

Fall Apparel Exposition

We are now displaying our New Fashion Importations for the Fall Season. Great interest has been centred on the New Coats, Costumes, Millinery, Blouses, &c. Appreciating the keen style discrimination of our customers our Buyers have striven to excel all previous efforts in the selection of the new modes. Our New Styles for Fall are unquestionably the latest and most becoming. They are distinguished by that air of smartness and personality which this Store so happily blends with moderate prices.

The ROYAL STORES, Ltd.

For Elegance Blended with Economy

Mail Orders

Customers unable to visit the Store in person should make good use of our efficient Mail Order Department.



New COATS

Coats for all occasions. Coats for general and street wear. Coats for motoring. Coats for walking. Coats for afternoon and evening.

The very latest Coat Creations are now showing at this Store. Every one of these garments bear the unmistakable impress of exceptional worth. You can see it in the quality of the fabrics of which they are made. You can see it in the fitness of the tailoring, and you can see it in the individuality of the styles.

These Coats are made of various materials, including Heavy Tweed, Polo Cloth, Blanket Cloth, Velour, Nap, Fur, Sealette and Pony.

There are representatives here of all the correct styles. The Magyar sleeve is still popular. Large self collars are very fashionable. Other styles have Fur Collars and Cuffs. All are trimmed with self-covered or bone buttons.

Prices run from \$20.00 to \$125.00

New Costumes

Of ultra smartness—Costumes of quality are always satisfactory by reason of their Dependability.

The new Costume styles are distinguished by extreme grace and simplicity. There are many new features embodied in our models that tend to make them "different" to the ordinary and commonplace. We have beautiful models with long graceful lines, every one of which is individual in style. There is only one of each kind.

The materials are Fine Serge and Gabardine. Most of them are trimmed with braid or colored embroidery. The Coats are $\frac{3}{4}$ length.

Prices from \$40.00 to \$140.00

New Dress Fabrics

All Wool Coatings, Costume Tweeds, Serge, Gabardines, Oriental Silks and Satins.

We are showing a very large collection of Dress Materials in Wool, Cotton and Silk. The clever people who are able to design and plan their own wearing apparel will be interested in our new Fall showing.

First there are the Coatings, plain and in heavy plaids and checks.

Then there are Costume Tweeds of superb make in new patterns and colorings. Serges and Gabardines in many qualities, and last, but not the least, a beautiful selection of Silks of various makes, including all that fashion approves of: Taffetas, Foulards, Crepe de Chenes, Georgettes, &c.

Prices Very Moderate.

MILLINERY

Exclusive new styles interpreting the spirit of the Autumn Season.

The glowing beauty of Autumn tints finds artistic expression in the New Millinery. So many rich fabrics have been used in the fashioning of the New Season's Hats that our Showrooms present an aspect of surpassing elegance. There are delightful new shapes in Black and Coloured Velvets, Velours, Hatter's Plush, Fanne Velvet and Silk, trimmed with Fur, Beads, Ribbon and Embroidery.

Worthy of special mention are the new models in Black Velvet for Maids and Matrons, graceful and bewitching creations, also the gay coloured Velvet Hats for the younger people.

Prices from \$10.75 to \$32.00.

New Furs

Fur Coats, Fur Wove Coats, Fur Sets, Muffs and Stoles, Colarettes, &c.

We offer a complete selection of Fur Pieces at prices that compare favourably with other stores. Careful buying and accurate forecasting of price movements enabled us to take advantage of certain price recessions early in the year. Since then prices have advanced considerably, but following our usual custom, we pass over the advantages thus gained to our customers. That is the reason why Furs bought at this Store are so superior in quality.

Stoles from \$ 6.50 up
Muffs from \$12.00 up
Fur Sets from \$25.00 up

Children's Wear

Children's Coats in Tweeds, Velours and Velvets; Children's Hats in Angora Wool, Silk and Velvet; Dressing Gowns and Jackets in Flannel, Ripple Cloth and Eiderdown.

If your child is a distinctive, individual type, your child requires distinctive, individual dress. Study the type of your child and dress her accordingly. Children outfitted at this Store are always attractive because always correctly dressed.

BLOUSES

The Royal Stores carries the largest and most select assortment of Blouses in the country.

You will find here the smartest models from the foremost English and American Blouse makers, included in a selection so complete and varied that every woman may find a Blouse seemingly designed expressly for her.

The new styles in our Blouse Department are distinctive and show outstanding traits of elegance and refinement. They should interest all women who are dissatisfied with the commonplace.

New models in Crepe de Chene, Georgette, China and Jap Silks, Oriental Satins; Fine Shirtwaists in Silk, Flannel and Fletette in all colors.

Prices from \$3.00 to \$30.00.

New Neckwear

Adds a fascinating touch.

The most delightful touch of femininity and becomingness is added to the new Costume by artistic Neckwear. New Neckwear is arriving daily at this Store—dainty Collars, Collar and Cuff Sets, and modest Vestees in Silk Net, Lace or Organdie; embroidered and plain.

Prices from 40c. to \$2.50.

Evening Gowns

Semi-Evening, Party and Afternoon Frocks; 180 new models, each one different.

The models included in this assortment are something more than the whim of fashion, in that they rise above the usual type of dresses imported to this country. They must be seen to be appreciated. The styles are too varied for description. Some have artful drapes, others graceful straight lines carefully executed in materials of the hour, including Chiffon, Taffeta, Silk Net, Georgette, Crepe de Chene, Brocade Satins &c.

Great Enthusiasm
prevails at our big
**BEDDING
SALE**
Don't Miss It!

Wool Blankets

White with colored borders, stitched ends.
Size 50 x 70. Reg. \$10.00
pair. Sale Price **\$9.00**
Size 54 x 70. Reg. \$12.50
pair. Sale Price **\$11.25**
Size 60 x 70. Reg. \$15.00
pair. Sale Price **\$13.50**
Size 66 x 70. Reg. \$17.50
pair. Sale Price **\$15.75**
Size 70 x 70. Reg. \$20.00
pair. Sale Price **\$18.00**
Size 74 x 70. Reg. \$22.50
pair. Sale Price **\$20.25**
Grey Wool Blankets.
Size 56 x 74. Reg. \$9.40
pair. Sale Price **\$8.50**

Cotton Blankets

White with Pink or Pale Blue borders.
Size 50 x 70. Reg. \$9.00
pair. Sale Price **\$8.25**
Size 54 x 74. Reg. \$9.25
pair. Sale Price **\$8.50**
Size 60 x 70. Reg. \$10.00
pair. Sale Price **\$9.25**
Size 66 x 70. Reg. \$10.75
pair. Sale Price **\$10.00**
Size 70 x 70. Reg. \$11.50
pair. Sale Price **\$10.75**
Size 74 x 70. Reg. \$12.25
pair. Sale Price **\$11.50**
Grey Cotton Blankets.
Size 54 x 74. Reg. \$4.25
pair. Sale Price **\$3.75**
Size 60 x 70. Reg. \$4.50
pair. Sale Price **\$4.00**

Eiderdown Quilts

Many different patterns in Sateen and Silkoline Covered Quilts. Tasteful Persian designs, assorted colors; plain Satin borders, &c.
Regular \$20.00 each. Sale **\$17.90**
Regular \$22.00 each. Sale **\$20.35**
Regular \$24.00 each. Sale **\$22.69**
Regular \$26.00 each. Sale **\$24.75**
Regular \$28.00 each. Sale **\$27.25**
Regular \$30.00 each. Sale **\$29.70**
Regular \$32.00 each. Sale **\$36.85**

White Twilled Sheetings

Superior grades; best English manufacture.
54 in. wide. Reg. \$1.05 yard for. . . **\$1.45**
64 in. wide. Reg. \$1.05 yard for. . . **\$1.50**
60 in. wide. Reg. \$1.80 yard for. . . **\$1.65**
80 in. wide. Reg. \$1.85 yard for. . . **\$1.70**
88 in. wide. Reg. \$2.10 yard for. . . **\$1.90**
Plain White Sheetting.
54 in. wide. Reg. \$2.25 yard for. . . **\$2.05**
Blay Twilled Sheetting.
60 in. wide. Reg. \$1.35 yard for. . . **\$1.25**
White Pillow Cotton.
40 in. Reg. \$1.00 yard for. **90c.**
40 in. Reg. \$1.15 yard for. **\$1.05**
40 in. Reg. \$1.25 yard for. **\$1.20**
Circular Pillow Cotton.
40 in. wide. Reg. \$1.25 yard for. . . **\$1.05**

The Royal Stores, Ltd., Water Street, St. John's, N.F.

Brief Sketches.

THE LIVES OF GREAT MUSICIANS.

at Enrico Caruso, the world's tenor, met with the usual upsurge which is the experience of the average young singer recorded in the following sketch of his early career: so was born in Naples in 1874, father was a mechanic, the tenor

himself worked for some years at his father's trade for the equivalent of about forty cents a day, and he is said to have been an industrious apprentice.
"Until I was eighteen," Caruso once related, "I was in doubt as to whether I had a tenor or a baritone voice. I started to sing in Italian churches when I was ten years old. At eighteen I began taking lessons, but I left my first teacher because he could not tell me anything

about the quality of my voice. Another teacher found that my voice was too thin, so thin, in fact, that my classmates called it a glass voice perhaps because it broke too easily. While I was doing my first military service at Miti, I used to sing when shining my uniform buttons. Major Mogliati heard me, and he made me spend my leisure hours for many months with a teacher he kindly procured for me. My first teacher predicted a brilliant future for me. "You

will earn two and three hundred francs a month," he said, "when you have grown a little."
Verdi had less confidence in Caruso's future, it seems. Of their meeting Caruso says: "When I created 'Fedora' in Milan, Verdi asked the name of the artists participating, and when he heard mine, he interrupted with, 'Ah Caruso? They tell me he has a fine voice, but it seems to me that his head is not in its place.'"
It is characteristic of Caruso that

he should enjoy telling this joke on himself, for Caruso is a genuine humorist. This sense of humor finds lavish expression in his remarkable gift for caricature. On this art he prides himself, almost as much as he does on his wonderful voice. He has sketched a whole album full of his favorite operatic colleagues and other notables. This collection has found its way into print already, and has been accorded a wide circulation.

An Extinct Monster.

The Curators of the Launceston and Tasmanian Museums have presented to the Royal Society of Tasmania the preliminary account of a nearly complete skeleton of a gigantic extinct monster, recently discovered in the Pleistocene beds of Tasmania. The animal was as large as the largest existing rhinoceros. The new discovery shows clearly that it was a

rhinoceros-like animal, with a skull built for aggressive warfare, and at least one powerful horn on the snout. Evidence of the gigantic battles in which this animal engaged is to be found in the complete smashing and partial mending of the collar-bone, and in the crushing and subsequent repair of the bones of the nose and snout.

MILNARD'S LINIMENT FOR SALE
EVERYWHERE.