

Speed Ahead!

Establishment is in operation day after day, meeting the increasing demand for goods.

A loyal, efficient and enthusiastic staff of workers, we are making goods and "JOHNSON'S" service in this city, meaning

and Service a Big S.

off a good meal with some of our goods you feel brighter, better than you do not, well climb on the stairs and will feel happier for it.

an unusual spread of good goods on Saturday. Come in if you want to come in, telephone; if you want to send a messenger. Our whole staff is at your service.

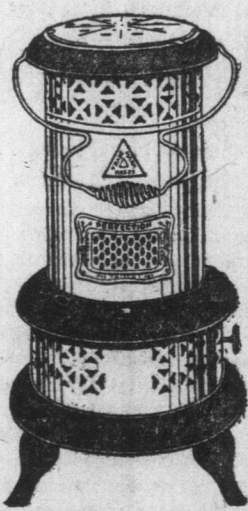
Johnson's

& Confectioners,

Street. P. O. Box 1211.

One Connection.

Hall Stoves,
Parlor Stoves
and Cooking
Ranges and
Stoves of
every description.



at
ices.

STON,

Street,
St. John's.

Freight Service

Permanent Merchant Marine steamers will be underwritten dates:

November 12
November 16
November 20
November 24

F.I.D.
November 6th
November 19th

There will be several sailings from Charlotte-Atlantic City apply to

W. H. & Co., Ltd.

Personal Mention.

Mr. K. B. Spence who has been at the Straits of Belle Isle during the past month on business returned to the city by rail Wednesday evening.



Windsor Table Salt

THE CANADIAN SALT CO. LIMITED

NEW FALL GOODS AT BARGAIN PRICES Friday and Saturday

This list of specially selected values in New Fall Merchandise, in conjunction with our splendid displays of new goods will make this Store doubly interesting Friday & Saturday. Come in and look around to your hearts content, we will be only too pleased to show & explain everything

The prices at which these new goods are marked emphasises THE ROYAL STORES' ability to sell good Merchandise all the time at lowest possible prices.

Dainty Neckwear

and Dress Accessories



COLLARS—Beautiful styles in Pique, Organdy, Silk, Satin and Georgette. A delightful assortment, all newly opened and right up to style. Reg. \$1.35 ea. Friday and Saturday... **\$1.05**

RICH BLACK FUR SETS—Manchurian Wolf in the celebrated Corsetine make. The collar is in fox shape with head, legs and tail. The barrel shaped muff is lined with stout satin and has a bone wristlet attached. They are well made and carefully finished throughout. Reg. \$27.50. Friday and Saturday... **\$23.00**

FUR TRIMMING ORNAMENTS—All the rage for costumes, coats and furs or even for millinery trimming. Double silk cords attached for connecting. Colors: White, Brown and Black. Regular 50c. each. Friday and Saturday... **40c.**

You cannot afford to overlook these items

CHILDREN'S WHITE FLANNELETTE DRESSING GOWNS—Dainty little garments finished at cuffs, neck and down the front with two inch Pale Blue embroidery. Sizes for children up to 4 years of age. Reg. \$1.00 each. Friday and Saturday... **85c.**

INFANTS' FLANNELETTE SACKS—Inexpensive garments to keep the little ones cosy and comfortable during the cold days to come. Reg. 45c. ea. Friday and Saturday... **39c.**

CHILDREN'S WARM JERSEY SLEEPING GARMENTS—Of most durable quality, with one pocket, drawing cuff sleeves, military collar and feet. A real service-giving garment that's comfortable and inexpensive. Sizes 1 to 5 years. Reg. \$1.20 each. Friday and Saturday... **90c.**

COLORS VEILINGS—In a good assortment of fancies and plain. All popular makes. Regular 75c. yard. Friday and Saturday... **65c.**

COLORS RAINPROOF TULLE—Grey, Sage, Pale Blue, Brown, Green and Champagne. Guaranteed impervious to moisture. Regular 65c. yard. Friday and Saturday... **55c.**

GOLD SEAL CONGOLEUM—Six of the prettiest block patterns you could wish to choose from. This make of floor covering is becoming more popular every day, as the makers guarantee satisfaction with every length. Reg. \$1.90 yard. Friday and Saturday... **\$1.75**



OPPORTUNITIES

That should mean instant action on the part of anyone needing

Reliable Footwear

WOMEN'S NARROW RIBBED HOSE—Black Cashmere, improved, extra spliced heels and toes. Sizes 9, 9½ and 10. Reg. 80c. pair. Friday and Saturday... **70c.**

HEAVY WORSTED HOSE—For women and big boys. A good wearing, warm and serviceable quality. Ribbed legs; plain vamp. Reg. \$1.70 pair. Friday and Saturday... **\$1.50**

BOYS' AND YOUTHS' HEAVY WORSTED STOCKINGS—These are just the kind you will need for October and November weather. The range includes sizes to fit boys from 12 up to 16 years. Regular up to \$1.40 pair. Friday and Saturday... **\$1.25**

CHILDREN'S BOX CALF BOOTS—A splendid quality Fall boot for children requiring size 3 to 8. Will give excellent wear. Reg. \$2.70 pair. Friday and Saturday... **\$2.30**

WOMEN'S BOX CALF BOOTS—A real comfortably fitting style; medium width toe, dull lid tops, heavy sole and real comfort-giving heels. Regular \$5.40 pair. Friday and Saturday... **\$4.90**

CHILDREN'S DARK TAN BUTTONED BOOTS—A wide tread shoe, most desirable for children walking. Spring self tip. Sizes 3 to 8. Reg. \$2.80 pair. Friday and Saturday... **\$2.55**

Marvelous Values in Underwear



CORSETS—WOMEN'S—A splendid chance to get a good wearing Corset at a ridiculously low price. They are made of strong White Coutil with lace trimmed tops, strong boning, tear resisting fronts and 4 stout elastic hose supports. Reg. \$1.50 pr. Friday and Saturday... **\$1.30**

WOMEN'S FLEECE LINED UNDERWEAR—Heavy, winter weight with close fitting waist, high neck and long sleeves. Reg. 75c. each. Friday and Saturday... **69c.**

WOMEN'S CREAM FLANNELETTE NIGHTDRESSES—Consider this a big opportunity, because you cannot equal this line anywhere at our regular price of \$3.50 each. Friday and Saturday... **\$3.10**

WOMEN'S PYJAMAS—Of Blue and Pink striped flannelette; edged with paleon trimming and finished with silk cord ornaments. A pyjama bargain you really cannot afford to overlook. Reg. \$3.60 suit. Friday and Saturday... **\$3.10**

Women should not think of buying



Silks, Dress Goods & Coat Materials, until after comparing quality and price with the lines we offer here. The values are truly remarkable.

MIXED TWEED SUITINGS—Big favorites for women's and misses' Fall wear. There's a well selected of rich new mixtures in Grey, Fawn, Clerical, Brown, etc. If you are planning to have a new costume this Fall we strongly advise you to come here to-morrow and choose from this line. Reg. \$2.40 \$2.60 yard. Friday and Saturday...

NATURAL SHADE SHANTUNG SILK—A material of unquestionable merit; suitable for Blouses, Dresses, Children's Rompers, Window shades, Underwear or anywhere where lawns, cottons or linens are used. It comes 32 inches wide. Regular 95c. yard. Friday and Saturday... **80c.**

JAP SILK—For scarves, trimming, linings or interior decorating. The range of colors is one of the largest we have ever shown and includes almost every shade you could think of. Regular 45c. yard. Friday and Saturday... **38c.**

SHEPHERD CHECKS—These materials are in great demand now for Children's and Misses' Coats, also for Women's Costumes. They make up beautifully and require very little trimming; width 55 and 64 inches. Reg. \$2.75 \$3.00 yard. Friday and Saturday...

BLACK ASTRACKAN—A beautiful material for women's and misses' winter coats, muffs, collars or coat trimmings; rich, silky curl, close and well finished; 48 ins. wide. **\$11.00** Reg. \$12.50 yd. Friday & Sat'y...

WOOL BLANKET COATING—Absolutely the newest shades for this Fall and Winter. Come and see them! The assortment includes Rose, Carbon Grey, Fawn, Myrtle, Mid Brown, Bronze Brown, Maroon, Mole and Aero Blue; 52 inches wide. Reg. \$5.25 yard. Friday and Saturday... **\$5.40**

Excellent Lines of Men's Furnishings

Which give promise of being among our most popular values for the coming season. **MEN'S SOFT FELT HATS**—That will charm the eye and not harm the purse. Thus in purchasing one of these swell hats here Friday or Saturday you will not only have a smart, stylish headpiece but you will realize economy as well. The shades are Navy and Green. Reg. \$5.50 each. Friday and Saturday... **\$4.75**

MEN'S AMERICAN TWEED GOLF CAPS—Made expressly for the trade of this house from our own carefully selected patterns. The rich, stout tweeds in their dark and medium colors will prove most suitable for Fall and Winter wear. Reg. \$1.90 each. Friday and Saturday... **\$1.65**

MEN'S PLAIN CROWN GOLF CAPS—Neat, dark checks and plain tweeds, with detachable lining, sweatproof leather band and good lasting peaks. One of the best qualities we have ever stocked. Reg. \$2.75 each. Friday and Saturday... **\$2.35**

MEN'S MAHOGANY COLOR BOX CALF BOOTS—A style and quality you are bound to admire. Soled and heeled with the celebrated neolin rubber. Boots no better than these are offered in town today at prices up to fifty per cent. more money. Reg. \$7.60 pair. Friday and Saturday... **\$6.90**

MEN'S HEAVY BOX CALF BOOTS—Dark mahogany with viscolized leather sole, bellows tongue and dull rubber heel. A comfortable, stylish shoe, both wear and wet resisting. Reg. \$9.20 pr. Friday and Saturday... **\$8.30**

MEN'S REVERSIBLE RUBBER COATS—Cut in the newest style. This coat can be used on either side taking the place of an oil coat in wet weather and a raglan on fine days. It is thoroughly waterproof. Reg. \$30.00 each. Friday and Saturday... **\$27.00**

THESE SUITINGS AND OVERCOATINGS



Should attract more than usual attention among discriminating buyers.

OVERCOATINGS YOU CAN TRUST—When you find goods that you can trust you have gone a long way towards being satisfied. To satisfy men with Suitings and Overcoatings has long been a success with us. This sale item offers you a real opportunity to save on HIGH GRADE ALL WOOL OVERCOATING. The quality is extra, and we venture to say that it would be difficult to procure anything as good at fully thirty per cent. more than the retail price quoted here. Grey only; 58 inches wide. Reg. \$7.00 yard. Friday and Saturday... **\$6.40**

TEDDY BEAR COATING—Thick, deep fur in rich Teddy color, with dark tips. The ideal material for children's coats, trimmings, collars, etc.; 46 ins. wide. Reg. \$9.75 yard. Friday and Saturday... **\$8.60**

MEN'S GREY SERGE SUITINGS—Of a very fine, closely woven quality of genuine selected wool. We advise every man requiring a suit to come here to-morrow and have a length cut from this line. Later you will have great difficulty in securing such splendid value. Reg. \$8.60 yd. Friday & Saturday... **\$7.60**

MEN'S NAVY SERGE SUITING—This is an opportunity that every economically inclined person should interest himself in at once. The quality we offer here is good enough for any one to wear, no matter how high his ambition. It is of genuine, soft wool, fine, and twill finished. Navy only, in full suiting width. Regular \$10.00 yard. Friday and Saturday... **\$8.90**

GREAT SAVING OPPORTUNITIES in FANCY LINENS, CUSHION COVERS, SIDEBOARD CLOTHS

CRASH TABLE CENTRES—Oval designs with silk embroidered centres and fringed edge. Designs that will sell on sight; sizes 13 by 20 inches. Reg. \$1.20 each. Friday and Saturday... **\$1.14**

FAWN CRASH SIDEBOARD CLOTHS—Embroidered in beautiful color combinations of silk, with chain-stitched borders; 52 inches long with hemmed ends. Regular 65c. each. Friday and Saturday... **65c.**

FAWN CRASH CUSHION COVERS—A good substantial quality, neatly frilled and beautifully embroidered. Reg. \$1.25 each. Friday and Saturday... **\$1.00**

SIDEBOARD CLOTHS—Nicely finished with heavy lace edge, insertion and fancy openwork; size 12 x 54 inches. Reg. \$1.20 each. Friday and Saturday... **98c.**

CREAM LAWN CUSHION COVERS—With wide frill and colored silk embroidered corners. All new designs. Regular 85c. each. Friday and Saturday... **74c.**

LACE AND INSERTION TRIMMED TEA CLOTHS—Of stout thread English cotton, serviceably made and finished; size 32 x 32 inches. Regular \$1.65 each. Friday and Saturday... **\$1.35**

CREAM MADRAS TABLE COVERS—Transparent designs with colored floral borders; will show up beautifully over a dark colored centre table; size 32 x 32 inches. Reg. \$1.50 each. Friday and Saturday... **\$1.25**

LARGE DAMASK TABLE NAPKINS—Good quality union Damask in several designs; size 22 x 22 inches. Reg. 30c. each. Friday and Saturday... **25c.**

The Royal Stores Ltd.

Women's Wearing Apparel



WOMEN'S BLACK CLOTH SKIRTS—Plain tailored style with button-trimmed pocket, shirred back and belted waist. A smart, durable Skirt of good quality. Reg. \$7.00 each. Friday and Saturday... **\$5.90**

WOMEN'S DRESSING GOWNS—A comfort-giving loose sleeve garment of stout flannelette, with trimmings of satin; assorted floral designs; corded waist and neck closing. Regular \$3.00 each. Friday and Saturday... **\$2.50**

WOMEN'S LIGHT FAWN COVERED CLOTH RAGLANS—Cut in the latest model with slash pockets, wide lapel and collar, double breast, wide belt with leather covered buckle, storm stripe on sleeve and loose plaid lining. A good heavy quality for Fall and Winter. Reg. \$22.50 each. Friday and Saturday... **\$19.50**

STRIPED JAP SILK BLOUSES—A plain serviceable model with large buttons and convertible collar; neat turned up cuff; set in sleeve. Reg. 65c. each. Friday & Saturday... **\$5.60**

SILK CREPE de CHINE BLOUSES—Round and square neck styles with sailor and large round collars. The front is neatly tucked. The collar, cuffs and sleeves are nicely finished with hemstitching. Colors: Maroon and Rose only. Reg. \$7.75 each. Friday and Saturday... **\$6.45**