

G, Ltd.

PERS.

om Papers.

match,

10

10c. per yard up
15c. up
Board Moulding, 6c. ft. up
Board Moulding, 5c. ft.

NG, Ltd

HOISERY !!!

as represented and is
the wearer for price and

LANK BOOT HOSE.

fit and fit to wear.

pair.

HOSE

showed ankle, shaped foot,

er pair.

HOSE

wearing points to insure

Selling at

er pair.

SPECIAL !

COTTON HOSE.

You get the benefit.

pair.

Black and White. Next

Hosiery for the kids.

for you unusual values.

EY.

Here and There.

When you want Steaks, Chops,
Cutlets and Collops, try ELLIS'.

NEXT BALL GAME.—The next
regular game of the Baseball League
will be played on Tuesday night, by
the Wanderers and Cubs.

When you want Roast Beef,
Roast Veal, Roast Mutton, Roast
Pork, try ELLIS'.

CARGO QUICKLY TAKEN.—A car-
go of salt which was afloat yesterday
was quickly taken up by a number of
schooners and motor boats now here
for supplies.

Every Saturday evening after
7 o'clock, Choice Ends of Beef,
Mutton, Lamb, Pork will be sold
at cost. ELLIS & CO., LTD.,
203 Water Street.—Nov 29, 11

RAILWAY "RUN OFF".—Owing to
a run off, a few miles east of Avon-
dale, yesterday's incoming express
was delayed several hours and did not
reach the city till 9 o'clock p.m.

IN STOCK:—WELCH'S
GRAPE JUICE, Half Gallon
Size, P. E. OUTERBRIDGE,
264 Water Street. Telephone
60.—July 11, 11

The Royal Stores' News for Friday and Satur-
day tells of Values that will loosen the purse
strings of the most conservative shopper. It's
one of the most enticing Bargain Lists we've yet
offered.

These Unapproachable Values

INDICATE FRIDAY and SATURDAY - SEE FOR YOURSELF.

WOMEN'S WEAR

At Attractive Friday And Saturday Prices.

These Articles will prove useful and modish
adjuncts to the Wardrobes of tasteful and discrim-
inating Women.

WOMEN'S BLACK STRAW HATS.
A very stylish sailor shape, with slightly turned down
front, modelled from transparent tape straw. A very ser-
viceable hat that will prove most becoming when trim-
med; Black only. Reg. 95c. each. Friday & Saturday. **78c**

WOMEN'S OIL HATS.
The most serviceable Hat of all; keeps your hair dry
in wet weather, as it fits snugly over the head; conven-
ient for wearing on damp or dull days, and stylish too.
Made with medium, flat brim, covered with dull, black
oiled material with glaze trimmings. Reg. \$1.35 each.
Friday and Saturday. **\$1.20**

WOMEN'S UNTRIMMED HATS.
Stiff white straw with wide rim, slightly turned up at
front. Fancy and plain shaped crowns that can be easily
trimmed and at very little expense. We sold a tremendous
quantity of these hats last week. This week we should
sell more because the values are unequalled. Reg. \$1.65
each. Friday and Saturday. **\$1.35**

WOMEN'S WHITE PIQUE SKIRTS.
A well-finished, trim-looking skirt of medium cord
white Pique. Made plain with button trimmings, belt at
back and front closing. The ideal skirt for picnic, out-
ings or country wear; washes and wears well. Reg. \$1.25
each. Friday and Saturday. **\$1.05**

WOMEN'S & MISSES' MIDDIE WAISTS.
Of Blazer Striped Drill in Saxe and White, Navy and
White and Pink and White, with collar, cuffs, belt and
pocket tops of plain white cotton. It's sure economy to
buy these here as the low price quoted for such good
wearing qualities cannot be equalled anywhere. Reg.
\$1.85 each. Friday and Saturday. **\$1.55**

COLORED MUSLIN BLOUSES.
Trimmed with fine insertion lace and fancy edging. An
immense collection of the daintiest models, designed from
soft plain colored muslin in shades of Pink, Pale Blue,
Champagne and Cream, also White; all new distinctive
styles that are decidedly pretty. Reg. \$1.75 each. Friday
and Saturday. **\$1.50**

**BLACK TAFFETALINE
UNDERSKIRTS.**
Not often in these price-soaring war times will you
get values like these. They are of extra fine quality Black
Taffetaline in a very light weight and are bound to prove
most satisfactory for summer wear. The flounce is 18
inches wide with small accordion pleats and fancy tucks.
The waist will fit any size up to 32 inches. Reg. \$2.25
each. Friday and Saturday. **\$2.00**

WOMEN'S D. & A. CORSETS.
Smart, new models opened just in time for this Sale.
An assortment of medium and low waist styles most suit-
able for summer wear will be offered, giving our customers an
opportunity to get the newest models at bargain prices.
Reg. \$1.90 pair. Friday and Saturday. **\$1.78**

THE NEW ART SHOPPING BAG.
The pace of this generation makes it absolutely neces-
sary for every woman to have one of these desirable Shop-
ping Bags. They are convenient, useful for carrying small
parcels and right up-to-the-minute in style. Made from
art cotton with self-covered wood handles in circular
style. Reg. \$1.70 each. Friday and Saturday. **\$1.48**

CHILDREN'S WEAR.
Fresh Summery Lines at Sale Prices.

CHILDREN'S TUSCAN STRAW HATS.
Make your little ones look their best by securing one
of these stylish Tuscan Hats to-morrow. They are
good and durable with silk cord ribbon and up-turned rim
that can be worn in several different styles; sizes 1 to 5
years. Reg. 90c. each. Friday and Saturday. **75c**

INFANTS' CREAM LUSTRE COATS.
Every mother desirous of making her infant look nice
and feel comfortable when out-of-doors should interest
herself in this Sale of Infants' Coats to-morrow. They
are made of Cream Washing Lustre with silk trimmings
and satin lining. Reg. \$2.50 each. Friday & Saturday. **\$2.25**

INFANTS' WHITE CAMBRIC DRESSES
Very pretty styles, finished with fine embroidery and
clusters of small pin tucks, cut full, and loose-fitting in
style that your little girl will be delighted to wear. Reg.
\$1.50 each. Friday and Saturday. **\$1.25**

INFANTS' EMBROIDERY BONNETS.
Light and cool for warm summer days. They are hand-
somely made with colored silk ribbon trimmings in var-
ious styles and are unmatchable at the price quoted here.
Reg. 60c. each. Friday and Saturday. **52c**

Bargains in Household Goods.

WHITE DOWLS.—Containing a good per-
centage of linen. For aprons principally, but
could be satisfactorily used for almost any
purpose where lawn, linen or shirting is
used; double width. Reg. 30c. yard. **28c**
Friday and Saturday.

LINEN HUCKABACK.—In
ribbon stripes, Shamrock and floral patterns;
20 inches wide. Reg. 55c. yard. Fri-
day and Saturday. **50c**

FRILLED CUSHION COVERS.—In
with colored embroidery silk in new and pret-
ty colors; size 18 x 18 inches. Reg.
95c. each. Friday and Saturday. **78c**

**ARTIFICIAL SILK and
COTTON HOSE.**

Plain White, Grey, Pink, Cham-
pagne and Black; made with rein-
forced toes, heels and vamps and
wide garter tops. They are manufac-
tured by some of the best makers in
the world, but all of these imperfections
are repaired and in most cases are
not noticeable. Special for Friday
and Saturday, per pair. **24c**



SMART SUMMER DRESSES

of Muslin, Voile and Gingham Greatly Reduced

Numerous lines embracing practi-
cally the whole of our stock of Sum-
mer Dresses. Priced most reason-
ably in the first place, these Dresses
are excellent values at the regular
quotations. The saving therefore is
greater than our price comparisons
would have you believe. It's undoubt-
edly one of the best opportunities of
the season in Summer Dresses of the
better kind.

Reg. \$2.30 each.	Sale Price... \$1.55
Reg. \$2.75 each.	Sale Price... \$1.50
Reg. \$3.25 each.	Sale Price... \$1.50
Reg. \$3.75 each.	Sale Price... \$1.50
Reg. \$3.80 each.	Sale Price... \$1.50
Reg. \$4.00 each.	Sale Price... \$1.50
Reg. \$4.25 each.	Sale Price... \$1.50
Reg. \$4.50 each.	Sale Price... \$1.50
Reg. \$4.90 each.	Sale Price... \$1.50
Reg. \$5.00 each.	Sale Price... \$1.50
Reg. \$5.10 each.	Sale Price... \$1.50
Reg. \$5.20 each.	Sale Price... \$1.50
Reg. \$5.75 each.	Sale Price... \$1.50
Reg. \$6.00 each.	Sale Price... \$1.50
Reg. \$6.25 each.	Sale Price... \$1.50
Reg. \$6.50 each.	Sale Price... \$1.50
Reg. \$6.75 each.	Sale Price... \$1.50
Reg. \$7.00 each.	Sale Price... \$1.50
Reg. \$7.50 each.	Sale Price... \$1.50
Reg. \$8.75 each.	Sale Price... \$1.50
Reg. \$12.00 each.	Sale Price... \$9.95

No matter where you live it will pay you to
come to this Store. The merchandise offered is
seasonable and up-to-date and the attractive pri-
ces will appeal to you.

Undisputable Values in Men's Wear.

High-Grade Lines at Great Savings.

MEN'S HARD FELT HATS.
Of smooth felt in a good black shade that will hold.
This season's shapes in a full range size. Regular \$3.00
each. Friday and Saturday. **\$2.70**

MEN'S SOFT FELT HATS.
A very even soft felt that can be easily rolled and car-
ried in the pocket if desired; colors: Grey, Green, Brown
and Fawn. Regular \$1.65 each. Friday and Saturday. **\$1.45**

ENGLISH TWEED CAPS.
For men and young men. They are of smart English
Tweed in light and medium weights. The pattern range
is one of the best we have ever shown. You will have no
difficulty to be suited. Regular \$1.35 each. Friday and
Saturday. **\$1.15**

MEN'S NEGLIGEE SHIRTS.
Open all the way down the front, they slip on or off
like a coat. All bright patterns in Pique, Cotton Zephyr
and Seersucker. The best value in Newfoundland. Reg.
\$1.50 each. Friday and Saturday. **\$1.25**

BOYS' BALBRIGGAN UNDERWEAR.
Long sleeved singlets and long legged pants. It's hard-
ly necessary to print more than the brand of this under-
wear for it is well known throughout the island as the
best underwear for warm weather; all sizes, 28 to 34.
Regular to 65c. garment. Friday and Saturday. **55c**

MEN'S FAWN CANVAS OXFORDS.
Trimmed with perforated kid in a medium russet shade.
A very easy fitting shoe that every man desirous of com-
fort and good appearance should have; sizes 6 1/2 to 8 1/2.
Regular \$2.95 pair. Friday and Saturday. **\$2.45**

**MEN'S "NEW KNIT"
SUMMER UNDERWEAR.**
This ever-popular brand of Underwear is made from the
wool of Newfoundland sheep with a percentage of silk
mixed, and possess great absorbing qualities, especially
desirable in summer weather. They are soft and non-
itchable. Regular \$3.00 garment. Friday & Saturday. **\$1.80**

MEN'S GUNMETAL BOOTS.
The very newest styles with English pointed toe, invis-
ible eyelets, perforated self tip and Godfrey welt. The
comfortable Balmore style so much worn by up-to-date
dressers. Regular \$6.50 pair. Friday and Saturday. **\$6.00**

MEN'S HANDKERCHIEFS.
Although Handkerchiefs have advanced in price and are
difficult to obtain, we are here able to offer you a beau-
tiful line of Linen Cambric Handkerchiefs at a remark-
ably low price. Very fine make with narrow hem; large
size. Regular 30c. each. Friday and Saturday. **26c**

MEN'S CUSHION SOLE BOOTS.
One of our best selling lines with flexible leather soles
and antiseptic felt innersoles. The uppers are of a good
wearing Dongola, and we consider them extra values at
the regular prices of \$4.95 pair. Special for Friday and
Saturday. **\$3.98**

MEN'S STRAW HATS.
Stiff, strong Hats of good straw that will stand a big
lot of knocking about, always holding its shape and not
easily faded. Cushion sweat bands and black corded silk
outside band with neat bow at side. Regular \$2.20 each.
Friday and Saturday. **\$1.98**

MEN'S WIDE END TIES.
A big range of stripes, checks, floral, shaded and fancy
designs, all late importations in wide end and Derby styles.
If you need a smart looking, serviceable tie at a com-
paratively low price, here is your opportunity. Regular
75c. each. Friday and Saturday. **69c**

Toilet Soap.
An assortment of delightful perfumes to suit almost any
taste. The quality is pure and will not injure the most
delicate skin. Special for Friday and Saturday. **12c**

TURKISH BATH SOAP.—In the regular bath size. Highly
perfumed, possessing a good cleansing action that
will last. Regular 17c. each. Friday and Saturday. **15c**

We stock the famous Aladdin and Sunset Dye Soap in
a full range of colors.

Hand-Painted Pictures.
Wide Gilt frames, fancy ornamented and burnished cor-
ners. They are real hand paintings that would sell in
the regular way at a very high figure, but owing to their
frames being slightly damaged at the corners they are
offered for Friday and Saturday at the ridiculously low
price of, each. **\$3.00**

Women's Footwear Values.

WOMEN'S PURE SILK HOSE.—With Lisle tops,
heels and toes and double silk vamps. Colors:
plain Grey and Champagne, also Black, Brown
and Grey with colored clocks, stripes and
fancy designs. These stockings are all the
rage and customers would be well advised to
buy all they need for the summer while these
shades are procurable. Reg. \$1.00 pr. **86c**
Friday and Saturday.

WOMEN'S ONE-STRAP KID SHOES.—A nice
stylish shoe with satin bow and bead trimmings
fronts; made with low heel, medium toe and
plain tip; a full range of sizes.
Reg. \$2.35 pr. Friday & Saturday **\$2.15**

CHILDREN'S CLOTH TOP BOOTS.—Finished
with patent leather vamp and trimmings. A
very fashionable little boot with grey cloth
tops for small children from 3 to 6 years.
Regular \$1.65 pair. Friday and Saturday. **\$1.49**

WOMEN'S TWO-STRAP PUMPS.—Soft Cabaretta
Kid; medium heel; slight leather sole; plain
toes. Women requiring shoes should stock
up from these—the saving is noteworthy.
Regular \$1.90 pair. Friday and Saturday. **\$1.75**

MERVE SILK RIBBON.
All this season's novelty and stand-
ard shades, including Cream, Cham-
pagne, Tan, Tanso, Green, Olive, Em-
erald, Saxe, Navy, Helle, Apricot, etc.;
also Corded Silk Ribbon, 6 inches
wide, in fancy shot effects. Values
to 65c. yard. Friday & Sat-
urday. **29c**

Cable News.

ALLIED ADVANCE.

LONDON, July 25.
On the western front of the Sal-
sons-Rheims salient the Allies topos-
sibly have advanced to an average depth of
three miles on a 12-mile front dur-
ing the first two days. There were no
new developments this morning in the
battle area according to the advices
from the field of the fighting received
in London up to noon. The situation
was considered quite satisfactory for
the Allies.

CLOSING THE PINNERS.

LONDON, July 25.
(Via Reuter's Ottawa Agency.)
The latest war communication shows
that General Foch is methodically
continuing to close the pincers which
are gripping the Germans between
the Alsace and the Marne. The cap-
ture of Armentieres increases the en-
velopment of Duchy-le-Chateau and
the capture of Oureq brings the Allies
only five miles from the important
road centre at Fere-en-Tardenois,
from where, according to the Paris
reports to-day, the Germans are ha-
stily removing all their material that
has accumulated there since the be-
ginning of June. The Allies are thus
relaxing the hold of the enemy on the
Chateau Thierry-Soissons road and
gradually linking up the front toward
Duchy-le-Chateau, Fere-en-Tardenois
and Montagne-de-Rheims where a
strong line will be established. On the
eastern side of the triangle the Brit-
ish advance north of the Ardre River
is important, threatening the German
left flank with envelopment, while
the Franco-American troops advanc-
ing from the Marne are a menace to
the German centre. The British suc-
cess at Vrijny threatens Fismes, an
other important centre, hence the des-
peration of the Germans who are at-
tempting to prevent the Allied ad-
vance in this direction. Their de-
fence of Soissons is also beginning to
become formidable, as the Allied ad-
vance continues towards Soissons, the
pivot of the German position. It is
estimated that there are 400,000 Ger-
mans fighting within the triangle, the
sides of which are being squeezed by
the Allied forces. Obstinate resist-
ance and the rugged nature of the
country constitute obstacles in the
way of closing the pincers at the nar-
row opening between Rheims and
Soissons, but the relentless pressure
of the Allies is gradually emptying the
triangle of the enemy masses.

UNDER RANGE OF ALLIED GUNS.

LONDON, July 25.
It no longer is proper to speak of
the pocket as running from Soissons
to Rheims, for the newest advantage
of the Allies has pulled the eastern
edge of the pocket eight miles to the
westward and making Fere Premey
the marker for the eastern rim. The
mouth of the pocket is now only 21
miles wide and the whole district be-
tween the two sides is under the
range of Entente Allied guns.

FRENCH CONTINUE ATTACKS WITH SUCCESS.

LONDON, July 25.
The French are continuing their at-
tacks between the River Oureq and
the River Marne. They advanced last
night for a distance of a mile cap-
turing the southern part of Fere For-
est, and they now occupy a barn on
the main road from Fere-en-Tarden-
ois to Fismes. The town of Fere-
en-Tardenois is now within eight
thousand yards of the French lines.
The French last night pushed well
forward along the south bank of the
River Oureq, but this morning they
found they were in an isolated position
and they were compelled to fall
back. East of Rheims a Polish con-
tingent attached to the French, made
a successful enterprise and captured
213 prisoners. On the west side of
the pocket the Franco-American
troops have strengthened out their
lines at the expense of the Germans
during the past twenty-four hours,
this involving a loss to the enemy of
about 40 square miles of territory be-
tween Armentieres and Vincelles. The
line in the lowest west part of the
pocket now runs straight southeast
from Armentieres, and along this line
the Germans have been compelled to
give up the little angles and corners
which they had held onto as observa-
tion posts or strategic points. The
enemy's nerve centre at Fere-en-Tar-
denois, which is the junction of sev-
eral great roads, was the most im-
portant storehouses and distribution
points of the enemy, is now under
cross fire from the Franco-American
artillery and must be well nigh un-
tenable, in fact no place in the whole
pocket is a very comfortable position
with the Allied long range guns
sweeping back and forth.

FOR SALE.—That well built resi-
dence owned and at present occupied
by R. H. Trapnell on Waterford Bridge
Road, choice situation; Hot and Cold
Water, Hot Water Heating, and all
modern conveniences; pretty lawns
and hedges, fruit and vegetable gar-
dens, and fine protected tennis courts;
motor coach house and stable, poultry
house with screened run. All well
fenced and in perfect order. Apply to
R. H. TRAPNELL, Water Street—
1713, 11

The Royal Stores Ltd.