

OPENING DISPLAY OF FALL & WINTER FASHIONS.

We take pleasure in announcing this OPENING DISPLAY of Fall and Winter Merchandise for Season 1913-14. This year, again, our efforts have been directed to anticipating the desires of all, with the result that each department is fully prepared to meet the demands of the most critical. We will be pleased to have everybody, in St. John's and vicinity, consider this a personal invitation to visit this Store during the next few days.

NEW FALL MILLINERY.

We are justly proud of our Millinery Department. The New Fall styles are here and ready for your viewing.

The Store is brimful of the latest ideas in Trimmed, Untrimmed and Ready-to-wear Hats, and women who are looking round for their New Fall Hats need not hesitate to make a selection at once.

The beauty of buying here is two-fold. You can get almost any shape and color you want, and the price is considerably less than elsewhere.

We are also prepared for the woman who prefers to trim her own Hats with a grand selection of Mounts and Ornaments, comprising smart and up-to-date effects in Straw, Chenille, Silk, Horse-hair and Feather.

THE NEW FALL COATS.

"St. John's Most Complete Stock."

The New Coats for women are distinctive in style and materials. Every Coat in this immense collection is faultless in quality and workmanship.

WOMEN'S BLACK CLOTH COATS.

In a large variety of smart styles, Button and Braid Trimmed; full range of sizes.

Prices \$4.50 each up to \$29.50.

WOMEN'S COLORED CLOTH COATS.

In assorted new shades, made of the popular German Broad-cloth. The styles are all new.

Prices range from \$8.50 each up to \$30.00.

WOMEN'S TWEED COATS.

These Coats are popular again this season. Some very effective styles in Two-tone or Reversible Tweed; Large Collars and Reverses trimmed with large buttons.

Prices range from \$4.50 each to \$23.00.

TWEED FUR-LINED COATS.

Carefully finished in the latest and most approved styles; high grade materials only, Light and Dark patterns.

Prices \$18.50 each up to \$44.00.

CLOTH FUR-LINED COATS.

All well-made garments; colors of Black, Brown, Navy and Green.

Prices range from \$33.00 each to \$65.00.

FUR COATS.

Scalette. Prices from \$20.00 each to \$36.00.
Caracul. Prices from \$17.50 each to \$30.00.
Pony. Prices from \$21.00 each to \$47.50.
Embossed Mole. Prices from \$26.50 each to \$32.50.
Astrachan. Prices from \$10.00 each to \$36.00.

NEW CORSET MODELS.

It is imperative that you select the right model, as on this depends largely the fit if your new Costume or Dress.

Fully recognizing this important fact, we have selected our stock accordingly.

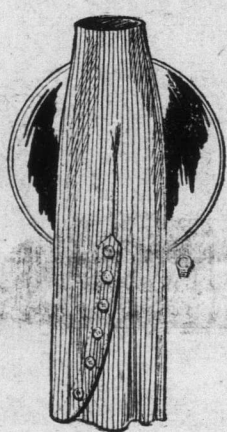
Our New Fall Models include many well known makes, some of them exclusive to this store, including the famous "Nemo" Specialties.

D. & A. Corsets. Prices from 40c. pair to \$4.10 pair.
Nemo Corsets, self-reducing. Prices \$4.00 to \$6.00 pair.
Mona Corsets, figuring reducing. Price \$2.25 pair.
La Diva, self-adjustable reducing. Price \$3.55 pair.
Misses' Corsets. Price 40c. to 75c. pair.

Shop by Mail.

Our up-to-date Mail Order Service brings this Store right to your door.

New Walking Skirts, Shirtwaists Blouses, &c.



A splendid collection of distinctive Skirts awaits your inspection. We take the same care in selecting our separate Skirts as we do with our Coats and Costumes. The prices you will find most satisfactory.

WHIPCORDS & TWEED SKIRTS.

English and American makes.

Prices from \$1.25 to \$3.50 each.

CLOTH SKIRTS.

In Brown, Navy and Black.

Prices \$1.20 to \$3.75.

LADIES' COSTUMES.

In Tweeds and Serges.

Prices range from \$10.00 to \$18.50.

Beautiful Blouses and Shirtwaists moderately priced. The advantages for selection from our extensive lines have long since established this section of the store as the first in the city.

The new lines shown are both charming and serviceable.

New Goods in the Men's Furnishing Department.

SOMETHING NEW COMING IN

EVERY DAY.

That is just how it is in the Gent's Department. Everything required in Men's Furnishings is to be found here. Every effort has been made to make our stock the best to be had in St. John's. That we are succeeding is evidenced by the growing popularity of this section.

Men's Suits. Prices from \$3.90 to \$16.00 ea.

Men's Overcoats. Prices from \$5.50 to \$16.00 each.

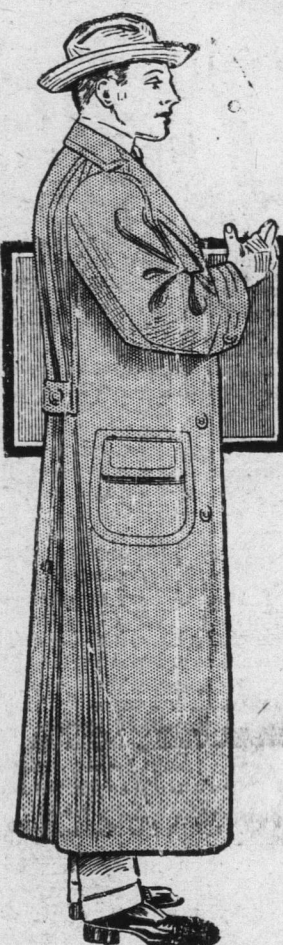
Men's Pants (Tweed). Prices from 95c. to \$5.60.

Men's Hard Felt Hats. Prices from \$1.00 to \$2.50.

Men's Soft Felt Hats. Prices from 75c. to \$1.80.

Wool Underwear (heavy ribbed). Prices \$1.10 garment to \$1.85.

Wool Underwear (plain). Prices \$1.80 suit to \$2.50.



Men's Laundered Shirts, White and Colored. Prices 65c. ea. to \$2.50.
Men's Working Shirts. Prices 75c. to \$1.10.
Linen Collars, Ties, Mufflers, Gloves, &c., at Low Prices.

New Carpet Squares, Rugs, &c.

An excellent showing of High Grade Carpet Squares, Hearth Rugs, Door Mats, &c., that are marked at extremely low prices.

After a visit to this department you will better appreciate the importance of selecting your new Floor Coverings at this Store.

CARPET SQUARES in Velvet Pile, Tapestry and Brussels; all sizes. Prices \$14.50 to \$42.00.

HEARTH RUGS in Tapestry, Axminster, Oriental and Velvet Pile. Prices 70c. to \$6.50.

DOOR MATS in Wool, Skin, Coconut, Brush Rope, Axminster & Linoleum. Prices 30c. to \$2.50.

STAIR CARPET. Prices 55c. yard to \$1.40.

STAIR DRUGGET. Prices 10c. yard to 22c.

We also have a well selected stock of Linoleum and Floor Canvas, in all widths, in a splendid variety of patterns.

Children's

Millinery and Ready to Wear APPAREL.



This Store has long been headquarters for Children's Apparel. There is not a feature of correct dress missing.

All the dainty conceptions in Underwear, Dresses, Coats and Millinery are to be found right here, and our prices are ever consistent with the policy that has made this Store famous.

Infants' Cream Bear Pelisses. Prices \$2.50 each to \$4.00 each.
Infants' Cream Bear Coats. Prices \$1.50 each to \$7.50 each.
Children's Sailor Suits, Navy Blue Serge Collars, trimmed with White Braid; sizes 21 in. to 39 in. Prices \$1.75 to \$6.75 each.
Children's Sweater Coats, 22 in. to 39 in. Prices 65c. up to \$4.25 each.
Misses' Coats, Tweeds and Cloths. Prices \$1.10 to \$10.00 each.
Children's Bearskin Bonnets. Prices 95c. to \$2.20 each.
Children's Felt and Velvet Hats. Prices 90c. to \$3.85 each.

NEW FALL DRESS FABRICS.

St. John's most complete stock of First-Class Dress Fabrics is ready.

Be ready, we mean that we can now show you the largest and most complete range of correct fabrics for Fall and Winter it is possible to see in this country. Quality, you will find, stands out pre-eminently in every piece of dress goods we show in Black or Colored.

Amazon Cloths, Novelty Suitings,

Venetians, Poplins,

Whipcords, Lustres,

Scotch Mixtures, Satin Cloths,

Scotch Tweeds, Armures,

Black and Navy Serges, Nun's Veilings,

Cashmeres, &c., &c.

Gloves for Fall.

Our Glove Department is too well known and appreciated to need much attention here. Suffice it to say that the stock shown is comprised of correct and reliable makes only, whether in Silk, Cashmere, Cotton, Lisle Thread or Kid.

New Fall Hosiery.

Our Hosiery Counters are showing a large display of reliable Hose for men, women and children. Here you will find, in endless variety, everything that the clever makers are producing. Pure Wool, Worsted, Cashmere, Lisle and Cotton, in Black and Colored.

Ribbons.

Our Fall showing of Ribbons includes complete ranges in widths and shades of Plain Taffetas, Duchess and Liberty Satins, Merve, also Fancy Floral and Dresden Ribbons. Prices always the lowest.

Winter Fashions in Furs.

Furs are a necessity in Newfoundland and we believe that the immense assortment shown by us is larger, better, and greater in variety of styles than was ever before stocked by any store in the country. We cannot emphasize the fact too much, that this store is the largest importer of Furs in Newfoundland. This enables us to buy cheaper and give greater values. The most popular Furs for the coming season are

Fitch. Black Seal.

Kolinski. Mink Marmot.

Caracul. Coney.

Grey and Dyed Squirrel.

Prices range from \$4.50 to \$10.00 set



The Royal Stores Ltd.

A Reminder.

This Store is no further away from you than the nearest post office.