

The Primary Position Held by the Royal Stores as

STYLE LEADERS

has been considerably strengthened by our Display of New Fall Fashions.

"The finest display in town of beautiful Merchandise." This is the unanimous verdict of all who have been to the Royal Stores this week. They also say that our prices are very moderate. They find that their most acute shopping problem—the necessity for getting the "utmost out of every dollar spent"—is most readily solved at the Royal Stores.

STERLING VALUES FOR FRIDAY and SATURDAY.

A Sale of Dress Goods

50 in. TRICOTINE—The ideal costume material, in colors of Navy, Black, Belgian Blue, Brown and Taupe. Reg. \$7.50 yd. for **\$6.90**

56 in. COSTUME SERGES—In Black and Navy only; durable quality; cloth finish and soap shrunk. Reg. \$9.00 yd. for **\$8.25**

54 in. ALL WOOL NAPS—In Brown and Navy; heavy weight, reliable dyes. Regular \$16.20 yd. for **\$13.75**

36 in. JAP SILK—Soft lustrous quality, in shades of Saxe, Navy, Fawn, Brown & White. Regular \$2.60 yd. for **\$2.25**

36 in. SHANTUNG SILKS—In shades of Navy, Brown, Grey, Black and White. Reg. \$2.50 yd. for **\$2.10**

Ladies' Tan

Kid Gloves.

4 dozen pairs, 1 done fastener; a well finished unlined glove; sizes 7 to 9½. Reg. \$5.00 pair for **\$4.35**



Smart & Useful FALL COATS

For women of all sizes. These Coats are made of Heavy English Blanket Cloth in shades of Brown, Grey, Saxe and Navy. Perfectly cut and tailored with large collars that button high at neck if required; semi-cape sleeves; easy slip-on shapes; button trimmed. Reg. values \$35.00 and \$45.00. Sale Price, **\$25.80**



What are the New Shapes in Hats

The Millinery at the Royal Stores truly interprets the modes of the moment. While in our Showroom, you should make sure of seeing the charming display of Artificial Flower and Feather Trimmings which are in high favor for Fall wear.

Ready-to-Wear Turbans.

Close fitting Felt Turbans in new attractive shapes, trimmed in a variety of styles with plain velvets and ribbons, some finished with tassel. Reg. \$4.80 each for **\$4.20**

Felt Crusher Hats.

In a variety of new shapes; colors of Taupe, Fawn and Dark Green. Reg. \$2.75 each for **\$2.35**

Dressing Gowns & Jackets

DRESSING GOWNS—24 only handsome Felted Dressing Gowns in Grey, Pink, Saxe or Hello grounds with floral designs; kimono style, loose waists. Reg. \$3.40 each for **\$2.85**

SILK HAIR NETS—6 doz. Hair Nets of fine quality, each fitted with elastic; colors of Dark Brown, Mid Brown and Black. Special, each **10c.**

DRESSING JACKETS—In heavy Fancy Felted round collars, ¾ sleeve and girdle. Regular \$1.60 each for **\$1.30**

NEW NECKWEAR—Latest designs in Silk, Muslin, Lace and Crope Collars; assorted colors. Reg. 65c. each for **55c.**

Underwear for Women & Children.

LADIES' VESTS—Cream Jersey ribbed, medium weight; sizes 36 and 38; V neck and short sleeves. Reg. \$1.25 each for **\$1.05**

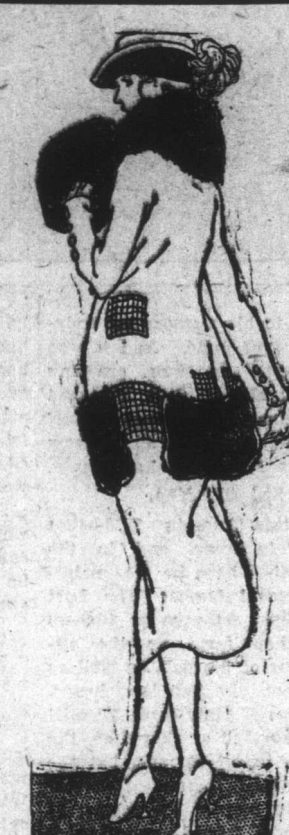
CORSET COVERS—White Jersey knit, large and medium sizes, finished with Torchon Lace; long sleeves. Reg. \$2.00 each for **\$1.70**

FLLETTE KNICKERS—Close and open styles, loose leg; all White, finished with frill and scalloped edge. Reg. \$1.80 pair for **\$1.50**

LADIES' VESTS—Cotton and Wool mixtures; sizes 38 and 40, in round neck, open front and half sleeves. Reg. \$2.25 each for **\$2.75**

CHILD'S BLOOMERS—Grey Fleece Cotton; sizes to fit 2 to 7 years; fitted band at waist, elastic at knee. Regular \$1.40 pair for **\$1.15**

CHILD'S UNDIES—Fleece lined, to fit a child of 1 to 2 years; with long sleeves, pants ankle length. Reg. 65c. each for **55c.** Reg. 75c. each for **65c.** Reg. 80c. each for **72c.**



Rose Foxeline FUR STOLE

Of extra special quality, finished with Grey Silk lining; square cape styles. Reg. \$11.75 each for **\$9.60**

Black Wolf Stoles.

12 only—handsome Wolf Stoles, 27 inches long; silk lined; suitable for coat collars. Reg. \$6.75 each for **\$5.78**

Now is the Time to Buy Footwear for Fall

MEN'S BOOTS—30 pairs Black Gun Metal Boots; Balmoral shapes, with rubber soles and heels; sizes 6 to 9½. Reg. \$11.00 pr. for **\$10.75**

MEN'S BOOTS—20 pairs Black Vici Kid Boots; Blucher style, fitted with rubber heels; all sizes. Reg. \$9.75 pair for **\$9.75**

MEN'S BOOTS—30 pairs Tan or Mahogany Calf Boots, Blucher cut, with good thick soles; sizes 6 to 9. Reg. \$17.25 pair for **\$15.50**

MEN'S BOOTS—30 pairs Tan or Mahogany Bluchers with rubber heels; a good Fall Boot; sizes 6 to 9. Reg. \$12.25 pair for **\$11.30**

MISSES' RUBBERS—Plain styles, White & Tan; sizes 11 to 2; wide toe. Reg. \$1.30 pair for **\$1.15**

MISSES' MOCASENS—In Blue Felt with ornamental tops; padded soles; sizes 11 to 2. Reg. \$2.35 pair for **\$2.20**

CHILD'S BOOTS—Grey Kid Buttoned Boots, sizes 3 to 6; Grey Cloth tops, flat heel, comfort toe. Reg. \$2.00 pair for **\$1.80**



SALE OF SMALLWARES

MENDING WOOL—Special 2 cards for **9c.** TAN BOOT LACES—Special 100 per pair **14c.** BLACK BOOT LACES—Special 100 per pair **12c.**

BASTING COTTON—Black or White 2 yds. for **9c.** ALADDIN SOAP DYES—Reg. 15c. pkt. for **13c.** HUMP HAIR PINS—Reg. 8c. pkt. for **6c.**

DOVE FASTENERS—Black or White. Special per card 6c. INDIA TAPE—Black or White. Reg. 10c. piece for **8c.** DUTCH LINEN TAPE—White. Reg. 18c. piece for **15c.**

MOTH BALLS—Reg. 15c. pkg. for **13c.** DRESSING COMBS—50c. each for **42c.** TOOTH BRUSHES—45c. each for **40c.**

Splendid New Styles in All-Wool Spencers & Blouses

SPENCER COATS—Useful all wool garments to wear under costume coat; in shades of Saxe, Navy, Black and White; sleeveless; assorted sizes. Regular \$3.75 each for **\$3.30**

JAP SILK BLOUSES—All White; sizes 36 to 44; square and sailor collars, finished with embroidery and hemstitching. Reg. \$4.40 each for **\$4.40**

GEORGETTE BLOUSES—The new Casaque designs, round neck, short sleeves; in shades of White, Fawn, Saxe and Taupe; sizes 36 to 42; elastic at waist, buttoned at hip. Regular \$12.30 each for **\$11.65**

CEPEA SERGE SHIRTWAISTS—A new washing material; Cream ground with wide fancy stripes, roll collars; sizes 36 to 42. Reg. \$5.75 each for **\$5.60**

WOMEN'S RAIN COATS—Made of best rubberized cloth; Navy Blue with Fawn collar and cuffs; newest Dolman style or Magyar; easy slip-on; sizes 46 to 50 ins. Reg. \$27.25 each for **\$27.25**

FLAID SKIRTS—New models in Fancy Plaids, assorted colors; high waist effects with attached belt and fancy pockets. Reg. \$12.25 each for **\$10.55**

WOMEN'S STOCKINGS

Heather Hose.

All pure wool, colors of Green, Brown and Grey; 21 and 41 ribs; seamless feet; sizes 9 and 9½. Reg. \$1.70 pair for **\$1.48** Reg. \$3.00 pair for **\$2.60**

Black Cashmere Hose.

Also Black Worsted, 21 and 41 ribs; sizes W and SW; spliced heels and toes. Regular \$1.35 pair **\$1.16** Sale Price **94c.**



Linoleums, Door Mats, Towels, Fancy Linens

GREENWICH INLAID LINOLEUM—2 yards wide, in several new designs.

Brown Check. Reg. \$6.00 yard for **\$5.25**

Plain Brown. Reg. \$6.25 yard for **\$5.35**

Green Check. Reg. \$7.50 yard for **\$6.45**

Stone Grey and Blue. Reg. \$8.25 yd. for **\$7.15**

"FELTEX" FLOOR COVERING—500 yards super-quality Feltex; Brown and Green color designs; 2 yards wide. Special, per yard **\$1.85**

TEA COSEY PADS—Covered with plain pattern of excellent quality; regular sizes; assorted colors. Regular \$1.50 each for **\$1.28**

LAUNDRY BAGS—In White Linen with colored embroidery; size 18 x 28; hemmed tops with tape pull. Regular \$1.45 each **\$1.22**

COCOANUT DOOR MATS—Size 18 x 20; well finished in every way; rope bound. **\$3.85**

COCOANUT SLIP MATS—With Crimson Wool borders; size 12 x 27. Reg. \$3.75 ea. for **\$3.30**

TABLE CENTRES—White Cotton and Linen; size 14 x 20; trimmed with lace and insertion. Reg. \$1.15 each for **99c.**

BUREAU CLOTHS—White Linen; size 18 x 36; dainty white embroidery and hem-stitching. Reg. \$1.45 each for **\$1.23**

CUSHION COVERS—Made of Fancy Floral Chintz; size 19 x 20; frilled edges. **\$1.25**

HUCKABUCK TOWELING—Bleached Linen finished Crash; 24 inches wide. Reg. \$1.00 yard for **94c.**

VANITY BAGS. 36 Silk Bags in Black and Brown, fitted with strong metal frame and patent clasp, finished with silk tassels. Reg. \$3.70 each for **\$3.70**

The Man's Store where Men Shop with confidence.

MEN'S SATIN TIES—30 dozen of them, including the newest designs and colorings; wide end effects. Reg. \$1.40 each for **\$1.16**

MEN'S PARIS TIES—The Narrow End Ties are regaining popular favor. We offer 20 dozen new Satin finished Ties in a variety of smart designs and colors. Special Sale **38c.**

MEN'S SCARFS—All Wool Scarfs in assorted Heather mixtures; size 12 x 56 in.; fancy bordered ends and fringe. Regular \$5.00 each for **\$4.40**

10 dozen All Wool Scarfs in Grey and Green grounds, with fancy striped ends; size 12 x 56; fringed ends. Regular \$2.30 ea. for **\$2.05**

MEN'S SWEATER COATS—Warm garments fitted with storm collar and 2 pockets; full sizes; suitable for Fall wear. Reg. \$4.00 each for **\$3.45**

Time for Warmer Socks

Men's Socks.

150 dozen pairs All Wool Fingering Half Hose, soft finish; sizes 10 to 11 inch, in 2 different weights. Reg. \$1.80 pair for **\$1.50**

Men's Socks.

All Wool Cashmere Hose in Steel Grey only; sizes 10 to 11; a nice sock for present wear; soft finish seamless feet. Reg. \$1.25 pair for **\$1.10**

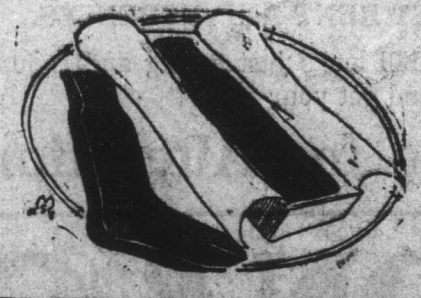
MEN'S FELT HATS—Smooth Soft Felt Hats in shades of Light Grey, Brown, Green, Black, &c.; ribbon lined brims; unlined; leather sweat bands; sizes 6¾ to 7¾. Reg. \$10.25 each for **\$8.50**

MEN'S VELOUR HATS—Superior quality Hats in colors of Navy, Bronze, Myrtle, Fawn and Black; wide brims; sizes 6¾ to 7¾; lined all silk. Reg. \$14.00 each for **\$11.80**

MEN'S CAPS—5 dozen only Scotch Tweed Caps, light and dark shades; one-piece crown style with back band; fine quilted silk lining; sizes 6¾ to 7¾. Regular \$5.50 each for **\$4.50**

WHITE LINEN COATS—For stewards and waiters, 40 and 42 in. chest; detachable buttons. Reg. \$4.50 each for **\$4.15**

WHITE LINEN APRONS—For grocers, waiters, &c.; lengths 36 to 48 inches. Regular \$1.50 each for **\$1.38**



BOYS' JERSEYS.

Boys' All Wool Jerseys, 12 to 18 inch chest. Regular \$2.00 each for **\$1.70**

The Herring Fishery.

The fall herring fishery season is approaching, and preparations are being made for that industry. Recent arrivals from New York have told us that there promises to be a very good demand for large and medium grades of Newfoundland herring by the Scotch pack; but of the smaller grades of fish the market is some what glutted by large shipments from Alaska. So far as we can learn, there will likely be as many packing factories in operation here as last year. It is a little early yet to know definitely just what number of vessels will be here seeking salt bulk cargoes, but we have heard of some that are coming, and on a whole it looks as though the demand for the fish will equal that of last year.

Owing to the high cost of gear many of the fishermen are not purchasing any new outfit this season and some of them are contemplating not engaging in the voyage at all. However, the appearance of the fish might have a different effect and it is quite likely that the voyage this fall will be prosecuted with all the old time vigor of past seasons.—Western Star.

New Mail Service for Newfoundland.

We understand it is proposed to maintain a steamship mail and passenger service the coming winter between Canada and Newfoundland, via Halifax and Argentina. It is claimed this service would escape all ice interruption experienced more or less on the Cabot Strait route. We have made some enquiries and learn that the cross country express is not likely to be continued during the coming winter. It is proposed, however, so we understand, to operate the freight train service should weather conditions over the Gaff Topsails permit. It is now thought that the new super-heated engines that have been ordered for the cross-country railway will not be delivered until some time in the new year.—Western Star.

Manufacturer Alleges Waste of Power.

Editor Evening Telegram. Dear Sir,—During this week and for an indefinite time all local industries are closed during the afternoons, owing to the lack of electric power due to some repairs being made at Petty Harbor. This has thrown out of employment a large number of workmen. In view of this serious condition, why are the Kinema Theatres (using a large amount of current) supplied with power for amusement purposes? The industrial workers are being sacrificed to provide amusement, as at least a half dozen factories could be operated with the current used on the high-powered machines at the nickels.

Yours truly,
MANUFACTURER.

Oct. 15th, 1920.

Curley Returning.

Curlew returned to Labrador in September, after an absence of many years, and good bags were made by the fishermen who on off days, covered the marshes in quest of this succulent bird. It is a remarkable coincidence that curlew forsook Labrador at the same time as the herring took their departure from its waters. This year it has been remarked that a better sign of herring occurred than for many years previously. The above fact has been communicated by a very old fisherman, and one whose knowledge of Labrador conditions and natural history are second to none.

Obituary.

On October 13th, at Seldom, Mrs. Dinah Penney entered her rest. Deceased was 99 years old, and retained all her faculties to the end. She was ailing for about a month but only kept her bed one day before she died. She leaves to mourn their sad loss, two brothers, four daughters, one son, 33 grandchildren, a number of great-grandchildren, and four great-great-grandchildren, many relatives and a large circle of friends, who will grieve with sorrow and tears upon the vacant arm-chair. She was familiarly known to all as "Grandma."

"When the day of toil is done,
When the race of life is run,
Father, grant Thy weary one
Rest for evermore."
—F.I.S.

Not All Gold That Glitters.

Levi Bellows, who went to Western Canada to seek employment, has returned home. He found things out very much different to what he expected and the trip cost him over a hundred dollars. We hear that others will be returning home just as soon as they can scrape together what it cost them to go.—Western Star.

The ROYAL STORES Ltd.