

Nearly Everyone Goes To

The ROYAL STORES

Because their values are right, because their prices, value considered, are "St. John's lowest—always," and because the courtesy, cheerfulness and efficiency with which customers are served, makes the Royal Stores the most delightful and enjoyable shopping centre.

Friday and Saturday

bargain announcements are regularly looked for and read by thousands of thrifty shoppers all over St. John's and the suburbs. Go carefully through this page of Friday and Saturday bargains, and see for yourself the tempting offers that await visitors to this store, for the next two days.

Fair Week at The Royal Stores

Hundreds of visitors will be in town during Fair Week. Naturally they will meet their friends at the Royal Stores. In addition to meeting their friends, they can take advantage of our biggest price reduction sale for the entire year. Almost every article in this great Store will be offered at very special reductions for the whole week.

Make it a Point to Meet Your Friends at The Royal Stores



Charming Dresses Lower Priced

Poirot Twill Dresses.
Fine quality Poirot Twill Dresses for women, two-piece, Midy style, with Peter Pan collar, long sleeves with turned back cuff, insert pocket, girdle of self material, collar, pockets and cuff bound with military braid; in the following colors: Brown, Navy, Taupe and Black. Regular \$14.00 each. Sale Price...

\$12.35

Knitted Dresses.

Women's Wool Knitted Dresses, two-piece effect, colors of Brown, Navy, Saxe and Rose, Peter Pan collar with binding and bow of self shade, military braid, long sleeves with turned back cuff, patch pockets, braid girdle; splendid value. Reg. \$7.75 each. Sale Price...

\$5.20



Cotton Blankets at Sale Prices

For this week-end we offer several lines of Cotton Blankets at reduced prices, you should take the opportunity to secure your needs for present and future.

American Cotton Blankets.

Soft-fleece Blankets, made from high grade California Cotton, in Grey and White with Pink and Blue borders.

White—Size 50 x 72. Reg. \$2.65 pair. S. Price... \$2.29
White—Size 60 x 76. Reg. \$3.30 pair. S. Price... \$2.97
White—Size 72 x 80. Reg. \$4.30 pair. S. Price... \$3.87
Grey—Size 50 x 72. Reg. \$2.65 pair. S. Price... \$2.29
Grey—Size 60 x 76. Reg. \$3.30 pair. S. Price... \$2.97

English Cotton Blankets.

Made from best quality Cotton, extra heavy weight; assorted borders.

White—Size 54 x 72. Reg. \$3.50 pair. Sale Price... \$3.15
Grey—Size 50 x 72. Reg. \$2.35 pair. Sale Price... \$2.12

Cotton Crib Blankets.

Made from high grade Cotton, in a soft fleecy finish, White with assorted borders.

Warm and comfy for baby. Size 48x56. Reg. \$1.10 each. Sale Price... 88c.

Crepe-de-Chene New Dress Velvet

New Arrival.

We have just received a new shipment of Silk Crepe-de-Chene. They are of an exceptionally good quality, in all the required season's shades, Navy, Brown, Beige, Ivory, Apricot, Flame, Mole, Peacock, Pink, Grey, Cream, Pison, Peanut, Reindeer, Putty, Belgian, Peach and Black; 38 inches wide. Reg. \$3.75 yard. Sale Price...

\$3.24

Pretty Velvet.

A new arrival, in very pretty Dress Velvet; 34 inches wide, shades of Navy, Nigger, Brown, Purple, Sapphire, Old Rose, Chestnut Brown, Henna and Black. Splendid quality with a superior silk finish. Reg. \$3.25 yard. Sale Price...

\$2.97

Very Special New Winter Coatings

Blanket Coating.

Shades of Fawn, Brown, Navy, Saxe, Wine and Terra Cotta; 54 inches wide. These are splendid value and exceptionally good quality. Reg. \$1.95 yard. Sale Price...

\$1.80

Velour Coating.

54 inches wide, shades of Fawn, Taupe, Mid Fawn and Jade. The season's most popular material; splendid value. Reg. \$3.00 yard. Sale Price...

\$2.70

Wool Coating.

Heavy Wool Coating, shades of Scarlet, Fawn and White, would make splendid coats for children; 56 inches wide. Reg. \$3.25 yard. Sale Price...

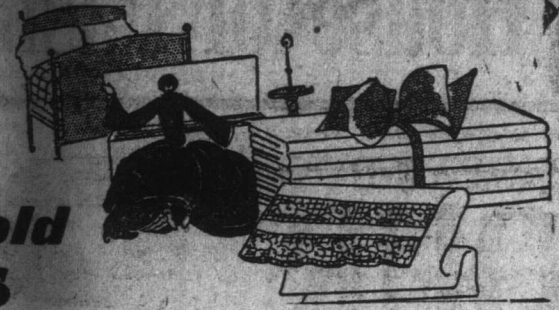
\$3.00

Costume Tweed.

Beautiful new Costume Tweed, in Fawn and Brown mixtures, Grey and Brown checks; 54 inches wide. Would make an ideal Costume for Fall and Winter wear. Reg. \$2.45 yard. Sale Price...

\$2.20

Special Values in Household NEEDS



Booster Cases.

Made of strong White Cotton Tubing, hemstitched self embroidered ends; size 20 x 70. These are of excellent quality and offered at a very low price. Reg. \$1.35 each. Sale Price...

\$1.14

Pillow Cases.

Hemstitched and self embroidered corners; size 20 x 30. Made from all white cotton Pillow Tubing of a superior quality, specially priced for Friday and Saturday. Reg. 75c. Sale Price...

63c.

Cushion Covers.

Made from splendid quality Fawn Linen, hemstitched, and embroidered in pretty Scroll pattern, with beautiful colored silks; size 20 x 30. Reg. \$1.00 each. Sale Price...

90c.

Tea Towels.

Size 18 x 29, of a splendid quality White Towelling with red border. Special Royal Stores value. Reg. 35c. each. Sale Price...

31c.

Honey Comb Towels.

Good quality, in White Honey Comb; size 17 x 44. Reg. 30c. each. Sale Price...

26c.

White Turkish Towels.

Made from good quality White Turkish Towelling, fringed ends, medium size. Reg. 25c. each. Sale Price...

20c.

Colored Towels.

Turkish Towels, Fawn ground with colored stripes; size 18 x 36; a splendid hand towel that will give splendid service. Reg. 35c. each. Sale Price...

31c.

SEASONABLE OFFERS in Men's Wear



Men's Hats.

Soft Felt Hats, in assorted shades of Grey with Black band, bound brim; all sizes. A good looking Hat in the newest styles. Reg. \$5.25 each. Sale Price...

\$4.75

Wool Felt Hats.

A splendid looking Hat for Fall or Winter wear; colors to Grey, Brown, Fawn and Black, with self colored band; blocked brims; all sizes. Reg. \$5.25 each. Sale Price...

\$4.50

Men's Caps.

Good looking Tweed Caps for men, assorted patterns; exceptionally well made; all sizes. Ideal for Fall wear. Reg. \$1.60 each. Sale Price...

\$1.35

Men's Shirts.

Best quality Percale, White grounds with assorted colored and White silk stripes, double cuffs, starched collar; sizes 14 to 16½. Reg. \$2.00 each. Sale Price...

\$1.79

Men's Belts.

Rubber Belts with fancy buckle, assorted sizes. Reg. 18c. each. Sale Price...

15c.

Boys' Overcoats.

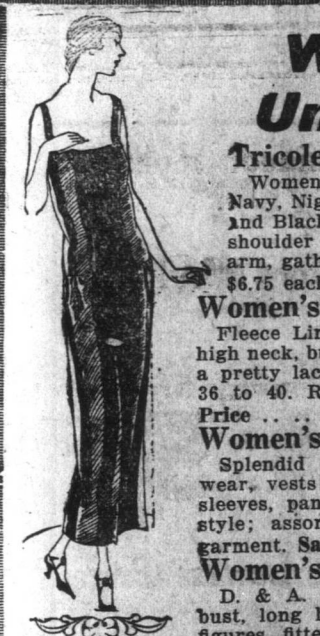
A special bargain in Boys' Overcoats, to fit ages 6 to 15 years, made in a splendid selection of good looking Tweeds, values up to \$14.50 each. Special for Friday and Saturday...

\$9.98

Boys' Wool Underwear.

An exceptional offer in Boys' Winter weight Underwear. These are ideal and come in sizes 20 to 32 inch. A seasonable offer you should not miss. Special per garment...

64c.



Women's Underwear

Tricotee Slips.

Women's Tricotee Slips, shades of Navy, Nigger, Pale Blue, Camel, White and Black; hemmed at top and bottom, shoulder straps, elastic to fit under arm, gathered on hips. Reg. \$6.75 each. Sale Price...

\$5.95

Women's Camisoles.

Fleece Lined Camisoles, short sleeves, high neck, buttoned in front, finished with a pretty lace edging around neck; sizes 36 to 40. Reg. \$1.10 each. Sale Price...

92c.

Women's Underwear.

Splendid quality Fleece lined Underwear, vests have high neck and long sleeves, pants are ankle length, open style; assorted sizes. Reg. 85c. Sale Price...

76c.

Women's Corsets.

D. & A. Rust-Proof Corsets, medium bust, long hips, suitable for average figures, fitted with four elastic suspenders; sizes 21 to 30. Reg. \$1.35 pair. Sale Price...

\$1.23

Child's Pantie Dresses.

Wool Pantie Dresses for children, shades of Saxe, Pale Blue, Brown and Rose; trimmed with contrasting shades at wrist and neck, gathered at hips, neatly trimmed with wool stitching; to fit ages up to three years. Reg. \$3.50 each. Sale Price...

\$3.15

Infants' Rubber Pants.

Made from good quality Live Rubber, elastic at waist and knee, in small, medium and large sizes. Reg. 35c. pair. Sale Price...

31c.

Smallwares at Small Prices

SUEDE POCKET WALLET.

English manufacture. Reg. \$2.25 each. Sale Price...

\$1.95

LEATHER CIGARETTE CASES.

Reg. 70c. each. Sale Price...

60c.

"VILLA-DE-LUXE" BRIAR PIPES.

6 different styles. Reg. 60c. each. Sale Price...

54c.

"FALL MAIL" BRIAR PIPES.

Aluminum inlaid tube, in 12 different styles. Reg. \$1.65 each. Sale Price...

\$1.44

PRO-PHY-LAC-TIC TOOTH BRUSHES.

Adults size, in hard, medium and soft bristles. Reg. 70c. each. Sale Price...

59c.

BRASMIC SHAVING STICK—Large size.

Reg. 35c. each. Sale Price...

32c.

BABY BALM TALCUM POWDER.

Specialty prepared for baby. Reg. 32c. tin. Sale Price...

27c.

Aluminum Ware.

Aluminum Drinking Cups, Measuring Cups, Collapsible Cups, Frying Pans, Spoons, Buns and Cookie Cutters, Strainers, Turnovers, Small Funnels and Soap Boxes. Reg. 15c. each. Sale Price...

13c.

Elderdown

Ideal for making Dressing Gowns, Jackets, etc., shades of Green, Navy, Pink, Brown, Red, Sky and Helle; 28 inches wide. Reg. 75c. yard. Sale Price...

69c.

White Shirting.

Very special value, in good quality White Shirting; 36 inches wide, no dressing. Special for Friday and Saturday, per yard...

24c.



NEW HOSIERY VALUES

Women's Hose.

All Wool Cashmere Hose, shades of Grey, Fawn, Nigger, Tan, assorted Marl and Black with assorted clocks, fashioned leg, double heels and toes, wide garter tops; sizes 9 to 10. Reg. \$1.30 pair. Sale Price...

\$1.15

Art Silk and Wool Hose.

Colors of Brown, Fawn, Grey and Black, improved shape, spliced feet, suspender tops; these are ideal for Fall and Winter wear, being very warm and comfortable; sizes 9 to 10. Reg. \$1.40 pair. Sale Price...

\$1.25

Women's Marl Hose.

All Wool Cashmere in assorted Marl, seamless fashioned leg, spliced feet, garter tops; sizes 9 and 9½. Regular \$1.75 pair. Sale Price...

\$1.55

Child's Hose.

Colors of Fawn and Grey, seamless fashioned leg, spliced feet, elastic tops; sizes 00 to 7. These are all Wool in assorted ribs, sizes 00 to 2. Reg. up to 70c. pair. Sale Price...

68c.

Women's Hose.

Marl Hose in Fawn only, assorted ribs; sizes 9 and 9½, spliced feet, fashioned leg, wide suspender tops. Reg. 57c. 65c. pair. Sale Price...

57c.

Cashmere Hose.

Women's Cashmere Hose, shades of Fawn, Grey, Tan and Black, also Shot effects, assorted ribs, fashioned leg, reinforced feet, garter tops; sizes 9 to 10. Reg. 90c. pair. Sale Price...

80c.

Chic Blouses & Sweaters



Crepe de Chene Smocks.

Colors of Flesh, Pearl, Saxe, Peach, Lemon, Cream and White, round neck, half sleeves, pretty hand embroidered fronts, with bands and namastitching, tied at the side. Reg. \$5.00 each. Sale Price...

\$4.55

Collar and Cuff Sets.

White Organdie, with borders of Brown, Blue, Green and Red, Peter Pan style. Reg. 90c. set. Sale Price...

72c.

Wool Slippers.

Women's All Wool Slippers, round neck, Peter Pan collar, trimmed with silk braid and bow, ¾ length sleeves, shirred on both sides. Reg. \$5.20 each. Sale Price...

\$2.93

Silk Scarves.

Black Silk Scarves, in a very fine knit; 64 inches long, 9 inches wide, finished with a wide fringe. Reg. \$3.35 each. Sale Price...

\$2.97

BEAUTIFUL HEARTH RUGS

Axminster Rugs.

A selection of beautiful Axminster Rugs, in a large size; 54 x 78 inches, in pretty Oriental designs and colorings. Very special value. Reg. \$19.00 each. Sale Price...

\$17.44

Velvet Rugs.

Fringed ends; size 22½ x 46, in a big assortment of new and pretty designs and colors. Splendid wearing quality, attractively priced. Reg. \$3.55 each. Sale Price...

\$3.42

Axminster Rugs.

Size 23 x 50; fringed ends, in new designs and colorings, looks well and wears well. Reg. \$4.35 each. Sale Price...

\$4.32

Axminster Hearth Rugs.

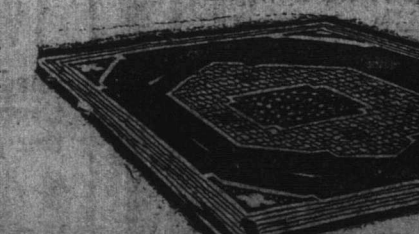
A special assortment of these splendid Rugs, in rich looking Oriental designs and colors; size 26 x 60; fringed ends. Reg. \$7.25 each. Sale Price...

\$6.48

Tapestry Hearth Rugs.

Size 45 x 72, in new and novel designs and colors. These look well and will give satisfactory wear. Reg. \$10.25 each. Sale Price...

\$9.18



Axminster Rugs.

Fringed ends, size 27 x 54; in a wide range of beautiful designs and color combinations, would look well in any room, offered at a very special price. Reg. \$5.75 each. Sale Price...

\$5.13

Men's Suits and Overcoats at Sale Prices

Men's Suits.

Made from splendid New Tweeds, in assorted Browns and Greys, 3 button coat, plain or cuff bottom pants, well tailored and smartly finished in the easy fitting style so popular this Fall; wide shoulders, loose pants; all sizes. Reg. \$13.75 each. Sale Price...

\$12.50

Men's Overcoats.

Winter Overcoats, double breasted styles, half belted; colors of Brown and Grey; Overcoats that are right in the teeth of the wind, right in cut, right in color, right in material, and very lowly priced; all sizes; come in and look them over. Reg. \$32.00 each. Sale Price...

\$29.00

Men's Raglans.

Double breasted, Trench Coat style, in Navy and Fawn, lined throughout with waterproof lining, also fitted with detachable all wool lining. These are ideal for Fall and Winter wear, being absolutely waterproof, warm and comfortable; all sizes in stock. Reg. \$27.50 each. Sale Price...

\$25.50

Another line in a better quality, same style and colors. Reg. \$31.00 each. Sale Price...

\$28.00



New Stamped Linens

Buffett Sets.

3 piece Sets, made of good quality White Linen, stamped in pretty designs, ready for working, suitable for crocheted edge. Reg. 50c. set. Sale Price...

40c.