

Correct Styles; Dependable Merchandise and Royal Store Prices.

The Unbeatable Combination

We are proving to many every day that, despite the war, shopping at this Store means "true economy." If, up to now, you have neglected to utilize the wonderful opportunities offered, give us a chance of proving it to you this Friday and Saturday.

TO LOOK OR TO BUY, WE CORDIALLY SOLICIT YOUR VISIT.

Odds and Ends in Hardware Section

BLOUSE PINS—Fancy designs in bright gilt; 2 on card. Special, 2 cards for
ALUMINUM HAIR PINS—The latest novelty, fancy designs; will not tarnish. Special, each 5c
FANCY SHELL BARRETTE—In smart patterns, light and dark shell. Special, each
POST-CARD ALBUMS—To hold over 200 cards; great variety series. Reg. 20c. each for 16c

CAMPBELL KIDS TOY BANKS—Strong cast iron, gilded over; something new. Special, each 13c
SUGAR SHELLS & BUTTER KNIVES—In neat cases, white metal; fancy handles. Special, each 11c
CUSHION CORD—In assorted shades; also used for hats. Special, 3 yards for 11c
INDIA TAPE—High grade non-twist Tape; assorted widths, 12 in bundle. Special, ea.

HAND MIRRORS—Real Cut Glass Mirrors; bevel edges. Special, 1.17 each.
CORONATION TOILET SOAP—Assorted perfumes, 1 lb. cakes. Special, 2 for 7c
PHOTO FRAMES—Double frames, silver finish; extra fine quality. Reg. 65c. each for 58c
TOOTH BRUSHES—Superior quality bristles. Special, each 10c
PENCIL SETS—For school work, fancy boxes—Pens, Pencils and Ruler. Special, each 10c



SPECIAL SALE OF WOOL UNDERWEAR

Women's Stanfield Underwear

About 70 dozen of Women's All Wool Vests and Pants, guaranteed unshrinkable, well made and perfectly finished; full fashioned; sizes 30 to 40 inches. Reg. values \$1.50 a garment. Friday and Saturday.

75c

Men's Stanfield Underwear

These garments are All Wool, finely woven. They combine the softness of silk with the warmth of wool. Shirts and drawers well made and finished; sizes from 35 to 42 inches. Reg. values \$1.40 a garment. Friday & Saturday.

85c

NEW FALL GOODS

Are Daily Being Opened in the Showroom

Ladies' Fall Costumes

A splendid line of Tweed and Serge Costumes for Fall wear, in assorted mixtures of Green, Grey and Brown; smart new styles, belted backs. Values to \$9.00 each. Friday and Saturday 6.50

Dressing Jackets

3 dozen only Charming Dressing Jackets in Fancy Challies and Fletches; many attractive styles are among these; assorted sizes. Reg. \$1.25 each. Friday and Saturday 1.05

Ladies' Linen Collars

A big assortment of patterns, plain golf shapes, unembroidered styles, all sizes from 12 1/2 to 14 1/2; guaranteed all pure linen. Reg. 20c. each. Friday and Saturday 15c

White Muslin Collars

Dainty White Lace Collars, some trimmed with heavy Lace, others with Black Velvet Ribbon; various pretty styles. Special, each. Friday and Saturday 29c

Ladies' Corsets

D. & A. Corsets—the popular make, 3 different styles; quite new and up-to-date, made of French Coutil, trimmed with Lace and Ribbons. Reg. \$1.45 pair. Friday and Saturday 1.28

Job Ribbons

A big collection of heavy Taffeta Ribbons in a variety of pretty colors, checks, &c.; all 6 inches wide. Usually sold for 20c. yard. Friday and Saturday 16c

Little Beauty Waists

A new supply just to hand of White Fleece Lined "Little Beauty" Waists, well made and finished with tapes, buttons, &c. Reg. 50c. each. Friday and Saturday 44c

Misses Waterproof Capes

A limited number offered at clearance prices. These Capes will fit girls from 8 to 14 years; assorted shades of Navy, Green, Fawn. Hoods are lined with Tartan Plaids. Reg. \$3.50 each. Friday and Saturday 2.25

Ladies' Underskirts

Fine grade Flannelettes in White, Cream, Pink and Blue. White Linen hipped bands, hemstitched flounces, tucks and embroidery trimmed; all sizes. Reg. \$1.00 each. Friday and Saturday 80c

Ladies' Blouses

A new line of smart Blouses made of Fancy Flannelette; warm and comfortable for fall wear; Paisley and other fashionable designs, pearl button trimming. Reg. \$1.25 each. Friday and Saturday 1.00

Turkish Towels for 20c

Assorted styles, sold regularly at 25c. each. Brown and White, Red and White, Blue and White Stripes also in Plain White. Fringed ends, fine large sizes. Real values.

Damask Table Linens for 30c

About 200 yards of our Extra Special Damask Table Linen in Blue and White, 54 inches wide worth 40c. a yard. The best value in Linens offered for some time.

Breakfast Cloths for 45c

A new assortment of popular Colored Border Damask Breakfast Cloths, all Linen, in shades of Crimson and Green, fringed all round; sizes 50 x 50. Values up to 60c.

White Lace Curtains for 1.30

Over 100 pairs superior quality White Nottingham Lace Curtains in a selection of beautiful floral designs, large and small patterns, well finished topped edged. Regularly sold at \$1.55 a pair.

Cotton Eiderdown for 17c

For Dressing Gowns and Jackets. Warm Blouses, etc., heavy quality, well fleeced on both sides. In a nice variety of patterns, large Plaids, Stripes and self colors. Good value.

Cocoon Mats for 2.00

For Halls and Vestibules. Natural cocoon fibre centres, large size, 24 x 35, wool edges; very high grade mats, usually sold for \$2.50 each. Only a limited number in stock.

Linoleum Mats for 39c

Best quality Linoleum Mats. Another big supply safely arrived from England; size 19 x 36; light and dark patterns in great variety. Get your pick while the picking is good.

Ladies' Hose for 55c

Black Cashmere Hose of special quality, all wool seamless Hose, plain and assorted ribs, in sizes S. W. and O. S. shaped ankles, fast colors. Worth 70c. a pair.

Children's Hose for 14c

A nice assortment of Black Cashmere Hose for children of all ages, guaranteed Fast Black, assorted ribs, stout wear resisting qualities. Values to 25c. a pair.

SPECIAL SALE OF Soiled BLANKETS Still Continues.

Blankets



The position we assume toward the Blanket business has always been a strong one. Just now a rich boon awaits housekeepers here, for we are piling up proofs of economy that are interesting. This lot of Soiled Blankets includes many values that are absolutely unbeatable. Altogether the lot comprises about 200 pairs, and the saving on each is considerable, as the following figures show:

Size 54 x 70—Reg. \$5.00 pair. Selling for \$4.25
Size 60 x 78—Reg. \$5.25 pair. Selling for \$4.60
Size 66 x 84—Reg. \$6.20 pair. Selling for \$5.40
Size 60 x 78—Reg. \$7.20 pair. Selling for \$6.30
Size 66 x 84—Reg. \$8.50 pair. Selling for \$7.40
Size 70 x 88—Reg. \$9.65 pair. Selling for \$8.00
Size 65 x 84—Reg. \$10.00 pair. Selling for \$9.40

AND UP TO \$13.50 PAIR.

Cotton Blankets

Superior make of White Fleece Blankets, made of best Californian Cotton; size 54 x 74. Pink and Blue borders; well finished. Reg. \$1.10 pair. Friday and Saturday.

96c

Crib Blankets

Colored Cotton Crib Blankets, size 36 x 50; heavy quality, soft fleecy finish, softer than wool; Pink and Pale Blue borders. Special for Friday & Saturday.

\$1.00

NEW Autumn Dress Goods SCOTCH TWEEDS.

A nice selection of Mixed Tweeds, suitable for Fall wear; splendid patterns, entirely new. 54 inches wide, shades of Grey, Green and Brown. Reg. \$1.25 yard. Friday & Saturday, **99c**

WOOL POPLINS.

All Wool Poplins in smart new shades Sage, Brown, Grey and Black, 40 inches wide. That these fabrics are cheap is a good argument—that they are good is a better one. Reg. 60c. yard. Friday & Saturday, **52c**

Grocery

Strawberries, in 2 lb. tins. Special, per tin. 18c
Lemon Cling Peaches, in large tins. Reg. 25c. each for 20c
Tomato Catsup. Reg. 20c. tin for 15c
Preserved Ginger in Glass. Reg. 25c. for 20c
Star Brand Natural Milk. Reg. 14c. tin for 10c
Fleming's Jams, 1 lb. pots. Special 18c
Flavorings, assd., 2 oz. bottles. Reg. 20c. for 15c
tins. Reg. 30c. for 27c
French Coffee, 1 lb.

Crockery

China Egg Frames, White and Gold; 3 cup size. Reg. 20c. each for 17c
Butter Dishes, Red Glass; large size. Reg. 45c. each for 38c
Fern Pots—Majolica. Reg. 45c. each for 36c
China Bowls, White and Gold. Reg. 20c. ea. for 17c
Holy Water Fonts, Ige. size. Reg. 45c. ea. for 36c
China Toast Racks, 3 bar. Reg. 20c. ea. for 17c
English Tea Sets, 40 pieces. Regular \$5.50 set 4.60
Pie Dishes, round glass; 8 inches. Regular 20c. ea. for 17c

BARGAINS IN THE Men's Furnishing Store

MEN'S GLOVES

Real Buckskin Gloves, good shapes, correct sizes; shades of Grey, Fawn and Brown; double stitched. Reg. \$1.20. pr. Friday & Saturday **1.00**

MEN'S SILK NECKWEAR.

High grade Ties, very smart and artistic designs in the very newest shades, wide end styles; a big variety to choose from. Reg. 60c. each. Friday and Saturday, **68c**

MEN'S SHIRTS.

8 dozen only soft, bosomed Shirts, open at back, in neat striped patterns, medium cuffs; all sizes. These Shirts are roomy enough for comfort yet have a well shaped appearance. Reg. \$2.25 each. Friday & Saturday **1.90**

BOYS' SAILOR SUITS.

Navy Blue Serge, neat self-colored rows of braid on collar; in sizes to fit boys of 4 to 8 years. Reg. \$1. each. Friday & Saturday **96c**

Boots and Shoes

MEN'S BOOTS—Dongola, Vici Kid and Gun Metal, all sizes. Reg. \$3.50 for 2.85
MEN'S BOOTS—Vici Kid and Patent Leathers, new shapes; sizes 6 to 10. Regular \$4.50 for 4.05
LADIES' BOOTS—Tan Vici Kid, Buton and Laced styles, smart new shapes. Reg. \$2.15 pair 1.95
LADIES' BOOTS—Black Dongola Bluchers, dull kid tops; sizes 2 1/2 to 7. Regular \$2.50 pr. 2.30
CHILDREN'S BOOTS—Polished Toes, Black Dongola Kid, Laced and Buton; sizes 3 to 6. Reg. 75c. pair. for 68c

MEN'S HANDKERCHIEFS.

The Excelma make of Mercerized Cotton Handkerchiefs in Cream. These have nicely embroidered initials on corners and are finished with hemstitched hems. Reg. 25c. each. Friday and Saturday. **20c**

MEN'S BRACES.

Heavy Elastic Webbing and Leather fittings; used generally by policemen, firemen, &c.; good values. Reg. 30c. each. pr. Friday & Saturday **26c**

MEN'S FELT HATS.

In Navy Blue only, Soft Felt Hats, round shapes, pugaree and velvet bands; in a full range of sizes. Reg. \$2.00 ea. Friday & Saturday **1.75**

GENT'S HALF HOSE.

Neat Black Cashmere Hosiery with natural colored feet, absolutely seamless, doublethread soles; in all sizes. Special for Friday and Saturday, **22c**

Genuine HARDWARE Bargains

Stove Brushes. Reg. 15c. each for 12c
Tea Spoons. Reg. 80c. dozen for 70c
Scrub Brushes. Reg. 13c. each for 10c
Carpenter's Rules. Reg. 17c. each for 15c
Extension Sash Rods. Special, 2 for 9c
Curtain Pins. Special, 2 dozen for 5c
Stove Daubers. Reg. 5c. each for 4c
Grey Enamelled Saucepans. Reg. 35c. for 31c
Large Enamelled Pie Dishes. Reg. 40c. for 35c
Enamel Mixing Pans. Reg. 70c. for 63c
Iron Saucepans, 4 qt. size. Reg. \$1.20 for \$1.10
Bread Knives. Reg. 25c. each for 21c
Nickel Stair Plates. Reg. 18c. doz. for 15c
Stove Lifters. Reg. 5c. each for 4c
Glass Stand Lamps. Reg. 35c. each for 31c
Toilet Paper. Special, 2 rolls for 12c
Apple Corers. Reg. 6c. each for 5c
Wringers. Reg. \$2.70 each for \$2.50
Tin Buckets. Reg. 22c. each for 19c
Wood Wash Tubs. Reg. \$1.45 each for \$1.32
Galvanized Coal Scoops. Reg. 55c. each for 50c

Dressing Combs

High grade Combs, guaranteed unbreakable; made of finest composition. In Black and White. Reg. 35c. each. Friday and Saturday **28c**

Children's Belts

6 doz. Glazed Leather Belts, Buster Brown styles; colors of Pale Blue, Red, Brown and Black with White trimmings. Special for Friday & Saturday, each **22c**

The Royal Stores Ltd.

THE STINGY MAN.



WALT MASON.

His fame is dingy—the man who's stingy men greet him with a frown; He's always pinching, the nickels clinching, the tightwad of the town. He's never willing to give a shilling when we pass around the hat. To give some pauper a meal that's proper, or heat some widow's flat. He lives to collar the large round dollar, with coin to dine and sup; he's tight as blazes; no honeyed phrases can make him loosen up." Yet some are saying, "He's good at paying his bills right up on time; he asks no credit—he seems to dread it—he owes no man a dime!" And some who blame him and try to shame him as one old tightwad dub, are cheerful fakers who owe the bakers and grocers for their grub. I hold it wiser to be a miser, and pinch coin till it bleeds, than one who wanders round and squanders the coin his butcher needs. I hold it cleaner to eat stale wiener and save three moldy cents, than be a glutton on stand-off mutton, like some half-fellow gents.

Our Shell Factory

A meeting of those interested in the formation of the Newfoundland Shell Co. Ltd., was held at the Board of Trade Rooms yesterday. The capital has been almost fully subscribed, and the work of preparing for the manufacture of shells will be taken up immediately. The plant will be in the West End of the city, the building formerly known as The Angel Engineering Works, having been engaged for the purpose. A portion of the required machinery will be made here, and the remainder will be imported. The new industry will be a boon to the foundry and wool factories, besides giving employment to upwards of 90 persons about 25 of whom will be skilled workmen.

Prohibition Meeting.

Under the auspices of the W. C. T. U., a successful prohibition meeting was held in the school room at Brookfield on Wednesday evening. Mr. I. C. Morris presided and gave an interesting speech, brimful of optimism on the prohibition question. Mr. Henry E. Cowan also spoke encouragingly of the outlook. Mrs. Howlands followed and gave a forceful address. Miss Benedict gave a temperance song while a collection was being taken up.

Chief at Shell Works.

Mr. W. A. Coughlan, Mining Engineer, son of Mr. James Coughlan, of the G. P. O., has recently been appointed Chief in charge of the shell works at Cowansville, Que. For some time past Mr. Coughlan has been Government Inspector of shells at Sherbrooke and Point Charles, and the news of his promotion will be welcomed by his many friends in the city.

Here and There.

CIVIC COMMISSION.—The regular weekly meeting of the Civic Commission will take place at 8 o'clock this evening.

FROM FRENCH SHORE.—The schr. Milne arrived at Lewisport from the French Shore yesterday hauling for 140 quintals of codfish.

BRINGS ANOTHER CARGO.—The S. S. Beatrice which left here yesterday for North Sydney will return to this port with another cargo of coal.

SQUID PLENTIFUL.—Squid are reported plentiful at Sound Island but the stormy weather prevents fishing boats from getting on the grounds.

TAKES FREIGHT TO GLASGOW.—The S. S. Wasia, which has been sent to the Canadian Government, will take a freight from this port to Glasgow.

BEOTHIC RETURNING.—The S. S. Beothic, which brought a cargo of fish from here to Alicante and Naples will be leaving the former port for here very soon.

A LLOYD'S AGENT.—Mr. A. Donovan, agent for Lloyd's, arrived in the city by yesterday's express and will superintend the work of repairs to the S. S. Carrisbrook.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains. sep21at

OUR VOLUNTEERS.—Section and squad drill were engaged in at the Armoury yesterday. Also a route march was taken. Some of the outport men were given leave yesterday to go to their homes.

DAMAGE BY STORMS.—Much damage was done to fishing property in the outer part of Bay of Islands in the recent storms. Boats were driven ashore and buildings were blown down at Bateau Cove.

GARDEN PARTY.—Preparations are being made at Tors' Cove for the annual garden party which takes place there on Sunday next. A large number of persons from the city have signified their intention of taking in the event, and we understand that the excursion train on that day will not leave Tors' Cove on the return until 9 o'clock at night.

MINARD'S LINIMENT CURES COLDS, ETC.