

TO ENCOURAGE EARLY BUYING OF THE NEW FALL MODES

We Offer Our Entire Stock of New Coats, Millinery, Sweaters and Raglans at Specially Reduced Prices

This is an opportunity no right thinking person should miss. A sale that offers you your choice of the new Fall and Winter modes at a very special saving—featuring the newest in Coats, Sweaters, Millinery and Raglans. You have often heard it said that a bargain in time is doubly a bargain—well, this sale can claim that distinction by offering the newest styles at the beginning of the season, at prices you would only expect when the season has greatly advanced. Buy your Fall needs during this sale and save considerable money.

THESE PRICES WILL BE IN FORCE For 10 Days Only

Black and Navy Velour Coats

A splendid selection of these very serviceable Coats, made from high grade Melton and Velour Cloth, splendidly finished, some full lined, others lined to the waist, with and without fur collars.

Reg. \$17.50 each. Sale Price ..\$15.75	Reg. \$44.00 each. Sale Price ..\$39.60
Reg. \$18.00 each. Sale Price ..\$16.20	Reg. \$52.00 each. Sale Price ..\$46.50
Reg. \$25.00 each. Sale Price ..\$22.50	Reg. \$58.50 each. Sale Price ..\$52.65
Reg. \$28.00 each. Sale Price ..\$25.20	Reg. \$66.00 each. Sale Price ..\$59.40
Reg. \$37.50 each. Sale Price ..\$33.75	Reg. \$85.00 each. Sale Price ..\$76.50

Velour Coats

Our showing of these very fashionable Coats is superb. Featuring the newest in styling, trim and color. Beautiful Coats, splendid quality, fine tailoring, individual styles. Trimming consists mostly of fur, the favored being Fox, Beaver, French Lynx and Manchurian Wolf, used extensively on collar, cuffs, hem and pocket, according to the model. A splendid assortment of the most favored shades, including Fawn, Grey, Campbell, Rust, Burgandy, etc.

Reg. \$18.00 each. Sale Price ..\$16.20	Reg. \$52.00 each. Sale Price ..\$46.50
Reg. \$20.00 each. Sale Price ..\$18.00	Reg. \$55.00 each. Sale Price ..\$49.50
Reg. \$25.00 each. Sale Price ..\$22.50	Reg. \$60.00 each. Sale Price ..\$54.00
Reg. \$28.00 each. Sale Price ..\$25.20	Reg. \$70.00 each. Sale Price ..\$63.00
Reg. \$30.00 each. Sale Price ..\$27.00	Reg. \$75.00 each. Sale Price ..\$67.50
Reg. \$32.00 each. Sale Price ..\$28.80	Reg. \$80.00 each. Sale Price ..\$72.00
Reg. \$37.50 each. Sale Price ..\$33.75	Reg. \$89.00 each. Sale Price ..\$80.10
Reg. \$40.00 each. Sale Price ..\$36.00	Reg. \$95.00 each. Sale Price ..\$85.50
Reg. \$47.50 each. Sale Price ..\$42.75	Reg. \$102.00 each. Sale Price ..\$91.80

Buy Your Sweater During This Sale

For outdoor wear or just for general utility use, these are just the kind of sweaters for chilly days, indoors or out. We are showing a magnificent selection including Sweater Coats, Tuxedos & Slippers in all the new and novel weaves and colorings, and styles to suit every preference, all offered at a splendid saving.

Reg. \$2.25 each. Sale Price ..\$2.12	Reg. \$ 7.00 ea. Sale Price ..\$ 6.30
Reg. \$2.75 each. Sale Price ..\$2.48	Reg. \$ 8.75 ea. Sale Price ..\$ 7.88
Reg. \$3.25 each. Sale Price ..\$2.93	Reg. \$ 9.75 ea. Sale Price ..\$ 8.78
Reg. \$4.00 each. Sale Price ..\$3.60	Reg. \$10.00 ea. Sale Price ..\$ 9.00
Reg. \$4.50 each. Sale Price ..\$4.05	Reg. \$11.50 ea. Sale Price ..\$10.35
Reg. \$5.00 each. Sale Price ..\$4.50	Reg. \$12.50 ea. Sale Price ..\$11.25
Reg. \$5.65 each. Sale Price ..\$5.09	Reg. \$13.50 ea. Sale Price ..\$12.15
Reg. \$6.25 each. Sale Price ..\$5.63	Reg. \$15.50 ea. Sale Price ..\$13.95

Women's Tweed Coats

A selection of pretty Tweeds in the newest styles, also in plain cloths, shades of Rust, Brown, Fawn and Grey, lined to waist, some having collars and cuffs of fur, others plain. Warm, serviceable Coats, lowly priced.

Reg. \$12.50 each. Sale Price ..\$11.25	Reg. \$16.00 each. Sale Price ..\$14.40
Reg. \$13.50 each. Sale Price ..\$12.50	Reg. 18.00 each. Sale Price ..\$16.20
Reg. \$14.50 each. Sale Price ..\$13.05	Reg. \$20.00 each. Sale Price ..\$18.00

Sale of New Fall & Winter Coatings

Our entire stock of new and beautiful Fall and Winter Coatings are offered at a generous reduction for the next ten days. A splendid selection to choose from in all the newest designs, weaves and colors.

Wool Coating.

Heavy Wool Coating in plain shades of Brown and Rust 54 inches wide. A special purchase enables us to offer this coating at a very low price. Reg. \$2.00 yard. Sale Price ..\$1.80

Curly Cloth.

Navy Curly Cloth, showing a splendid pile and finish, good looking and of special wearing quality, 54 inches wide, offering extreme value. Reg. \$1.85 yard. Sale Price ..\$1.67

New Coating.

All Wool Coating in neat checks, shades of Tan, Fawn and Blue; 56 inches wide, good looking and very serviceable. Reg. \$2.55 yard. Sale Price ..\$2.30

Check Coating.

Shown in large check effects of pretty mixed shades; 56 inches wide; a very popular material for Fall and Winter. Reg. \$3.65 yard. Sale Price ..\$3.29

Velour Coating.

54 inches wide, shades of Grey, Mole and Brown, showing a fine soft finish, one of the season's favorite materials. Reg. \$3.00 yard. Sale Price ..\$2.70

Velour Coating.

A selection of smart checks, also in plain shades of Rust, Light Fawn and Mid Fawn; 54 inches wide. A very rich looking material with a soft suede finish. Reg. \$4.55 yard. Sale Price ..\$4.10

Fancy Velour Coating.

Nothing could be smarter for Fall and Winter than these Velours, shown in large and small checks and neat soft ribbed effects, in clever designs and smart textures; comes in shades of Rust, Brown and Fawn; 54 inches wide. Reg. \$4.85 yard. Sale Price ..\$4.19

The New Raglans at Reduced Prices

Our new Raglan arrivals are delightfully smart, comprising one of the best selections we have ever shown. Mixed Tweeds in assorted shades, plain Gaberdines in the newest colors; all offered at specially reduced prices during this sale.

Women's Tweed Raglans.

These are extremely popular for Fall wear, pretty tweed effects in the newest styles, absolutely showerproof; single breasted and double breasted styles, with and without belt; shades of Grey, Fawn, Henna and Saxe.

Reg. \$16.00 ea. Sale Price ..\$14.40	Reg. \$27.00 ea. Sale Price ..\$24.30
Reg. \$17.50 ea. Sale Price ..\$15.75	Reg. \$28.00 ea. Sale Price ..\$25.20
Reg. \$19.00 ea. Sale Price ..\$17.10	Reg. \$35.00 ea. Sale Price ..\$31.50
Reg. \$25.00 ea. Sale Price ..\$22.50	

Women's Raglans.

Best quality Gaberdine, waterproof, lined throughout, quarter lined and unlined; shades of Fawn, Grey, Slate, Brown, Tan, Navy and Black; assorted sizes.

Reg. \$ 5.50 ea. Sale Price ..\$ 5.55	Reg. \$28.00 ea. Sale Price ..\$25.20
Reg. \$14.00 ea. Sale Price ..\$12.60	Reg. \$32.00 ea. Sale Price ..\$28.80
Reg. \$22.50 ea. Sale Price ..\$20.25	Reg. \$35.00 ea. Sale Price ..\$31.50

Women's Waterproofs.

Plain shades of Fawn, Grey and Nigger, also in pretty tweed effects, in Brown, Fawn and Heather mixtures; all sizes.

Reg. \$11.00 ea. Sale Price ..\$ 9.90	Reg. \$22.00 ea. Sale Price ..\$19.80
Reg. \$18.50 ea. Sale Price ..\$16.65	Reg. \$23.00 ea. Sale Price ..\$20.70
Reg. \$20.00 ea. Sale Price ..\$18.00	Reg. \$23.50 ea. Sale Price ..\$21.15
Reg. \$21.00 ea. Sale Price ..\$18.90	Reg. \$29.75 ea. Sale Price ..\$26.78

Black Rubber Coats.

For women, misses and children; a full range of sizes in stock; all offered during this sale at special reductions.

Sale of the New Fall Millinery

Here is one one-of-the season's most important Millinery offerings, presenting our complete stock of New Fall Millinery at reduced prices.

A complete showing of the newest style creations for every occasion, including Millinery Hats in all the favored fabrics, both black and colored, Velour Hats and Felt Hats.

Choosing your New Fall Hat will prove most interesting, particularly when choices may be made at an attractive saving like this.

Reg. \$ 3.50 ea. Sale Price ..\$ 3.15	Reg. \$12.50 ea. Sale Price ..\$11.25
Reg. \$ 4.25 ea. Sale Price ..\$ 3.83	Reg. \$13.50 ea. Sale Price ..\$12.15
Reg. \$ 4.75 ea. Sale Price ..\$ 4.28	Reg. \$14.50 ea. Sale Price ..\$13.05
Reg. \$ 5.25 ea. Sale Price ..\$ 4.73	Reg. \$16.00 ea. Sale Price ..\$14.40
Reg. \$ 5.75 ea. Sale Price ..\$ 5.18	Reg. \$17.50 ea. Sale Price ..\$15.75
Reg. \$ 6.00 ea. Sale Price ..\$ 5.40	Reg. \$18.50 ea. Sale Price ..\$16.65
Reg. \$ 6.50 ea. Sale Price ..\$ 5.85	Reg. \$19.50 ea. Sale Price ..\$17.55
Reg. \$ 7.50 ea. Sale Price ..\$ 6.75	Reg. \$20.00 ea. Sale Price ..\$18.00
Reg. \$ 8.25 ea. Sale Price ..\$ 7.43	Reg. \$20.50 ea. Sale Price ..\$18.45
Reg. \$10.00 ea. Sale Price ..\$ 9.00	Reg. \$21.00 ea. Sale Price ..\$18.90
Reg. \$11.00 ea. Sale Price ..\$ 9.90	Reg. \$22.00 ea. Sale Price ..\$19.80
Reg. \$12.00 ea. Sale Price ..\$10.80	Reg. \$23.00 ea. Sale Price ..\$20.70

The Royal Stores, Limited

sept 17, 18, 21, 24



them can be substantiated, for the limelight of publicity withers inferior and indifferent produce as effectively as it throws out the superior qualities of good.

No advertiser can afford to waste money in trying to induce a discriminating public to purchase foodstuffs which are unworthy of its confidence and no publication of repute will allow its columns to be used for propaganda designed to promote the sales of impure and injurious articles of diet.

The Press properly supervised and properly used is the most dependable safeguard of the public health. Advertised foods must be of the highest possible standard of purity and quality, and there must be an assurance with all packaged articles that every reasonable precaution has been taken in preparation and transport, so that all possibility of contamination is rigorously excluded.—Daily Mail.

CONFEDERATION LIFE. — aug 17, 3 mos

Brave Woman Honoured

BURNING GIRL RESCUED AT GREAT PERSONAL RISK.

For the first time within a period of at least 12 years a woman has been awarded the Edward Medal for saving life at great personal risk. This honour has been conferred by the King on Mrs. Lillian Peyton, who is employed by Messrs. Holdsworth Bros., flock manufacturers, of White Hartroad, Plumstead. While flock was being delivered from a rag grinding machine on June 17 last, the material suddenly burst into flames. The flock was being packed by a girl named Rose Wade, and her clothes caught fire. The flames spread all round the machine, and as Miss Wade turned to run out she stumbled and fell. Mrs. Peyton, who was working on the other side of the machine, rushed to the girl's assistance, and tried to drag her clear. A heavy sack of waste material which was suspended behind the machine, and which had itself caught fire, fell down on the girl, and forced Mrs. Peyton to release her hold. She again, however, went to Rose Wade's assistance, and this time was able to drag her out of the flames. All the other women working in the neighbourhood were too horror-stricken to render help, and left the dangerous area as quickly as possible. After Mrs. Peyton had dragged Miss Wade away from the fire, a foreman came up and covered her with sacks, but the girl succumbed to her injuries.

Try a box of Renaud's French Face Powder, only 15c. at STAFFORD'S.—sept 17

Huge Cost of Subsidies

LESSON FROM BREAD — LOSS TO NATION OF £138,011,673.

The second report of the Royal Commission on Wheat Supplies, issued yesterday, reveals that the Bread Subsidy, which came into operation on September 17, 1917, and ended on March 31, 1921, cost the nation £138,011,673 6s. 3d.

This amount represents the cost of the subsidy—amounting to £162,500,000, less miscellaneous profits of approximately £24,500,000—arising out of the commission's trading operations.

Purchases made by the Royal Commission on British account solely, and on British account through the Wheat Executive, on which the commission and the French and Italian Governments were represented, totalled £587,000,000. Trading operations were not confined to wheat and flour, but included maize, oats, barley, rye, rice and other cereals.

Purchases Cost £512,670,000.

The purchases of cereals made on behalf of the Wheat Executive amounted to £512,670,000, excluding freight and insurance. The Wheat Executive also purchased some 8,000,000 tons of wheat, rice, oats, and other cereals on behalf of neutrals and the smaller Allies.

The report states that the only outstanding accounts included sundry creditors £718,911, and sundry debtors estimated to realise £40,000.

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The report states that the only outstanding accounts include sundry creditors £718,911, and sundry debtors estimated to realise £40,000. The final estimated cost of the salaries and expenses of the commission and of its landed grain committees since its inception in 1916, including services rendered by other departments, is £1,718,000.

Renaud's (made in France) Face Powder, at STAFFORD'S, 15c. box.—sept 21

Scalloped lamb with rice, season with tomato sauce and cover with buttered crumbs.