

Fair Week At The Royal Stores

MEET MR. BILL SAVER



Meet Mr. Bill at the Royal Stores during Fair Week, and it will mean turning a sharp corner on every purchase you make. It was Bill who originated that famous phrase—"A dollar saved is a dollar earned."

This Sale embraces almost every article in this great store. Don't fail to take advantage of this unusual offer.

Seasonable HOSIERY at Reduced Prices

We can supply your needs in almost any kind of Hosiery required by Fashion for Fall and Winter. Buy your Hosiery for present and future wear during our Bill Saver Sale and save considerable money.

- Assorted Marl Hose.**
Women's Marl Hose, seamless fashioned leg, ribbed, double heels and toes; sizes 9 and 9½. Reg. 59c. pair. Sale Price 59c.
- Silk and Wool Hose.**
The ideal Hose for Fall and Winter wear, made of Silk and Wool, shades of Grey, Fawn, Brown and Black, improved shape, apliced feet, suspender tops; sizes 9 to 10. Reg. \$1.40 pair. Sale Price \$1.26
- Colored Cashmere Hose.**
Plain and assorted ribs, seamless fashioned leg, double heels and toes, elastic tops; shades of Light and Dark Fawn, Beaver, Covert, assorted, Marl and Black with fancy clocks; sizes 9 to 10. Reg. \$1.35 pair. Sale Price \$1.13
- Women's Cashmere Hose.**
Ribbed, all Wool Cashmere, shades of Grey, Brown, Nigger and assorted; sizes 9 only, fashioned leg, apliced feet, garter tops. Reg. 90c. pair. Sale Price 81c.
- Cashmere Hose.**
Women's all Wool Cashmere Hose, ribbed with plain garter tops, seamless fashioned leg, high apliced heels and toes, in Grey and Fawn Heather mixtures; sizes 9 and 9½. Reg. \$1.75 pair. Sale Price \$1.55
- Art Silk and Wool Hose.**
Full fashioned, double heels and toes, wide elastic tops, assorted checks of Fawn, Grey, Brown, Natural and Black; sizes 9 and 9½. The very newest for Fall and Winter wear. Reg. \$2.12 pair. Sale Price \$2.12

Unusual Values in Seasonable Gloves

In our Glove Section you will find a wonderful selection of new Fall and Winter Gloves, in the newest shades, all offered at special reductions during our Special Bill Saver Sale. Below you will find a few lines which will give you an idea of the money you can save on Gloves during this Sale.

- Wool Gauntlets.**
A splendid selection to choose from, in shades of Brown, Fawn, Grey, White and Heather mixtures.
Reg. 75c. pair. Sale Price . . . 68c.
Reg. 95c. pair. Sale Price . . . 96c.
Reg. \$1.10 pair. Sale Price . . . 99c.
Reg. \$1.35 pair. Sale Price . . . \$1.22
Reg. \$1.50 pair. Sale Price . . . \$1.35
- Kid and Suede Gloves.**
A wonderful selection of Kid and Suede Gloves, wool lined, some having fur tops and others fur lined wrist, very special values; ideal for Christmas gift-giving; colors of Tan, Brown and Grey, all sizes.
Reg. \$2.45 pair. Sale Price . . . \$2.30
Reg. \$3.50 pair. Sale Price . . . \$3.15
Reg. \$4.00 pair. Sale Price . . . \$3.60
Reg. \$4.20 pair. Sale Price . . . \$3.75
Reg. \$5.10 pair. Sale Price . . . \$4.55
- Wool Gloves.**
Women's Wool Gloves; colors of Brown, Fawn, Grey, White and assorted Heather mixtures.
Reg. 70c. pair. Sale Price . . . 63c.
Reg. 80c. pair. Sale Price . . . 72c.
Reg. \$1.10 pair. Sale Price . . . 99c.

Wool Blankets at Very Special Prices

Now is the time to buy your Blankets. Our entire stock of beautiful Wool Blankets offered during Bill Saver Sale at special reductions. This will be absolutely the only opportunity for the season to buy Wool Blankets at reduced prices, an opportunity you should not miss.

- All Wool Blankets.**
These are guaranteed all pure Wool, a Blanket we can heartily recommend for its wonderful wearing qualities.
Size 54 x 70. Reg. \$ 8.25 pair. Sale Price . . . \$ 7.43
Size 60 x 78. Reg. \$ 9.95 pair. Sale Price . . . \$ 8.99
Size 66 x 88. Reg. \$11.55 pair. Sale Price . . . \$10.40
Size 70 x 88. Reg. \$13.20 pair. Sale Price . . . \$11.88
Size 75 x 90. Reg. \$16.50 pair. Sale Price . . . \$14.88
Size 84 x 90. Reg. \$18.10 pair. Sale Price . . . \$16.29
- Part Wool Blankets.**
These Blankets are 70% Wool and guaranteed to give satisfactory wear.
Size 50 x 70. Reg. \$ 5.50 pair. Sale Price . . . \$4.95
Size 54 x 70. Reg. \$ 6.25 pair. Sale Price . . . \$5.21
Size 60 x 78. Reg. \$ 8.25 pair. Sale Price . . . \$7.43
Size 66 x 88. Reg. \$ 9.60 pair. Sale Price . . . \$8.64
Size 70 x 88. Reg. \$11.00 pair. Sale Price . . . \$9.90
- American Cotton Blankets.**
Soft fleecy Blankets, made from high grade California Cotton, Grey and White with Blue and White striped borders.
Size 50 x 72. Reg. \$2.65 pair. Sale Price . . . \$2.39
Size 60 x 78. Reg. \$3.20 pair. Sale Price . . . \$2.97
Size 72 x 80. Reg. \$4.30 pair. Sale Price . . . \$3.57
- English Cotton Blankets.**
Made from best quality Cotton, extra heavy weight; assorted borders.
Size 54 x 72. Reg. \$3.50 pair. Sale Price . . . \$3.15
Size 50 x 72. Reg. \$2.35 pair. Sale Price . . . \$2.19
- Cotton Crib Blankets.**
Made from high grade Cotton in a soft fleecy finish, White with assorted borders. Warm and comfy for baby.
Size 27 x 34. Reg. 55c. pair. Sale Price . . . 60c.

New Fall and Winter Coatings Specially Reduced

Our New Coatings for Fall and Winter comprise one of the best and biggest assortments we have ever shown, showing the newest weaves and colorings, in beautiful and original effects. Buy your Coatings during our Bill Saver Sale and save money.

- Blanket Coating.**
Wool Coating in shades of Fawn, Brown, Navy, Saxe, Wine and Terra Cotta; 54 inches wide, exceptionally good value. Reg. \$1.95 yard. Sale Price \$1.76
- Blanket Coating.**
All Wool; shades of Grey, Brown, Saxe, Navy and Wine; 54 inches wide; these make up splendidly and are splendid value. Reg. \$2.55 yard. Sale Price \$2.30
- Velour Coating.**
The season's most popular material; shades of Fawn, Taupe, Mid-Fawn and Jade; 54 inches wide; very special value. Reg. \$3.00 yard. Sale Price \$2.70
- Black Sealette.**
New Sealette of a very superior quality; 48 inches wide, exceptionally good looking. Reg. \$7.75 yard. Sale Price . . . \$6.98
Reg. \$9.50 yard. Sale Price . . . \$8.55
- Cream Bear Skin.**
48 inches wide, of good quality Fur, suitable for Children's Coats, Caps, Fur Covers and Winter. Regular \$2.25. Sale Price \$1.50
- Nap Coating.**
Of very special quality, with an exceptionally good pile; 54 inches wide, in Navy only. Regular \$3.00 per yard. Sale Price . . . \$2.70
54 inches wide, in Grey only. Regular \$2.75 per yard. Sale Price . . . \$2.48
- Wool Coating.**
Heavy Wool Coating, shades of Scarlet, Fawn and White; 56 inches wide; ideal for Children's Coats. Regular \$3.25 yard. Sale Price \$2.93
- Costume Tweed.**
A splendid selection of New Costume Tweeds, in Fawn and Brown mixtures; Reg. Fawn and Brown Checks; 54 inches wide. Reg. \$2.45 yard. Sale Price \$2.20
- Black Astrachan.**
Closely woven with a heavy pile, splendid finish, looks well and wears well; 48 inches wide. Reg. \$4.25 yard. Sale Price \$3.83
- Dress Velvet.**
A new arrival in pretty Dress Velvet, 34 inches wide, splendid quality with a superior silk finish, in all the new colors for Fall and Winter. Regular \$2.25. Sale Price \$2.93

Men's and Boys' Suits Greatly Reduced

During our Bill Saver Sale we will offer exceptional value in Men's and Boys' Suits. These are made in loose, graceful lines, in easy fitting models so popular this season. A splendid assortment to choose from.

- Men's Tweed Suits.**
3 button coat, plain and cuff bottom Pants, in assorted pretty mixed Tweeds; sizes 3 to 7.
Reg. \$12.75 suit. Sale Price . . . \$12.38
Reg. \$14.75 suit. Sale Price . . . \$13.28
Reg. \$16.25 suit. Sale Price . . . \$14.63
Reg. \$18.75 suit. Sale Price . . . \$17.55
Reg. \$19.50 suit. Sale Price . . . \$18.88
Reg. \$21.50 suit. Sale Price . . . \$19.25
Reg. \$24.75 suit. Sale Price . . . \$22.28
Reg. \$26.75 suit. Sale Price . . . \$24.68
Reg. \$28.75 suit. Sale Price . . . \$25.88
- Men's Serge Suits.**
Special quality Navy Serge, 3 button Coat, plain and cuff bottom Pants; sizes 3 to 7.
Reg. \$21.25 suit. Sale Price . . . \$19.15
Reg. \$26.50 suit. Sale Price . . . \$22.95
Reg. \$28.50 suit. Sale Price . . . \$25.65
Reg. \$37.50 suit. Sale Price . . . \$33.75
- Men's Mackinaw Coats.**
Made from heavy Mackinaw Cloth, as worn in Canada, patch pockets, heavy collar, assorted sizes. A splendid choice of Coats in new designs.
Reg. \$12.50 each. Sale Price . . . \$11.35
Reg. \$15.50 each. Sale Price . . . \$13.35
- Boys' Rugby and Sport Suits.**
A selection of splendid Tweeds in hard-wearing qualities; to fit ages 10 to 17 years, short open leg pants.
Reg. \$ 9.10 suit. Sale Price . . . \$ 8.19
Reg. \$10.00 suit. Sale Price . . . \$ 9.00
Reg. \$12.00 suit. Sale Price . . . \$10.50
Reg. \$14.00 suit. Sale Price . . . \$12.60
Reg. \$16.50 suit. Sale Price . . . \$14.55
- Boys' Long Pants Suits.**
The first suit with long trousers is a mile stone in a boy's life. We are showing very attractive Suits in best quality Tweeds in assorted mixtures; to fit ages 13 to 18 years.
Reg. \$11.50 suit. Sale Price . . . \$10.85
Reg. \$14.50 suit. Sale Price . . . \$13.49
Reg. \$16.00 suit. Sale Price . . . \$14.49
Reg. \$18.00 suit. Sale Price . . . \$16.29
Reg. \$20.25 suit. Sale Price . . . \$18.23
Reg. \$22.50 suit. Sale Price . . . \$20.25
Reg. \$27.25 suit. Sale Price . . . \$24.53
- Boys' Wee Sport Suits.**
To fit ages 2 to 9 years; made in England, from best quality English Tweeds.
Reg. \$ 6.75 suit. Sale Price . . . \$6.08
Reg. \$ 7.55 suit. Sale Price . . . \$6.59
Reg. \$ 8.75 suit. Sale Price . . . \$7.58
Reg. \$ 9.45 suit. Sale Price . . . \$8.51
Reg. \$10.20 suit. Sale Price . . . \$9.18

Special Reductions on Custom Made Clothing

- During this Sale we offer you a special reduction on all Made-to-Measure Clothing. This is an opportunity to get your New Suit and Overcoat. Our stocks are complete in the very newest materials.
Special Bill Saver Sale Price on all Made-to-Measure Clothing less 10%
- Tweed Suits.**
A splendid selection of new Tweed and Worsteds Suitings, made-to-measure in any style you require.
Regular Prices per suit: \$35.00, \$37.50, \$40.00, \$42.50, \$45.00 and \$55.00.
Special Bill Saver Sale Price, less 10%.
- Winter Overcoats.**
A splendid assortment of new Coatings for Winter—Blanket Cloths, Naps, Feltons, Beavers and assorted mixed weaves. Fit and satisfaction guaranteed. Made to measure in any style.
Regular Prices: \$35.00, \$38.00, \$40.00, \$42.50 and \$45.00.
Bill Saver Sale Prices, less 10%.
- Serge Suits.**
All Wool, Indigo Dye, British Navy Serge, bought direct from manufacturers. These Serges are unequaled in quality, and our prices are the lowest in the country.
Made to measure.
Regular Prices per suit: \$40.00, \$42.50, \$45.00, \$47.50, \$50.00 and \$55.00.
Special Bill Saver Sale Price, less 10%.
- White Ripple Quilts.**
Made from White Cotton in assorted designs; needs no ironing.
Reg. \$3.50 each. Sale Price . . . \$3.15
- White Sheets.**
Plain and Twilled, made of special quality Shetling in assorted sizes.
Reg. \$5.00 pair. Sale Price . . . \$4.50
Reg. \$5.50 pair. Sale Price . . . \$4.95
Reg. \$6.25 pair. Sale Price . . . \$5.63
Reg. \$6.75 pair. Sale Price . . . \$6.05

Tempting Values in Household Needs

A splendid opportunity for the thrifty woman to lay in a supply of Household needs at a great saving. Our stock in this section is very complete in almost every needed article for the home. All offered during our Special Bill Saver Sale at attractive reductions.

- Honey Comb Quilts.**
Fringed, made from all White Cotton in neat designs; assorted sizes.
Reg. \$3.35 each. Sale Price . . . \$3.02
Reg. \$4.50 each. Sale Price . . . \$4.05
Reg. \$5.20 each. Sale Price . . . \$4.68
- Table Napkins.**
White Damask Table Napkins in very pretty designs, special finish; assorted sizes.
Reg. 25c. each. Sale Price . . . 23c.
Reg. 30c. each. Sale Price . . . 27c.
Reg. 40c. each. Sale Price . . . 36c.
Reg. 50c. each. Sale Price . . . 45c.
Reg. 65c. each. Sale Price . . . 59c.
- White Ripple Quilts.**
Made from White Cotton in assorted designs; needs no ironing.
Reg. \$3.50 each. Sale Price . . . \$3.15
- White Sheets.**
Plain and Twilled, made of special quality Shetling in assorted sizes.
Reg. \$5.00 pair. Sale Price . . . \$4.50
Reg. \$5.50 pair. Sale Price . . . \$4.95
Reg. \$6.25 pair. Sale Price . . . \$5.63
Reg. \$6.75 pair. Sale Price . . . \$6.05
- Bed Spreads.**
White Marcella Bed Spreads, in assorted designs; hemmed.
Reg. \$4.25 each. Sale Price . . . \$3.88
Reg. \$5.75 each. Sale Price . . . \$5.18
Reg. \$7.25 each. Sale Price . . . \$6.53
- Damask Table Cloths.**
Hemmed Table Cloths of beautiful Damask, in assorted designs.
Size 54 x 54. Reg. 1.90. Sale Price, \$1.71
Size 70 x 70. Reg. 3.35. Sale Price, \$2.79
Size 70 x 70. Reg. 4.55. Sale Price, \$4.10
Size 70 x 88. Reg. 5.75. Sale Price, \$5.18
- Lace Curtains.**
Beautiful Lace Curtains, including Nottingham Lace in exquisite designs; fine Net Battenburg, trimmed, etc. 2½ to 3½ yards long.
Reg. \$1.25 pair. Sale Price . . . \$1.67
Reg. \$2.20 pair. Sale Price . . . \$1.98
Reg. \$3.00 pair. Sale Price . . . \$2.79
Reg. \$4.25 pair. Sale Price . . . \$3.83
Reg. \$5.25 pair. Sale Price . . . \$4.73
Reg. \$7.00 pair. Sale Price . . . \$6.30
Reg. \$8.50 pair. Sale Price . . . \$7.65

BUY & SAVE WHERE YOU SEE ME DISPLAYED - Bill Saver

Footwear Values THE ROYAL STORES, LTD. Men's Furnishings

Our entire stock of new Fall Footwear including Boots and Shoes for every member of the family, can be bought at a greater saving during our Special Bill Saver Sale.

Our Gent's Furnishing Department is fully prepared to supply your every need, and at specially reduced prices while our Special Bill Saver Sale is in progress.

Charity Entertainment at Corner Brook
The reception rooms at Glynmill, Corner Brook, were filled to their utmost capacity on Wednesday night when a "Three Arts Show" was held in aid of the funds of the three local churches and "N.O.N.I.A." as a farewell entertainment by the staff of Sir W. G. Armstrong, Whitworth & Co. Ltd. The proceedings commenced with a short, snappy concert by the Minstrel troupe, under the direction of Mr. A. R. Stansfield. Supper followed, during which the various details for loes, Candies, etc., were sold out completely. Mr. Gammell acted as auctioneer when the various handsome donations received by the Committee were disposed of. Dancing commenced at 10.30. The entertainment closed at 1.30 a.m. with the National Anthem.

Reginal Denny in "Sporting Youth"
AT THE STAR MOVIE.
Slide curves everywhere!
Each inch of the dangerous open highway sweepstake race stared like death into the face of Jimmy Wood. Hills, valleys, and along an unfenced cliff that bordered a rock-strewn sea was the path which eight giant racers sped over with Jimmy in the lead! A mere private chauffeur in the eyes of the world, he had escaped but an hour before the starter's pistol sent them flying over the way to fame—or death, all because of his love for a charming girl. His enemies had kidnapped him on the previous evening and held him a prisoner on an island, but love found a way.
In the grandstand stood the girl who was his incentive. She knew that he was not the celebrated "Splinters" Wood, the English racer, but love drew her to the darling chauffeur, who was driving for the man she was pursuing. He was a dangerous contender, and she was edging up to the lead with one more lap to go.
Suddenly, to the surprise of the spectators, a powerful vehicle was crowded from the park. . . . Over the cliff it went. Then, in a flash, another car was side-stopped and wrecked. With the goal in sight, a third machine overtook, climbed the embankment and was hurled into the grandstand.
Jimmy, clinging to his wheel, tearing down to the line. To his dismay, he beheld his employer enter the grandstand. He knew the "boss" would never be contented to the racing of the car.
Instantly he slowed up. The car lurched suddenly spurted—and the dramatic climax in the history of sporting youth and its daredevil exploits was then written.
But see Reginal Denny in his greatest Universal-Jewel, "Sporting Youth" which comes to the Star Theatre to see a gripping series of wonderful, fast-acting thrills and absorbing romance.

A Luxury in the Home
It is a real pleasure to wash in Ivory Soap. This fine cleansing, non-toilet soap does all that the most expensive soap can do, yet its costs far less than most toilet soaps. Truly, it has been said that a cake of Ivory is a luxury in the home, for the delightful, natural fragrance of this pleasing soap makes it a real pleasure to use. There is a certain distinctiveness about Ivory Soap that other soaps lack. You will love to wash in Ivory and all the family will like it too. Ask the grocer for Ivory and try a real sensible, and economical toilet soap.—oct13,m,t

Why Wembley Failed
10,000,000 PREVENTED FROM VISITING EXHIBITION THROUGH SUNDAY CLOSING.
"We have to thank the kiljoys of the country for the financial failure of the British Empire Exhibition."
So said Rear-Admiral Sir Guy Card, M.P., and added: "If they had not opposed Sunday opening of the Exhibition there would be no adverse balance of £1,000,000."
"Lord Stevenson agreed that 10,000,000 people would never see the Exhibition if it were closed on Sundays. The mass of public opinion was overwhelmingly in favour of Sunday opening.
"If the Exhibition is opened next year the lesson should not be lost. Probably, however, the £1,000,000 loss will frighten future guarantors, and we shall be deprived of the nation's educational pleasure-garden at Wembley."