

Boston" HOUSE

or Mrs. Loyal New-
customers are supreme
please. On Saturday
hall open

gain House at
Street,

vest of General Post
rker & Monroe's Shoe
yes.

We Stock:

en and Children a very
wool, 1916 pick. The
delighted to be able to
them at the Boston
reet. You'll strike it?
derwear will also be
vest possible prices.

S' CRUSHER HATS at
ood value. There shall
and POUND GOODS.
\$1.80 in Cotton Serge.
ES' RUBBERS at low
WHITE BLEACHED
e POUND TOWELS—
COATS will be sold at

OTS that will surprise

and DRESS GOODS are
John's knows.
landslide of bargains
the family.

MAJESTY, MR. MAN.
sir, for we know with
th foodstuffs at prices
resources of bare armed
to buy clothing where

OVERALLS, MEN'S
Examine our OVER-
SUITS in good tweed
ERWEAR. We can do
HATS and CAPS at
and NECKTIES and
necessary.

remember the address,
Saturday—362 Water
s, 3 doors west of Post

and Women we have
Capable help will look
rth all around. Come,
to be cleared at cost.
What do you think

AGAIN HOUSE
Street,
Monroe's.

Leaf"

CCO

PLUG

and BEST

oundland.

N PIANO,

of Piano.

R ORGAN,

of Organ.

end for Catalog.

UTTON,

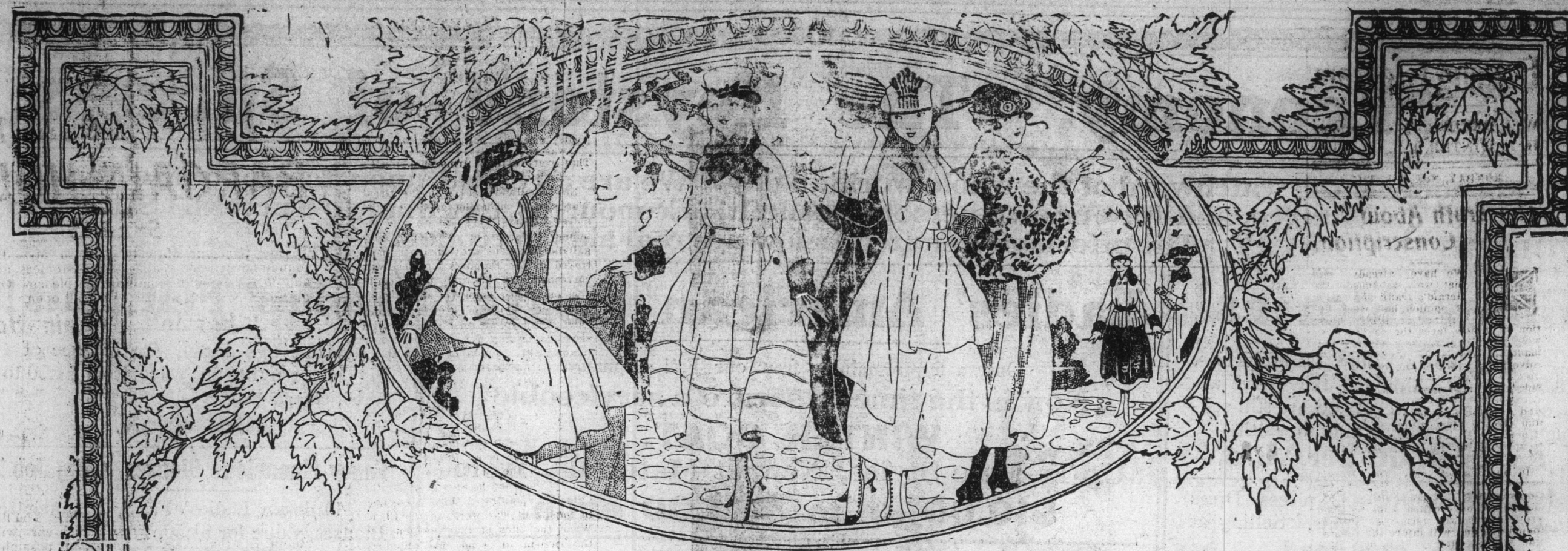
ndland.

Casualty List.

CEIVED NOV. 12TH, 1917.
tionally Reported—Improving.
—Carol J. M. M. Dealer, Wat-
Bridge Road

R. A. SQUIRES,
Colonial Secretary.

D'S LINIMENT CURES CAN-
GET IN COWS.



OUR FALL FASHION EXHIBIT, 1917.

We have enlarged all of our Departments, which gives us room to add to our stocks many new lines and greater varieties. We feel fully justified in making such preparations on account of the continued and rapid growth of our business.

The goods now on exhibition in the various Departments of our stores, are typical of the accepted and authoritative fashions for the Fall and Winter Season. We desire to impress upon you the fact that our efforts in making this collection, were not combined solely to the higher priced kind, for we have gone to the extreme to procure a very extensive assortment of goods at popular prices.

YOU ARE CORDIALLY INVITED TO ATTEND THIS STYLE EXHIBIT.

You'll find it instructive and of such ample scope that choosing apparel to suit your own individuality will be an easy task.

Visit Our New Corset, Blouse and Underwear Department on the Second Floor.

Each season brings some notable improvement in Corsets. More especially is this true of the new lines we carry. You will find our Corset Department models conforming to the latest requirements, beautifully made and finished in every respect.

No woman, whatever her social position or the size of her purse, can allow this event to pass without carefully examining all the new Corset improvements which she will find displayed in this Department.

Crepe-de-chene & Georgette Crepe Blouses

Attention is called to the magnificent collection of Crepe-de-Chene and Georgette Crepe Blouses now on exhibition in this Department.

The lines shown embrace many kinds exclusive to this Store, which by their beauty and natty styles, cannot fail to arouse the favorable comment of the shopping public. They are mostly hand embroidered and are beautiful specimens of the blouse-makers art.

Prices range from ———— \$375 to \$10.50

Warm and Serviceable Coats for Children and Misses.

These Smart Coats were imported from a manufacturer who specialized in the production of clothes for children, and whose designs are credited with being the smartest and most serviceable cold weather coats produced.

These coats are very carefully tailored in every detail, and will be found to fit comfortably and correctly. Considerable attention has been paid to the selection of materials in which these coats are tailored, and only approved fabrics of superior quality, handsome appearance and directly suited to the Newfoundland climate are shown.

Desirable Fall Hosiery for Women.

Women can never overestimate the importance of suitable Hosiery for Fall and Winter wear. Reliable Hosiery means cold weather comfort and is a real preventative of chills. The Fall and Winter Hosiery sold at this Store is the product of the best manufacturers. The different grades shown are the very best obtainable under present conditions.



Immense Showing of New Fall Hearth Rugs and Floor Coverings.

The Carpet Department is now showing, what is without doubt, a unique display of the most desirable Hearth Rugs, the products of the world's best manufacturers.

The immense variety of new and distinctive patterns constitutes, we believe a record display for any individual house in St. John's.

Our stock of Linoleums and Floor Canvas is particularly complete and affords a comprehensive collection of the most handsome designs.

A Remarkably Complete Display of House Furnishings.

It is a recognized fact that the best time to purchase Fancy Linens and House Furnishings is in the Fall. The Fall display of the most beautiful designs in Fancy Linens, which may be now seen at The Royal Stores, Limited, is decidedly worthy of a visit from women interested in the problem of beautifying the home.

The stocks of House Furnishings carried by this Store are unique, and afford purchasers a selection unequalled anywhere in St. John's.

NEW FALL MILLINERY.

This Department is showing an unequalled assortment of the very finest productions in Fall and Winter Headwear for Women and Misses, while large purchases effected at a considerable reduction on prevailing prices enables this Store to offer these high-grade hats at very special prices.

Smart and Useful Sweater Coats.

Every one should have a Sweater Coat. The kinds now shown at this store are distinctively dainty in design, made from the best obtainable materials in the most attractive colorings, and are beautifully finished in every detail. There are many styles to select from and each style possesses some distinctive feature.

An Instalment of New Tweeds and Serges.

Tweeds and Serges this year have assumed an even more prominent position than ever.

These durable fabrics are the backing of London Dressmakers, and are greatly used in New York, together with all kinds of fur trimmings in production.

Here we have them in a great variety of makes. They are shown in widths ranging from 48 to 56 inches, in bright and cherry color combinations.

THE ROYAL STORES LIMITED