

Groceries.

ask about the follow-

CROWN PORTER.
MEAD.
PORK and BEANS.
CANNED FRUITS—Extra.
SARDINES.
CHARLES' CREAM.
PICNIC PLATES.
CIGARETTES.
TOBACCOS.
Box of Lovell & Co.
CHOCOLATES.
CONFECTIONERY.
We are pleased to have your

Grocery Dept.,
PHONE 11.

SPECIALS!

White
brodered
skirts,
40 each.

Girls
\$3

HOSIERY,
Value, For Wear
Right Prices.

EY.

TO GET A
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long and get one

rdware Co.

g Telegram.



DRESS GOODS, HOLLAND, Etc.



Every Item
Shows a
Great Saving.

WOMEN'S KIM GLOVES
—About 4 dozen pairs in black only; sizes 6, 6½ and 7. These gloves have really been overlooked in our reserve stock, and we venture to say the same quality cannot be purchased in town for less than \$1.50 pair. They are well shaped, finished with black silk backs, and fasten with two domes. Special for Friday and Saturday. **90c**

DRESS PLAIDS—Three of the prettiest patterns we have ever shown. They are made from Union wool and cotton, and would make very serviceable fall garments for Misses and Children; 42 inches wide. Reg. \$1.10 yard. Friday and Saturday. **95c**

SHEPHERD CHECKS—In a most suitable weight for Women's Costumes, early fall skirts, and Misses' wear. The color range gives you a choice of Black and White, Brown and White and Navy and White. The width is 50 inches. Reg. \$2.75 yard. Friday & Saturday. **\$2.56**

DRESS GINGHAMS—Very neat checks and striped patterns in Pale Blue, Heli, Brown and Pink with clear white grounds. They are closely woven, soft and pure and will stand a lot of washing; fadeless colors; 27 inches wide. Reg. 80c. yard. Friday and Saturday. **47c**

BROWN HOLLAND—A beautiful soft quality with a good percentage of linen. Would make most serviceable house dresses because of its splendid wearing and laundering qualities, and will prove immeasurably desirable for children's wear; 39 inches wide. Special, per yard, Friday and Saturday. **45c**

Men's Long RUBBER BOOTS and HIP RUBBERS \$3.75

Woonsocket, Connicut and Old Colony brands in sizes 6, 8, 9 and 10. Hip Rubbers in size 6 only. They are wool and felt lined in good heavy qualities and priced at a ridiculously low price to clear. Worth up to \$6.00. Special Price. **\$3.75**

TABLE NAPERY.

DAMASK TABLE CLOTHS—Splendid quality, woven in beautiful designs of Shamrocks, flowers, etc. These are really old values that cannot be equalled to-day at a much higher price; size 62 x 62 inches, finished with hemstitching and hemstitching. Reg. \$2.20 each. Friday and Saturday. **\$1.90**

TABLE NAPKINS—Linen Damask in neat checked designs, neatly finished with narrow hem; medium size. Regular 85c. each. Friday and Saturday. **81c**

PILLOW CASES.

Of fine English pillow tubing, marked at a remarkably low price for so good a quality. They are well made, hemmed and taped ready for use. Reg. 40c. each. Friday and Saturday. **34c**

TAPED BOLSTER CASES—We advise you to "stock up" with these, as the low price quoted here will be of great benefit, especially when you consider that the same values cannot be had to-day at fully 50 per cent. more. Reg. 80c. ea. Friday & Sat. **45c**

START THAT BIG ECONOMY DRIVE AT ONCE!

Spend your dollars here, where they go farthest. These offerings of Good Merchandise at very low figures will help you. They are well worthy of your closest attention and you'll get more value for them here

FRIDAY and SATURDAY

Read The List Below! Take Full Advantage of These

Knox Hats



For Men

Through The Brisk Morning Air—

Flying to work or to play, wear a soft, easy, jaunty, just-as-it-should-be

KNOX SOFT HAT.

There's a new stock of splendid styles for every occasion opened at this Store. They are recognized as the standard of hat style for men—especially men who choose well and appear well.

We suggest That An Early Selection Be Made.

BOYS' WOOL JERSEYS—In Cardinal and Khaki; made in a close heavy stitch for hard wear and comfort. They fasten at the left shoulder with self color buttons. Sizes 24, 26 and 28 inch. Reg. to \$1.80 ea. Friday and Sat. **\$1.60**

TIMES BRACES—With solid leather button ends, brass fittings, and stout elastic webbing. These braces are well known for service and durability. Regular 45c. pr. Friday and Sat. **37c**

MEN'S PAD GARTERS—Made from good wearing cotton elastic in assorted colors. With satin pad and nickelled fittings. Special per pair Friday **14c** and Saturday **12c**

MEN'S NECKTIE SHIRTS—With the ever-popular coat front. The materials include Percales, Piques, Zephyrs and assorted. Cottons in stripes, checks and plain colors. Reg. \$1.50 ea. Friday and Sat. **\$1.35**

MEN'S WIDE END TIES—Well made, neat looking ties that will not pull out of shape when in use. Silks and Satins in a big range of stylish color combinations. Reg. \$1.00 each. Friday and Sat. **90c**

MEN'S ENGLISH TWEED CAPS—Golf styles with plain or quartered crowns. The range includes all the colors and dyed mixtures for fall wear. Reg. \$1.75. Friday & Sat. **\$1.50**

\$7.50 Walk-Over Shoes for \$3.75

The balance of that big job line we offered a few weeks ago at \$4.25. There are Oxfords, Pumps etc., in patent leather, Dongola, and fine Vici Kid, at even greater reduction to clear. They would sell in the regular way at \$7.50 per pair. Special to clear **\$3.75**



MISSIE'S CABERETTA BOOTS—Wide toe Blucher style in a common sense shape with low heels. The most comfortable boot for growing girls; size 13½ to 2. Regular \$3.00 pair. Friday and Sat. **\$2.75**

INFANTS' KID SLIPPERS—Black and Tan, one-strap style, with silk pom-poms on front; stiff leather soles; sizes 3 to 6. Regular \$1.50 pair. Friday and Saturday. **\$1.25**

INFANTS' LISLE HOSE—Extra fine quality in white only with double toes and heels; also Cashmere in Pink, Pale Blue and Tan; assorted sizes. Reg. 30c. pair. Friday and Saturday. **25c**



Specials in HOUSEHOLD GOODS

CROCHET DOILIES—A serviceable style in hand-crocheted Doilies, strong and evenly woven in a very pretty design; size 11 inches in diameter. Reg. 25c. each. Friday and Saturday. **21c**

WHITE MARCELLA QUILTS—Double bed size, in assorted pretty designs. A quilt that we cannot replace to-day at a much higher price. Reg. \$6.25 each. Friday and Saturday. **\$5.40**

TEA CLOTHS—Of fine English Cotton with an even linen finish; trimmings of valenciennes lace and insertion with fancy herringbone stitching of mercerized cotton. Reg. 70c. each. Friday and Saturday. **60c**

MADRAS TABLE COVERS—Cream with transparent centres woven in beautiful designs and with borders in blended colorings. They are soft and will drape well on any style tables. Regular \$1.50 each. Friday and Saturday. **\$1.37**

COTTON TABLE COVERS—Cream grounds and printed floral designs in a good range of colors and designs; size 32 x 32 inches. Regular \$1.40 each. Friday and Saturday. **\$1.15**

CRASH CUSHION COVERS—Nicely embroidered with colored and black silk in handsome designs, finished at the edge with wide hemstitched hem or self-color cord of soft cotton. Reg. 75c. each. Friday and Saturday. **62c**

HEARTH RUGS—Large Tapestry Hearth Rugs of excellent wearing quality. A splendid range of assorted designs and colors suitable for any home. Reg. \$4.25 each. Friday and Saturday. **\$4.00**

PLAIN EDGE CUSHION COVERS—Of close, fawn crash, embroidered in handsome designs and color combinations; medium size. Reg. 60c. each. Friday and Saturday. **50c**

An Unusual Assortment of Showroom Goods at Very Special Prices



WOMEN'S BLOUSES—Of soft White Voile, exquisitely embroidered at fronts and collars, in self colors; also lace and insertion trimmed. A big collection of styles to choose from. Raglan or set-in sleeves. Reg. \$2.75 each. Friday and Saturday. **\$2.35**

TAFFETA SILK RIBBONS—In a full range of colors including Emerald, Brown, Heli, Gold, Tan, Purple and Shot effects; 5½ inches wide; values to 65c. yd. Friday and Sat. **30c**

BLACK MOIRE HAND BAGS—With gold, nickel or self colored frames. Several different shapes. Reg. \$1.50 each. Friday and Saturday. **\$1.36**

SILK VELS—Green and Black in assorted styles and meshes. Stylishly finished with large flower in gold and colors in front. Regular \$1.10 each. Friday and Saturday. **95c**

HIAR NETS—Guaranteed real silk, durable, invisible and securely knotted. Dark Brown, mid-Brown, Light Brown, Grey and Black. Regular 6c. each. Friday and Saturday. **5c**

JOB BACK COMBS—Stained shell in several different styles well polished. Special for Friday and Saturday. **15c**



WOMEN'S MUSLIN COLLARS—The season's newest styles for both Misses and Women. They are handsomely embroidered and very prettily trimmed with tucks, lace, insertion, etc. Reg. 60c. each. Friday and Saturday. **50c**

WHITE MUSLIN COLLARS—At a very low price considering their qualities. They are neatly finished, with fancy colored edging, insertion, lace, hemstitching and scalloped edge. Reg. 30c. each. Friday and Saturday. **27c**

WOMEN'S GREY WOOL SWEATERS—Stylishly cut and made with belt, pocket tops and front knit in a fine stitch and in self color. The collar is of Cream brushed wool and gives a most desirable finish to a serviceable garment. Regular \$6.50 each. Friday and Sat. **\$5.45**

WOMEN'S SWEATERS—Plain Navy, Saxe, Corn and Cardinal, also Saxe trimmed with white collar, front and pocket tops. A splendid wearing garment knit from soft, pure wool in a fairly heavy stitch. Regular \$4.85 each. Friday and Saturday. **\$4.20**

WHITE LINEN APRONS—Made of Hopie's reliable material. A regular old-time value; splendid quality. Regular 40c. each, worth considerable more. Friday and Saturday. **35c**



The Royal Stores Ltd.

WAR, MARINE & FIRE INSURANCE.

SCOTTISH UNION & NATIONAL INSURANCE COMPANY, Edinburgh, Scotland.

For Fire Insurance, Assets Exceed . . . \$75,000,000
War and Marine Insurance effected on Hulls, Cargoes and Freight at low rates.

We have exceptional facilities for effecting all kinds of War and Marine Insurance.
P. O. Box 1236. Write or Phone us. Phone 380.

Nfld.-LABRADOR EXPORT CO., LTD.,
Board of Trade Building.

The Whirligig of War.

MEN WHO HAVE SPRUNG TO THE FRONT.

The whirligig of war has wrought strange revolutions in the lives of many men. Four years ago Sir Eric Geddes was absorbed in his work as deputy general-manager of the North-Eastern Railway, little dreaming that soon he was to blossom into major-general, vice-admiral, and ruler of Britain's Navy. And his brother, Sir Auckland, who to-day is our Minister of National Service, was peacefully delivering lectures on anatomy at the McGill University, Montreal.
Sir Albert Stanley, President of the Board of Trade, was happy in his work of reorganising London's underground railways. Lord Rhonda was busy amassing riches from his South Wales collieries, without a thought of war or office. Lord Beaverbrook was a little-known member of Parliament, with never a dream of coronets and the King's Ministry; and Lords Northcliffe and Rothermere were absorbed in the vast business of their control.

Sir Samuel Lever, Financial Secretary of the Treasury, was doing accountant's work in the States. Sir Joseph Mackay was a very peaceful Glasgow shipowner, like Mr. Andrew Watt, who, as Surveyor-General of Supply, is leaving the country. £50,000,000 a year.

Mr. Henderson and Mr. Barnes, as more or less obscure M.P.'s, seemed far removed from the Cabinet and war-waging as from Mars. And Sir David Shackleton, Mr. Bruce, Mr. Roberts, Mr. Clynes, and other sons of Labor, who to-day are Ministers of the Crown, were scarcely known by name to the "man in the street."

And no less dramatic have been the revolutions in the lives of soldiers whose names to-day are "household words." Sir Douglas Haig was known in the Army as a clever soldier, but to the outside world he was unknown. Sir William Robertson had risen from a private of Lancashire to major-general but outside the Army he was only known to a small circle of friends.

And Sir Henry Wilson, his successor as Military Chief of His Majesty's Armies, was a modest, painstaking soldier, of whom the world had hardly ever heard. Major-General Byng, the hero of Vimy and Cambrai, was low on the list of major-generals after twenty-six years' service. And Generals Allenby and Horne, Trenchard, Sykes, Salmond, and many another who have achieved fame, were unknown names to the world outside the Army.

WANTED—A Girl for Repairing Clothes; must be a good needle hand and have some knowledge of tailoring; apply SPURRELL the Tailor, 365 Water Street.—jly4,ed,tf

Stafford's Preparations

Stafford's Linctol for Rheumatism, Lumbago, Neuralgia and all Aches and Pains.
Stafford's Prescription "4" for Indigestion, Dyspepsia, Catarrh of the Stomach, Gastritis and Nervous Dyspepsia.
Stafford's Phosphorus for all kinds of Coughs, Colds, Bronchitis, Asthma and various Lung Troubles.
The above 3 Specialties have been for sale in Newfoundland for the past 5 yrs. and are for sale in over 400 stores. The orders we are continually receiving from time to time certainly prove that all of Stafford's Preparations can be thoroughly relied upon.
DR. F. STAFFORD & SON,
Wholesale and Retail Chemists and Druggists,
St. John's, Newfoundland.