

A Special and Extraordinary Event A GIGANTIC PRICE-REDUCTION

What is Offered!

Every Department participating. Not a single item in our enormous stocks will be reserved.

SALE

Inaugurated for the purpose of MEETING THE CONDITIONS OF THE DAY

The position of the Dry Goods Business to-day is such that we feel compelled to make a very definite statement, in fairness to the public and to ourselves.

We hold splendid stocks of merchandise which were bought at the lowest possible prices some months ago.

We have consistently offered goods at prices which permitted us only a narrow margin of profit.

There is a tendency to sell goods to-day at prices which bear no relation to the cost.

Being fully determined to uphold our claim as to St. John's Lowest Prices, we have decided to offer our Entire Stock at such prices that similar qualities are not to be bought so cheaply anywhere else.

These Examples Indicate the Heavy Reductions Made

What Do You Want?

You will find it here cheaper and easier than elsewhere.

Fashionable Furs of

Finest Qualities

Very Smart Model Furs are included in our Stock and this opportunity for selecting a good Fur is one you can't afford to pass.

Just look at these Price Savings

FUR SETS

Taupe Wolf	Reg. \$ 65.00 set for \$ 52.00
Black Wolf	Reg. \$ 50.00 set for \$ 40.00
Black Wolf	Reg. \$ 55.00 set for \$ 44.00
Black Wolf	Reg. \$ 67.50 set for \$ 54.00
Black Wolf	Reg. \$ 75.00 set for \$ 60.00
Vicuna Fox	Reg. \$ 25.00 set for \$ 20.00
Golden Fox	Reg. \$ 48.00 set for \$ 38.40
Natural Opposum	Reg. \$ 88.00 set for \$ 70.40
Skunk Opposum	Reg. \$145.50 set for \$115.70
Grey Opposum	Reg. \$220.00 set for \$176.00

Fur Muffs

Rose Foxline	Reg. \$11.75 each for \$ 9.45
Taupe Wolf	Reg. \$25.00 each for \$20.00
Opposum	Reg. \$29.50 each for \$23.70
Russian Rat	Reg. \$40.00 each for \$32.00
Black Fox	Reg. \$48.50 each for \$38.80
Black Fox	Reg. \$50.00 each for \$40.00
Black Wolf	Reg. \$22.50 each for \$18.00
Black Wolf	Reg. \$35.00 each for \$28.00
Black Wolf	Reg. \$38.50 each for \$30.80

Fur Collars & Stoles

Rose Foxline	Reg. \$ 8.50 each for \$ 6.80
Grey Opposum	Reg. \$12.00 each for \$ 9.60
Taupe Lynx	Reg. \$37.00 each for \$29.60
Black Wolf	Reg. \$ 6.75 each for \$ 5.40
Black Wolf	Reg. \$16.00 each for \$12.80
Black Wolf	Reg. \$21.00 each for \$16.80
Black Wolf	Reg. \$34.00 each for \$27.20
Black Wolf	Reg. \$25.00 each for \$20.00

5,000 yds. of Dress Fabrics

Coatings, Serges, etc.

New and desirable materials that were imported for the Fall and Winter business. No better materials are being sold at full prices than these we offer at tremendous savings.

54 inch All Wool Coatings.

Plain and Plaid designs—newest colorings.	
Reg. \$ 6.00 yard for	\$4.80
Reg. \$ 6.25 yard for	\$5.00
Reg. \$ 6.75 yard for	\$5.40
Reg. \$ 7.00 yard for	\$5.60
Reg. \$ 7.25 yard for	\$5.80
Reg. \$ 7.50 yard for	\$6.00
Reg. \$ 7.75 yard for	\$6.20
Reg. \$ 8.50 yard for	\$6.80
Reg. \$11.00 yard for	\$8.80

Colored Gabardines.

In various widths and colorings.	
Reg. \$1.65 yard for	\$1.33
Reg. \$3.15 yard for	\$2.50
Reg. \$7.00 yard for	\$5.60
Reg. \$9.00 yard for	\$7.20

54 inch Costume Tweeds.

In a range of Smart new designs.	
Reg. \$5.50 yard for	\$4.40
Reg. \$6.00 yard for	\$4.80
Reg. \$6.25 yard for	\$5.00

56 inch Heavy Skirt Plaids.

In pretty Blue and Brown shades.	
Reg. \$9.75 yard for	\$7.80



50 inch Colored Tricotines.

Browns, Greys, Navy and Russian Blue.

Reg. \$7.50 yard for	\$4.00
Reg. \$2.00 yard for	\$1.60
Reg. \$2.25 yard for	\$1.80
Reg. \$2.40 yard for	\$1.95
Reg. \$2.50 yard for	\$2.00

Colored Serges.

In all leading shades.

Reg. \$2.40 yard for	\$1.92
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Colored Lustres.

Prune, V'Rose, Brown and other shades.

Reg. \$1.65 yard for	\$1.33
Reg. \$2.00 yard for	\$1.60
Reg. \$4.00 yard for	\$3.20

Navy Serges.

In various weights and textures.	
38" wide. Reg. \$ 2.50 yard for	\$2.00
54" wide. Reg. \$ 3.00 yard for	\$2.40
42" wide. Reg. \$ 3.75 yard for	\$3.00
48" wide. Reg. \$ 6.00 yard for	\$4.80
50" wide. Reg. \$ 6.30 yard for	\$5.04
50" wide. Reg. \$ 7.00 yard for	\$5.60
56" wide. Reg. \$ 9.00 yard for	\$7.20

Black Gabardine.

40" wide. Reg. \$ 3.15 yard for	\$2.50
52" wide. Reg. \$ 7.00 yard for	\$5.60
48" wide. Reg. \$ 8.25 yard for	\$6.60
56" wide. Reg. \$ 9.00 yard for	\$7.20
62" wide. Reg. \$11.00 yard for	\$8.80

Black Satin Cloths.

38" wide. Reg. \$ 2.50 yard for	\$2.00
52" wide. Reg. \$ 6.50 yard for	\$5.20
52" wide. Reg. \$ 7.35 yard for	\$5.90
52" wide. Reg. \$10.00 yard for	\$8.00

Skirts, Blouses, Sports Coats

In Endless Variety--All Reduced in Price

Beautiful new styles in Blouses, Skirts, Sweaters, etc. The Season's Newest and best. Reduced to rock bottom prices.

Blouses.

(Silk, Voile, Net, Satin, Woolen and Flannel.)

Reg. \$ 3.25 for	\$2.60
Reg. \$ 4.80 for	\$3.85
Reg. \$ 5.75 for	\$4.60
Reg. \$ 6.25 for	\$5.00
Reg. \$ 7.50 for	\$6.00
Reg. \$ 9.00 for	\$7.20
Reg. \$11.50 for	\$9.20
Reg. \$14.00 for	\$11.20

Separate Skirts.

(In Tweeds, Serges and Cloth; all sizes.)

Reg. \$ 8.75 for	\$7.00
Reg. \$ 9.50 for	\$7.60
Reg. \$10.50 for	\$8.40
Reg. \$11.75 for	\$9.45
Reg. \$13.50 for	\$10.80
Reg. \$14.50 for	\$11.60
Reg. \$16.00 for	\$12.80

All Wool Knitted Sweaters.

(In beautiful Color Combinations.)

Reg. \$ 3.50 for	\$2.80
Reg. \$ 4.75 for	\$3.80
Reg. \$ 5.50 for	\$4.40
Reg. \$ 6.75 for	\$5.40
Reg. \$ 7.75 for	\$6.20
Reg. \$ 9.00 for	\$7.20
Reg. \$12.00 for	\$9.60



Men's Suits and Overcoats

Reduced to less than Actual Cost

Men's Overcoats.

Genuine and incomparable values; smartly cut and well made garments in the latest Fall styles.

Reg. \$32.00 each for	\$25.60
Reg. \$37.00 each for	\$29.60
Reg. \$41.50 each for	\$33.20
Reg. \$43.00 each for	\$34.40
Reg. \$48.00 each for	\$38.40

Fur Wove Coats.

Made of Fur Pile fabric in a variety of sizes.

Plain Black. Special Price	\$52.00
Belted. Special Price	\$58.00

Navy Serge Suits.

Plain and Kitchener Backs.	
Reg. \$42.50 each for	\$34.00
Reg. \$48.50 each for	\$38.80
Reg. \$57.00 each for	\$45.60
Reg. \$65.00 each for	\$52.00

Men's Tweed Suits.

Plain or Pinched Back; Pants with plain or cuff bottoms.

Reg. \$22.00 Suit for	\$17.60
Reg. \$25.00 Suit for	\$20.00
Reg. \$28.00 Suit for	\$22.40
Reg. \$32.50 Suit for	\$26.00
Reg. \$36.00 Suit for	\$28.80
Reg. \$42.50 Suit for	\$34.00
Reg. \$48.00 Suit for	\$38.40
Reg. \$53.50 Suit for	\$42.80

Men's Extra Pants.

Plain and cuff bottoms; in plain or striped Tweeds.

Reg. \$ 5.50 pair for	\$4.40
Reg. \$ 6.50 pair for	\$5.20
Reg. \$ 8.75 pair for	\$7.00
Reg. \$10.20 pair for	\$8.16
In Navy Serge.	
Reg. \$12.50 pair for	\$10.00



Out of Town Customers Please Take Notice

It's worth your while to make a list of what you need and mail it to us as early as possible.

The Royal Stores, Ltd.

Watch the Daily Papers

Every day during this Sale for different announcements of Reduced Prices on Dry Goods of every description.