

The Royal Stores -- the Thrift Shopping Centre

--Puts you on the right road to economy--



Nowhere in Newfoundland can better values be obtained for the same moderate outlay than at the Royal Stores. That is why so many people come here for their everyday needs. Here are some outstanding values for FRIDAY and SATURDAY which make early shopping advisable.

New Dress Fabrics

of Charm and Distinction

New Skirt Plaids.

54 inches; all Wool Plaids and Checks in attractive new colorings, mixed Blues and Browns with V Rose or Saxe check, in weights suitable for Fall or Winter wear. Reg. \$9.75 yard. **\$8.80** Friday and Saturday

Colored Dress Serges.

38 inches wide; in medium weight, suitable for Ladies' Misses' and Children's dresses; shades of Navy, Saxe, Russian Blue, Crimson, Myrtle, Brown and Grey. Reg. \$2.55 yard. **\$2.35** Friday and Saturday

Shepherd's Plaid.

42 inches wide; handsome checks in Black and White; small, medium and large; medium weight. Reg. \$2.75 yard. **\$2.35** Friday and Saturday

Silk Paillette.

36 inches wide; 150 yards of beautifully finished Paillette for Dresses, Blouses, etc., shades of Green, Navy and Brown. Reg. \$3.75 yard. **\$3.25** Friday and Saturday

Japanese Silk.

27 inches wide; shades of Navy, Saxe, Pink, Brown, Green, Black and White. Regular \$1.50 yard. **\$1.25** Friday and Saturday

Black Sealette Coatings.

48 inches wide; fancy self designs, heavy Pile, lustrous finish. Reg. \$16.50 yard. **\$15.15** Sale Price Reg. \$18.00 yard. **\$16.50** Sale Price

New Ready-to-Wear Hats

Smart Felt Hats trimmed with fancy Ribbon Bands and Wool or Fur edging. Colors of Green, Brown, Navy or Black. Regular \$4.25 each for **\$3.58**
OIL HATS—For wet weather wear; Sailor shapes covered with Black Rubber; wired brims, band and bow on side. Regular \$1.50 each for **\$1.25**
CHILD'S VELVET BONNETS—In a variety of pretty colors; silk trimmings and fancy stitching. Reg. \$3.50 each for **\$3.10**

Ladies' Aprons

OVERALL APRONS—Made of warranted Waterproof Rubber Cloth; medium sizes; Blue and White check designs; finished with large bib. Regular \$1.70 each for **\$1.40**
BLACK SATEN APRONS—With fitted band at waist; nicely shaped hips; no ribs. Regular \$1.50 each for **\$1.25**
WOMEN'S FLETTE KNICKERS—Cream only; loose leg with scalloped frill; medium sizes; open and closed styles. Regular \$1.80 each for **\$1.55**



Men's Body Belts

In all Wool, Llama, natural color; sizes SM M & OS; values to \$3.00 each for **\$2.65**

Men's "Derby" Hats

The "Derby" Hard Felt Hat has regained its pre-war popularity. We offer 3 doz. smart shapes of superior quality; sizes 6 1/2 to 7 1/2. Reg. \$5.50 each **\$5.20** for

Men's Caps

3 doz. Scotch Tweed Caps, 1-piece crowns, with and without band at back; all sizes. Reg. \$5.00 each for **\$4.40**

Warm Underwear for Men



Now that the weather is getting colder you'll need warm underwear. We have in stock a splendid range of Wool Vests and Pants in all style weights and qualities.

On Friday and Saturday we offer the noted "Caribou" Underwear in 4 different qualities. This make is unshrinkable and will stand a lot of hard wear. Vests and Pants are sold separately; in all sizes.

N. 1 quality. Reg. \$2.40 garment for **\$2.10**
N. 2 quality. Reg. \$2.75 garment for **\$2.50**
N. 3 quality. Reg. \$3.75 garment for **\$3.25**
N. 4 quality. Reg. \$4.75 garment for **\$4.10**

Men's Sweater Coats.

Heavy Wool Knitted Coats, fitted with storm collar and 2 pockets; sizes 36 to 42 in.; shades of Navy, Grey, Brown and Maroon. Reg. \$4.00 ea. **\$3.40**

Another lot of Sweaters without collars, in all sizes; colors of Navy, Brown and Maroon. Reg. \$5.50 each for **\$4.95**

Men's Furwove Winter Coats

Handsome serviceable Coats made of fur pile fabric to imitate Bearskin. These Coats are interlined with waterproof material; in Black and Brown shades; 2 styles.

Long D. B. Ulster. Special, each **\$53.00**
Belting, D. B. Chesterfield. Special, each **\$58.00**

MEN'S SHIRTS—Light Percalae, coat shape, double cuffs; sizes 14 to 16. Reg. \$3.90 each **\$2.65** for

MEN'S TIES—Silk and Satin; wide ends. Reg. \$1.00 each for **85c.**

BOYS' JERSEY SUITS—With Cap; Navy, Saxe and Brown; size 38 in. Reg. \$4.75 each **\$3.75** for

HANDKERCHIEFS—White Lawn; large sizes. Reg. 25c. each for **22c.**

Wool Hosiery for Warmth and Comfort

The last few days are sufficient reminder that your warmth and comfort are matters of urgency. It is time to buy Hosiery.

Women's Heather Hose.

4 1/2 Ribbed All Wool Hose; sizes SW and W; seamless, spliced heels; assorted colorings. Reg. \$3.00 pair for **\$2.60**

Women's Cashmere Hose.

All Wool Plain Black Cashmere Hose, in all sizes; spliced heels and toes. Reg. \$1.35 pair for **\$1.16**

Women's Tan Hose.

Light and Dark Tan Cashmere Hose; sizes SW and W; seamless feet. Reg. \$1.20 pair **\$1.00** for

Men's All Wool Socks.

10 doz. Fancy Heather Hose in Browns, Fawns and Green mixtures; sizes 10 to 11 in. Reg. \$2.16 pair for **\$2.16**

Women's Child's Cashmere Hose.

Ribbed Black Cashmere Hose, sizes 3 to 6; seamless feet; stout wearing. Reg. \$1.20 and \$1.25 pair for **\$1.06**

Wool Stockingette.

Fast Black dye, in three sizes; small, medium and large. Reg. values up to 55c. yard for **39c.**



Fur Stoles

17 only Black Dakota Wolf Stoles, 36 in. long by 6 in. wide, finished with heads and tails; silk lining with dainty pocket. Reg. 16.00 each for **\$13.45**

Smallware Economies

ELECTRIC LIGHT SHADES—Fire-proof Linen. Reg. 27c. ea.

for SHAMPOO SOAP—"Supertor" Transparent. Regular 25c. cake for **23c.**

PEARL BUTTONS—White; assorted sizes. Regular 11c. card for **9c.**

LUXOR TOOTH PASTE—Antiseptic. Reg. 35c. tube for **32c.**

PEAR'S TOILET CREAM—Reg. 45c. tube for **40c.**

NAIL FILES—With or without case. Reg. 18c. ea. for **16c.**

NAIL CLIPPERS—With File. Reg. 18c. each for **16c.**

"FLESOPE"—Animal cleanser. Reg. 25c. cake for **21c.**

GARTER ELASTIC—Fancy colors. Reg. 50c. yard for **42c.**

PASSE PARTOUT BINDING—3 different widths; in all colors. Reg. 20c. roll for **17c.**

CHILD'S ALUMINUM TEA SETS—11 pieces. Reg. \$2.25 set for **\$2.05**

Ladies' Collars. Pretty new styles in Wool, Flannel, Silk, Georgette or Net; high and low collars. Regular \$2.00 each for **\$1.65**

Muslin Handkerchiefs. 14 doz. White and Colored Muslin or Mull Handkerchiefs; medium size. Special, each **13c.**

Chenille Trimming. 2 and 2 1/2 inch wide; Black with colored effects. Reg. \$1.30 **\$1.45**

TRIMMING BEADS—Silver & Gold. Reg. 17c. string for **14c.**

SHELL HAIR PINS—Medium or small. Reg. 40c. box for **34c.**

Blouses and Knitted Coats

A Lovely Fall Display



Come and see these New Models

Jap Silk Blouses.

In White and Ivory; sizes 34 to 44; pretty new models with and without collar, trimmed with silk embroidery and hemstitching. Reg. \$5.35 for **\$4.30**

Crepe de Chine Blouses.

Dainty and becoming styles in shades of Flesh, Maize and White; sizes 34 to 44; rolled dand square collar effects; buttoned fronts. Regular \$8.80 each for **\$6.99**

Dressing Jackets.

Handsome Flette Jackets in a large variety of pretty floral designs, Sailor collar trimmed with hand velvet and satin; 3/4 sleeve. Regular \$1.80 each for **\$1.50**

Dressing Gowns.

Warm Gowns of high grade Flette, light and dark colors with floral designs; V shaped neck faced with satin; kimono sleeve, etc. Reg. \$3.40 each for **\$2.85**

Georgette Blouses.

Smart new models in colors of Maize, Sand and Grey; round neck styles, buttoned on side, wool embroidery trimmings on fronts and neck. Reg. \$14.40 each for **\$12.00**

Knitted Wool Coats.

Warm Sports Coats in colors of Emerald and Saxe Blue, roll collar, belt and pockets. Reg. \$7.00 each for **\$6.35**

Chase's Fur Wove Muskrat Coats.

These Coats are made of Fur fabric to imitate real Muskrat, and are warranted to give faithful service. They come in 2 different styles.

No. 1—Short loose back Coat, with round cape collar. Special each **\$5780.**

No. 2—Long belted Coat with round cape collar. Special each **\$6750.**

Reduced Prices on Groceries

Libby's Blackberries. Regular 65c. tin for **60c.**

Libby's Strawberries. Regular 80c. tin for **75c.**

Libby's Spaghetti. Regular 25c. tin for **20c.**

Campbell's Pork and Beans. Reg. 30c. tin for **26c.**

Fruitella. Regular 18c. packet for **16c.**

Quick Tapioca. Regular 30c. pkt. for **17c.**

Pure Honey. Regular 75c. bottle for **68c.**

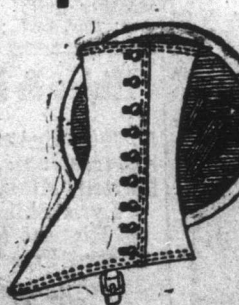


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Women's Spats

40 pairs well made Spats in shades of Fawn, Brown, Slate and Black; 10 button length; sizes 3 to 7; shaped bottoms. Regular \$2.50 pr. **\$2.25** for

180 pairs 14 button length Spats; sizes 3 to 7 in Fawn, Black, Brown, Slate and Castor. Reg. \$2.85 **\$2.85**



Housefurnishing

COSEY COVERS—Made of Art Saten, bound with fancy cord; assorted colors. Reg. \$1.85 each for **\$1.55**

BATH MATS—Heavy Double Cord Cotton. Green and White checks; size 24 x 28. Reg. \$2.25 each for **\$1.95**

FLETTE DUSTERS—Imitation Chamol; size 24 x 24. Reg. 45c. each for **40c.**

CUSHION COVERS—Filled Chintz; assorted colors. Reg. \$1.50 each for **\$1.25**

42 in. CASEMENT CLOTH—For curtains; all shades. Reg. \$1.75 yard for **\$1.65**

36 in. SCRIM—Plain Cream with insertion borders. Reg. 35c. yard for **29c.**

FELTEX—2 yards wide; 14 different designs. Reg. \$2.00 yard for **\$1.85**

STAIR CARPET—Tapestry, 18 and 20 ins. wide. Reg. \$3.75 yard for **\$3.35**

Footwear Prices Coming Down

Women's Laced Boots.

40 pairs Black Gun Metal Boots, sizes 3 to 7; dull kid tops, medium toe, Cuban heel, heavy soles; suitable for skating or fall wear. Reg. \$7.75 pair for **\$6.96**

Ladies' Juliets.

Smart Felt Slippers with leather sole and heel; in wine colored felt, fur lined; sizes 3 to 7; bow in front. Reg. \$3.35 pair for **\$3.18**

Men's Bedroom Slippers

34 pairs only Khaki Felt Slippers, with leather or felt soles; sizes 6 to 10; very comfortable. Regular \$3.20 pair **\$2.85** for

Men's Dancing Pumps.

15 pairs only Black Patent Leather Pumps; sizes 6 to 8; well made and finished. Reg. \$7.25 pr. for **\$5.95**

Men's Boots.

30 pairs Black Gun Metal Bluchers; sizes 6 to 9; heavy sole and rubber heel. Reg. \$16.50 pair for **\$14.70**

25 pairs Mahogany Calf Boots, Balmoral style; rubber soles and heels. Reg. \$12.60 pair **\$11.25** for

Soft Felt Hats

Latest styles in shades of Brown, Green, Grey, Fawn, &c.; semi-roll rims, leather sweat bands. Reg. \$7.65 each for **\$6.40**

The Royal Stores, Ltd.