

# Our Great Price Reduction Sale of Women's Wearing Apparel!

## Featuring the Newest



## In Dresses Costumes and Coats

## Will Continue for Another Week

For one week more we offer our complete stock of Women's Dresses, Costumes and Spring Coats at prices that will mean a very considerable saving on your Spring and Summer Outfit.

These goods are absolutely new and comprise this season's newest Fashions. It always pays to buy at The Royal Stores, where prices are always the lowest—quality considered—and with the great reductions offered during this special sale, you are offered incomparable values for every dollar expended.

### Silk Dresses

Taffeta Silk Dresses.

In Brown only, newest styles, pretty trimmings. A pretty Afternoon Dress.

Special each . . . . . \$8.75, \$10.00, \$11.05 and \$14.45

### ARTIFICIAL SILK DRESSES

Colors of Grey, Almond, Navy, Fawn, Saxe and Black.

These are exceptionally good quality and very serviceable.

Special each:

\$10.05, \$17.55, \$18.90, \$20.80, \$22.05, \$25.50, \$30.40, \$33.15 and \$36.35.

### Satin Dresses

Pretty Satin Dresses, in the newest Spring styles, colors of Brown, Fawn and Navy. Suitable for Afternoon wear.

Special each . . . . . \$8.10, \$21.05, \$25.50 and \$47.50

### Beautiful Crepe-de-Chene Dresses

Pretty Afternoon Dresses, in the very newest models.

An ideal time to secure that Party Dress at a very substantial saving. These are all exclusive models, no two alike.

2 only—Fawn and Brown.

Special each . . . . . \$10.00

1 only—Peacock.

Special . . . . . \$14.45

1 only—Saxe.

Special . . . . . \$12.95

3 only—Saxe, Fawn and Brown.

Special each . . . . . \$13.50

3 only—Navy, Grey and Brown.

Special each . . . . . \$15.90

1 only—Grey.

Special . . . . . \$20.40

1 only—Navy.

Special . . . . . \$22.50

1 only—Fawn.

Special . . . . . \$24.45

2 only—Taupe and Saxe.

Special each . . . . . \$26.75

1 only—Tan.

Special . . . . . \$27.55

2 only—Mole and Grey.

Special each . . . . . \$34.45

1 only—Nigger.

Special . . . . . \$39.95

1 only—Grey.

Special . . . . . \$42.10

1 only—Navy.

Special . . . . . \$44.45

### Smart Spring Costumes of Beauty and Eloquence

Costumes.

A splendid assortment in Serge, Gaberdine and Repp; colors of Grey, Taupe, Beaver and Brown; perfectly tailored and neatly trimmed, in the season's newest styles.

Special each:

\$11.50, \$14.45, \$17.00, \$19.25, \$22.55, \$25.50, \$28.50 up to \$67.50.

Navy Costumes.

Sizes to suit women and misses. In special quality Serge, Gaberdine and Repp.

Special each:

\$11.50, \$14.45, \$15.50, \$23.40, \$25.10, \$28.50, \$30.20 up to \$57.50.

Tweed Costumes.

In pretty Tweed effects, assorted sizes.

Special each:

\$18.90, \$19.55, \$23.50, \$28.05.



Black Costumes.

Assorted sizes, in Serge, Repp and Gaberdine, newest modes, neatly trimmed.

Special each:

\$10.20, \$11.50, \$14.45, \$17.00, \$19.15, \$21.45, \$26.50 up to \$17.00.

Wool Costumes.

Colors of Saxe, Navy, Brown, Fawn, Rose and Grey. The ideal Costume for Spring wear, for shopping, travelling, business and many other occasions.

Special each:

\$8.95, \$11.05, \$22.95, \$23.80 and \$32.10.

Marocain.

3 piece Costume, in colors of Light Fawn, Brown and Mid Fawn.

Special each:

\$39.10, \$41.65, \$44.20 & \$50.60.

### Women's Serge and Gaberdine Dresses

Colored Dresses.

Serge and Gaberdine Dresses and Coat Frocks, in colors of Nigger, Taupe, Grey, Saxe, Fawn, Nut Brown and Mole.

Special each:

\$3.65, \$4.45, \$5.35, \$8.05, \$8.30, \$11.50, \$12.75, \$14.45, \$18.25 up to \$39.55.

Black Dresses and Coat Frocks.

Made from special quality Serge and Gaberdine.

Special each:

\$4.15, \$4.90, \$5.50, \$10.20, \$11.50, \$12.75, \$13.60, \$16.60 up to \$42.50.

Black Silk and Wool Marocain Dresses.

These are exceptionally good looking, and a leader in Spring Fashions, assorted sizes.

Special each:

\$11.90, \$14.45, \$18.25, \$21.20, \$22.50, \$24.25, \$26.50 up to \$44.20.

Navy Serge and Gaberdine Dresses.

A splendid assortment, showing the newest styles and latest trimmings; assorted sizes.

Special each:

\$4.90, \$5.75, \$7.65, \$8.95, \$10.00, \$14.45, \$15.55 up to \$36.15.

### Girls' Costumes Greatly Reduced



Consisting of Dress and Coat, the dress showing both plain and pleated skirts, the coat neatly trimmed in the newest Spring style. Made of best quality Serge, in Navy and Brown. To fit ages 7 to 15 years.

Special each:

\$11.50, \$11.80, \$12.10, \$13.60 and \$14.05.

Girls' Gaberdine Costumes.

Colors of Fawn, Beaver, Nigger and Navy. To fit ages 10 to 15 years; cut in the latest style and prettily trimmed with braid, in self and contrasting shades.

Special each:

\$11.70, \$14.45, \$17.00, \$17.35, \$19.15 and \$21.25.

Children Dresses.

We are showing a wonderful selection of Children's Dresses, in Cotton, Silk, Voile, Muslin, Ratine, etc., all offered during this sale at very substantial reductions.

### Spring and Summer Coats Prices Clipped for Speedy Clearance

Our Spring Coats are as jaunty as can be. The slim silhouette still prevails, and the three quarter length assumes a new importance this season. We have a very special assortment in Gaberdine, Serge, Repp, Polo offered during this sale at tremendous reductions. Our entire stock dupions.

Spring Coats.

Colors of Taupe, Grey, Fawn, Beaver, Brown, Navy and Black, in Serge, Gaberdine and Repp.

Special each:

\$10.65, \$12.55, \$14.45, \$16.60, \$18.20, \$20.40, \$22.55, \$25.50, \$28.05, \$31.45, \$34.55, \$38.35, \$42.50, \$48.90, \$51.00 and \$55.25.

Black Silk Coats.

In Merve, Taffeta and Matalasse.

Special each:

\$12.20, \$23.50, \$28.50, \$34.55, \$37.40 & \$46.35.

Wool Wraps.

Colors of Jade, Fawn, Maize, Brown and White. Special each \$20.00

Polo Cloth Coats.

Jaunty Sport styles, the ideal Coat for your Summer vacation. These come in Fawn shades. Special each . . . \$10.20 and \$14.25

Plaid Polo Cloth Coats.

A splendid assortment, in pretty plaid effects, sport styles.

Special each . . . \$14.25, \$15.05, \$22.30 & \$38.40

Children's Coats.

Made of Gaberdine, in colors of Fawn, Nigger, Navy and Nut Brown, nicely trimmed with braid and buttons.

Size 24 in. Special each . . . \$ 6.90

Size 27 in. Special each . . . \$ 7.50

Size 30 in. Special each . . . \$ 8.15

Size 33 in. Special each . . . \$ 8.70

Size 36 in. Special each . . . \$ 9.35

Size 39 in. Special each . . . \$ 9.95

Size 42 in. Special each . . . \$10.15

### SILK and WOOL Marocain Dresses

Marocain still holds its place as one of the leaders of Fashion. We have a very special selection of these beautiful Dresses, which you would be well advised to see.

Marocain Dresses.

Colors of Saxe, Nigger, Grey, Fawn, Elephant, Nile Green, Almond, Taupe, Nut Brown, Tan, Navy and Henna, and also in stripe effects; all specially reduced for this sale.

Special each:

\$12.25, \$5.75, \$8.10, \$10.00, \$12.35, \$14.45, \$16.00, \$17.35, \$19.75 up to \$50.60.



Women's Cotton Dresses.

Our entire stock of this season's newest styles, consisting of Ratine, Gingham, Voile, etc., offered during this sale at a generous reduction. Secure your needs for the Summer months.

### WHO WILL GET YOUR LIFE INSURANCE MONEY.

Statistics prove that 90 per cent. of Cash Estates of \$5,000.00 and upwards are lost in seven years.

65 per cent. of Widows lose their all in five years. A widow generally has no experience in making investments, and is liable—through bad advice to dissipate her whole capital.

**Make Your Life Insurance Payable to The Eastern Trust Co.**

in Trust for your wife and children. This will assure them of a permanent income from these funds.

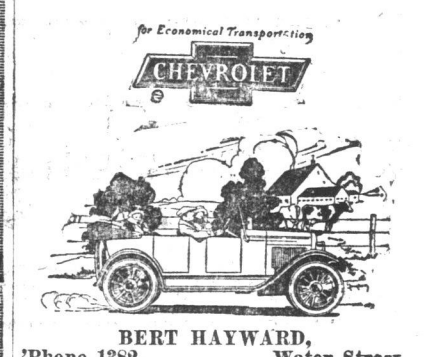
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TRANSPORTATION AT LOWEST COST PER MILE.

Chevrolet provides everything any car can afford at a cost that is unapproached by another fully equipped quality car in the world. Chevrolet has the power to go any place and do anything possible for any other car, and at the same time it holds the world's record for low running cost and economy of upkeep. Chevrolet brings all the advantages of the quality motor car within reach of men of moderate means or those conducting small enterprises. Make a personal inspection of Chevrolet. Examine it thoroughly. Ask for a catalogue and a demonstration. We will be glad to be of service to you.



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Water Street.

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**Don't be Fooled**

There's no need to be led to buy, or bake, or eat bread that is not made of pure ingredients scientifically mixed and developed and baked through and through.

A Bakery such as our insures all these things. You needn't be fooled in using inferior bread. We make White Wheat, Brown Bread, Raisin, French and Vienna Loaves. All exceptionally good quality.

**The East End Baking Co.**  
(Our own bakers)  
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Modern fire fighting apparatus is necessary during a fire, BUT one of our reliable Fire Insurance Policies is necessary before, during, and AFTER a fire. Safeguard your home and savings, call and talk it over.

**TESSIER'S INSURANCE AGENCIES.**  
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**ALEX BISHOP,**  
V.S., R.V.Sc.,  
(Veterinary Surgeon)  
Graduate of Ontario Veterinary College and Toronto University.  
"AIR ZONE"  
Mundy Pond Road,  
Phone 2017 St. John's.  
mar26,m.eod