

"I Love Shopping at the Royal Stores--It's So Cheerful"

"Because everything is so handy, so well thought out, so cheery, that I find it a delight to walk around there--and they do everything possible to make it easy for you at every counter--upstairs and down."

"Further, it means a big saving for me in my housekeeping money. I find that their prices, all through, are St. John's lowest--considering the quality--and that's a big consideration in itself."

READ THIS LIST OF FRIDAY AND SATURDAY OFFERS.

ORDERS BY MAIL

for these bargain offers receive expert attention from a specially trained staff.

Ladies' Hand Bags

36 only smart little Variety Bags in the popular Camera style, double end flaps, imitation Seal Leather in Navy and Black, strong fasteners, purse and mirror, strap handles, lined with imitation floral satin. Reg. \$2.00 ea. for **1.72**

Underwear

CORSETS—Strong White Coutil material; sizes from 20 to 30 inches; high and medium bust, embroidery trimmed tops and 4 elastic suspenders. Reg. \$3.25 pair. **\$2.88** Friday, Saturday & Mon.

LADIES' VESTS—Medium weight, Jersey knit, slightly flared, sleeveless, round neck; sizes 36 and 38 inches only. Reg. \$2.20 ea. **\$1.85** Friday, Sat., & Mon.

LADIES' COMBINATIONS—Medium weight, Jersey knit, Stanfield's popular make; sizes 36 and 38 inches only. Reg. \$3.75. **\$3.35** Friday, Sat., & Mon.

FLETTE PYJAMAS—Small, medium and large sizes; 2 piece style, coat and pants, military collar, buttoned down the front, trimmed with braid ornaments. Reg. \$3.75. **\$3.35** Friday, Sat., & Mon.

FLETTE UNDERSKIRTS—Cream shades only, large size, white cotton hipper hands, finished with fold and scalloped edge. Regular \$2.50 each. **\$2.20** Friday and Saturday.

DRESSING GOWNS—Of fancy floral fette; sizes 38 to 42; V shaped neck, short sleeves, finished with satin facings and girde of contrasting colors. Reg. \$2.75. **\$2.35** Friday and Saturday.

DRESSING GOWNS—Of soft Swanette, in Pale Blue, Rose, Red and Fawn colors, V shaped necks with fancy Paisley collars, belted styles. Reg. \$7.75 each. **\$6.60** Friday and Saturday.

NEW FALL COATINGS

It is a long time since Coating Materials of such distinction and charm have been available. For variety of design, texture and colorings—for soundness of quality and value—the Blanket Coatings now displayed at this store are hard to beat.

CANADIAN ALL WOOL COATINGS—54 inches wide, in plain shades Fawn, Brown, Saxe, Navy and Black. Reg. \$6.00 yard for **\$5.30**

CHECK BLANKET COATINGS—54 inches wide; heavy weight; mixed checks of Grey, Green and Brown. Reg. \$6.25 yard for **\$5.50**

Corded Velveteens.

For Costumes; 27 inches wide; colors of mid-Brown, Crimson, Maroon, Olive, Myrtle, Marine, Mole and Black; heavy cord. Reg. \$2.50 yard. **\$2.20** Friday and Saturday.

Chiffon Jap.

A heavy Jap Silk with a taffetta finish, warranted to wash and wear well; 37 inches wide, in shades of Ivory, Rose, Pink, V Rose, Grey, Biscuit and Prunella. Reg. \$4.00 yard. **\$3.40** day and Saturday.

The Latest in Ready-to-Wear Hats for Fall

for Ladies' Misses' and Children. In materials of Velvet, Plush and Velour; shades of Navy, Reseda, Dark Green, Brown, Purple, Taupe and Black. All new shapes; most of them have attached roll brims, some with ribbon bands, others with streamers. Values to \$3.50 each. **\$2.95** Friday and Saturday.

Separate Skirts & Raglans

PLAID SKIRTS—24 only smart, well made Skirts, in fancy Plaid patterns; high waisted and button trimmed; length 36 to 39 inches. Reg. \$11.50 each. **\$9.98** Friday and Saturday.

RAGLAN COATS—Made of Shower-proof Cloth in Fawn only, trench styles, double breasted with fancy pockets and strap wrists. Plaid lining; sizes 34 to 38 bust, 44 to 48 length. Reg. \$22.50. **\$19.25** each for **\$19.25**

CANISOL LACE—12 inches wide, fine quality white cotton, heading both edges. Reg. \$2.25. **\$1.95** yard for **\$1.95**

TRILBY LACE—2 inches wide, in white only, with and without heading; dainty pattern. Reg. 45c. **50c.** yard for **45c.**

SHELL HAIR PINS—dozen boxes of pretty tortoise Shell Pins that are unbreakable and have perfect points; large and small sizes. Reg. 60c. box for **43c.**

LADIES' BELTS—In Black and Brown Leather, 36 inches long by 1 inch wide, strong buckles. Reg. 45c. each for **37c.**

INFANTS' FEEDERS—Of White Toweling. Reg. 25c. each for **20c.**

CHILD'S OVERALLS—Made of strong Linen, in shades of Champagne, Pink and Saxe; to fit children of 2 to 6 years; all have short sleeves, belt and pockets. Reg. \$1.60 each for **\$1.35**

New Fall Hosiery



Children's Hose.

500 pairs fine ribbed Cashmere Hose in Cream and Black; guaranteed stainless dyes; spliced heels and toes. Sizes 4 1/2 to 6 inch. Regular values 60c. to 70c. pair for **60c.** Sizes 6 1/2 to 7 1/2 inch. Reg. values to 80c. pair for **70c.**

Women's Hose.

250 pairs Cotton Cashmere Hose in women's size only; seamless feet, shaped ankle. Special, per pair, Friday & Saturday **48c.**

Heather Hose.

40 dozen pairs All Wool Heather Hose, sizes 9 and 9 1/2 inches; 4 1/2 ribs; smart styles for early fall wear; spliced heels, seamless feet. Reg. \$3.00 pair. **\$2.65** Friday and Saturday.

Tan Cashmere Hose.

20 dozen pairs fine ribbed Hose in shades of Tan and Brown; spliced heels and toes, shaped leg. Reg. \$1.20 pair. **\$1.05** Friday and Saturday.

Women's Tan Boots.

18 pairs only Dark Tan Calfskin Boots, 10 inch leg; Cuban heel, medium toe, invisible eyelets, heavy soles; suitable for fall wear. Reg. \$14.50 pair. **\$13.45** Friday and Saturday.

Child's Button Boots.

18 pairs in Bronze Kid with Brown Cloth tops; spring heels and wide toes; sizes 6 to 8. Reg. \$2.00 pair. **\$1.88** Friday and Saturday.

Women's Grey Boots.

24 pairs Battleship Grey Kid, sizes 3 to 6; Louis heel, narrow toes, Grey Cloth tops, buck strap and leather heels. Reg. \$8.00 pair. **\$7.45** Friday and Saturday.

Wool Sports Coats and Blouses

Black Silk Blouses. Shirtwaist style with adjustable collar; sizes 36 to 46, trimmed with pin tucks on collar, front and cuffs. Reg. \$6.00 ea. for **\$5.25**

Crepe De Chene Blouses. In new designs, round and roll collar effects; shades of Fawn, Maize and White, long sleeves; sizes 36 to 44. Regular \$5.30 each. **\$6.99**

White Voile Blouses. In a variety of pretty styles; sizes from 38 to 42. Reg. \$3.50. **\$2.79** each for **\$2.79**

All Wool Sports' Coats. In colors of Rose, Saxe and Turquoise. Sailor collar, 2 pockets and tasseled girdles; sizes 38 to 42. Regular \$7.75 each. **\$7.90** day and Saturday.

Wool Sweater Coats. Smart, serviceable garments in Navy and Saxe, collarless, to wear under coat; sizes 36 to 42. Reg. \$5.50 each for **\$4.99**

Silk Fringes. For dress trimming, the latest novelty; all popular colors, about 4 inches wide. Reg. \$1.25. **\$1.10** yard for **\$1.10**

Silk Corded Ribbon. 1 1/2 inch wide, in a variety of shades, with wide borders; useful for hat bands and hair ribbons. Reg. 15c. yd. **12c.** Friday and Saturday.

Women's Neckwear. A host of new designs in Lace and Corded neckwear. The new styles for fall are here in great variety; \$1.50 values offered here. **\$1.55** Friday and Saturday.

Toilet Goods

Jap Rose (transparent) Soap, Special per cake **19c.**
Jap Rose Cold Cream, Special per pot **35c.**
Jap Rose Talcum Powder, Special per tin **25c.**
Pears Shaving Stick, Reg. 35c. each for **30c.**
Pears Tooth Paste, Reg. 45c. tube for **40c.**
Pears Toilet Cream, Reg. 45c. tube for **40c.**
Pears Solidified Brillantine, Reg. 45c. tin for **40c.**

Stationery

Linen finished Paper and Envelopes, Reg. 90c. per box for **80c.**
Writing Tablets, Linen finished, Reg. 50c. each for **45c.**
Envelope, Linen finished, Special per packet **25c.**
Child's Party Invitation Cards, with Envelopes, Reg. 50c. box for **45c.**

School Supplies

Propeller Pencils, Reg. 80c. each for **70c.**
Pencil Erasers, Special each **3c.**
Ink and Pencil Erasers, Special each **5c.**
Metal Ruling Pens, Special ea. **9c.**
Magic Pen Knives, Reg. 25c. ea. for **22c.**
Exercise Books, 60 pages, Reg. 15c. each for **14c.**
Exercise Books, 64 pages, Reg. 25c. each for **20c.**
Slate Pencils, wood covered, Special each **3c.**
Lead Pencils, rubber tipped, Special each **2c.**



Are here awaiting your inspection. **Soft Felt HATS** 4 dozen only well shaped Hats in Black, Navy, Brown and Grey; sizes 6 1/2 to 7 1/2; unlined; wide braided rims. Reg. \$4.50 each for **3.75**

Smart Overcoats

FOR EARLY FALL WEAR. For this week we are able to offer some excellent Overcoat Values at Special Prices.

D. B. CHESTERFIELDS—In Green and Grey Mixed Tweeds, 3/4 length, long roll collar, lined throughout; all sizes. Special, each, Friday and Saturday **\$23.00**

S. B. OVERCOATS—In Light and Dark Tweeds, 3/4 length, roll collar, patch pockets; all sizes. Special, each, Friday & Saturday **\$27.00**

Men's Braces. Job Line of strong desirable Braces, good elastic web and leather fasteners. Reg. 75c. pair. **69c.** day

Soft Felt Hats.

A splendid line of high grade Hats in all the popular colors; sizes 6 1/2 to 7 1/2; silk lined, leather cushion fitting sweatbands, raw edged rims; very smart. Reg. \$14.00 ea. for **\$11.75**

Golf Caps.

Smart shapes in Plain Cloth and Mixed Tweeds; light and dark shades; sizes 6 1/2 to 7 1/2; all lined with quilted silk. Reg. \$5.00 each for **\$4.40**

Boys' Caps.

Good serviceable styles in Mixed Tweeds; sizes 6 1/2 to 7 1/2; strong mercerized lining. Regular \$1.50 each for **\$1.38**

Men's Sweater Coats.

Warm Wool Coats in Navy Blue; sizes 38, 40 and 42 inch; collarless. Reg. \$5.50 each for **\$4.99**

MEN Secure Your Fall Needs Now-At Bargain Prices

MEN'S SHIRTS.

PERCALE SHIRTS—Of extra fine quality, white grounds with pin stripes in Blue, Green and Pink; soft cuffs, coat fronts; extra values. Reg. \$2.85 each for **\$2.49**

GREY FLANNEL SHIRTS—50 dozen heavy quality; sizes 14 1/2 to 17; double stitched seams, roomy bodies, 2 pockets and pearl buttons. Reg. \$2.85 each for **\$2.56**

WINTER UNDERWEAR—Medium weight pants and vests; sizes 34 to 42; ribbed ankles and wrists; splendid crotch; all well finished; Reg. \$2.00 each for **\$1.68**

MEN'S TIES—Silk finished Poplin ties, narrow ends, extra fine quality and splendid new patterns. Regular \$1.25. **\$1.10** each for **\$1.10**

MEN'S BOOTS. **TAN BLUCHERS**—Heavy Elk hide; sizes 6 to 9; Blucher cut, bellows tongue; guaranteed waterproof. Reg. \$11.20 pair for **\$10.50**

TAN CROME BOOTS—Heavy quality; sizes 6 to 9, reinforced clicks, treble stitched, bellows tongue, waterproof soles. Reg. \$9.40 pair **\$8.78** for **\$8.78**

BLACK WATERPROOF BOOTS—Suitable for shooting; Blucher cut, bellows tongue; sizes 6 to 9. **\$8.64** pair for **\$8.64**

MEN'S SOCKS.

HEATHER HOSE—Extra fine quality Wool Socks in assorted sizes; a splendid line suitable for present wear. Reg. \$1.80 pair. **\$1.60** Friday and Saturday.

RIBBED SOCKS—In Black and Navy; assorted sizes, wide ribs, spliced heels and toes; stainless dyes. Reg. \$2.85 pair. **\$2.32** Friday and Saturday.

CASHMERE SOCKS—Of superior make and finish, in Black only; sizes 10 to 11. Reg. \$1.70 pair **\$1.43** for **\$1.43**

BOYS' WEAR.

SAILOR SUITS—In Navy Serge to fit boys of 5 to 7 years; braided collars, lanyard and breast pocket. Reg. \$12.50 each for **\$11.20**

TWEED PANTS—Light and Dark shades, to fit boys of 8 to 14 years; straight leg and side pockets. Special, each pair **\$3.00**

GLOVES.

MEN'S SUEDE GLOVES—Assorted Light and Dark shades in all sizes; silk lined. Reg. \$3.90 pair. **\$3.30** Friday and Saturday.

LADIES' KID GLOVES—25 dozen pairs, shades of Brown, Tan, Grey and Black; 2 dome fasteners; sizes 5 1/2 to 7 1/2. Reg. \$3.60 pair. **\$3.05** Friday and Sat.,

Blankets and Linens



Grey Wool Blankets.

All wool heavy well combed Blankets in Grey; size 58 x 74 inches, finished with black stitching. Special, per pair, Friday and Saturday **\$9.00**

White Cotton Blankets.

Of extra fine quality; size 58 x 72; neat Pink or Blue borders. Reg. \$3.90 pair. **\$3.42** Friday and Saturday.

Linen Laundry Bags.

Heavy Brown Linen, with embroidered designs; size 17 x 28, finished with draw string. Reg. \$1.20 each. **\$1.08** Friday and Saturday.

Plain Cosy Pads.

Made of cotton batting, covered with saten; regular sizes, assorted colors. Reg. \$1.50 each. **\$1.28** Friday & Saturday.

Turkish Face Cloths.

Size 11 x 11, White Cloths with Pink centres, hemmed ends. Special, each **16c.**

White Cotton Quilts.

Heavy Crocheted Cotton Quilts, 2 1/2 yards long by 2 yards wide; hemmed ends. Reg. \$3.00 each for **\$2.65**

Flossene Crochet Wool.

In a wide range of colorings in 1 oz. balls. Special, per ball **42c.**

White Turkish Towels.

Size 20 x 40; hemmed ends; extra good value. Reg. \$1.10 each for **97c.**

Floor Canvas.

2 yards wide, assorted tile and diamond designs in Green, Fawn and Brown. Reg. \$2.20 yard for **\$2.05**

Hall Canvas.

Dainty floral and check patterns in Brown, Fawn and Light Green; 27 inches wide. Reg. 85c. yard for **79c.**

The Royal Stores, Ltd.

Bad for the Elephant.

The story is recalled by an amazing occurrence which happened in Indo-China, not far from Saigon. It appears that a big-game hunter had wounded a large bull-elephant, which he was unable to follow up. The beast came upon the railway, where it passed through the jungle, and scenting the approach of a train, charged down the track to meet it.

Random Remarks.

Friendships cannot be kept in repair without some effect.—Right Hon. H. A. L. Fisher.
The chief thing to bear in mind in starting life is that everyone is entitled to an opinion.—Sir J. Colman.
It is not the prize that is the great thing; it is the effort which has deserved the prize.—Bishop Welldon.
"Honour all men" is a thoroughly democratic sentiment, but it sometimes seems to be interpreted "Be equally rude to all men."—Bishop of Lichfield.
When I was a bit younger I was told that one's boyhood was the best time in a man's life. At the time I did not think it was true, but I must say that I know it is now.—The Duke of York.

PILES

Do not suffer another day with itching, bleeding, or protruding Piles. No surgical operation required.
Dr. Chase's Ointment will relieve you at once and afford lasting benefit. 60c. a box, all dealers, or Edmondson, Bates & Co., Limited, Toronto. Sample Box free if you mention this paper and enclose 2c. stamp to pay postage.

Bad for the Elephant.

A bend hid the elephant from the driver until it was too late to avoid a collision.
So great was the shock that the engine was thrown completely off the track, where it rolled over on its side. The tender was thrown across the line and the two foremost carriages were also derailed. The driver and stoker escaped injury by jumping from their cab. The elephant, however, was killed outright.