

BRILLIANT ASSEMBLAGE

Our Spring Fashion Exhibition!

THE GOODS now on exhibition in the various departments of our store are typical of the accepted and authoritative fashions for the Spring Season. We desire to impress upon you the fact that our efforts in making this collection were not confined solely to the higher priced kinds, for we have gone to the extreme to procure very extensive assortments of goods at popular prices. Every woman in St. John's should see the splendid exhibit in its entirety; for an hour or more spent here, will give you a correct interpretation of the styles being worn this season. The Prices? Ours are always fair, generally lowest, invariably satisfactory, because attached to nothing but satisfactory goods.



Accept Our Cordial Invitation

—to attend this style exhibit,—you'll find it instructive—and of such ample scope, that choosing apparel to suit—your own individuality will be an easy task.

Our New Spring Costumes

This season, as heretofore, the latest and most correct Fashions in women's outer apparel are a characteristic feature of our opening displays. From the season's most elaborate and exclusive creations to the more conservative models our stock is wonderfully complete.

Particularly do we feature garments of unquestionable worth in quality and workmanship; that reveal a modification of the season's more striking style ideas, at a price range to fit every woman's needs.

Come and see this matchless collection of Spring apparel—you are welcome to look or buy—at the "Royal's" incomparable prices.

IMPORTANT—Our buyers were very fortunate this season in securing, together with our regular stock, a Manufacturers' sample line of Ladies' Costumes, in most a full range of colors. These will be offered at prices ranging from

\$8.50 TO \$17.00.

Their regular values are \$15.00 to \$30.00.

- Ladies' Silk Coats, Ladies' Tweed and Cloth Coats,
- Ladies' Black, Voile and Eolieune Skirts,
- Muslin, Linen and Mercerized Lawn Dressing Jackets,
- Ladies' Jean and Linen Costumes,
- Lustre, Canvas Cloth and Linen Dust Coats,
- Infants' and Children's Pique and Cashmere Pelises,
- Pique, Cashmere, Lustre, Serge and Silk Coats.

A Large Shipment of Spring Hosiery Arrives.

The Newest Spring Hosiery for Women and Children, from the Land of Durable Stocking Making.

PLAIN CASHMERE HOSE	20c. to \$1.00 pair
RIBBED CASHMERE HOSE	20c. to \$1.10 pair
LISLE THREAD HOSE	30c. to 80c. pair
FINE FRENCH GAUZE LISLE HOSE	50c. to 80c. pair
CASHMERE WITH LACE ANKLE HOSE	35c. to 70c. pair
CASHMERE HOSE WITH EMBROIDERED FRONTS	35c. to 80c. pair

CHILDREN'S AND INFANTS' HOSE, A FULL VARIETY, —and they are quite the best we have ever had. If bought from middlemen in the ordinary course of business they would sell at from 10 to 30 per cent. more. We go direct to the makers in Germany, England and France, select the best at first hand. They are mostly all made with re-inforced heels and toes; some with double knees, perfect seamless, full fashioned, well shaped, guaranteed perfect fast dyed; made from soft, stainless select yarns. Choose your Spring and Summer needs now.

Beautiful Waists for Spring.

The handsomest and smartest models designed this season are shown in our Waist Section, dainty creations in Nets and Silks. Tailored Waists in Silk and Linen. Waists of Mulls and Lawns are here in abundance in most effective styles. We do a tremendous Waist business, as our values are real. Expert choosing and buying places us in a position to give unusual values.

SILK BLOUSES	... \$3.00 to \$10.00
NET BLOUSES	... \$1.40 to \$10.50
LAWN BLOUSES	... 75c. to \$4.25

New Rugs, Squares, etc.

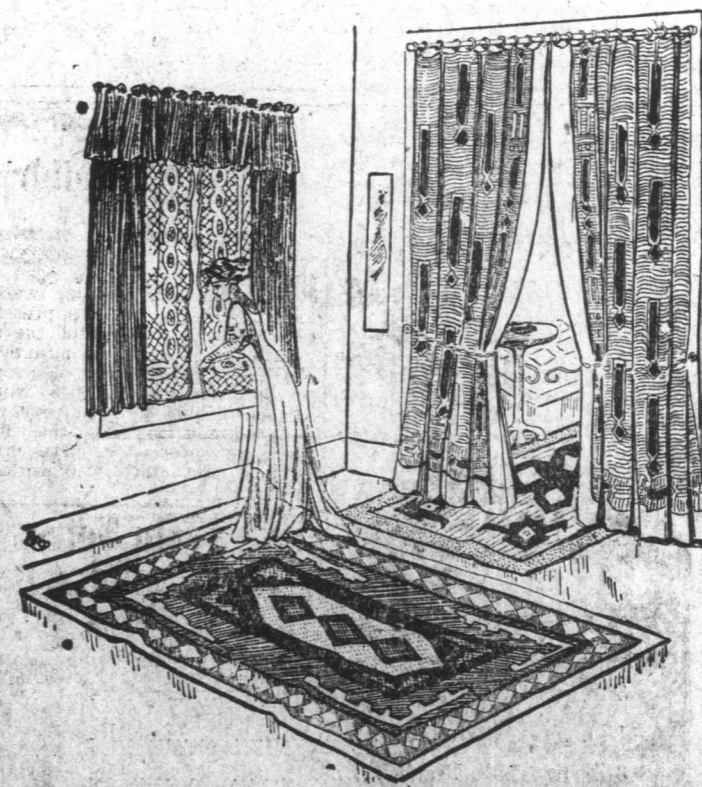
This week our opening display of one of the most select assortments of reliable house-furnishings in the city will be ready for your inspection. Good qualities considered, you'll find the prices reasonable.

The newest patterns and rich colorings in Fine Brussels, Tapestry and Axminster Carpet Squares; Woven Wilton, Tapestry, Brussels and Velvet Pile Hearth Rugs; Coconut, Rope, Mohair, Brussels, Linoleum and Velvet Pile Door Mats.

The latest patterns in Inlaid, Printed and Cork Linoleums and Canvases.

Bring the size of your room and get our quotations, and at the same time examine the values. It's none too early.

The cutting, the fitting and laying of Carpets and Linoleums receives the careful attention of a specialist in this line.



The Spring Hat.

A Beautiful Showing of Exquisite Spring Styles in Our Millinery Section.

Beautiful Millinery, in hosts of new designs and colors that typify Spring in her happiest mood, is now being shown in our Millinery Section. They all bear the charm and exclusiveness of the master mind.

See this exposition of the reigning styles—never was there a more beautiful collection of feminine head gear shown in St. John's. Come this week—you'll find it a scene to admire and remember.

See our special showing of Motor Bonnets.

Men's Spring Clothing.

(Custom Tailoring.)

THE BEST MATERIALS AND IDEAL TAILORING IS THE COMBINATION THAT MAKES OUR CLOTHES IDEALLY CORRECT.

The best fabrics from the best woollen mills of England and Ireland furnished the materials for our Spring stock. These, cut by our Custom Tailor in the latest styles and tailored by expert tailors, make clothes that will appeal to every man of discrimination.

Suits to measure, \$13.00 to \$25.00.

Shop by Mail.

Those who live out of town may buy by mail with the assurance of intelligent service. Our Mail Order staff will fill your orders promptly and with satisfaction.



Boys' Clothing.

Our Gents' Furnishing Dept. is now fully prepared to serve you with a magnificent assortment of smart new suits in the very latest styles. These were specially selected to meet the requirements of our large clientele and represent the best values possible.

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