

Fall Apparel Exposition

We are now displaying our New Fashion Importations for the Fall Season. Great interest has been centred on the New Coats, Costumes, Millinery, Blouses, &c. Appreciating the keen style discrimination of our customers our Buyers have striven to excel all previous efforts in the selection of the new modes. Our New Styles for Fall are unquestionably the latest and most becoming. They are distinguished by that air of smartness and personality which this Store so happily blends with moderate prices.

New COATS

Coats for all occasions. Coats for general and street wear. Coats for motoring. Coats for walking. Coats for afternoon and evening.

The very latest Coat Creations are now showing at this Store. Every one of these garments bear the unmistakable impress of exceptional worth. You can see it in the quality of the fabrics of which they are made. You can see it in the fineness of the tailoring, and you can see it in the individuality of the styles.

These Coats are made of various materials, including Heavy Tweed, Polo Cloth, Blanket Cloth, Velour, Nap, Fur, Sealette and Pony.

There are representatives here of all the correct styles. The Magyar sleeve is still popular. Large self collars are very fashionable. Other styles have Fur Collars and Cuffs. All are trimmed with self-covered or bone buttons.

Prices run from \$20.00 to \$125.00

New Costumes

Of ultra smartness—Costumes of quality are always satisfactory by reason of their Dependability.

The new Costume styles are distinguished by extreme grace and simplicity. There are many new features embodied in our models that tend to make them "different" to the ordinary and commonplace. We have beautiful models with long graceful lines, every one of which is individual in style. There is only one of each kind.

The materials are Fine Serge and Gabardine. Most of them are trimmed with braid or colored embroidery. The Coats are ¾ length.

Prices from \$40.00 to \$140.00

MILLINERY

Exclusive new styles interpreting the spirit of the Autumn Season.

The glowing beauty of Autumn tints finds artistic expression in the New Millinery. So many rich fabrics have been used in the fashioning of the New Season's Hats that our Showrooms present an aspect of surpassing elegance. There are delightful new shapes in Black and Coloured Velvets, Velours, Hatter's Plush, Pannes Velvet and Silk, trimmed with Fur, Beads, Ribbon and Embroidery.

Worthy of special mention are the new models in Black Velvet for Maids and Matrons, graceful and bewitching creations, also the gay coloured Velvet Hats for the younger people.

Prices from \$10.75 to \$32.00.

New Dress Fabrics

All Wool Coatings, Costume Tweeds, Serge, Gabardines, Oriental Silks and Satins.

We are showing a very large collection of Dress Materials in Wool, Cotton and Silk. The clever people who are able to design and plan their own wearing apparel will be interested in our new Fall showing.

First there are the Coatings, plain and in heavy plaids and checks.

Then there are Costume Tweeds of superb make in new patterns and colorings. Serges and Gabardines in many qualities, and last, but not the least, a beautiful selection of Silks of various makes, including all that fashion approves of: Taffetas, Foulards, Crepe de Chenes, Georgettes, &c.

Prices Very Moderate.

The ROYAL STORES, Ltd.

For Elegance Blended with Economy

Mail Orders

Customers unable to visit the Store in person should make good use of our efficient Mail Order Department.



New Furs

Fur Coats, Fur Wove Coats, Fur Sets, Muffs and Stoles, Colarettes, &c.

We offer a complete selection of Fur Pieces at prices that compare favourably with other stores. Careful buying and accurate forecasting of price movements enabled us to take advantage of certain price recessions early in the year. Since then prices have advanced considerably, but following our usual custom, we pass over the advantages thus gained to our customers. That is the reason why Furs bought at this Store are so superior in quality.

Stoles from \$ 6.50 up
Muffs from \$12.00 up
Fur Sets from \$25.00 up

Children's Wear

Children's Coats in Tweeds, Velours and Velvets; Children's Hats in Angora Wool, Silk and Velvet; Dressing Gowns and Jackets in Flannel, Ripple Cloth and Eiderdown.

If your child is a distinctive, individual type, your child requires distinctive, individual dress. Study the type of your child and dress her accordingly. Children outfitted at this Store are always attractive because always correctly dressed.

BLOUSES

The Royal Stores carries the largest and most select assortment of Blouses in the country.

You will find here the smartest models from the foremost English and American Blouse makers, included in a selection so complete and varied that every woman may find a Blouse seemingly designed expressly for her.

The new styles in our Blouse Department are distinctive and show outstanding traits of elegance and refinement. They should interest all women who are dissatisfied with the commonplace.

New models in Crepe de Chene, Georgette, China and Jap Silks, Oriental Satins; Fine Shirtwaists in Silk, Flannel and Flettle in all colors.

Prices from \$3.00 to \$30.00.

New Neckwear

Adds a fascinating touch.

The most delightful touch of femininity and becomingness is added to the new Costume by artistic Neckwear. New Neckwear is arriving daily at this Store—dainty Collars, Collar and Cuff Sets, and modest Vestees in Silk Net, Lace or Organdie; embroidered and plain.

Prices from 40c. to \$2.50.

Evening Gowns

Semi-Evening, Party and Afternoon Frocks; 180 new models, each one different.

The models included in this assortment are something more than the whims of fashion, in that they rise above the usual type of dresses imported to this country. They must be seen to be appreciated. The styles are too varied for description. Some have artful drapes, others graceful straight lines carefully executed in materials of the hour, including Chiffon, Taffeta, Silk Net, Georgette, Crepe de Chene, Brocade Satins, &c.



Great Enthusiasm

prevails at our big

BEDDING SALE

Don't Miss It!

Wool Blankets

White, with colored borders, stitched ends.
Size 50 x 70. Reg. \$10.00. **\$9.00**
pair. Sale Price
Size 54 x 70. Reg. \$12.50. **\$11.25**
pair. Sale Price
Size 60 x 78. Reg. \$15.00. **\$13.50**
pair. Sale Price
Size 66 x 84. Reg. \$17.50. **\$15.75**
pair. Sale Price
Size 70 x 88. Reg. \$20.00. **\$18.00**
pair. Sale Price
Size 74 x 92. Reg. \$22.50. **\$20.25**
pair. Sale Price
Grey Wool Blankets.
Size 56 x 74. Reg. \$9.40. **\$8.50**
pair. Sale Price

Cotton Blankets

White with Pink or Pale Blue borders.
Size 50 x 72. Reg. \$3.90. **\$2.45**
pair. Sale Price
Size 54 x 74. Reg. \$4.25. **\$3.75**
pair. Sale Price
Size 60 x 76. Reg. \$5.00. **\$4.40**
pair. Sale Price
Size 66 x 76. Reg. \$5.75. **\$5.00**
pair. Sale Price
Size 68 x 80. Reg. \$5.90. **\$5.20**
pair. Sale Price
Size 72 x 80. Reg. \$7.00. **\$6.50**
pair. Sale Price
Size 74 x 80. Reg. \$8.20. **\$7.50**
pair. Sale Price
Grey Cotton Blankets.
Size 54 x 74. Reg. \$4.25. **\$3.75**
pair. Sale Price
Size 60 x 76. Reg. \$5.25. **\$4.90**
pair. Sale Price

Eiderdown Quilts

Many different patterns in Sateen and Silkoilne Covered Quilts. Tasteful Persian designs, assorted colors; plain Satin borders, &c.
Regular \$20.00 each. Sale **\$17.90**
Price
Regular \$25.00 each. Sale **\$20.35**
Price
Regular \$25.00 each. Sale **\$22.69**
Price
Regular \$27.50 each. Sale **\$24.75**
Price
Regular \$30.00 each. Sale **\$27.25**
Price
Regular \$33.00 each. Sale **\$29.70**
Price
Regular \$42.00 each. Sale **\$36.85**
Price

White Twilled Sheetings

Superior grades; best English manufacture.
54 in. wide. Reg. \$1.65 yard for. **\$1.45**
64 in. wide. Reg. \$1.65 yard for. **\$1.50**
60 in. wide. Reg. \$1.80 yard for. **\$1.65**
80 in. wide. Reg. \$1.85 yard for. **\$1.70**
88 in. wide. Reg. \$2.10 yard for. **\$1.90**
Plain White Sheeting.
84 in. wide. Reg. \$2.25 yard for. **\$2.05**
Blay Twilled Sheeting.
60 in. wide. Reg. \$1.35 yard for. **\$1.25**
White Pillow Cotton.
40 in. Reg. \$1.00 yard for. **90c.**
40 in. Reg. \$1.15 yard for. **\$1.05**
40 in. Reg. \$1.35 yard for. **\$1.20**
Circular Pillow Cotton.
40 in. wide. Reg. \$1.25 yard for. **\$1.05**

The Royal Stores, Ltd., Water Street, St. John's, N.F.

A Montenegrin Denial.

For some time past, there have been stories cabled from Europe to the effect that Montenegro was forced into the Yugoslav union and held there by large Serbian army of occupation which was persecuting and oppressing the people in a most ruthless manner. The Montenegrins being represented strongly opposed to the union with the other South-Slavs. A complete

denial of the whole thing is given to the world in a letter issued by Mr. A. Radovich, formerly President of the old Government of Montenegro under King Nicholas and now a member of the United South Slavs Legislature. He says that throughout the war the Montenegrins desired to unite with their South Slavic brethren, and later the National Assembly gave a unanimous vote in favour of union. This having been done, the Allies naturally

took it for granted and did no longer regard Nicholas as King nor did they invite his representatives to sit in the Peace Congress at Paris, despite his protests, which were favored by Italy, whose Queen is a daughter of Nicholas and whose rulers did not wish to see a powerful Slavic Kingdom grow up on the other side of the Adriatic as a possibly dangerous rival. Two Montenegrin Statesmen were at the Peace Conference as part of the Jugo-

Slavic Delegation—not as representatives of the King. The great Allies thus formally recognised the Confederation of the South Slavic States that were formerly the old kingdom of Serbia. There can be no doubt that the tales of horrors alleged to be perpetrated by the Serbian soldiers upon the Montenegrins have been invented and given currency by the friends and supporters of the aged King—and

there is not a shadow of truth in them.—Acadian Recorder.

Pipes for Women.

Pipes for women are now becoming so much a fashion in the west-end of London that the advance sheets of a forthcoming catalogue of Christmas presents are making a special reference to dainty and elegant briar pipes

of this type, gold-banded or jewelled or otherwise, from about fifty shillings to forty pounds in cost, writes Observer in the Liverpool Weekly Post. Special blends of tobacco for lady pipe-smokers are already made. It is a striking fact that the society women pipe-smokers disdain perfumed tobaccos generally, and are going in for blends in which the only aromas will be those of true tobaccos. I hear that there will be held short-

ly in a public west-end restaurant an assembly of lady pipe-smokers where special ladies pipes and special ladies blends of pipe tobacco will be smoked. The rendezvous will be in no way a private affair.

Just arrived for Stafford's, two thousand bottles of Brick's Tasteless Cod Liver Oil. Price \$1.20 bottle. Postage 20c. extra.