



## Driving Another Wedge into the High Cost of Living A DRASTIC REDUCTION SALE OF Ready-to-Wear CLOTHING FOR MEN, YOUTHS AND BOYS

To-day (Monday) sees the beginning of the Greatest Sale of Readymade Clothing in the history of this Store. Our entire stock of Clothing for Men, Youths and Boys is offered at drastic reductions in price for a limited time. Just when every man is thinking about his New Overcoat or Suit for Fall and Winter, comes this great opportunity—an opportunity that probably will not be equalled in value giving for years.

### MEN'S SUITS

#### In Smart Tweeds.

Light and dark patterns, plain and Kitchener back, form fitting styles; the Pants finished with plain cuff bottoms.

Reg. \$22.50 suits.	Sale Price	\$19.15
Reg. \$25.50 suits.	Sale Price	\$21.65
Reg. \$30.00 suits.	Sale Price	\$25.50
Reg. \$35.00 suits.	Sale Price	\$28.00
Reg. \$35.50 suits.	Sale Price	\$29.25
Reg. \$37.00 suits.	Sale Price	\$31.45
Reg. \$39.50 suits.	Sale Price	\$33.65
Reg. \$42.00 suits.	Sale Price	\$35.70
Reg. \$45.00 suits.	Sale Price	\$38.25
Reg. \$47.50 suits.	Sale Price	\$40.45
Reg. \$50.00 suits.	Sale Price	\$42.50
Reg. \$58.00 suits.	Sale Price	\$49.25
Reg. \$60.00 suits.	Sale Price	\$51.00

#### Navy Blue Serge Suits.

Coats have plain and pinch-back styles; Pants have cuff bottoms, also plain; all sizes.

Reg. \$35.50 suits.	Sale Price	\$30.20
Reg. \$38.00 suits.	Sale Price	\$32.50
Reg. \$43.50 suits.	Sale Price	\$36.95
Reg. \$48.00 suits.	Sale Price	\$40.50
Reg. \$52.00 suits.	Sale Price	\$44.20
Reg. \$58.00 suits.	Sale Price	\$47.55
Reg. \$62.00 suits.	Sale Price	\$52.70
Reg. \$68.00 suits.	Sale Price	\$57.80
Reg. \$72.00 suits.	Sale Price	\$61.20

### A Special Statement to those Customers

who may ask the reason for this Drastic Price Reduction Sale.

This is another wedge—a sharp wedge—that we are driving into the high cost of living, with the hope that it will help to ease the burden now borne by all classes.

We read in the newspapers, from time to time, that the prices of certain commodities are coming down with a rush in other countries, but it doesn't seem to affect conditions here in Newfoundland one little bit. How long will we have to wait for people to stop talking about the high cost of living and DO something to bring it down?

We have felt for some time that something had to be done—somebody had to act. The only way to begin was to begin. So we have been plugging away at it with Special Sales from week to week and here we are with another smashing drive. Readymade Clothing this time. Take advantage of it. Get the clothes you need at less than you can buy elsewhere.

The Royal Stores, Ltd.

### Men's Overcoats



#### Heavy Wool Tweed Overcoats.

Full and semi-belted, double breasted; all sizes.

Reg. \$32.00 each.	Sale Price	\$27.30
Reg. \$35.00 each.	Sale Price	\$29.75
Reg. \$40.00 each.	Sale Price	\$34.00
Reg. \$48.00 each.	Sale Price	\$40.80

#### Autumn Weight Overcoats.

English Tweeds in shades of Grey; assorted sizes.

Reg. \$26.00 each.	Sale Price	\$22.10
Reg. \$30.00 each.	Sale Price	\$25.50
Reg. \$32.00 each.	Sale Price	\$27.30

#### Military Trench Coats.

English make, full belted, D. B. styles; waterproof interlining.

Reg. \$30.00 each.	Sale Price	\$27.25
Reg. \$35.00 each.	Sale Price	\$31.45
Reg. \$55.00 each.	Sale Price	\$48.10

#### Smart New Raglans.

Fawn and Green, showerproof materials; all sizes.

Reg. \$22.50 each.	Sale Price	\$19.65
Reg. \$25.00 each.	Sale Price	\$22.85
Reg. \$30.00 each.	Sale Price	\$26.35
Reg. \$37.50 each.	Sale Price	\$33.00
Reg. \$42.50 each.	Sale Price	\$37.20

### Youth's Suits

In Mixed Tweeds and Serges. The Coats have Kitchener back, long roll lapel and 2-button front; the latest style; sizes 8 to 2½. Long Pants with cuff bottoms.

Reg. \$28.00 suit.	Sale Price	\$23.50
Reg. \$31.00 suit.	Sale Price	\$25.35
Reg. \$36.00 suit.	Sale Price	\$30.60
Reg. \$42.00 suit.	Sale Price	\$35.70
Reg. \$48.00 suit.	Sale Price	\$40.80
Reg. \$52.00 suit.	Sale Price	\$44.30

### Men's Dressing Gowns

Made of superior quality Blanket Cloth in Grey, Fawn and Brown colorings, trimmed piping cord and braid; heavy girdle and two pockets; assorted sizes.

Regular \$27.50 each for	\$24.10
Regular \$30.75 each for	\$26.90
Regular \$32.50 each for	\$28.45
Regular \$34.50 each for	\$30.20
Regular \$37.00 each for	\$32.40

#### Men's Smoking Jackets.

In all Wool Blanket Cloth, assorted colorings; long roll collar, braided frogs and barrel buttons.

Regular \$19.00 each for	\$16.60
Regular \$23.50 each for	\$22.35
Regular \$28.50 each for	\$24.95

### A Remarkable Offer in Linen Collars

By some freak of fortune we have received a double shipment of Arrow Brand Collars for Men. Rather than return them we have determined to clear them out at a low price. They come in all sizes and in the newest of fall styles. Special Price,

3 for 99c

### Sale Prices on Mackinaws & Extra Pants



#### Mackinaw Coats.

Of superior make and finish. Splendid Winter Coats in smart plaid and large check patterns; belted styles, all sizes.

Reg. \$18.00 each for	\$15.75
Reg. \$20.00 each for	\$17.50
Reg. \$28.00 each for	\$20.10

#### Boys' Cotton Overalls.

Age 3 to 6 years. Special, per pair . . . . .95c.

#### Boys' Corduroy Pants.

To fit boys of 3 to 10 yrs.

Reg. \$1.25 pair for	\$1.07
Reg. \$2.20 pair for	\$1.97
Reg. \$2.30 pair for	\$2.50
Reg. \$5.50 pair for	\$2.97

#### Men's Pants.

In Tweeds and Serges; all sizes; plain and cuff bottoms; straight tops.

Reg. \$ 5.50 pair for	\$ 4.70
Reg. \$ 6.00 pair for	\$ 5.10
Reg. \$ 7.25 pair for	\$ 6.15
Reg. \$ 8.75 pair for	\$ 7.55
Reg. \$11.50 pair for	\$ 9.75
Reg. 13.00 pair for	\$11.00
Reg. \$14.50 pair for	\$12.20

#### Men's Corduroy Pants.

All sizes; assorted colors.

Reg. \$6.00 pair for	\$5.10
Reg. \$8.25 pair for	\$7.00

#### Men's Khaki Drill Pants.

Well made; strong materials; all sizes.

Reg. \$5.20 pair for	\$4.10
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#### Youths' Pants.

Tweed; long style; to fit youths of 13 to 16 years.

Reg. \$2.50 pair for	\$2.10
Reg. \$3.00 pair for	\$2.55
Reg. \$4.00 pair for	\$3.40
Reg. \$3.40 pair for	\$2.90
Reg. \$5.00 pair for	\$4.25
Reg. \$6.20 pair for	\$5.25

#### Boys' Pants.

Light and Dark Tweeds; short, straight leg; to fit boys of 8 to 12 years.

Reg. \$3.30 pair for	\$2.80
Reg. \$4.20 pair for	\$3.60
For boys of 13 to 16 years.	
Reg. \$4.80 pair for	\$4.10
Reg. \$5.80 pair for	\$5.00
Reg. \$6.10 pair for	\$5.30

### New Hosiery

To enhance the charm of your new outfit there is nothing like beautiful Hosiery. The new fall shades, in colors to match the costume, lend an air of individuality.



### Fall Millinery Display

#### Picturesque in every line

TO look around our Millinery Section will be an inspiration, the styles are so distinctive and uncommon, and there are so many clever ideas presented. The shapes—the rich colors—the fine materials—are of a seemingly unending variety. Every model tells of careful selection from fashion sources of known superiority.

### Suits Coats Skirts Street Frocks Afternoon & Evening Gowns

The vogue of the longer coat is demonstrated in the new Fall Costumes. Coats for every type of figure, styles which will give pleasure to every preference, are now being shown.

You are invited to visit the Store during the coming week.

**THE ROYAL STORES, LTD.**  
The Market Place of the Thrifty

### Give your Boy the Overcoat

he needs--at a great saving



#### Blue Nap Overcoat.

To fit boys of 2 to 8 years; full and semi-belted styles, all sizes; plain, well finished.

Reg. \$ 8.00 each for	\$ 6.50
Reg. \$10.00 each for	\$ 8.50
Reg. \$11.25 each for	\$ 9.55
Reg. \$13.25 each for	\$11.25
Reg. \$15.50 each for	\$14.00
Reg. \$19.50 each for	\$16.60
Reg. \$23.50 each for	\$20.00

#### Navy Serge Overcoats.

Heavy quality Serge, pleated back, brass buttons, etc., military collar; pinch and semi-belted backs.

Reg. \$10.00 each for	\$ 8.50
Reg. \$11.25 each for	\$ 9.55
Reg. \$12.50 each for	\$10.45
Reg. \$18.25 each for	\$11.25

#### Boys' Tweed Overcoats.

To fit boys of all ages; assorted styles and patterns.

Reg. \$13.00 each.	Sale Price	\$11.00
Reg. \$15.00 each.	Sale Price	\$13.20
Reg. \$17.00 each.	Sale Price	\$14.50
Reg. \$20.00 each.	Sale Price	\$17.00
Reg. \$22.50 each.	Sale Price	\$19.20
Reg. \$25.00 each.	Sale Price	\$21.25
Reg. \$28.00 each.	Sale Price	\$23.50

#### Suffolk Suits.

To fit boys of 10 to 13 yrs.; assorted Mixed Tweeds.

Reg. \$13.20 for	\$11.20
Reg. \$14.30 for	\$12.10
Reg. \$15.20 for	\$12.90
Reg. \$16.50 for	\$14.00
Reg. \$17.60 for	\$15.00
Reg. \$19.20 for	\$17.00

#### Rugby Suits.

For boys of 8 to 13 years.

Reg. \$14.95 for	\$12.50
Reg. \$15.40 for	\$13.10
Reg. \$17.60 for	\$15.00
Reg. \$19.20 for	\$17.00
Reg. \$22.65 for	\$20.10

#### Norfolk Suits.

For boys of 4 to 9 yrs.

Reg. \$10.75 for	\$ 9.30
Reg. \$11.70 for	\$ 9.95
Reg. \$12.60 for	\$10.80
Reg. \$13.50 for	\$11.50
For boys of 9 to 12 yrs.	
Reg. \$10.20 for	\$ 8.70
Reg. \$12.95 for	\$10.95
Reg. \$14.60 for	\$12.40
Reg. \$15.50 for	\$13.20

#### Tunic Suits.

For boys of 1 to 3 yrs.

Reg. \$12.20 for	\$ 9.45
Reg. \$12.40 for	\$10.40
Reg. \$14.20 for	\$12.10
Reg. \$15.50 for	\$14.00
Reg. \$17.50 for	\$14.90