

Let All Be Helpful

The Herald has been giving prizes to its readers and being otherwise helpful. Now, it's up to The Herald readers to daily read the advertisements and help with the remark when visiting the store, "I saw it in The Herald." The Palais Royal is helping both the newspaper and its readers—with a daily page of worth-while store news.



GET THE FREE SAMPLES

The thoughtful mother, wife or sister—whose men folks are busy—will step into the second floor, new str., today and get from the expert New York designer who is here for a short time today—samples of the newest weaves of

MEN'S SUITS AND O'COATS, \$18.50
TAILORED TO MEASURE . . .

Quite a small price for the all-wool cloth you can get handsomely tailored into any one of the smartest new models of the season's authentic styles for men—and you will find the linings, fit and finish on a par with the best of merchant tailored clothes.

A Basement Store Saving You Hundreds of Dollars

Look for and Read the Advertisements---Make It a Daily Habit---
and Hundreds of Dollars Will Be Saved You Annually

This Basement Store is a department store in itself. Often the daily sales total several thousand dollars—and to do a business like this the stock must, of necessity, be big and the bargains still bigger. It is a constantly changing stock with new lots of merchandise coming in daily—yes, and going out daily—for it's a business of big values, small profits and quick sales.

50c APRONS

39c

Today's Basement
Store Bargain.

Percale, light and dark colors, with trimmings of white, button-back style, kimono sleeves and belted back.

59c APRONS

49c

Today's Basement
Store Bargain.

Cover-all Aprons, gingham and percales, light and dark colors, button front and back. Regular and extra sizes.

\$1.00 CORSETS

69c

Today's Basement
Store Bargain.

Strong coutil, well boned, rubber gores in back, four hose supporters, an exact copy of a \$2.00 model.

\$2.00 SILK WAISTS

\$1.39

Today's Basement
Store Bargain.

Tub silk, fancy stripe, in gray, tan, blue, and black stripes on white grounds. All sizes to 44.

CREPE WAISTS

98c

Today's Basement
Store Bargain.

Of silk and cotton mixed crepe; collar can be worn high or low; long sleeves, soft shades, with tan, blue and gray stripes. All sizes to 44.

\$3.00 SILK WAISTS

\$1.98

Today's Basement
Store Bargain.

Silk crepe de chine, fancy plaids, plain messaline and Radium silks. Plain shades, plaids and black. All sizes.

SUITS AT

\$10

Four Models
Exactly
As Pictured

—and hundreds of others. Suits that will be worn without a suspicion of the cost being less than \$20.00. Suits that will retain their graceful lines as lastingly as \$20.00 models. Suits that will be the better appreciated the longer they are worn.



THE FOLLOWING DESCRIPTIONS APPLY TO THE SUITS ON SALE AT BOTH \$10 AND \$15

All-wool Materials, Sponged Before Making
Linings of Rich Satin and Silk
Colors Both Sun and Rain Proof
Man Tailored in Every Detail

Materials include Poplins, Gabardines, Serges, Cheviots, Crepe Weaves, Basket Weaves, Worsteds, Men's Wear Cloths, Tweeds, Mixtures, French Serge. Colors include navy, Copenhagen blue, steel, taupe, Russian green, dark brown, black and white pencil stripes on brown, green, navy and sage green grounds.

SUITS AT

\$15

Including Models
Standard at \$25

Elegant Models, Fur
Trimmed, at this Price

Styles are reproductions and adaptations of imported Autumn-Winter models and include variations of the strictly tailored, semi-tailored, Norfolk, box coat, Russian blouse, belted, and sport models.

\$2.50 PETTICOATS

\$1.98

Today's Basement
Store Bargain.

All taffeta silk, cotton underlay, elastic fitted tops. All the new plain shades, including changeable colors and black.

\$1.50 ROBES

98c

Today's Basement
Store Bargain.

Of Duckling Fleece, satin trimmed collar, heavy cord at waist, dainty designs in light blue, pink, lavender, green and tan.

\$1.00 KIMONOS

79c

Today's Basement
Store Bargain.

Figured Crepe, satin band trimmed, empire styles, pink, light blue, lavender, purple and gray.

50c SACQUES

29c

Today's Basement
Store Bargain.

Duckling Fleece and Flannelette Dressing Sacques; stripes, floral, and conventional designs; mostly dark colors. All sizes. Others 69c to 98c value for 49c.

Coats, \$5.00



Three styles, exactly as illustrated. Many others—for misses, young and elderly women. With convertible collars—to be worn closed or open. Materials include Tweeds, Zibelines, Thibet, Caracul, and English Mixtures.
Basement Store.

DRESSES, \$5.00



All Misses' and Women's Sizes For First Choice

Including Many One of a Kind Samples

Various styles of Silk Poplin, Silk Taffeta, and Serge and Taffeta in combination. Colors include navy, Russian green and black. Misses' and women's sizes up to 46.
Basement.

Children's Dresses

Special at

49c



Dresses identical to those pictured above—of plaid gingham, in bright colors with belt and collar in white or plain colors. Sizes 6 to 14 years.
Basement Store.

\$1.00 GOWNS

69c

Today's Basement
Store Bargain.

Flannelette Gowns, full double yoke, with collar or V-neck, cut extra wide, plain white; others with neat colored stripes.

\$1.50 GOWNS

98c

Today's Basement
Store Bargain.

Flannelette, double yoke, V or round neck or with collar, satin bands, silk feather-stitching or silk embroidery trimmed. Plain white or striped. Sizes 15 to 20.

79c MIDDIES

49c

Today's Basement
Store Bargain.

White twill materials, collars of all white, red or blue, braided trimmed. Sizes 14 to 20 years.

12 1/2c HOSE

8c

Today's Basement
Store Bargain.

Superior Quality Hose, seconds of best 12 1/2c grade. Plain fast black and tan.

75c UNDERWEAR

49c

Today's Basement
Store Bargain.

Muslin Slip-over Long-sleeve Gowns, Envelope Chemises, Double-flounce Petticoats, Corset Covers and Drawers, lace and embroidery trimmed.

\$1.50 PETTICOATS

98c

Today's Basement
Store Bargain.

Silk-like petticoats, self-strapped, knife-pleated and tailored flounces, patent elastic fitted waist. Regular and extra sizes.

\$1.00 PETTICOATS

79c

Today's Basement
Store Bargain.

An excellent skirt in sateen, and high-grade percaline and ruffled flounces.

69c PETTICOATS

49c

Today's Basement
Store Bargain.

Of cotton, various styles, plain and knife pleated flounces, string and fitted tops. Black, blue, and green.

50c WAISTS

29c

Today's Basement
Store Bargain.

400 White Waists, voile, lawn, crepe and organdy, in many styles, trimmed with cluster tucks and hemstitching. Sizes 38 to 46.

\$1.00 WAISTS

49c

Today's Basement
Store Bargain.

New autumn-winter styles, with long sleeves, black or white novelty crepe voiles and lawns. All sizes to 44.

25c SILK HOSE

19c

Today's Basement
Store Bargain.

Fiber silk, boot effect, double heels and toes, colors tan, gray, bronze, maize, also white.