

PRICE ATTRACTIONS at Every Turn FRIDAY & SATURDAY.

All who appreciate Economy are invited here.

Recent Fall Importations complete our lines, enabling this Store to offer remarkably attractive assortments in Men's Furnishings, Women's Wear and Seasonable Household Goods.

The following values, which are illustrative of the purchasing power of this Store, will undoubtedly arouse much interest.

If Thrift is a Virtue from your point of view, then you ought to take advantage of these Cut Prices Friday and Saturday.

Special Offerings

**in the Latest and Choicest
BLOUSE, COSTUME and
COAT FABRICS.**

CREAM SWANSDOWN.

Thick, light-weight material with a close straight pile. An ideal cloth for Children's Coats and Caps, or Women's and Misses' Heavy Fall and Winter Coats. 52 inches wide. Reg. \$3.00 yard. **Friday and Saturday \$2.50**

TWEED SUITINGS.

You cannot afford to overlook this item. A material suitable for Women's, Misses' and Children's Costumes and Skirts in desirable Pawn, Grey and Green mixtures; 54 inches wide. If you are in need of Costume or Skirt goods you should see this Tweed during the next few days. Reg. \$2.00 yd. **Friday & Sat'y \$1.78**

SHEPHERD CHECK VELVETEEN.

An ideal material for Women's and Misses' Costumes and Children's coats. Comes in assorted checks with a corded or plain finish. If you can use this good-wearing material at a minimum price, come early as demand will be tremendous. Reg. \$1.25 yard. **Friday & Sat'y \$1.10**

CHEVIOT SERGE.

Cheviot finishes are much sought after this season, and this is really a splendid fabric that we are offering here. The finish is perfect and the cloth is correct for Fall or Winter wear. Colors: Light Grey, Maroon, Brown and Black; 54 inches wide. Reg. \$2.50 yard. **Friday and Saturday \$2.10**

ECONOMY IN SMALLWARES AND NOTIONS.

BEAD NECKLETS.—A special "Job" line of heavy glass bead necklets, with large sizes in centre and graded smaller to both ends; rich colors of Ruby, Diamond, Sapphire and Black. Reg. 50c. values. **Friday and Saturday 29c**

MATCH RACKS.—Oxidized metal with beautiful raised designs. Reg. 25c. each. **Friday and Saturday 20c**

PATRIOTIC MATCH BOX HOLDERS.—With Caribou Head on one side and Union Jack on the other. Reg. 12c. each. **Friday and Saturday 10c**

FANCY NEEDLE CASES.—Containing a useful assortment of good quality Needles. Reg. 35c. ea. **Friday & Sat'y 30c**

CHILDREN'S TEA SETS.—Good large size; antique willow designs; suitably boxed for presents. Reg. \$1.70 set. **Friday & Sat'y \$1.40**

BARRETTES & HAIR ORNAMENTS.—Polished shell with brass clips that will not slip. Reg. 5c. ea. **Fr. & Sat'y 4c**

PENCIL BOXES.—Containing Pen, Rubber, Pencil Holder and four Pencils. Reg. 30c. each. **Friday and Saturday 25c**

WOOD KNITTING PINS.—White Enamelled; 7 to 9 inches long; assorted sizes. Reg. 8c. pair. **Friday & Saturday 6c**

PEARL BUTTONS.—Serviceable for children's wear, shirts, etc.; 12 on card. Reg. 4c. card. **Friday & Saturday 3c**

PIN CUSHIONS.—Fruit and fancy designs, covered with velvet, satin and crash, neatly trimmed with silk cord. Regular 30c. each. **Friday 24c and Saturday 20c**

A Special Display of INFANTS' WEAR

Will be a feature of our Sale Friday and Saturday. It is calculated to show how generously we have provided for the youngest members of your family; and mothers cannot fail to be delighted with our assortments and values.

INFANTS' BARRAS.

Made from good soft flannelette and finished at the corners with fancy silk embroidery. Well made and finished with tape. Regular 70c. each. **Friday and Saturday 55c**

INFANTS' FEEDERS.

Medium weight Terry, in Pink and White, Blue and White, and Plain White, with the words "For a Good Girl" woven at the bottom, fringed edge and taped top. Reg. 18c. each. **Friday and Saturday 14c**

INFANTS' VELVET BONNETS.

Too much cannot be said of these high class bonnets in their favor because they are all fashionable becoming styles. We invite you to come and see them as they are much too beautiful to try to describe. Regular \$1.00 each. **Friday and Saturday 80c**

INFANTS' WRAPPERS.

Plain but neatly made of exceptionally fine elastic Jersey with open fronts. And as some people would term it "would be dead cheap" at 45c. instead of our price **Friday and Saturday 36c**

INFANTS' STOCKINETTE CAPS.

Pure Wool Cashmere Caps that cannot be bought to-day for twice the price offered here. They come in Navy, Pink and Pale Blue only, finished with wool tassel and cord. Reg. 35c. each. **Friday and Saturday 28c**

INFANTS' PINAFORES.

Beautiful little Pinafores with yokes of pretty embroidery, lace and insertion trimmings and wide frill at bottom. Undoubtedly a splendid assortment. Reg. 30c. each. **Friday and Saturday 24c**

ROSALIND SKIRT SUPPORTERS.

For holding the skirt securely without pinning. Saves time and labor; in either Black or White. Reg. 12c. each. **Friday and Saturday 10c**

CHILDREN'S BELTS.

Of Glace Leather in Pale Blue, White and Black, with metal fittings and eyelets; sizes to suit children from 2 to 5 years. Special for Friday and Saturday **6c**



Gent's Furnishings

Every Item Here is a Money Saving Opportunity to You. Take Advantage while the Low Prices Prevail.

MEN'S SOFT FELT HATS.

We have a large stock of these fashionable Hats just opened. At this price Friday and Saturday you can get any stylish shade with either stitched or plain brim. Special for Friday and Saturday, each **\$2.25**

MEN'S HALF HOSE.

Black Worsted Half Hose, seamless, fast colors, soft and durable; sizes 10 to 11. Our superior buying facilities enables us to sell these splendid Half Hose Friday and Saturday at instead of 65c. pair **\$56c**

BOYS' JERSEY SUITS.

Made from pure wool material in a medium weight. The Jersey is made with polo collar and open front; one pocket pants. Regular \$5.50 each. **Friday and Saturday \$4.40**

BLUE DRILL WORK SHIRTS.

That will fit well and wear like nails. They are made with double shoulders, breast pocket and collars attached. Reg. \$1.25 each. **Friday and Saturday \$1.05**

MEN'S NEGLIGEE SHIRTS.

Of fine American Cotton in a big variety of neat stripes. Hundreds of men come here for our Shirt Bargains, for they always realize that they get very superior values here. This line sells regularly at \$1.50. **Friday and Saturday \$1.25**

MEN'S CARDIGAN JACKETS.

Just the thing for fall and winter. They are made from stout wool yarns that will give excellent wear, and edged around the neck, front and bottom with mohair braid. Close-fitting, warm, serviceable jackets that will keep you warm and cozy during the hard winter months. Reg. \$2.30 each. **Friday and Saturday \$2.15**

BOYS' OVERCOATS.

15 only Grey Tweed Overcoats in a good, strong, serviceable quality for knockabout wear. They are well made and finished with military collar and cuff straps; sizes to fit boys from 3 to 8 years. Regular \$3.50 each. **Friday and Saturday \$3.20**

MEN'S ARMY BOOTS.

Thousands of men are wearing boots like these to-day. No need telling you the quality—you'll know it soon as you see the boots. They are all made with heavy vulcanized soles. Reg. \$3.80 pair. **Friday and Saturday \$3.45**

BOYS' OVERCOATS.

A good assortment of Dark Tweeds in sizes to fit boys from 3 to 8 years. Made in a fashionable double-breasted style with military collar, cuff straps and belted back. Reg. \$4.50 each. **Friday and Saturday \$4.10**

BOYS' CAPS.

Popular Eton styles in fine Navy Serge; also Tweeds and Worsted in golf shapes. These are old time values and would be worth considerably more than the regular price of **25c** each. Special for Friday and Saturday **20c**



CROCKERYWARE.

INCOMPLETE TEA SETS.—We have a small quantity of Tea Sets with plate, saucer or cup missing or slightly damaged; these will be sold at bargain prices while they last. We would advise any one requiring part Tea Sets to take advantage of this offer at once, as the demand for these will be great.

Plain White Bacon Dishes, with cover. Reg. 65c. ea. for **50c**
Shaded Glass Vases. Reg. 18c. each for **16c**
China Statues. Reg. 60c. each for **55c**
Stone China Breakfast Cups and Saucers. Reg. 18c. 3 for **49c**
Stone China Breakfast Plates. Reg. 10c. ea. 3 for **27c**
Stone China Dinner Plates. Reg. 14c. ea. 3 for **38c**
Fancy Jet Teapot Stands. Reg. 35c. each for **23c**
Gravy Tureens. Reg. 45c. each for **40c**
Quart Milk Bottles. Reg. 15c. each for **14c**

Friday and Saturday will be two more "Rush" days, when our Store will be thronged with eager purchasers taking advantage of the benefits gathered for their inspection and profit.

Scores of ladies very truly remark, "There's one thing about the 'Royal' Sales, the values are genuine."

YOU should join the eager throng. Do your shopping at THE ROYAL STORES, the store that makes a Sale a Real Sale.

The Perfection of Daintiness for Particular Women, combined with Practical Economy.



WOMEN'S BLOUSES.—Smart looking Poplin Blouses in self shades of V. Rose, Pale Blue and Brown; Fancy Flannelette in pretty paleley striped and fancy designs; also Cream Challie Blouses in assorted styles with detachable collars. An unusually complete display, well worthy of your attention. Reg. \$1.50 and \$1.85 each. **Friday & Saturday \$1.25**

WOMEN'S SWEATERS.—A magnificent assortment of New Fall Sweaters in plain Coral, Saxe, Brown and Khaki; also two tone shades of Light and Dark Grey, and Coral and White. Several desirable styles to choose from. Delightfully cosy in appearance and just as cosy to wear as these smart Sweater Coats of Heavy Worsted. Regular \$4.40 each. **Friday and Saturday \$4.00**

MISSIES' FELT HATS.—Small toque shapes, trimmed with bow in front and band of either striped or plain ribbon. Regular \$1.75 each. **Friday and Saturday \$1.60**

FRILLINGS.—Sleeve and neck frilling, assorted colors in net lace and silk; single and double in various widths. Reg. 55c. yard. **Friday and Saturday 20c**

WOMEN'S HANDKERCHIEFS.—An assortment of lace and cotton with plain and fancy borders. Reg. 10c. each. **Friday and Saturday 8c**

FUR HAT BANDS.—Made to circle the brow or crown of hat; exact shape and size of a weasel; natural color. Reg. 30c. each. **Friday and Saturday 25c**

WOMEN'S COLLARS.—Tulip and Lily styles in Pink and Black, Black and White, Cream and Black and Pale Blue and Black. Made from silk and fine lace. They sold formerly at 1.00 each. Special for Friday and Saturday **40c**

MANY SAVING ITEMS HERE THAT WILL HELP YOU KEEP DOWN THE HIGH COST OF LIVING.

WOMEN'S DONGOLA BOOTS.—Good-wearing qualities in Blucher shape, with patent leather tips and medium heels and soles. Reg. \$2.60 pair. **Friday & Sat. \$2.35**

WHITE MAI CELLA QUILTS.—Extra fine qualities. The designs are beautiful, they are sure to please the most exacting; double bed size. Regular \$3.00 ea. **Friday and Saturday \$2.60**

PILLOW CASES.—Filled edges and embroidered corners. A case that will give excellent service and will launder well. Reg. 35c. each. **Friday & Saturday 30c**

WOMEN'S CASHMERE HOSE.—Tan, Navy, Black and Rose in plain and ribbed. The balance of a big job line. Values to \$1.20 pr. **Fr. & Sat. 80c**

WOMEN'S HOSE.—Plain and ribbed Cashmere with a soft Llama finish; apical heels and toes; double garter tops. Regular 45c. pair. **Friday & Saturday 39c**

WOMEN'S HOSE.—Plain and ribbed Cashmere with a soft Llama finish; apical heels and toes; double garter tops. Regular 45c. pair. **Friday & Saturday 39c**



INFANTS' BLACK VICI KID BOOTS.—Buttoned and laced styles, with rubber heels, patent leather tips and flexible soles. Reg. \$1.30 pr. **Fr. & Sat. \$1.70**

MISSIES' BOOTS.—Unusual value in gun metal boots for missies; dull kid tops, broad toes; leather soles and heels; sizes 1 1/2 to 2. Regular values to \$2.50 pair. **Friday and Saturday \$2.20**

Stylish Corsets & Underwear, at Friday and Saturday Prices.



D. & A. CORSETS.

The Corset to give perfect lines to your Autumn gown is certainly to be found in our extensive assortment. The lines we place on Sale this week are made of fine White Cord; well boned; rustproof; are fitted with 4 strong hose supporters and galoon trimmed top. Reg. \$1.90 pair. **Friday and Saturday \$1.70**

DIRECTOIRE KNICKERS.

Made from medium weight Jersey material in Cream, Tan, Navy, Saxe, Pale Blue and Grey. Elastic waistband and knees. Silk trimmings to match. Reg. 75c. each. **Friday and Saturday 60c**

FLANNELETTE KNICKERS.

Three different styles, made from Horrockses Cream and Striped Flannelette, prettily trimmed at the knee with rows of narrow tucks, silk embroidery and scalloped edging, open and closed styles. Reg. \$1.00 pair. **Friday and Saturday 80c**

Cream Flannelette UNDERSKIRTS.

Suitable for women's or missies' wear, made with a neat fitting cotton hip band and 6 in. frilled flounce. The material is very soft and well finished, and they should make many friends for us at this low price. Reg. 95c. each. **Friday and Saturday 80c**

OVERALL APRONS.

Medium and dark striped cotton, trimmed with plain and fancy cotton and piping. The ideal all-over apron for the woman who wishes to look neat while doing her household work. Regular 70 cents each. **Friday and Saturday 55c**

WOMEN'S HAIR ROLLS.

Covered with real human hair in natural shades to suit almost any color. Regular 40c. each. **Friday and Saturday 24c**

HAIR NETS.

The "Connaught" Hair Net of human hair in light, medium and dark natural shades; made in a strong double mesh. Reg. 15c. each. **Friday and Saturday 12c**

The Royal Stores Ltd.