

You Buy Economically at the Royal Stores

— as a matter of course — always

To even the most experienced among the shopping public, the element of surprise—of the unexpected—is one of the most attractive features of shopping at the Royal Stores. At every turn they find prices much lower than they believe to be possible—under present conditions—even for the Royal Stores, where St. John's Lowest Prices prevail—at all times.

Friday & Saturday Bargain List

Velour Hats

In large and medium shapes in the following colors: Nile, Reseda, Taupe, Fawn, Cerise and various new shades; all finished with silk or satin ribbon bands. Reg. \$10.75 each. Friday and Saturday, **\$9.20**

FLANNELETTE UNDERSKIRTS—Cream with wide Cambric hipper band, wide flounce with scalloped edge; women's size. Reg. \$2.00 each. Friday and Saturday, **\$1.70**

SATEEN UNDERSKIRTS—High grade Sateen, medium weight; in colors of Royal, Grey and Rose; elastic at waist; for small and medium figures; wide flounces. Reg. \$3.75 each. Friday & Sat. **\$2.25**

Gloves for Men and Women

LADIES' FABRIC GLOVES—Fleece lined; sizes 6 to 7½; 2 dome fasteners; colors of Brown, Grey and Black; in suitable weight for present wear. Reg. 90c. **75c.**

LADIES' "VELVET SUEDE" GLOVES—20 doz. pairs fine well made Gloves with a beautiful finish; colors of Grey, Brown, Black and White; silk points; 2 domes. Reg. \$1.50 pair. Friday & Sat. **\$1.50**

MEN'S FABRIC GLOVES—Chamois and Brown shades with black points; sizes 7 to 9½; 1 dome fastener. Reg. \$1.30 pair. Friday & Sat. **\$1.10**

Children's Wear

CHILD'S BEARSKIN COATS—In white; to fit a child of 1 to 3 years; round collar, sleeves with dainty cuffs, white pearl buttons. Reg. \$10.25 each. **\$8.70**

CHILD'S NIGHTDRESSES—White Flannel, for children of 4 to 12 years; V shaped neck, galloon trimming on yokes; long sleeves. Reg. \$1.65 each. Friday and Saturday, **\$1.50**

CHILD'S VESTS—White Jersey knit; sizes 1 to 3 years; long sleeves, round neck. Reg. 55c. each. **49c.**

Economy Specials in Fall Footwear



Women's Laced Boots.

36 pairs Vici Kid Boots, Chocolate color; sizes 3 to 7; medium toe, Cuban heel; high cut style. Reg. \$8.30 pair. Friday **\$7.45** and Saturday **\$7.45**

36 pairs Black Vici Kid Boots; sizes 3 to 7; high leg, Cuban heel, pointed toe, finished with back strap. Reg. 7.75 pr. Fri. & Sat. **\$6.95**

Women's Rubbers.

A large collection of high quality Tan Rubbers are offered; sizes from 2½ to 6½; different styles; medium or pointed toes; spool or Cuban heels. Special, per pr. **\$1.67**

Child's Jersey Leggings.

For children of 2 to 10 years; colors of Khaki, Grey, Brown, Blue, Black and White. Reg. \$1.25 pair. Friday and Saturday **\$1.17**

Men's Boots.

30 pairs mahogany calf Boots; sizes 6 to 8; rubber soles and non-slip rubber heels. Reg. \$12.50 pair. Fri. & Sat. **\$11.25**

30 pairs strong Gun Metal Boots, Black; sizes 6 to 8; good heavy soles and rubber heels. Reg. \$11.00 pr. Friday & Sat. **\$9.90**

Boys' Boots.

20 pairs Black Gun Metal Boots, Blucher cut; sizes from 1 to 5½. Reg. \$5.80. **\$5.25**

All-Wool Scarves

LADIES' BRUSHED ANGORA SCARVES—In shades of Grey and Camel; size 10 x 54; fancy bars of Purple and Black on fringed ends. Reg. \$3.30 each. Friday **\$2.95** and Saturday **\$2.95**

LADIES' NET SCARVES—In plain and dotted net effects; size 14 x 72, in White, Paris and Pale Blue; wide hemmed ends, finished with fancy silk stitching. Reg. \$1.00 each. Friday and Saturday **86c.**

MEN'S SCARVES—All Wool Scarves in Heather mixtures with colored bars on fringed ends. Regular \$3.75 each. Friday and Saturday **\$3.25**

Dainty Stamped Linens

Nainsook Camisoles Special 75c. each.

2 doz. only White Nainsook Camisoles, with dainty stamped designs; sizes 36 to 44 in. Special 13c. each.

Stamped Centres. Special 13c. each.

A nice lot Linen Centres, Tray Cloths, Dollies and Pinch Cushion Tops, with stamped designs.

New Chiffon Frillings

12 dozen yards of pretty Chiffon Frilling in Royal Blue, V. Rose, Champagne, Sky, Putty, Pink, Ivory and Black; 1½ inches wide. Regular 55c. yard. Friday and Saturday **48c.**

Floral Ribbons.

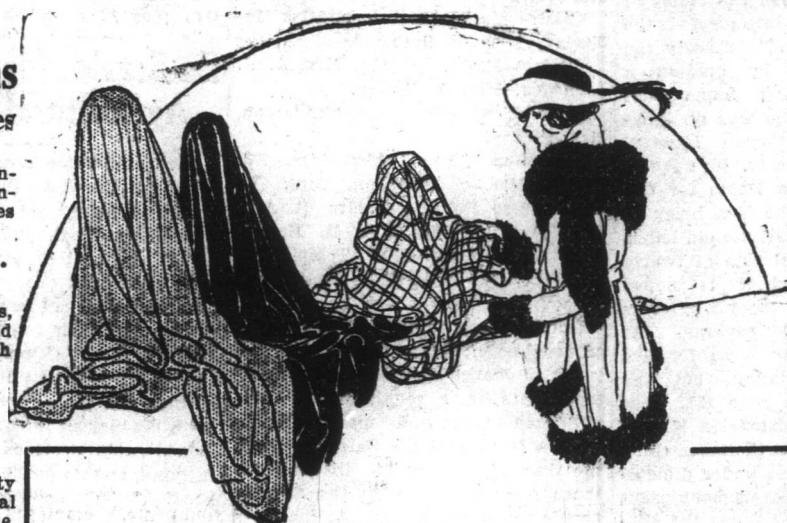
100 yards beautiful Satin Merve Ribbons, 5½ ins. wide; for sashes, hair and various other uses; pretty floral designs. Reg. \$1.25 yd. Friday and Saturday **\$1.10**

New Designs in Neckwear.

Pretty Collars in Silk, Net, Georgette, Flannel and Muslin in a variety of colors; round, jabot, sailor and coat styles. Reg. 1.25 ea. for **\$1.05**

Pretty Trilby Laces

70 yards only of beautiful Lace, 1½ and 2 inches wide; White; with and without beading. Reg. 55c. yard for **48c.**



Our Dress Dept. Offers a Line of Costume Serges

50 inches wide; cloth finished and soap shrunk; the ideal fabric for the Fall Costume; colors of Saxe, Navy and Black. Reg. \$7.00 **\$6.35**

50-INCH TRICOTINE—This popular fabric is available in colors of Navy, Brown, Grey and Black; perfectly finished goods. Reg. \$7.50 yard. Friday and Saturday **\$6.90**

FRENCH MILLINERY VELVET—18 inches wide, shades of Lime, Emerald, Myrtle, Olive, Putty, Pink, Cream and in Black; all pure silk, ustrous finish. Reg. \$4.25 yard. Friday and Saturday **\$3.85**

TAFFETA SILK—Nippon finish; 36 inches wide; shades of Grey, Rose, White and Shell Pink. Regular \$4.00 yard. Friday and Saturday **\$3.30**

SHANTUNG SILK—36 inches wide, natural color. Regular \$1.60 yard. Friday and Saturday **\$1.35**

WHITE BEARSKIN—48 inches wide for children's coats, etc. Regular \$1.00 yard. Friday and Saturday **\$0.90**

Smart Dressing Gowns

Warm and comfortable Dressing Gowns in Sky, Pink, Maroon and Saxe Blue; pretty sailor collars silk faced, long sleeves and large turn-over cuffs; loose belt. Reg. \$20.50 each. Friday **\$17.50** & Sat. **\$17.50**

Hand Bags.

Black Patent Leather Bags; large and small designs; fitted with neat handle and strong metal clasps; mirror inside. Reg. 85c. each. Friday & Sat. **69c.**

Odds and Ends

CRUMB TRAY & SCRAPER SETS—White Ivory. Reg. 2.80 set for **\$2.65**

"MAPLE LEAF" BOOK OF PINS—Containing 4 practical sizes. 8c. Special, ea. book **8c.**

COAT HANGERS—Folding. Reg. 22c. each for **19c.**

COLGATE'S MECHANICS' SOAP PASTE—Reg. 35c. tin for **32c.**

ENGLISH TOILET SOAPS—Assorted perfumes. Special **14c.**

ALL SOAP DYES—All colors. Special, per pkt. **13c.**

FOUNTAIN PENS—Waterman's Self-filling, 14k gold nib. Reg. \$3.60 each for **\$3.10**

MOHAIR BOOT LACES—Black; pre-war quality. Special, per pr. **12c.**

Wools, Wools, all reduced in price

BEE HIVE WOOLS—In all leading shades and in Black; 3, 4 and 5 ply. Reg. 43c. **39c.**

VICTORIAN WOOLS—A large supply in assorted colors and in Black; 4 ply only. Reg. 33c. slip. Friday and Saturday **30c.**

New Cretonnes and Art Sateens



Art Cretonnes.

5 pieces of 30 inch wide Cretonne in delightful Tapestry designs and assorted colorings. These designs lends themselves particularly to window drapes, portiers etc. Reg. \$1.20 yard. Friday and Saturday **\$1.10**

Art Sateens.

30 inch wide; in an entirely new selection of floral patterns. Reg. 90c. yard. Friday and Saturday **83c.**

Tapestry Hearth Rugs.

New arrivals; 12 only handsome Rugs in rich colorings and designs; size 36 x 65; wool fringed ends. Regular \$9.00 each. Friday and Saturday **\$8.20**

Stair Canvases.

In a variety of smart patterns. 22 inches wide. Reg. 80c. yard for **74c.** 27 inches wide. Reg. 85c. yard for **79c.**

Towels, Pillow Cases

Honey Combed Towels. Strong White Cotton; size 16 x 30; red borders, fringed ends. Reg. 80c. each for **26c.**

Table Napkins.

White Damask; size 18 x 18; hemmed ready for use. Reg. 40c. each for **36c.**

Cushion Covers.

Fawn Linen with colored embroidery designs; size 19 x 19. Regular \$1.50 each. For **\$1.28**

Pillow Cases.

White Cotton; size 17 x 36; plain taped ends. Reg. 50c. each for **44c.**

Hosiery Values



Women's Cashmere Hose.

20 dozen pairs assorted ribbed Black Cashmere Hose; sizes SW W & OS; guaranteed all wool; seamless; applied heels and toes. Reg. \$2.70 pair. Friday and Saturday **\$2.40**

Women's Colored Hose.

25 dozen pairs 4½ ribbed Wool and Cotton Cashmere Hose, in shades of Grey and in Heather mixtures; seamless feet; sizes SW and W. Regular \$1.20 pair. Friday and Saturday **\$1.05**

Women's Black Cashmere Hose.

16 dozen pairs 2½ ribbed Hose; sizes W and SW; seamless heels and toes. Reg. \$1.10 pair. Friday and Saturday **96c.**

Children's Hose.

Black and Tan, all Wool Hose; fine ribbed; sizes 4 to 5. Reg. up to \$1.15 pair for **80c.**

Sizes 5½ to 6½. Reg. up to \$1.35 pr. **\$1.10**

Sizes 7 and 7½. Reg. up to \$1.55 pr. **\$1.30**

BLANKET

Wool Blankets

Wool Blankets. White with colored borders, stitched ends.

Size 50 x 10. Reg. \$10.00 pair. **\$9.00**

Sale Price Size 54 x 70. Reg. \$12.50 pair. **\$11.25**

Sale Price Size 60 x 78. Reg. \$15.00 pair. **\$13.50**

Sale Price Size 66 x 84. Reg. \$17.50 pair. **\$15.75**

Cotton Blankets.

White with Pink or Pale Blue Borders. Size 60 x 76. Reg. \$5.00 pair. **\$4.40**

Sale Price Size 60 x 76. Reg. \$5.75 pair. **\$5.00**

Sale Price Size 68 x 80. Reg. \$5.90 pair. **\$5.20**

Sale Price Size 72 x 80. Reg. \$7.00 pair. **\$6.50**

Wadded Quilts.

All filled with high grade Cotton Batting in a large variety of patterns. Reg. \$ 6.25 each. Sale Price **\$ 5.45**

Reg. \$ 7.80 each. Sale Price **\$ 6.70**

Reg. \$ 8.50 each. Sale Price **\$ 7.45**

Reg. \$ 8.75 each. Sale Price **\$ 8.10**

Reg. \$ 9.25 each. Sale Price **\$ 8.10**

Reg. \$10.75 each. Sale Price **\$ 9.40**

Reg. \$12.00 each. Sale Price **\$10.80**

Cotton Eider.

In dark, floral patterns, heavy quality for 85c. yard for **75c.**

MEN! Your Attention is Directed to These Friday and Saturday Offers



Winter Underwear.

Heavy weight "Caribou" all Wool Vests and Pants, fine ribbed; sizes 34 to 44. **\$2.50**

Special per garment **\$2.50**

STANFIELD'S medium weight Drawers and Shirts, all Wool, fine ribbed, natural shades; sizes 34 to 42 inch. **\$3.10**

Special per garment **\$3.10**

MEN'S PYJAMAS—In sizes to fit small, medium and large men, well shaped and roomy; silk frog fasteners. Special **\$5.20**

per set **\$5.20**

WOOL SHIRTS—Natural grounds with fancy colored stripes; sizes 14 to 61½; smart English styles. Regular \$4.00 **\$3.45**

each for **\$3.45**

MEN'S TIES—20 dozen new Satin Ties with wide flowing ends; assorted stripes. Reg. \$1.85 each for **\$1.55**

Men's Hats.

7 dozen smooth finish Felt Hats; sizes 6¾ to 7¾; shades of Grey, Green, Brown, Black etc., silk lined, wide silk ribbon bands. Reg. \$11.50 ea. for **\$9.95**

MEN'S CAPS—Tweed Golf Caps; sizes 6¾ to 7¾, light and dark shades, English make. **\$1.65**

Reg. \$2.00 each for **\$1.65**

SAILOR CAPS—2 dozen only smart Navy Sailor Caps in heavy cloth; sizes 6¾ to 6¾; initial ribbon bands. Reg. **\$1.38**

\$1.50 each for **\$1.38**

Men's Handkerchiefs.

26 dozen Handkerchiefs direct from Japan, with embroidered initial; size 21 x 21. **\$1.47**

Reg. \$1.65 each for **\$1.47**

12 dozen Lawn Handkerchiefs; all white; large size, wide hem. Reg. 45c. each for **30c.**

GROCERIES

Egg Plums. Reg. 60c. tin for **55c.**

Libby's Blackberries. Reg. 60c. tin for **55c.**

Tomatoes. Reg. 30c. tin for **26c.**

Peach Jam. Reg. 60c. tin for **55c.**

Symington's Soups. Reg. 15c. pkt. for **11c.**

Yorkshire Pudding. Reg. 20c. pkt. for **17c.**

Kirk's Flake Soap. Reg. 14c. pkt. for **12c.**

Foster's Petit Pois. Reg. 15c. pkt. for **12c.**

Fresh Ground Coffee. Reg. 75c. pkt. for **65c.**



The ROYAL STORES, Ltd.

The Acknowledged Thrift Shopping Centre