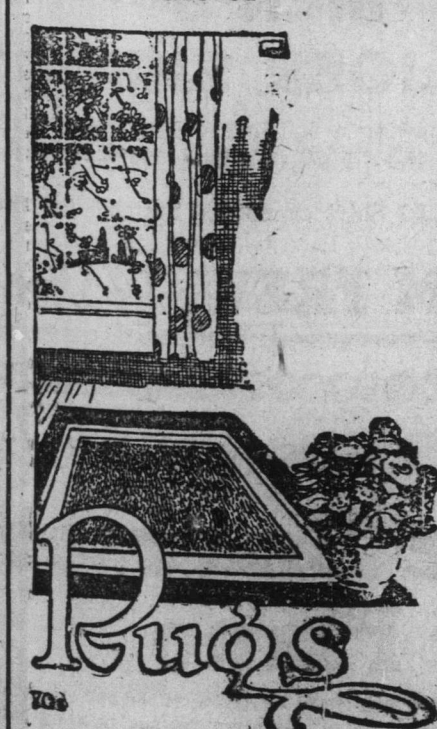
WOMEN'S READY-TO-WEAR HATS—Of fine Tagel Straw in Green, Grey, Rose, Blau, Pink, etc. Several distinctive new styles—bought specially for this Easter bargain event. Regular \$2.35 each. Thursday & Saturday

BLACK STRAW UNTRIMMED HATS—Newest shapes, some with high crowns and narrow, turned up brims, and a good assortment of the new saucer effects; all this Spring's importations. Reg. \$1.70 each. Thursday & Saturday

MISSIES' CRINOLINE SILK HATS—In self colors, trimmed with sprigs and flowers; for children from 8 to 12 yrs. Regular \$1.50 ea. Thursday & Sat. \$1.37



Another Remarkable Sale of CURTAIN MATERIALS



CHINTZ AND SCRIM CURTAINING.

—A material of exquisite beauty and style. It is 40 inches wide with half chintz in handsome designs of flowers, buds, etc. The other half is of fine hemstitched scrim with fancy drawn thread borders. Regular 50 cents yard. Thursday 42c and Saturday

CURTAIN SCRIM.—In White and Cream with hemmed edge and floral borders in a splendid variety of patterns. They are all American and will hold their colors as well as any imported this season. Regular 20 cents yard. Thursday 17c and Saturday

CURTAIN SCRIMS AGAIN.—Another line in a much better quality. We offer a big variety to choose from and you will have no difficulty in getting the color combination you like. The designs are mostly floral and leaf, 40 inches wide. Regular 35 cents yard. Thursday 32c and Saturday

NOTTINGHAM LACE CURTAINS.—Come and see the patterns and qualities and you will agree with us that the values are superior to anything offered in St. John's; assorted sizes; white only. Regular \$3.00 pair. Thursday \$2.75 and Saturday

and Door Mats.

PUSH DOOR MATS.—In green and red with curl centres and straight borders. These desirable mats are always stylish and are positively the cream of value. Regular \$1.25 each. Thursday and Saturday

NEW DOOR MATS.—Of an extra heavy make with closely woven back and a thick velvet pile that will stand the hardest wear. All this season's newest colorings; size 12 x 32 inches. Reg. 85c. each. Thursday & Saturday

TAPESTRY HEARTH RUGS.—Extra large sizes in a magnificent variety of Oriental patterns; the color range includes Red, Green, Browns, etc. Reg. \$3.25 each. Thursday & Saturday

VELVET SURFACE HEARTH RUGS.—In red bordered designs that are handsome and attractive. They are composed of lute and cotton and will give good service. Regular \$3.50 each. Thursday and Saturday



Easter Headwear for Men and Boys.

MEN'S AND YOUNG MEN'S SOFT FELT HATS.

All American styles in a wealth of new serviceable colors, including Navy, Browns, Greens and Greys. The man desirous of being well dressed should take advantage of this bargain. Reg. \$2.35 each. Thursday and Saturday

MEN'S AMERICAN CAPS.—A big job line of Tweeds and Shepherds' Checks in light, medium and dark colors. Every one is smart and in the best styles for the new season. Special for Thursday and Saturday

NEW HARD FELT HATS.—If you want a dressy hard felt for Easter, this is your opportunity. The styles are all new and desirable; a full range of sizes. Reg. \$1.70 each. Thursday & Saturday

BOYS' TWEED HATS.—A rare opportunity is afforded purchasers here to secure New Spring Hats for boys from 3 to 9 years. They are mostly Tweed mixtures with stitched brim that can be worn in several different styles. Regular \$1.00 each. Thursday and Saturday

The New Spring Cottons are Extremely Pleasing.



WHITE STRIPED MUSLIN.—Three pretty striped designs; nice for blouses, dresses, etc., 27 inches wide. Regular 30c. yard. Thursday and Saturday

STRIPED COTTON CAMBRIC.—A new American material for house dresses, aprons, overalls, etc., 37 inches wide, assorted patterns. Reg. 30c. yard. Thursday and Saturday

COTTON POPLINS.—One of the finest qualities we've ever had the privilege of offering as a bargain special. The colors are Salmon, Pink, Brown, Rose, Pale Blue and Cream. Regular 40c. yard. Thursday and Saturday

Big Savings on SMALLWARES.

Blue Seal Vaseline, Reg. 7c. Sale Price 6c.
Vaseline Camphor Linc. Reg. 12c. Sale Price 11c.
White Petroleum Jelly, Reg. 25c. Sale Price 20c.
Vinolia Shaving Cream, Reg. 35c. Sale Price 30c.
Vinolia Tooth Powder, Reg. 35c. Sale Price 30c.
Velvet aPee Powder, Reg. 75c. Sale Price 15c.
Bel-Bon Talcum Powder, Reg. 30c. Sale Price 20c.

BLOUSE REGATTAS.—Of a quality that will give exceptional wear. They are also suitable for house dresses, shirts, etc. Regular 40c. yard. Thursday and Saturday

BLUE STRIPED APRON LINEN.—The best quality for butchers, cooks or any one requiring an apron that will give lots of hard wear. Regular 45c. yard. Thursday and Saturday

GLASS TOWELING.—Red and Blue Check, in soft union linen, 16 inches wide. Reg. 13c. yard. Thursday and Saturday

GUEST TOWELING.—Of Ligon Huckaback woven in fancy ribbon stripes. All pure white, 29 inches wide. Regular 55c. yard. Thursday and Saturday

Tooth Brushes, Reg. 20c. Sale Price 16c.
Nail Brushes, Reg. 7c. Sale Price 6c.
Safety Pins (small), Reg. 5c. card. Sale Price 4c.
Safety Pins (medium), Reg. 6c. card. Sale Price 5c.
Safety Pins (large), Reg. 6c. card. Sale Price 5c.
Hair Pins, Reg. 4c. box. Sale Price 3c.
Sheets of Pins, Reg. 3c. each. Sale Price 2c.
Books of Pins, Reg. 6c. each. Sale Price 5c.
Books of Safety Pins, Reg. 6c. each. Sale Price 5c.
Velvet Skin Soap, Reg. 14c. Sale Price 12c.
Boot Buttons, Reg. 5c. card. Sale Price 4c.
Trimming Buttons, Reg. 11c. doz. Sale Price 9c.
Mending Wool, Reg. 3c. card. Sale Price 2c.
Silk Substitutes, Reg. 5c. reel. Sale Price 4c.
Leather Purses, Reg. 25c. each. Sale Price 20c.
Hooks and Loops, Reg. 4c. card. Sale Price 3c.
Hooks and Eyes, Reg. 4c. card. Sale Price 3c.
Dressing Combs, Reg. 40c. each. Sale Price 35c.

The Royal Stores Ltd.



our Patrons! The until after Easter will

WOMEN

abundance of Footwear of Black, Tan, Mahogany and Grey Leathers, with both tops, French, Cuban, 6, 8, 10 & 12 ins. high. to \$8.00

dressed in the Best

NG, Ltd.

Infantile Mortality Alarming.

Editor Evening Telegram.

Dear Sir,—The Registrar General, Mr. Doyle, has kindly given me the exact figures of the Infantile Mortality for 1917 and the rate per 1000 Births, which were not available when I last wrote on this subject:—

Total Deaths under one year, 186.
Total Births for City 69
Death rate per 1000 Births 177.93%

under one year 177.93%
Death rate per 1000 Births 66.03%
one to five years 104.65%
The Infantile Death rate for previous years has been as follows:—

1916 1915 1914
184.25% 163.07% 168.63%
1913 1912 1911
220.83% 171.53% 260.73%

It is well perhaps to repeat once more that an Infantile Death rate of over 100 per 1000 Births is absolutely disgraceful to the community.

The regulations for the sale of MILK prepared by Dr. Brehm, and published last week in the Royal Gazette, should cause some improvement in the present year.

Yours truly,
W. G. GOSLING.

St. John's, March 28th, 1918.

Nild. Magazine.

We acknowledge, with thanks, receipt of an advance copy of the current issue of the Newfoundland Magazine published by Mr. E. A. Smith, and though having but time for a cursory examination, of the literary and pictorial matter, can nevertheless compliment the publisher on the general get up of his journal. The names of the contributors are sufficient guarantee of the literary quality of the articles and the illustrations are of the usual high order. A usual of the April Number will amply repay every purchaser.

NOTE OF THANKS.—Mrs. James McCoubrey desires to express her sincere thanks to all kind friends who sent notes of sympathy and telegrams; also notes of condolence fromasonic Lodges Tasker and St. Andrew, also Lodge Dudley, S.O.B., and those who sent flowers or in any way helped to lighten the sorrow in the loss of her dear husband.—adv.

'S Stationery

Church of England Prayer and Hymns, A. M., 45c, 50c, 60c. each.

Prayer and Church Hymns, 50c. each.

Prayer and Hymns, A. M., and Prayer and Church Hymns in cases, asstd. prices.

Prayer Bibles 50c. up.
Bible Books, all prices.

Prayer Hymn Books, 40c. each up.

Prayer Hymn Books with Pines, 1.45 each up.

Prayer Hymn Books, Songs and Solos, Cards, asstd. prices.

Prayer Marks, all prices.

NG, Ltd.,

Department.