

Annual Census of Seals.

The only herd of wild animals in the world of which a yearly census is taken are the fur seals of the Pribilof Islands, in the Bering Sea.

Once they numbered between five and six million, but they were slaughtered so ruthlessly for their skins that by 1905 there were less than a hundred thousand on the islands. Now they are protected by international agreement, and the herd is numbered and counted every year just like a flock of sheep.

The fur seal spends about two-thirds of each year far out at sea, making a circuit of 6,000 miles in the open ocean without touching land. It only comes to the Pribilof Islands in the summer months to breed and rear its young. As soon as the young are born the mother seal goes to sea in search of food.

When the sealers were forbidden to land on the islands they took to pelagic sealing—killing the animals in the open sea—and the seal's departure from the Pribilofs was their great opportunity. But it meant the loss of both mother and baby, and the wholesale killing of the females in this way brought the herd near to extermination.

Money Well Spent.

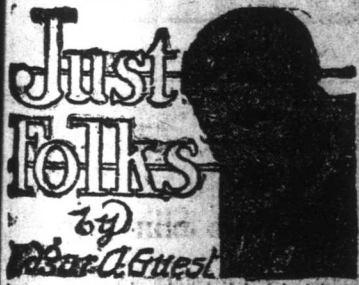
After many conferences, the taking of seals was prohibited within a radius of fifty miles of the islands, and the entire ocean closed to sealing from May to September. Then, when the war broke out, Britain, Russia, and Japan, anxious to fall in with any reasonable suggestion, agreed to give up sealing within the waters of the Pacific traversed by the Pribilof seals.

America, as owners of the islands, agreed to compensate the sealers for the loss they sustained, and to give this country and Japan a definite interest in her sealing industry when it was revived.

All told, America expended \$1,500,000, on her efforts to protect the seal, but it has been money well spent. Last year's census revealed the existence of 550,000 seals, and this year's count is expected to show at least 600,000. As the price of this particular seal fetches \$20 in the open market, the herd may be said to represent a value of \$12,000,000. About 25,000 young male seals are now being taken annually, which means a yearly revenue to the Government of \$750,000, of which 15 per cent. goes to Great Britain and another 15 per cent. to Japan.

Pugnacious Parents.

Counting the seals by no means an easy task. They occupy various rookeries, and in the height of the breeding season the big bulls and the females are counted from the cliffs, and the young pups before they are ready to go to sea. Parental watchfulness is not then so strict, but parents spending a great deal of time in the water. Accordingly, they are kept out to sea while most armed with long poles drive the pups to the smoother beaches, where they are herded into groups like cattle. They are then allowed to disperse, and as they make off in lines they are counted.



TO THE BOY.

When you're fought and lost the battle.
Boy o' mine,
Don't come in with childish prattle.
Boy o' mine,
Come in head erect and grinning.
Fit to make a fresh beginning.
Victory isn't all in winning.
Boy o' mine.

What if luck has broken badly?
Boy o' mine,
Don't tell others of it sadly.
Boy o' mine,
Though it's bitter run, you've eaten.
That your many ways can sweeten.
Say "I tried, but it was beaten."
Boy o' mine.

Don't come back with lame excuses.
Boy o' mine,
Learn the lesson sport produces.
Boy o' mine,
Never mind the "brakes" which cost it.
Or the carelessness which tossed it.
Tis enough to say: "I lost it."
Boy o' mine.

Take the failure without whining.
Boy o' mine,
Do no fretting or repining.
Boy o' mine,
Here's the one way, don't mistake it;
To your glory you've made it.
If you'll play the game and see it.
Boy o' mine.

One of the best-known guides in Nova Scotia gives this testimonial of MINARD'S LINIMENT:
"I have used Minard's Liniment in my home, hunting and lumber camps for years, and consider it the best white liniment on the market. I find that it gives quick relief to minor ailments, such as sprains, bruises and all kinds of wounds. Also it is a great remedy for coughs, colds, etc., which are liable to catch when log driving and cruising during the winter and spring months. I would not be without MINARD'S LINIMENT and cannot recommend it too highly."
(Signed) Ellison Gray.

Chenille, silk and bead fringe trip from signatures and belts.

The Opening of the New Fall Goods Causes Wonderful Interest—at the Royal Stores

Large quantities of New Merchandise for personal wear and for the home are now awaiting your inspection at this store. New materials, beauty of line and the rich colorings of Autumn combine to give them a charm which delights the eye. A constant succession of surprisingly low prices will greet you on every hand.

MANY OF THE NEW LINES ARE REDUCED IN PRICE FOR FRI. & SAT.

Tailored Skirts

Of handsome Tweeds in checks and plaids. Such a Skirt as you will surely need. They have the merit of being picturesque and "chic" as well as being great values. Useful, too, to the last degree, for with blouse and sweater or short coat, they look smart enough for any occasion. Finished with two pockets, high belted waists and buttoned all sizes. Regular values \$10.00 each. Friday & Saturday.

\$6.00

Fur Pieces of Surpassing Beauty



The magnificent display of Furs at the Royal Stores is a subject of much comment. Careful buying and accurate forecasting of price movements have resulted in substantial savings in the cost of all Furs now in stock. Fur Sets and Fur pieces: Muffs, stoles and Chokers in the latest styles. The stock includes such popular pelts as

OPUSSUM, LYNX, WOLF, COON, FOX.

Women's Laced Boots

Exceptional bargains are offered in Black Gun Metal Boots with Cuban heel and medium sole; sizes 3 to 8; good heavy Boots for Fall wear. Don't hesitate to take advantage of this offer as the supply is limited. Reg. \$5.50 pair for

7.04

CHILD'S BUTTON BOOTS—Black Dongola Boots with red tops and tassels; sizes 6 to 8; patent tips. Regular \$2.85 pair for

\$2.28

INFANTS' BOOTS—Black Vel. Kid, soft soled and buttoned Boots; sizes 3 and 4. Regular \$1.20 pair for

96c.

MEN'S VICI KID BOOTS—Light weight Boots, suitable for present wear. Oak sole and rubber tip; sizes 6 to 9. Reg. \$10.80 pair for

\$8.65

MEN'S GUN METAL BOOTS—Wide fitting shapes, heavy soles and rubber heels. Sizes 6 to 9. Reg. \$16.50 pair for

\$13.20

Men's Wear Values

Soft Felt Hats.

Many men will find these Hats "just the ticket" for fall wear. They come in shades of Brown, Navy, Grey, Fawn, Bronze and Moss Green and in Black; sizes from 6 1/2 to 7 1/2.

\$5.65 values selling for

\$3.83

WIDE END TIES—In newest Fall patterns; large assortments in color combinations of Grey, Brown, Blue, Purple and Navy. Reg. 55c. each for

48c.

STRING TIES—In Silk, Satin and Poplin fabrics; assorted self-colored and fancy designs; very new, very smart. Regular \$1.95 ea. for

\$1.15

WHITE LAWN HANDKERCHIEFS—Medium sized soft finished Handkerchiefs; narrow hemmed edges. Reg. 25c. ea. for

30c.

"EXCELSA" HANDKERCHIEFS—White, soft finished Handkerchiefs with colored borders, hemstitched finish. Regular 80c. each for

60c.

NEGLIGEE SHIRTS—Extra good values. Every wearer of fine grade shirts should secure two or three of these. Coat shaped Shirts, light grounds with fancy colored stripes; soft double cuffs. Reg. \$4.00 values selling for

\$2.50

The New Dresses

Fashion may be fickle—but let it be said, she is very sensible as well, in holding her affection to these over so pretty and practical Dresses of Serge and Gabardine. Colors of Navy and Black. Sizes S.W. and W. Many beautiful designs embroidered in silk on fronts and collars. Prices run from

\$11.50 each to \$22.50.

Then there is a lot of Afternoon Frocks in beautiful styles and colorings that have to be seen to be appreciated. Prices run from

\$40.00

The New Blouses

The new Blouses, first in, respond every mood and fancy of the feminine mind in the rich beauty of fabric and dash of trimming effects. TRICOLINE SHIRT WAISTS—Smart, sensible Shirt Waists, with fitted Tricoline light grounds with fancy colored stripes; one large Pearl button. Reg. \$5.95 each for

\$7.25 each for

JAP. SILK SHIRT WAISTS—Colors of Champagne, Sky, Sage, Pink and Rose; two-way collars and Pearl buttons. Reg. \$7.25 each for

\$5.95

JAP. SILK SWEATERS—In White only, trimmed with embroidery and silk insertion; short sleeves. Regular \$5.75 each for

\$4.88

A Sample Lot of pretty Smocks, in Crepe-de-Chene; assorted fashionable shades. Reg. \$5.60 ea. for

\$6.40

The New Ribbons

The New Ribbons—just opened—are fascinating and beautiful. The latest and most artistic products of the foremost makers are here.

For Friday and Saturday we offer: TAFFETTA RIBBONS—3 inches wide; in all popular shades. Former price 45c. a yard for

22c.

TWISTED RIBBONS—2 inch wide; in assorted pretty colors. Reg. 17c. a yard for

14c.

Millinery



What is most becoming?—is the chief problem in Millinery. Here you can try on Hat after Hat until you find the one that becomes you best. For there are large Hats and small Hats, Hats of Felt, Velvet, Velour and Hatter's Finish. A wonderful collection that you will enjoy seeing. For Friday and Saturday we offer Black and Colored Velvet Hats, small and medium shapes, nicely trimmed with silk and ribbon—

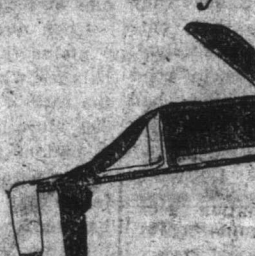
\$4.75 values for

\$3.25

CHILDREN'S BONNETS—In Colored Velvets, trimmed with squirrel lace and matching. Reg. \$3.00 each for

\$2.65

Hosiery



Women's Cashmere Hose. A brand new line of Heather Hose in all sizes. Reg. \$1.45 pair for

\$1.20

in assorted Heather shades. Reg. \$1.85 pair for

\$1.35

Children's Tan Hose. All Wool "Pacer" Hose in assorted shades of Tan.

Size 7—Reg. 65c. pair for

55c.

Size 7 1/2—Reg. 70c. pair for

65c.

Size 8—Reg. 75c. pair for

67c.

Size 8 1/2—Reg. 80c. pair for

72c.

Size 9—Reg. 85c. pair for

78c.

Smallwares

GIFT STATIONERY—Best English Twill Fabric Paper; Paper and Envelopes in decorative boxes. Reg. \$2.10 box for

\$1.80

HOLY BIBLES—With Red Leatherette Covers. Reg. \$1.10 each for

95c.

FLESOPE—The best Soap for keeping dogs clean. Reg. 35c. cake for

20c.

WRITING TABLETS—The "Croxley" full-sized Note Tablets containing 100 sheets Ruled Paper. Reg.

45c.

COLGATE'S TOILET SOAP—In fancy boxes, 3 cakes to a box; assorted perfumes. Reg.

48c.

TWINK—A wonderful Soap Dye in 18 beautiful shades; made by the makers of "Lux". Special, per package.

25c.

REAL LEATHER PURSES—With 2 pockets each; pocket buttons with separate fasteners. Reg. 55c. each for

42c.

LINEN THREAD—In all sizes; White and Black. Special, per slip.

9c.

COLGATE'S MECHANIC SOAP PASTE—The marvel hand cleaner; it softens the skin. Reg. 35c. tin for

30c.

Dress Fringes. About 70 yards of Silk Fringe, 1 1/2 inches wide; colors of Navy, Brown, Champagne, Sky, Black and White; for trimming women's and children's dresses. Reg. 50c. yard for

42c.

Wool Coatings

54 inches wide, reversible Coatings; heavy Wool, plain and Heather mixtures, faced with fancy Plaid in Brown, and Grey. Reg. \$8.50 yard for

\$7.00

HEATHER MELTONS—50 inches wide, suitable weight for Dresses; shades of Light Blue, Light and Dark Grey and Brown. Regular \$1.50 yard for

\$1.25

MIRRORE VELVETS—18 inches wide; colors: Cardinal, Brown, Royal, Marine, Moss, Navy, Cream and Black. Reg. \$2.50 yard for

\$2.05

Child's Dresses

About 50 pretty Serge Dresses in the lot, to fit children from 5 to 10 years. They come in many different styles; some with collar, others with round neck without collar, embroidered fronts and trimmed with buttons; pleated skirts, plain yokes. Regu. \$14.00 ea.

\$12.00

for CHILDREN'S SLEEPERS—White Flette with Pink or Blue stripes; round neck, button down front, long sleeves and attached feet. Reg. \$1.70 each

\$1.45

Dainty Neckwear

Pretty Muslin and Nylon Collars, with lace and embroidery. Reg.

75c.

Flannelette Undies

WOMEN'S NIGHT DRESSES—Made of fine grade Horrockses Flette, long sleeve and V shaped neck trimmed with narrow frills. Reg. \$2.35 each for

\$2.45.

Flannelette Knickers. All White, made of fine quality Horrockses Flette, finished with elastic at waist, embroidery at knee. Reg.

\$2.05

Fleece Lined Pants & Vests. All White, Jersey knit; Vests have high neck, long sleeves, silk tape at waist. Reg. \$1.75 pair for

\$1.48

Women's Corsets. Made of strong White Cambray, size 26 to 30 inches; high and medium bust, long hips, 4 suspenders. Reg. \$3.80 pair for

\$3.47

Gloves For All Occasions

This season there is more variety than ever in the glove styles which are shown here.

WOMEN'S FABRIC GLOVES—Two clasps, suede finish; shades of Champagne, Black, Grey, Black and White; silk braided points. Regular \$2.85 pair for

\$1.95

MEN'S SUED GLOVES—Genuine Grey Suede, sizes 7 1/2 to 9 1/2; one clasp; plaid sewn, silk lined. Reg. \$5.10 pr. for

\$4.25

An Important Sale of Housefurnishings

WHITE TURKISH TOWELS—High grade Cotton Towels, sizes 21 x 30 in., in all white, fringed ends. Regular 50c. each

42c.

BLAY TURKISH TOWELS—Stout make of Turkish Towels, Blay grounds with Red and Brown stripes; size 23 x 50 inches; fringed ends. Reg. 85c. each for

74c.

LACE CURTAINS—Pretty Lace Curtains of exceptional quality in White; size 2 1/2 yards in length; various fancy floral designs. Reg. \$3.00 pair for

\$2.00

PILLOW CASES—White Cotton, size 13 x 27 in.; frilled and embroidered. Reg. \$1.40 ea. for

93c.

LAUNDRY BAGS—White Linen Bags with the word "Linen" embroidered on front; size 19 x 31 in.; taped ends. Reg.

94c.

EDDERDOWN QUILTS—Size 60 x 72 in.; beautiful patterns of contrasting colors and designs on each side, well finished. Regular \$29.00 each for

\$16.50

WADDLED QUILTS—Size 60 x 72 in.; \$7.40 and \$6.10 values

\$4.95

WOOL BLANKETS—Size 70 x 88 in. These Blankets contain 77 per cent. wool; well finished. Special, pr.

\$12.90

COTTON BLANKETS—Best grade cotton; White with Pink and Blue borders; size 50 x 72 in. Reg. \$2.80 pair for

\$2.32

SIDEBORD CLOTHS—Made of high grade White Cotton, nicely trimmed with lace and insertion; size 12 x 64 in. Reg. 95c. each for

79c.

CUSHION COVERS—Cream Madras; size 18 x 16 in.; frilled edges. Reg. 85c. each for

82c.

Ends of Floor Canvas Half Price

ORDER BY MAIL

Orders for Goods or Inquiries as to Prices, Samples, etc., are most satisfactorily handled through our Mail Order Department. The courtesy and genuine interest displayed by those in charge will be found most pleasing.

The Royal Stores, Ltd.