

The Reason

Thousands of Ladies Do Their Shopping At The Royal Stores

IS TOLD IN THIS LIST OF REAL BIG BARGAINS FOR

FRIDAY And SATURDAY.

The Prices And Values Are So Appealingly Good That Our Stores Should Be Busy All Day With Eager Shopping Crowds.

Two Lines of Women's Coats For Friday & Saturday

Two new lines of Women's Winter Coats will be offered at considerably below the usual prices. Women who have not already purchased their Coats here should be quick to see the advantage of purchasing now.

ONLY BLACK SEALETTE COATS—These Coats were made by skilled tailors only in the very newest models, and you can rest assured of being well pleased if you buy one. They are made with large cape collars of heavy mole plush, which when buttoned form a close-fitting, comfortable roll collar. The wide cuffs are also of mole plush. Reg. \$37.50 each. **Friday and Saturday . . . \$32.00**

MISSIE'S PLAIN CLOTH COATS—Heavy durable Winter Coats for girls from 13 to 15 years. The pockets are in V style with large bone button closings. The sleeves are set in and finished with pointed cuffs. A band of colored plush across the wide cape collar gives a much desired effect, while large bone trimming buttons complete not only a stylish coat but a coat that will give years of wear. Reg. \$18.50 each. **Friday & Saturday \$15.90**

Men's Fall and Winter Overcoats \$23.00



150 Overcoats
Friday & Sat'y.

AT ABSOLUTELY THE LOWEST PRICE.

and every OVERCOAT a smart, up-to-date model. We call your special attention to the

MEDIUM WEIGHT CRAVENETTE COATS—In rich Dark Tweeds. These coats are styled and trimmed with a skill and finish that makes them remarkable value. The wide collar, long roll lapel, cuffed sleeves, patch pockets, welted seams and perfect fitting styles make them all that is desired. Regular \$25.00 each. **Friday and Saturday . . . \$23.00**

MEN'S NEW KNIT UNDERWEAR—We are selling a tremendous quantity of this make of Underwear and men continually are taking advantage of our specially reduced prices, because they realize that nowhere else can they get underwear to equal our values. The lines we offer this week are good heavy weights for winter wear. Reg. \$2.70 garment. **Friday and Saturday \$2.50**

Reg. \$3.30 garment. **Friday and Saturday \$3.00**

BOYS' TWEED HATS—These Hats in 1/4 mixed tweed have just been received from their manufacturers, thus assuring absolutely correct style. They are made with buckle and strap trimmed crown and stiff rims slightly turned over the face. Reg. \$1.50 each. **Friday and Saturday \$1.30**

Good, Strong, Sturdy Clothes For Boys.

YOUTHS' MELTON AND TWEED OVERCOATS—In good heavy winter weights. If you had planned to pay \$20 or \$25 for an overcoat, don't do it before you see these. The styles and materials are all that can be desired. They are made with inside and breast pockets, two side pockets, vent, velvet collar and fly front. Specially priced for Friday and Saturday, each . . . **\$16.50**

BOYS' TWEED TUNIC SUITS—The balance of an old purchase at a ridiculously low price for such qualities, but we must have room for new goods in this department, so we're making price the startling feature. There are suits here to fit boys from 4 to 8 years. They are of good heavy tweeds and could not be bought to-day at a much higher price. **Friday \$4.00** and Saturday, the suit . . . **\$4.00**

WRAPPERETTE—In medium and dark checks and stripes. Just the material you need now for Dressing Gowns, Kimonos or children's wear. Reg. 80c. yard. **Friday 74c** and Saturday . . . **74c**

HOUSE FLANNELETTE—In beautiful Paisley effects. It is gratifying to be able to offer you such splendid qualities at these just when you need them. They measure 27 ins. wide. Reg. 40c. yard. **Friday and Saturday . . . 36c**

Thousands of Customers visited this Store last Friday and Saturday.

All were unanimous in saying that our prices were the lowest in the city. This week we offer the same high qualities at the same low prices, and in some cases lower.

Some Rousing Good Values From The SHOWROOM.

BLACK MOIRE UNDERSKIRTS—Here's a remarkable value, we're not going to give details but we ask you to come and view these early, as they cannot last throughout the Sale at this low price. **\$1.05**

MISSIE'S VELVET HATS—Some of the leading American shapes in Black, Green, Blue, Helle, Brown, etc. Suitable for girls from 9 to 13 years. Reg. \$2.55 each. **Friday and Saturday \$2.20**

WOMEN'S STYLISH FALL AND WINTER HATS—Here all the newest and most advanced ideas in women's headwear are shown. Come to our Showroom Department to-morrow and see the lot we are offering this week. They are perfect beauties. Reg. \$2.85 each. **Friday and Saturday . . . \$2.55**

SILK ROPE NECK CORDS—White, Helle and Black in different sizes, edged to White Cotton. Regular 3c. yard. **Friday and Saturday . . . 7c**

HAIR FLATS—In the natural shades to suit any hair. Regular 60c. each. **Friday and Saturday . . . 52c**

WOMEN'S HANDKERCHIEFS—Silk, cotton, and linen. Also Excelsior, Cotton and Cambric in various qualities and sizes. Regular to 18 cents each. **Friday and Saturday . . . 14c**

Winter Comfort and Perfect Health Protection in

Women's Underwear and Hosiery.

To be comfortably warm on the coldest day and fully protected against Colds, Spanish "Flu," etc., women should purchase their Fall and Winter underwear here to-morrow. The prices are beyond compare.

WOMEN'S WORSTED HOSE—Plain vamp, seamless toes and heels, ribbed legs and hems. Regular \$1.50 pair. **Friday and Saturday . . . 98c**

PLAIN AND RIBBED CASHMERE HOSE—Extra Superior qualities; fashioned legs, seamless heels and toes. Reg. \$1.50 pair. **Friday and Saturday . . . \$1.30**

WOMEN'S JERSEY RIBBED CORSET COVERS—In close fitting styles with long sleeves, and crochet finished neck and front. Reg. 40c. each. **Friday and Saturday . . . 35c**

WOMEN'S NEW KNIT UNDERWEAR—A heavy ribbed underwear of excellent quality combining warmth, comfort and durability. Styled in perfect fitting shapes that cling close and give the greatest amount of comfort. Sizes: 4, 5 and 6. Regular \$1.50 garment. **Friday and Saturday . . . \$1.35**

WOMEN'S HEAVY FLEECE LINED UNDERPANTS—Of elastic Union Jersey with cotton waist bands. These are old stock and considered cheap at 70c. pair. **Friday and Saturday . . . 60c**

STANFIELD'S UNSHINKABLE WOOL UNDERWEAR—A quality that for hard wear, comfort and all 'round service cannot be equalled anywhere. The pants are in open or closed styles. Reg. \$2.25 garment. **Friday and Saturday . . . \$2.00**



Women's BLOUSES, Really the best Values Offered This Season.

WOMEN'S COLORED POPLIN BLOUSES—Styles that are sure to please the most particular woman are shown here in V. Rose, Sage, Brown and Pale Blue. They are mostly made with large sailor collars, trimmed with hemstitching, and neatly shirred fronts. Regular \$2.50 each. **Friday and Saturday . . . \$2.20**

A JOB LINE OF WOMEN'S BRASSIERES—In every desirable style; they are perfect in cut, well made from all-over embroidery, corset laces, etc., and trimmed with imitation Irish and Pique lace and crocheting. They are equal to the very best Brassieres imported. Reg. \$1.10, \$1.20 and \$1.30 each. **Friday and Saturday . . . 89c**

COTTON BOLLENNE BLOUSES—A late arrival that is proving a big favorite among well dressed young women. They are made in smart American styles with snug-fitting elastic waists. Only a small quantity, so we advise you to come early. Reg. \$1.80 each. **Friday and Saturday . . . \$1.50**

WOMEN'S LAMA HOSE—Dyed with Hawley's Hygienic Dye; Plain and Ribbed; Cashmere finish. Reg. 90c. pair. **Friday and Saturday . . . 80c**

Bargains in Blouse Flannelette Remnants.

Qualities and Patterns We Are Proud to Display.

Have you ever seen a woman open her clothes cupboard and point with pride to its well filled shelves? We have just the same kind of pride and pleasure in showing you our assortments of Blouse Flannelette Remnants. There is a wonderful variety of colors and designs. They are all mill ends, conveniently measured and marked at prices that will clear them quickly.

Have You Bought The "Makings" of Your Fall Coat Yet?

No! Then you'll do well to visit our Gent's Furnishing Department Friday or Saturday, for we are placing on sale one of our standard grades of

NAP CLOTH—It is an extra well finished material with a fine, soft nap and is much desirable for women's and misses' heavy winter coats, as well as men's and boys' overcoats and reefer. We strongly recommend this goods for all 'round service; 56 inches wide. Reg. \$6.00 yard. **Friday & Saturday . . . \$5.60**

NEW BLANKET COATINGS—Dark plaids and stripes in extra heavy weight for winter coats. We have seven large pieces of this material just opened, and we offer them Friday and Saturday at a considerable reduction on prevailing prices. Reg. \$5.75 yard. **Friday & Saturday . . . \$5.40**

WOMEN'S KNITTED GLOVES—In White, Chambray and Beaver. Snug-fitting wrists; seamless make. Will wash well. Reg. 55c. pair. **Friday and Saturday . . . 48c**

Some Splendid Values



in Household Goods, etc.

Those contemplating the furnishing of houses or those desiring to replenish their supplies, should take advantage of this favorable opportunity to purchase now. Our offerings for this week-end Sale are unusually attractive.

CARPET SQUARES—20 only. Palisade Velvet Squares in some of the prettiest designs and color blendings we have ever had the pleasure of offering. These were picked up by our buyer when in search of the good of the market. They measure 4 feet 6 inches by 6 feet 6 inches, and would be most suitable for bedrooms. Regular \$20.00 each. **Friday and Saturday . . . \$18.00**

HEARTH RUGS—A beautiful selection of the newest designs in Green and Red. Thoroughly well made and finished. The ends are hemmed and will not turn up when in use. Size 27 x 60 inches. Regular \$3.00 each. **Friday and Saturday . . . \$2.40**

RED MOHAIR HEARTH RUGS—Rich looking, high grade rugs of excellent quality. Made with wide plain borders and curl centres. Size 24 x 54 inches. Regular \$3.50 each. **Friday and Saturday . . . \$3.00**

TAPESTRY TABLE COVERS—In two-tone Green and Yellow and Red and Yellow. Popular medium sizes in most substantial qualities; finished with knotted fringe. Reg. \$6. each. **Friday and Saturday . . . \$5.25**

WHITE PIQUE FRAM COVERS—Embroidered in the most elaborate designs; scalloped overstitched edge. Reg. \$3.00 each. **Friday and Saturday . . . \$2.70**

AMERICAN SCROLL CURTAINS—Plain, with hemstitched hem and beautiful lace edge; 2 1/2 yards. Reg. \$3.50 pair. **Friday and Saturday . . . \$3.25**

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AMERICAN SCROLL CURTAINS—Plain, with hemstitched hem and beautiful lace edge; 2 1/2 yards. Reg. \$3.50 pair. **Friday and Saturday . . . \$3.25**

COMFORTERS AND BED SPREADS.

HEAVY WADDED COMFORTERS—With stout cotton covering. The filling used is made from all new cotton and is perfectly sanitary in every way; size 66 x 72 inches. Reg. \$5.95 each. **Friday and Saturday . . . \$5.30**

FINE SATIN BED SPREADS—A choice and carefully selected lot of high grade Spreads in patterns that are sure to please. They are all new importations and are perfect in every way; double bed size. Reg. \$7.20. **Friday and Saturday . . . \$7.20**

PATCHWORK QUILT COVERINGS—Made from Cottons, Regatta Linens and Satens. Large sizes, ready to be padded, lined and made into quilts. Regular 95c. each. **Friday and Saturday . . . 80c**. Regular \$1.40 each. **Friday and Saturday . . . \$1.20**

WOMEN'S CREPE-DE-CHENE COLLARS—These are Collars that radiate the atmosphere of New York, not only in their beautiful shades but in their styles and textures. These, combination, Reg. \$1.20 each. **Friday & Saturday 95c**, together with low pricing, make a truly quick selling

SILK ROPE GIRDLES—For cushions, curtain girdles and millinery purposes, in a wonderful variety of colors. Reg. \$1.10 each. **Friday and Saturday . . . 90c**

The Royal Stores Ltd.

Keep Your Kodak Busy for the sake of the Boys "OVER THERE."

We have a full line of Kodak and Kodak Supplies.

Kodaks from \$8.50 up, at

Tooton's, The Kodak Store,
830 WATER STREET,
Everything for the Photographer

able to "get cranky" at any moment. A speck of dust may come through the carburetor and choke the engine; the valves become carbonized and pitted and must be re-ground; the lubrication of the gasolene engines need constant attention. If the operator should carelessly or if the oil should not be freely the result is not bearings or a damaged machine.

The Unilectric is not a common gasolene engine. A number of its inventions have been added to it, that the Unilectric machine will give the same results as the best high class steam engine. The Unilectric has automatic lubrication consisting of a reservoir in the base of machine which a steady stream of oil is pumped through the hollow crank shaft, through the piston rod at the rate of one gallon per minute. This oil turns to the reservoir again and kept in constant circulation. In some words every bearing works in a stream of oil.

Every drop of gasolene is stored through a solid stone before it enters the carburetor. There is therefore no possibility of the needle valve coming clogged with dirt. The electric by the use of the reboiler valve does away with pop valves entirely, there is no possibility of leaking valves, bent valve stems, weak springs affecting the operation of the machine.

This style of engine is now being adapted for automobiles. You can more class the Unilectric machine with the ordinary type of gasolene engine than to class the Rolls-Royce engine with the ordinary cheap car. Some persons will try to tell you the cheap machine is "just good." Before you let some one say "something just as good" we suggest that you investigate the performance of the Unilectric Machine in use in Newfoundland; every one which is giving perfect satisfaction. If any further evidence is required we suggest that you consult a real expert on electricity and high class gasolene engines.

NEWFOUNDLAND SPECIALTY CO.
2 Prescott Street, St. John's, Nfld.
Oct 19, 1918

T. J. EDENS.

TRY OUR TEA,
at 50c. lb.; 5 lbs. at 45c. lb.

STAFFORD'S INKS.
STAFFORD'S MUGLAGE.
PARSONS' HOUSEHOLD AM.
MONIA.
IDEAL AMMONIA—Dry.
FLASH CREOSOTOL DISINFECTANT.
IVORY SOAP.
COPCO SOAP.

For all Cooking, **Snowdrift**,
A Perfect Shortening.
For frying, for shortening for cake making.

OXO,
Tins of 4 and 10 cubes each.
OXO CORDIAL, 26 oz. tin.

BECHNUT BACON.
FIDELITY HAMS & BACON.
ESSENCE OF COFFEE.
Small and large bottles.
TOMATOES.
1 1/2 lb., 2 lb. and 3 lb. tins.

30 boxes
TABLE BUTTER—Selected.
PRINCE ALBERT TOMATOES.
3/4 Tins.

T. J. EDENS.
Ingleworth St. and Railway Cross.