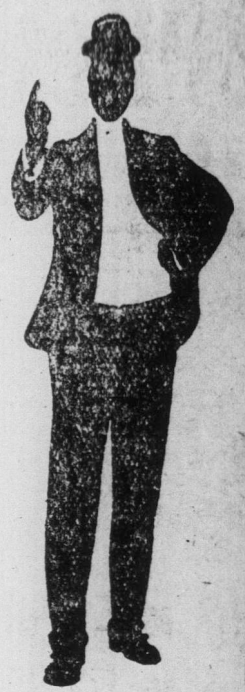


READ THIS PAGE FULL OF PROMISES.



Grocery List

Pure Gold Essences, large bottles, Reg. 25c, each for **20c**
 Anglo-Indian Pickles, Reg. 25c, each for **20c**
 Kop's Concentrated Ginger Beer, Reg. 35c, each for **30c**
 Vinegar, large btl., Reg. 12c, each for **10c**
 French Peas in tins, Reg. 15c, each for **12c**
 1lb. Cadbury's Chocolate, Reg. 35c, each for **30c**

Not a promise among them but we are prepared to fulfill.

Promises, concerning the qualities, the styles and the prices of Fresh Spring and Summer Goods.

It is the constant proving of these advertised promises by the public that is steadily adding to this Store's patronage.



**PROVE THESE PROMISES
ON FRIDAY & SATURDAY.**

Job Table Napkins

Pure White Damask Linen. Size 22 x 22 Hemmed ready for use. Reg. 20c. each. **Friday & Saturday 16c**

Doyle's Colored Borders

White Linen Doyle's with Red and Blue Borders. Size 14 x 15. Fringed all round. **Special 2 for 8c**

Grecian Toilet Cloths

Beautiful Toilet Cloths made of heavy White Cotton; splendid patterns. Size 24 x 48. **Special Friday and Saturday 50c**

Muslin Cushion Covers

In Fawn and White. Size 20 x 20. Daintily embroidered and finished with frill. Reg. 65c. each. **Friday and Saturday 55c**

English Long Cloths

In 12-yard pieces. Splendid quality. 35 inches wide. Soft Chambray finish; absolutely no dressing. **Special Friday and Saturday per yard 13 1-2c**

Turkish Face Cloths

These are made of good quality Cotton Turkish, and are guaranteed to give every satisfaction. **Special for Friday and Saturday each 7c**

Gloves! Gloves!!



60c. GLOVES for 25c. A job line of Berlin Lisle Gloves; elbow lengths. In various shades of Tan. Full range of sizes; exceptional values. Reg. 60c. pair. **Friday and Saturday 25c**

CHILDREN'S GLOVES. 20c. Values for 10c.

8 dozen pairs fine Lisle Gloves for children; Sizes 1 to 6. 2-Dome fasteners. Stitched backs: Colors of Tan, Navy, Brown, Black and White. Reg. 20c. pair. **Friday & Saturday 10c**

75c. KID GLOVES for 49c. A job line of Ladies Kid Gloves in colors of Tan, Brown and Black. All sizes. 2-Domes. Values 75c. pair. **Friday & Saturday 49c**

Wash Dress Fabrics

WHITE GOODS. 2,000 yards White Dress Goods, comprising Brillants, Voiles and Muslins. Dotted and Striped effects; various widths. Many neat self patterns among these. Regular 25c. yd. **Friday and Saturday 21c**

COLORS COTTONS. 3,000 yards, consisting of Batines, Canvas Clothes, Chailles, etc. In all the best washing colors. Pink, Blue, Grey, Heli, etc. Self-striped, and other patterns. Reg. 20c. yd. **Friday and Saturday 16c**

Splendid Values in Hosiery

PLAIN CASHMERE HOSE.

All sizes; guaranteed seamless and fast. Black. **Special Friday and Saturday per pair 21c**

RIBBED CASHMERE HOSE. Ribbed Heels and Toes; fast colors. All sizes. Also, a few pairs of plain Cashmere at the same price. Reg. 40c. pair. **Friday and Saturday 36c**

LACE FRONTED HOSE. Thin Black Cashmere, with beautiful patterns, in lace fronts. Regular 45c. per pair. **Friday and Saturday 40c**

The Showroom's Quota of Promises

In Seasonable and Wanted Merchandise

Ladies' Sweater Coats

145 dozen Jersey Knit Coats. In stunning new styles with smart belted back effects; colors of Myrtle, Saxe, Navy, Brown, Tan, Crimson and Ruby. All sizes. Reg. \$1.75. **Friday and Saturday 1.10**

\$1.10 each.

JOB RIBBONS.

A splendid assortment of new Ribbons just to hand. Shot and Two-toned effects in all the popular colors; 6 inches wide. **Friday and Saturday 20c**

JERSEY KNIT VESTS.

The best for warm weather. In White Cotton; elastic finish; Low neck, short sleeves; also Low neck and Sleeveless. Nicely trimmed; all sizes. Regular 35c. each. **Friday and Saturday 30c**

CHILDREN'S SUMMER HATS.

Dainty creations in Millinery for young girls; Crinolite Hats lined with Pink and Blue Jap. Silk and trimmed with soft Ribbon. Reg. 95c. each. **Friday and Saturday 85c**

LADIES' BLOUSES.

A collection of pretty Blouses in the following materials: Challie Delaine and Nunsveiling. All cream, trimmed with lace, silk embroidery, etc. Various styles. Reg. \$1.00. **Friday and Saturday 85c**



A large collection of D & A Corsets, including about 5 different styles; all this season's models. Corsets usually sold at \$1.50 pair. **Friday and Saturday 1.60**

NURSING APRONS.

A large supply of the ever popular Nurse Don Aprons just been opened. The usual large sizes. Bibs; full skirts and 2 large pockets. Reg. \$1.25 each. **Friday and Saturday 95c**

CHILDREN'S SLEEPSHIRT BANDS.

The most useful style of Band yet devised. These are strongly made of White Cotton of fine Drill. Carefully finished. **Special Friday and Saturday 31c**

LADIES' NECKWEAR.

A huge assortment of new summer neckwear offered; wonderful new designs in Tango Silks and Lace, Peter Pan, Ties, Bows, Jabots. Regular 45c. each. **Friday & Saturday 38c**

LADIES' HANDKERCHIEFS.

In various styles. White Linen and Muslins; neatly hemstitched and embroidered; others fancy veined and lace trimmed. **Special Friday & Saturday 8c**

Crockery Specials

Teacups and Saucers, White & Gold. Reg. 20c. each for **16c**
 White Stone Jugs. Regular 8c. each for **7c**
 Flower Pots, Brown Earthenware, 5 inch. Special, 2 for **12c**
 Preserve Dishes, Krystal Glass, 7 1/2 inches. Reg. 45c. each for **44c**
 Whipped Cream Jugs & Stand, Krystal glass. Reg. 80c. each for **70c**



Men's High Grade Shirts

Not a more convenient place in the city to buy your Shirts.

MEN'S OUTING SHIRTS.

In Cream only. Large roomy shirts, well made; fitted with neat soft collar and pocket. Reg. 80c. each. **Friday & Sat. 68c**

MEN'S SILK RAY SHIRTS.

5 dozen only Men's High Grade Tunic Shirts in colors of Blue, Grey, Pink and Buff. Soft double cuffs, White Linen Collar Bands, etc. Reg. \$2.85 each. **Friday and Saturday 2.30**

Men's Silk Neckwear

NEW NECKTIES.

A cheaper line of Silk Neckwear in which Paris and Wide end Ties are included. They come in the colors and designs that are the vogue for this season. Reg. 25c. each. **Friday and Saturday 20c**

SILK TIES.

The new Summer Ties are worth seeing. Flowing ends; English and American makes are shown in this lot. Self & fancy color Reg. 65c. **Friday & Sat. 58c**

Seasonable Bargains for Men

SOFT COLLARS.

White Mercerized Cotton; Plain and Repped; New Styles; all sizes. **Special each 17c**

MEN'S BOOTS.

High Grade Boots, in Patent Leather; Blucher Styles; Superior finish at all points. Reg. \$5.40 pair. **Friday and Saturday 4.95**

BALBRIGGAN UNDERWEAR.

The right weight for present wear. Silk thread work in pants and vests. Sizes from 34-44. Well cut garments that are very carefully finished. Reg. 60c. each. **Friday & Sat. 54c**

HALF HOSE.

Silk Gordon Hose, the kind that wears so long in shades of Grey, Tan, Navy and Black. All sizes. Regular 40c. per pair. **Friday and Saturday 35c**

Selections from the Hardware Dept.

Wire Fly Screens. Size 12 x 33. Reg. 27c. for **23c**
 Trout Baskets. Reg. \$1.55 for **\$1.25**
 Trout Baskets. Reg. \$1.50 for **\$1.25**
 Wicker Baby Carriages, with Rubber Tires. Reg. \$9.00 for **\$8.16**
 Boys' Cricket Balls. Reg. 17c. for **15c**
 Hard Wax Floor Polish, in 1-lb. tins. Reg. 50c. for **44c**
 Dazey Family Churns. Reg. \$1.65 for **\$1.40**
 Tin Water Pails. Reg. 20c. for **18c**
 Clemak Safety Razors. Reg. \$1.20 for **\$1.10**
 Line Brushes. Reg. 12c. for **11c**
 Kalsomine Brushes. Reg. 60c. for **50c**
 Nickel Table Bells. Reg. 65c. for **58c**
 Zinc Wash Boards. Reg. 35c. for **28c**
 Combination Cork Screw and Can Opener. Reg. 12c. for **10c**

Ladies' Handbags

5 dozen only handsome Imitation Leather Handbags; in Black only. Fine pebble grain finish. The metal frames are finished in Aluminum, Gold and Gun Metal. Strong reliable catches and leather strap handles. Reg. 40c. each. **Friday and Saturday 34c**

Framed Pictures

Beautiful sceneries and landscapes in antique frames; walnut stained finish. Pictures are "Poems without words." Come, beautify your home with a picture or two from this magnificent collection. Reg. 35c. each. **Friday and Saturday 29c**

Ladies' Boots and Shoes

LADIES' BOOTS.

Over 100 pairs Black Dongola Kid Boots. Medium soles and heels; Patent tips. Sizes 3 to 7. An ideal walking Boot. Regular \$2.35 pair. **Friday and Saturday 2.15**

LADIES' STRAP SHOES.

145 pairs smart one-strap Shoes with low heels. Very easy fitting and comfortable. Sizes 3 to 7. Reg. 90c. pair. **Friday and Saturday 78c**

Colored Table Cloths

Finest quality Blue, Red and Yellow Damask; assorted patterns and color combinations. Size 74; neat borders and fringed ends. Reg. 80c. each. **Friday and Saturday 68c**

New Bath Mats

Entirely new makes in a mixture of Velvet pile and Turkish Cotton. A nice assortment of 12 different designs. Size 23 x 38. No bath room should be without one. Reg. \$1.90 each. **Friday and Saturday \$1.70**

LACE CURTAINS.

Exceptionally good values. Splendid new designs. In White, Cream and Ecru. Reg. \$1.50 pair. **Friday & Saturday 1.14**

3 1/2 YARDS LONG.

Dainty patterns in fine and heavy lace; White and Ecru; Taped edges. About 40 inches wide. Regular \$2.60 pair. **Friday and Saturday 2.28**

Tapestry Rugs

Pretty Oriental designs in good quality Tapestry. Made in Scotland. Size 27 x 54. Large assortment of colors. Regular \$1.40 each. **Friday and Saturday 1.17**

Considerable Saving can be effected here on Smallwares

TALC POWDER—Perfumed Violet, Borated and Antiseptic. In large 1-lb. cans. Sifter top. **Special for 7c**
 PERFUMES—In fancy Glass Bottles, assorted odors. High Grade perfume. Reg. 9c. each, for **7c**
 POST OFFICE BOXES—Oval shaped; Red painted. **Special 2 for 5c**
 BEAUTY PINS—Pretty little Gilt Pins for Blouses, Laces, etc.; 2 on a card. **Special 2 cards for 5c**
 SAFETY PINS—Superior Steel, Nickel Plated Safety Pins. Assorted sizes. 12 on a card. **Special 2 cards for 5c**
 BARETTES—Good Shell Baretttes; Latest designs. Rounded points. **Special each 7c**
 WASHPAPER—Rolls containing 30 sheets. Size 12 x 18. Useful in Baking, preserving and keeping fresh picnic, school and noon lunches. **Special per roll 5c**
 POST CARD ALBUMS—To hold 250 cards; strong card covers. Neatly decorated. Reg. 55c. for **45c**

Men's Fancy Vests

Big Snap in Fancy Vests. About 12 dozen newly opened. We have one here to fit you; neat striped effects on light grounds; latest styles. Reg. \$1.25 each. **Friday and Saturday \$1.10**

Children's Bind. Boots

A nice collection of Black and Tan Boots for children. Sizes from 3 to 6. Well made, solid soles and heels; Buttoned styles only. Reg. 90c. per pair. **Friday and Saturday 75c**

ART CHINTZES & SATEENS.

In beautiful new floral designs. Light and Dark; 30 inches wide. Soft Satiny finish. **Special for Friday and Saturday 22c**

ART MUSLINS.

Five different colorings; new designs; 40 inches wide. The colors are guaranteed fast. **Special for Friday and Saturday, per yard 7c**

Linoleum Mats

Made of strong Cork Linoleum in various patterns. Light and Dark colors. Size 20 x 36. A limited supply only in stock. So be here early for yours. **Special for Friday and Saturday 30c**

The Royal Stores Ltd.

Belleoram Notes.

Editor Evening Telegram.

Dear Sir,—Even since the latter part of February, the weather on this coast has been desperately bad, and unless a great change takes place in a favorable direction it is hard to tell what time the Western Shore trips of fish are going to be made up fit for market.

The past winter's fishery went far ahead of last year's figures, but as far as it would have gone had it not been hampered by an almost constant blockade of heavy Arctic drift ice.

Seven of our Belleoram schooners prosecuted the fishery the past winter and secured among them about 4,000 qtls. of which the Effie M. Prior, Capt. Stephen V. Cluett, secured 800 qtls.; the Valoria, Capt. John Kearley, 600 qtls.; the Winifred, Captain Richard Critchell, 500 qtls.; the Acme, Capt. Matt. Cretchell, 450 qtls.; the Alice M. Pike, Capt. Benj. Keppins, 500 qtls.; the Nahada, Capt. John B. Dicks, 450 qtls.; the Harry Nickerson, Capt. John M. Fudge, 750 qtls. Since they left on their second trip messages have been received stating that the Valoria had secured 400 qtls. more, the Acme, 500 qtls., the Winifred, 250 qtls., and the Valoria 800 qtls. None of the others have been heard from.

The lobster fishery all round the bay to date is almost absolutely nil, the catch being less than one-third as great as last year at this time, and as a result times are beginning to look gloomy indeed.

And times in Belleoram, though not at all bad are most unusually dull just now, there being no stir whatever to break the chronic monotony. Only for the church women's association that manages to get up something to entertain the men when the banking schooners arrive, there would be no chance whatever to relax or intermingle in any general social way. But the members of that body prove themselves equal to the occasion whenever an opportunity offers, with the result that a tiny amount of money is realized for some worthy purpose.

They were greatly hampered the past winter by an extensive outbreak of smallpox which affected some 25 families in the place. All places of public gatherings were closed from Xmas until the last week in February. Since that time, they have had a Sale of Work and a Tea, at the latter they realized \$117 and at the latter \$65. They will devote \$100 of this towards helping to pay off the debt on the new school, and \$25 to the Nfld. Disaster fund.

Since its inception here about six years ago the Association has done surprisingly good work. It has raised for various purposes during that time somewhere between three thousand and four thousand dollars. Among its most ponderous undertakings might be mentioned the placing of an organ in the church at a cost of \$700, the painting of the church at a cost of \$400, the purchasing of a carpet for the church at a cost of \$100, and their grand subscription of \$500 to the new school fund. Mrs. Shimon Cluett is the present President, and, in common with all her predecessors, she deserves great praise for her extraordinary zeal and energy with which she goes into the good work.

With considerable regret we record the announcement from the Rev. A. E. Tulk at the annual Vestry meeting of his resignation from the Parish of Belleoram. Mr. Tulk took charge of this mission about five years ago, and by his steady zeal and untiring energy, he has transformed the "second worst" mission in the country into probably the second best. It is now a self-supporting parish, raising between two and three thousand dollars a year over and above its assessment, or about twice as much as raised before he took charge. We congratulate him on the abundance of success which ever increasingly followed his willing labors amongst us, and heartily wish his even greater success wherever he may be called to work in the future.

Miss Agnes Baldwin's many friends regret to learn of her resigning position here as assistant teacher. By her inoffensive manner and kindly disposition she has made many friends here, especially among the little ones, who seem extremely fond of her.

We received a severe shock a short time ago in the almost sudden death of one of our most respected townsmen in the person of Mr. E. J. Burdock. He had just started in a new business which promises extensive developments that would have been most beneficial to our people. He was greatly esteemed by all who knew him, and his early death was a sad blow to Belleoram.

We notice that F.P.U. Councils are being established all up and down the coast with almost magical quickness. Belleoram has not yet fallen in line, but there is one at St. Jacques only about three miles distant. Thanking you in advance for inserting these notes.

Yours very respectfully, —G.C.

Belleoram, May 22, 1914.

Nickel's Good Bill.

Bunny Buys a Baby.

The Nickel Theatre was crowded last evening, and the hundreds of patrons came away delighted with the performance. "The Waterfalls of Idaho" is a very picturesque story and was watched with the greatest interest. "The Old Guard" was a pathetic tale splendidly acted. "The Pawned Bracelet" is a social comedy drama in which Arthur V. Johnson and Lois Briscoe were seen to advantage. One of the funniest comedies ever seen was "Bunny Buys a Baby," which kept the audience in roars of laughter. The pictures will be repeated this evening and all should make an effort to attend.

More Fires.

Fires provoke immediate sympathy for the sufferers and also thankfulness for personal escape. Another thought should be whether one is personally and sufficiently protected. An insurance policy with Percie Johnson would provide for you the desired security and at small expense. Have you enough insurance?