

An Attractive List of "Money Savers" for Friday and Saturday.

We are proving to many every day that despite the "high cost of living" shopping at this store means TRUE ECONOMY. If up to NOW you have neglected to utilize the wonderful opportunities offered, give us a chance of proving it to you this Friday and Saturday.

To Look or to Buy, We CORDIALLY SOLICIT YOUR VISIT!

Men's Khaki Rubber Coats.

Stylishly cut and well made throughout having double stitched seams, large lapel, wide collar, patch pockets and belted waist. The material used in their manufacture was originally intended for coats for the American Army, made to stand the greatest wear under any conditions and prove thoroughly waterproof. This week you will have the opportunity of securing one at a reduced price. Reg. \$25.00 each. Friday and Saturday \$21.50

MEN'S IRISH LAWN HANDKERCHIEFS

Large size finished with narrow hem and fancy border. Fine soft and pure, ready for immediate use. Reg. 20c. each. Friday and Saturday 26c.

MEN'S TWEED GOLF CAPS.

Becoming tweeds in rich dark colors, most suitable for the crisp days of Fall. They are of English manufacture in quartered and plain crown style, with lasting peaks and good quality lining. Reg. \$1.70 each. Friday and Saturday \$1.40

Wool Dress Plaids.

For warm Fall dresses, blouses or children's wear. Over half a dozen plaids to choose from. Genuine Scotch wool material, 40 inches wide. Reg. \$1.45 yard. Friday and Saturday \$1.25

SHEPHERD CHECK VELVETEEN.

Splendid for children's coats or dresses. It has a thick even pile and will stand a lot of hard wear. 27 inches wide. Reg. \$1.25 yard. Friday and Saturday \$1.00

NEW COATING.

Heavy, all-wool, Blanket Cloth Coating, 52 inches wide, in the latest shades for Fall and Winter wear. This line, purchased in the early Spring, is believed to be worth fully fifty per cent. more than present day purchasing, and women requiring a length should at once place their order and avoid disappointment later, when the best shades are sold. Reg. \$6.25 yard. Friday & Saturday . . . \$5.65

JAP SILK.

Never before have we been able to offer such a choice variety of new colors as we offer here this week. Tints and shades to suit every fancy. Reg. 45c. yard. Friday and Saturday 37c.

SHANTUNG SILK.

Cheaper than cotton is this beautiful, all-silk material. It is made from pure raw silk only and can be used for almost any purpose where cotton, saphyr or linen is required. Reg. \$1.50 yard. Friday and Saturday . . . \$1.25

STRIPED GLACADES.

For lining costumes and Winter coats. This material is very closely woven and has a soft satiny face which makes it very desirable, even for sleeve lining. Navy and Black only with white stripes; 38 inches wide. Reg. 75c. yard. Friday and Saturday 68c.

SELF STRIPED NAVY SERGE.

This is without doubt the best value serge on the market to-day. It is of extra wide width being 52 inches and can be cut to greater advantage by dressmakers in the making of costumes, skirts and Misses' wear. It is well worth your while to see this material, and have a glimpse before it is all gone. Reg. \$3.50 yard. Friday and Saturday \$3.00

FINE GRAIN GUN METAL BOOTS FOR BOYS.

Just the right school boot for Fall, made broad at the front, giving ample room for growing feet; stout oak leather soles, self tip and dull kid tops.

Sizes 9 to 12½. Reg. \$4.15 pair. \$3.72

Friday and Saturday \$4.45

Sizes 1, 1½ and 2. Reg. \$4.95 pair. \$4.68

Friday and Saturday \$4.68

BOYS' TWEED CAPS.

Desired caps of smart, English and Scotch tweeds in assorted light and dark patterns. Size 16 fits boys up to 16 years of age. Reg. \$1.45 each. Friday and Saturday \$1.20

MEN'S STRIPED COTTON SHIRTS.

With soft cuffs, breast pocket, double shoulders and collar attached. Just the right kind of shirt for evenings. Reg. \$1.70 each. Friday and Saturday \$1.45

MEN'S DOUBLE GRIP BOSTON GARTERS.

A garter that holds your sock smooth as your skin at all times. Made with oblong velvet buttons to clasp on both sides of the leg. Regular 65c. pair. Friday and Saturday 56c.

PRESIDENT SUSPENDERS.

With the pulley back cord that corresponds to every movement of the body. Workmen, mechanics, clerks and firemen find this the most comfortable of braces. Reg. 85c. pair. Friday and Saturday 78c.

Many Money-Saving Items from the

TABLE DAMASK.

A good, heavy quality, half bleached linen table damask in maple leaf pattern with walls of Troy border. A quality that we can cheerfully recommend for service. Reg. \$1.65 yard. Friday and Saturday \$1.48

WADDLED QUILTS.

Covered on both sides with fine quality, soft sateen in assorted bright patterns. Wadded with all new cotton. Size 66 x 72 inches. Regular \$10.00 each. Friday and Saturday \$9.00

BLAY TURKISH TOWELS.

Medium size in light stripes with plain and fringed ends. A splendid drying quality. Reg. 40c. each. Friday and Saturday 35c.

AMERICAN BEDSPREADS.

Woven from soft, double-thread cotton in designs that will always hold. These light weight quilts will launder beautifully and improve in wear. All large sizes. Reg. \$3.75 each. Friday and Saturday \$3.40

Ladies' and Children's Footwear.

WOMEN'S COTTON HOSE—That will wear well and compare favorably with anything offered at 60c. pair. Owing to their color not being up to the standard we have decided to clear them out Friday and Saturday at the low price of 33c.

WOMEN'S FAST BLACK WOOL CASHMERE HOSE—Good stockings that will wash and wear well and cost no more than the trashy ones offered in other stores at a much higher price. They are made with double toes and heels, and fit comfortably. Reg. \$1.35 pair. Friday and Saturday \$1.16

INFANTS' BROAD TREAD DONGOLA BOOTS—The kind that will help considerably a child just walking. Sizes 2 to 6; flexible soles. Regular \$1.60 pair. Friday and Saturday \$1.44

WOMEN'S PLAIN CASHMERE HOSE—High grade hose in a quality you will be glad to wear. Made with wide garter tops, seamless toes and heels and shaped legs. Regular 90c. pair. Friday and Saturday 80c.

CHILDREN'S SPRING HEEL BOOTS—Of soft Dongola Kid with patent leather tip and medium weight leather soles. Sizes 3 to 8. Reg. \$2.50 pair. \$2.30

WOMEN'S PATENT LEATHER BOOTS—Remarkable values are these patent leather boots with their medium height, dull finish, soft kid tops. They are made on the York last with plain toe, spool heel, medium weight sole, and are sure to prove comfortable and lasting. Reg. \$5.35 pair. Friday and Saturday \$4.80

New Fall Goods Are Daily Being Opened in the Show-Room

NEW MILLINERY OPENING.



A BEAUTIFUL SHOWING OF EXQUISITE FALL STYLES.

In Our Millinery section.

Beautiful Millinery in hosts of New Designs and Rich Autumn Colorings, is now being shown in our Millinery Section. See this exposition of the reigning Styles. Never was there a more beautiful selection of feminine headgear shown in Newfoundland.

COME and SEE!

You'll Find It a Scene to Admire & Remember

HOUSEHOLD GOODS SECTION

JERSEY COTTON FACE CLOTHS.

Strongly overstitched around the edge; soft and free from all filling. Reg. 9c. each. Friday and Saturday 8c.

TEA CLOTHS.

We have long been leaders in household linens, and we believe the selection shown now by this store surpasses all previous showings. The line we offer here is of excellent quality and considered good value at the regular price of \$1.65. Special for Friday and Saturday . . . \$1.32

WOMEN'S WOOL PLAID SKIRTS.

Stylishly cut and made with shirred waist, belt, button trimmed, fancy pockets and wide skirt. The edge of skirt is tucked and ready to stitch to any light desired, thus giving women the choice of any skirt in the lot that will fit their waist. Reg. \$11.00 each. Friday and Saturday \$9.85

TABLE NAPKINS.

Large sizes, in a swell selection of new patterns; just opened. They are woven from strong union linen, and will prove most satisfactory. Reg. 35c. each. Friday and Saturday 35c.

The Royal Stores Ltd.

WOMEN'S COLLARS.

In Georgette Crepe, Muslin and Crepe de Chine. All the new styles are here represented. The trimming are lace insertion, tucks and hemstitching. Reg. 65c. each. Friday and Saturday 53c.

COLORÉ TUELLE.

For scarves and millinery purposes. Colors: Pink, Saxe, Royal, Mauve, Pale Blue, Brown and Green. This material is of excellent quality. It is impervious to moisture. Reg. 65c. yard. Friday and Saturday 55c.

INFANTS' BONNET FRONTS.

Of double ruffled tulle fastened to stout cotton material. Used as well for cuff frilling. Cream only. Reg. 20c. each. Friday and Saturday 17c.

FUR ORNAMENTS.

For trimming coats, costumes, neck furs and tams. Colors: White, Brown and Black. Reg. 50c. each. Friday and Saturday 40c.

SILK TRILBY.

Principally used for trimming children's fine dresses, but excellent for women's underwear. It is slightly frilled and heavily embroidered. Reg. 40c. yard. Friday and Saturday 34c.

FRIZZETTES.

For padding the hair in the latest style. Natural blonde and Browns; waved; real human hair. Reg. 9c. Friday and Saturday 7c.

CHILDREN'S EIDERDOWN BATH ROBES.

Assorted plaids made with cord tie and girdle. The collar is round and snugly fits the neck; turned up cuffs; silk overstitched pockets. Well finished throughout. Sizes 8 to 14 years. Reg. \$4.25 each. Friday and Saturday \$3.65

BLOUSE PINS AND BROOCHES.

Doxens of different styles in gilt and colored enamel. All superior quality. One, two and three pins on card. Reg. 15c. card. Friday and Saturday 12c.

"AERO" HAIR NETS.

Fringe style in all the natural shades of human hair. Every net perfect in every way. Reg. 16c. each. Friday and Saturday 13c.

WOMEN'S RAGLANS.

Light Khaki color Raglans with loose plaid lining, vent, storm strap on sleeve, double stitched seams and round corner military collar. May be worn with or without glaze leather belt. Reg. \$12.50 each. Friday and Saturday \$10.80

WOMEN'S EMERALD GREEN SWEATER COATS.

Fancy knit wool sweaters with belt, pocket tops and front in plain contrasting stitching. The collar buttons snugly about the neck and will prove most comfortable on cool evenings now or for Fall and Winter days to come. Reg. \$7.00 each. Friday and Saturday \$6.20

STANFIELD'S FALL & WINTER UNDERWEAR.

With long sleeves, close fitting drawstring neck and open front. Made from fine wool material of an excellent quality. Reg. \$3.75 garment. Friday and Saturday \$3.35

NEW KNIT UNDERWEAR.

Made from the wool of Newfoundland sheep, with a small percentage of cotton added. Good heavy weight. Reg. \$2.00 garment. Friday and Saturday \$1.80

CREAM HABUTAI SILK BLOUSES.

Large roll and long pointed collar styles, with fine tucked or plain front. A well finished blouse in every particular and designed from material that will launder beautifully and stand a tremendous amount of wear. Reg. \$10.75 each. Friday and Saturday \$9.75

ROSE, BLACK AND NAVY JAP SILK BLOUSES.

In two different styles, with sailor or convertible collar. Good looking blouses, neat, smart and serviceable and at a moderately low price for so good a quality. Reg. \$4.25 each. Friday and Saturday \$3.70

FLANNELETTE DRESSING GOWNS.

In assorted pretty styles, some with sateen trimming, others with cord bow and girdle, but all stylishly made and comfortably fitting. They are made from floral and fancy patterned flannelette with dark, medium color and light grounds. Reg. \$3.00 each. Friday and Saturday \$2.70

That will help to keep down the high cost of living.

LINEN DAMASK TABLE CLOTHS.

A cloth we have no hesitation in recommending for service. All new, fresh designs, just opened. Size 2 x 2 yards. Reg. \$3.60 each. Friday and Saturday \$3.20

SCRANTON LACE CURTAINS.

Bought almost eighteen months ago and considered extra value at this price. They measure 2½ yards long by 28 inches wide and come in several pretty designs. Reg. \$1.45 pair. Friday and Saturday \$1.25

FURNITURE CHINTZ.

Over a dozen different patterns to choose from. All new and in the choicest combination colorings; 48 inches wide. Reg. \$1.45 yard. Friday and Saturday \$1.30

HEARTH RUGS.

Hosts of new colors and designs enough to suit almost any fancy. All fresh stock that very recently arrived. Size 27 x 54 inches. Reg. \$5.00 each. Friday and Saturday \$4.25

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lushes.

Silks:

Taffeta
Mouselline
ng

Stripes
Spots

velts and
les.

axe, Crimson,
Dark Brown.

Brown, Helio,

Ltd.

HT NOW.

VELVET HATS

for Small Tots.

These are school days and it is a matter of no small pride for mother to have the little one appear at its best.

Only a few
at
98c each.



S FLEECE
HOSE.

come you want to wear
We are offering a special
price for this week.

Oct pr.

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Here and There.

When you want Steaks, Chops,
Cutlets and Collops, try ELLIS.

W. H. B. ALONG LINE.—Calm
and cool. Temperature 35 to 55 above.

U. S. MANHATTAN BAKING
POWDER—sep 6, 11

FOOTBALL.—The postponed match
between Stars and Collegians is set
for the evening at 6 o'clock.

G. S. MANHATTAN BAKING
POWDER a trial—sep 6, 11