

# HERE'S A CROWDED NEWSY PAGE OF BIG HONEST VALUES For FRIDAY & SATURDAY

**Wool Serge COSTUMES**

Good-looking, serviceable costumes, made from pure Wool Serge in very fine quality. Nicely finished with hand worked embroidery on collars, braided trimmed detachable belt, braid trimmed cuffs and two different styles to choose from. Reg. \$36.50 each.

Friday and Saturday, **\$25.50**



**New SPRING HATS**

Never before was our Millinery Department in a better position to meet the wants of the people. We have just received several cases of Untrimmed, Ready-to-Wear and Millinery Hats, including all the very latest style ideas. For Friday and Saturday we offer these three special values.

**READY-TO-WEAR HATS.**—Of flexible Straw, in Cream, Bisquit, Grey and Prunelle, beautifully trimmed with silk ribbon in contrasting shades; several different styles. Regular \$2.50 each. Friday and Saturday... **\$2.20**



**SMART SPORTS HATS.**—Of Linen, Cotton, Bedford Cord and Canvas. Cloth in plain colors, two-tone effects and blazer stripes. Crushable American Hats that can be worn turned up or down as required. Special for Friday and Saturday... **95c**

**CHILDREN'S UNTRIMMED TAGEL STRAW HATS.**—Good, durable Hat for fine or knockabout wear. They are very stylishly shaped and require very little trimming. Come in shades of Sage, Grey, Vieux Rose and Navy. Special for Friday and Saturday... **\$1.25**

**WHITEWEAR TEMPTATIONS.**

**WHITE CAMBRIC KNICKERS.**—Cut to fit the hips comfortably; wide lace-trimmed umbrella legs; closed only; to fit from 25 to 29 waist. Reg. **80c** to \$1.00 each. Friday and Saturday... **80c**

**CREPE-DE-CHINE and SILK CAMISOLES.**—Made in a very low neck style, elaborately trimmed with embroidery, ribbon and fine lace. Camisoles that any woman would feel proud to possess. Regular \$2.00 each. Friday and Saturday... **\$1.50**

**WOMEN'S CORSETS.**—High, medium and low bust styles, designed from fine White Cotton of a good wearing quality. Finished with 4 and 6 hose supporters and lace trimmed tops. Reg. \$2.75 pair. Friday and Saturday... **\$2.40**

**CORSETS AGAIN.**—Here we offer two popular styles at a very low price, when you consider the advances on this class of goods. They are finished with 4 hose supporters and lace trimmed tops. Regular \$1.30 pair. Friday and Saturday... **\$1.18**



**RAISIN BREAD,** in-Maid Raisins. Filled with luscious, tender raisins from the celebrated valley of California. IN EVERY DETAIL OF LABELLED. **15 cents each.**

**RAISIN PIE,** in-Maid Raisins. Treat for the whole family. Baked to perfection, and juicy, full-pavored Raisins. **10 cents each.**



**Gent's Furnishing Bargains DON'T MISS THEM**

**FASHIONABLE FLOWING END TIES.**—In a good variety of shadow effects, stripes, dots, paisley patterns and fancy designs in color combinations to suit almost everyone. The materials include Silks, Satins, Repps, Poplins, etc. Reg. \$1.00 each. Friday and Saturday... **90c**

**MEN'S SOFT FELT HATS.**—New season's shapes with stitching or plain rim and wide band of corded silk ribbon, with bow at back or side. The color range includes Greys, Fawns, Browns, Greens, Navy and Black; all sizes. Reg. \$2.25 each. Friday and Saturday... **\$1.95**

**MEN'S COLLARS.**—The famous Litholin Waterproofed Linen, 14 and 2 inches high. Looks like real linen but wears better. Reg. 35c each. Friday and Saturday... **31c**

**MEN'S NEGLIGEE SHIRTS.**—A splendid range of Cottons, Canvas Cloth, Zephyrs, etc., in checks, stripes and neat floral designs on white and coloured grounds. Reg. \$1.50 each. Friday and Saturday... **\$1.25**

**"BOSTON" GARTERS.**—This famous brand needs no explanation apart from the fact that you will get them here for less. Reg. 40c pair. Friday and Saturday... **32c**

**"NEW KNIT UP" SHRINKABLE UNDERWEAR.**—Of pure wool in a medium weight for between seasons. If you don't use a between seasons' underwear you should try this quality and be comfortable all the time. Reg. \$1.60 garment. Friday and Saturday... **\$1.40**

**BOYS' AND GIRLS' HATS.**—In Grey Corduroy, Fawn Tweed and Shepherd Checks. The very latest American Hats for children. Regular 85c each. Friday and Saturday... **75c**

**Men's Hosiery Specials.**

**BLACK CASHMERE HALF HOSE.**—The right kind to wear now. Plain only, in sizes 10, 10½ and 11, with reinforced toes and heels. Reg. 45c pair. Friday and Saturday... **41c**

**MEN'S WORSTED HOSE.**—In assorted Heather mixtures; made with plain seamless vamps and ribbed legs; all sizes. Reg. 80c pair. Friday and Saturday... **72c**



**OUR WEEK-END BARGAIN SALES**

Are known all over Newfoundland as the "MASTER EVENT" of the week in Bargain Sales—known for their unique position as a genuine bargain occasion that involves nothing but better grades of Merchandise of thorough dependability and character, and the prices are surprisingly low.

This is exemplified by the many different lines offered here.

**Three Special Bargains in Dress Goods.**

**NAVY AND BLACK SERGE.**—The most desirable fabric for new Spring costumes and dresses. In a very fine weave that is sure to give satisfaction in every respect. Black and Navy only; 40 inches wide. Regular \$2.75 yard. Friday and Saturday... **\$2.30**

**ASHEEN FOR DRESSES.**

A very fine, soft, silky material, something like pure silk poplin but wears better. In the new season's shades of Sage, Brown, Green, Grey, V. Rose, Navy and Black. Regular \$1.90 yard. Friday and Saturday... **\$1.70**

**GABERDINES and SERGE.**—In extra fine weaves of pure wool of the very best quality, material that will give exceptional dresses and even for light weight summer suits for men; 56 inches wide. Reg. \$5.00 yard. Friday and Saturday... **\$4.40**

**SILK DRESSES.**

We call special attention to a line of Spring and Summer Dresses in Crepe de Chine, Ninon and Taffeta Silk in a delightful variety of spring shades. They are all marked at specially low prices as the list here shows.

Reg.	For
\$18.50 ea.	\$12.00
\$21.75 ea.	\$16.00
\$28.00 ea.	\$18.00
\$28.00 ea.	\$20.00
\$30.00 ea.	\$22.00
\$31.75 ea.	\$24.00
\$33.00 ea.	\$22.00



**NEW Neckwear Values that speak for themselves**

**DRESSY SILK COLLARS FOR WOMEN.**—In stylish pointed shapes with edging of fine Valenciennes lace and row of insertion to match; shades of Blue, Pink and Cream. Reg. \$1.25 each. Friday and Saturday... **98c**

**MUSLIN COAT COLLARS.**—Square and round styles, embroidered and edged with neat hemstitched hem. The most popular styles of the season are shown here. Regular 35c each. Friday and Saturday... **28c**

**MUSLIN NECKWEAR.**—Including Cuff and Collar Sets, Coat Collars and a splendid assortment of Blouse Collars in the newest 1918 styles. All good values at their regular price of 40c. Special for Friday and Saturday... **34c**

**PEARL NECKLETS.**—Made from small beads in sizes to fit the neck. Each Necklet is individually boxed and a gold plated back clip. Reg. 25c each. Friday and Saturday... **20c**



**SPRING STYLES SEASON 1918**

**We Invite You**

To come this week if at all possible and enjoy the pleasures of seeing all that the best of Foreign skill has brought to welcome Spring again.

**New Merchandize**

is daily pouring into this store. The following lines are on display:

CREPE-DE-CHENE and GEORGETTE CREPE BLOUSES, SILK, GABERDINE, SERGE and TWEED COSTUMES, WOMEN'S SPRING COATS in Poplin Lustre Gaberdine & Silk, SILK DRESSES, BLACK and COLORED MILLINERY, READY-TO-WEAR and UNTRIMMED HATS, WOMEN'S WHITE PANAMA HATS, SILK & MUSLIN CAMISOLES, WHITE CAMBRIC KNICKERS, MACKINTOSHES and RUBBER COATS, MEN'S RAGLANS, HATS, CAPS, ETC., DRESS MATERIALS, GLOVES, ETC., ETC.

**A Steady Demand for the Brass Bedsteads.**

Every day we witness the demand for our Brass Bedsteads getting stronger, and we feel quite pleased to think that the splendid stocks displayed in our Furniture Store are big and varied enough to give every customer a chance of getting what he wants.



**Pleasing HOUSEHOLD Bargains All New Goods Fresh from their Boxes.**



**CHILDREN'S KNICKERS.**—Well made garments of soft American Cotton, finished with hemstitched hem at knee. Sizes to fit from 2 to 12 years. Special for Friday & Saturday, each... **22c**

**CHILDREN'S WHITE CAMBRIC UNDERSHIRTS.**—Plain bodies with tape drawing at waist and neck, and embroidery trimmed and tucked skirt. Sizes for 2, 3 and 4 years. Splendid value. Reg. 50c ea. Friday and Saturday... **42c**

**NEW HAT BANDINGS.**—Of corded and moire silk with star and floral embroidered edge. All the new shades are here. You should see them. Regular 40 and 45c. yard. Friday and Saturday... **37c**

**SOME RARE VALUES IN NEW SPRING BLOUSES.**

**MUSLIN BLOUSES.**—Made with the wide sailor collar that is so much in demand. Daintily trimmed with rows of tucks, Valenciennes lace and embroidered fronts. Reg. \$1.70 ea. Friday and Saturday... **\$1.40**

**SOFT SILK CREPE-DE-CHINE** in such a profusion of models and they are so extremely pretty that you'll find choosing difficult, for you'll want one of each kind. Regular \$5.90 each. Friday and Saturday... **\$5.10**

**WOMEN'S MACKINTOSHES.**—The newest style with military collar, detachable belt, raglan sleeves and cross pockets. In pretty fawns only. They are the famous "Distingue" coats. The seams are sewn and cannot possibly come asunder besides being absolutely waterproof. Reg. \$12.00 each. Friday & Saturday... **\$10.00**

**WOMEN'S OIL HATS.**—In either bright or dull, with stylish trimmings of self materials; can be worn turned up or down as desired. Reg. \$1.20. Friday and Saturday... **\$1.00**

**SHIRT WAIST BELTS.**—With corrugated rubber strip at back for holding the waist down with a tight grip. Adjustable to any size. Reg. 18c. Friday and Saturday... **15c**

**WOMEN'S WHITE MUSLIN BLOUSES.**—Plain, cross barred and striped in some of the prettiest styles we have ever had the pleasure of showing for such a low price. Regular 90c each. Friday and Saturday... **75c**

**STAMPED CRASH CUSHION COVERS.**—Made with wide hemstitched frill, and finished in every way except the top, which is stamped and ready to be embroidered; size 18 x 18 inches. Reg. 55c ea. Friday & Saturday... **47c**

**TEA CLOTHS.**—Handsome designs in drawn thread work and hand embroidered; size 30 x 30 inches. Reg. \$2.60 each. Friday and Saturday... **\$2.20**

**DAMASK TABLE CLOTHS.**—Hemmed or hemstitched in pretty new designs. All British manufacture in a superior finish; sizes 66 x 66 and 64 x 64 inches. Reg. \$2.60 each. Friday and Saturday... **\$2.20**

**BATTENBURG TEA CLOTHS.**—With wide borders and drawn thread centres; handsome patterns. Reg. \$1.25 each. Friday and Saturday... **\$1.00**

**LAUNDRY BAGS.**—Plain white with white embroidered fronts and drawstring tops; size 20 x 22 inches. Reg. 45c each. Friday and Saturday... **37c**

**NIGHTDRESS BAGS.**—Brown Crash with colored silk embroidered cover edged with wide hemstitched hem. Reg. 70c each. Friday and Saturday... **58c**

**DUCHESS SETS.**—Lace trimmed and embroidered in patterns that will delight the most difficult to please. Reg. 65c each. Friday and Saturday... **43c**

**New Hearth Rugs.**

Some of the prettiest combination colorings you will find in the city to-day, and the qualities cannot be equalled for the price we offer these. They are very heavy and possess a thick pile that will stand lots of hard wear. Special for Friday and Saturday... **\$6.00**



**The Royal Stores Ltd.**