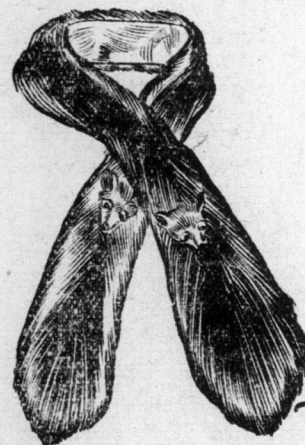


BRILLIANT ASSEMBLAGE



FUR EXHIBIT.

Always a leading house with Furs, we have this year surpassed all previous efforts. Never was our stock of Furs so extensive, both in variety and quality. The price range is more extensive, because it starts lower.



The most popular furs worn this season are Fitch, Koliniski, Caracul, Black Seal and Mink Marmot.

Prices range from \$4.50 to \$100.00 a set.

You are cordially Invited
to attend this Style Exhibit. You'll find it instructive of such ample scope that choosing apparel to suit your own personality will be an easy task.

Shop by Mail.

Those who live out of town may buy by Mail with the assurance of Intelligent Service.

OUR FALL FASHION EXHIBIT.

THE GOODS now on exhibition in the various departments of our store are typical of the accepted and authoritative fashions for the Fall and Winter season. We desire to impress upon you the fact that our efforts in making this collection were not confined solely to the higher priced kinds, for we have gone to the extreme to procure a very extensive assortment of goods at popular prices.

Every woman in St. John's should see the splendid exhibit in its entirety; for an hour or more spent here will give you a correct idea of the styles being worn this season. The prices? Ours are always fair, generally lowest, invariably satisfactory, because they are attached to nothing but satisfactory goods.

Our New Fall Coats.

This season, as heretofore, the latest and most correct fashions in Women's Coats are a characteristic feature of our opening displays. From the season's most elaborate and exclusive creations to the more conservative models our stock is wonderfully complete.

Particularly do we feature garments of unquestionable worth in quality and workmanship that reveal a modification of the season's more striking style ideas at a price range to fit every woman's needs.

Come and see this matchless collection of Fall Coats. You are welcome to look or buy.

WOMEN'S BLACK CLOTH COATS.

Made in different styles, with Collars, Reverses, &c., trimmed with Braid and Buttons. Prices \$6.75 up to **\$29.50**

WOMEN'S COLORED CLOTH COATS.

Beautifully made in superior quality German Broadcloth, Beaver finish. They can be had in all the newest shades of Brown, Reseda, Navy, Red and Blue; semi-fitting styles. Prices range from \$8.50 to **\$29.50**

WOMEN'S TWEED COATS.

These are very popular Coats, made of beautiful two-tone or reversible Tweeds; very effective styles; large Collars and Reverses, trimmed with large size buttons. Prices from \$2.50 to **\$19.50**

TWEED FUR-LINED COATS.

Carefully finished in the latest and most approved styles and materials. Prices from \$18.50 to **\$30.00**

CLOTH FUR-LINED COATS.

In superior quality Broadcloth, in colors of Black, Brown, Navy and Green. Prices \$47.00 to **\$72.00**

SEALETTE COATS.

Made in the very newest modes, large Sailor Collars and Reverses, trimmed with Buttons and Braid. Prices from \$22.50 to **\$27.00**

NEW CORSETS.

Each season brings some notable improvement in Corsets. More especially is this true of the new lines we carry. You will find our Corset Department models conforming to the latest requirements, beautifully made and finished in every respect.

No woman whatever her social position or the size of her purse can allow this event to pass without closely and carefully examining all the new Corset improvements which she will find displayed in our store.

New Fall Millinery!

A Beautiful Showing of Exquisite Fall Styles in Our Millinery Section.

Beautiful Millinery in hosts of new designs and rich autumn colorings is now being shown in our Millinery Section. See this exposition of the requiring styles. Never was there a more beautiful selection of feminine headgear shown in Newfoundland. COME AND SEE. You'll find it a scene to ADMIRE and REMEMBER.

Shop by Mail.

Our Mail Order Staff will fill your orders promptly and with satisfaction.

The Royal Stores Ltd.



New Rugs, Carpets, &c.

During this week our opening display of one of the most select assortments of reliable house furnishings in the city will be ready for your inspection. Good qualities considered, you'll find the prices reasonable.

The newest patterns and rich colorings in Fine Brussels, Tapestry and Axminster Carpet Squares, Woven Wilton, Tapestry, Brussels and Velvet Pile Hearth Rugs, Cocoonut, Rope, Mohair, Brussels, Linoleum and Velvet Pile Door Mats.

The latest patterns in Inlaid, Printed and Cork Linoleums and Canvasses.

Custom Tailoring Dept.

WE MAKE TO ORDER AND WE MAKE TO FIT.

The best materials and ideal tailoring is a combination that makes our clothes ideally correct.

The best fabrics from the best woollen mills of England and Ireland furnished the materials for our Fall stock. These, cut by our Custom Tailor in the latest styles and tailored by expert workmen, make clothes that will appeal to every man of discrimination.

Men's Suits to measure, \$13.00 to \$25.00.
Men's Overcoats to measure, \$13.00 to \$18.00.