

NO BACKWARD MOVEMENT HERE!

**We Are Forever Pushing Ahead--
Always Leading--Always Beating Others' Prices.**

The Plans Have Been Laid, and Already a Good Start Made For The Largest
Christmas Business In The History of This Store.

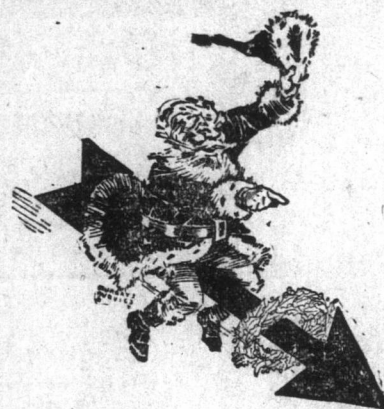
NOW, While The Assortments Are Complete IS THE TIME TO BUY!

Let FRIDAY and SATURDAY'S Cut Prices Help You!

Velvets, Silks, Etc.

BLACK COSTUME VELVET—A close-ple, silk velvet of extra superior quality and finish. This is just the kind of velvet required for Misses' and young women's Fall and Winter Coats and heavy Costumes. It is thoroughly reliable in every respect and much desired for its fast color and wearing quality. It comes in an extra wide width, being 45 inches, and will cut to great advantage. Reg. \$5.50 yd. Friday and Saturday... **\$4.95**

WOIRE UNDERSKIRTING—A close medium weight material of splendid quality, and considered a real old value; 36 inches wide. Grey and Saxe only. Reg. 70c. Friday and Saturday... **66c**



Advance Christmas Sale



Ribbons and Belts.

WOMEN'S ELASTIC BELTS—of stout elastic web; fitted with Japanned buckle. Will fit any waist up to 36 inches. Reg. 80c. each. Friday and Saturday... **65c**

WOMEN'S BLACK MERVE SILK and MOIRE BELTS—In assorted widths up to 11 inches. This is the balance of a job purchase of some time ago and represents particularly good value. Reg. \$1.00 each. Friday and Saturday... **85c**

MERVE SILK RIBBON—Beautiful qualities, full 6 inches wide; in Silver Grey, Oxford, Champagne, Marone, Royal, Navy, Gold, Terra Cotta and Emerald. Reg. 60c. yard. Friday and Saturday... **48c**

Household Goods

News that no careful Housewife should miss

WHITE SHEETS—Beautiful, soft quality without dressing worn to size before hemming, thus assuring a perfectly shaped sheet when laundered. Size 51 x 56. Regular \$5.00 pair. Friday and Saturday... **\$5.45**

FINED HOLLAND DOYLES—With red striped borders. A good wearing quality, and a splendid substitute for linen. Size 13 x 13 inches. Special for Friday and Saturday... **5c**

EMBROIDERED TEA CLOTHS—Of a close cotton material, with a bright blue finish. Serviceably finished with wide hemstitched hem and wide scalloped edge. Size 30 x 30 inches. Regular 70c. ea. Friday and Saturday... **60c**

LINEN TRENCH DRESS SETS—Of an extra good quality when we venture to say that you cannot find this value anywhere else in St. John's. Reg. 55c. ea. Friday and Saturday... **45c**

MANTLE DRAPES—Handmade embroidered with silk and wool in blending and contrasting shades. They measure 45 inches wide by 24 yards long and are finished with scalloped edge. Reg. 45c. ea. Friday and Saturday... **38c**

BEST CUPS—A job line of assorted cottons and muslins in a big assortment of different kinds. They are manufacturers' seconds and are offered at a fraction of their value. Special for Friday and Saturday... **8c**

WOMEN'S STAMPED LINEN TEA CLOTHS and CENTRES—All new designs, stamped on perfect pure linen; unfinished edge. Reg. \$1.20 ea. Friday and Saturday... **\$1.05**

FINED DARK BREAKFAST CLOTHS—With fast red borders. Size 48 x 48 and 50 x 50 inches. Regular \$1.20 each. Friday and Saturday... **90c**

Remarkably Good Values.

SILK NECK SCARFS—A very neat, stylish Scarf is the one offered here this week end; made from pure Silk of a very fine quality, carefully knit in a fine stitch and finished with nicely fringed ends. This is a style that is in great demand and on account of its good looks and serviceable quality would make a most acceptable Xmas gift. It measures 48 inches long by 10 inches wide and comes in pretty contrasting and blending stripes. Regular \$2.50 each. Friday and Saturday... **\$3.10**

MARABOUT NECK RUFFLES—Lined with Merve Silk and trimmed with rosettes of Merve Silk Ribbon, and Bouquets of Roses. These neckpieces are decidedly out of the ordinary and come in such wanted colors as White, Pink, Green, Pale Blue, Grey, Brown and Black. Also a few embroidered Neck Scarfs in Emerald. Reg. \$1.55 ea. Friday and Saturday... **\$1.60**

BROWN SWEATER COATS—A very charming model is this beautiful Sweater Coat of all pure Wool. Worked. It is knit in a heavy chain stitch and Corn stripes effectively trim the sailor collar, pockets and bottom of coat. Regular \$15.50 each. Friday and Saturday... **\$12.20**

CHILDREN'S and MISSES' RED FELT MOCCASINS—In the new style with high, open tops and well padded soles; would make most appreciated gifts for Children and Misses; sizes 5 to 10. Regular \$1.60 pair. Friday and Saturday... **\$1.48**

FLANELLETTE DRESSING SACQUES—In various floral and leaf designs with grounds of Pink, Blue, Hello, Tan, etc., made with cuffed kimono sleeve, round collars and shirred waist. Regular 90c. each. Friday and Saturday... **80c**

HARPER'S COLUMBIA BOOK—"The book that sings." It contains three records with suitable songs for small children. Reg. \$1.10 ea. Fri. & Sat. ... **95c**

WOMEN'S POPLIN BLOUSES—A stylish looking round-collar Blouse of medium weight Poplin, very reasonable in price, warm and comfortable. The sleeves are made in raglan style and the only trimming is buttons covered with self material. The colors are Dark Blue, Navy, Saxe and V. Rose. Reg. \$2.25 each. Friday and Saturday... **\$1.85**

COLGATE'S PERFUMES—A variety of the most delightful odors, including Monard Violet, Ductylis, Cashmere Bouquet, Apple Blossom, La France Rose, etc., in long glass bottles. Reg. 35c. each. Friday and Saturday... **30c**

MISSES' and CHILDREN'S KNITTED MITTENS—Medium heavy weights in ribbed, to fit up to 14 years. Colors: Grey, Brown and Black. Reg. 50c. pair. Friday and Saturday... **48c**

CHILDREN'S and MISSES' FELT MOCCASINS—Made in a new, improved style to slip on without lacing. The tops are finished with fancy figured band of self material. The sole is well padded and covered with stout kid. The innersoles are also padded. Saxe Blue only. Sizes 5 to 10. Reg. \$1.50 pair. Friday and Saturday... **\$1.60**

WOMEN'S FELT SLIPPERS—In Blue, Red, Grey, Wine and Fawn colors; made with padded, skin-covered, flexible soles, fancy self color trimmed toes and strongly bound edges. Considered remarkable value at the low price of \$1.45 pr. Special for Friday and Saturday... **\$1.38**

WOMEN'S FELT JULIETS—Fur trimmed tops, flexible leather soles and heels. An easy-fitting, comfortable shoe that will prove satisfactory in every way. Colors: Wine, Red, Purple and Black. Reg. \$2.20 pair. Friday and Saturday... **\$2.10**

WOMEN'S FLEECE LINED VESTS—Of fine ribbed cotton with a percentage of wool. The buttoned front is nicely trimmed and the round neck is finished with drawstring; sizes 4 and 5. Reg. 75c. each. Fri. & Sat. day and Saturday... **68c**

Fine Assortments

COLGATE'S VACATION PACKAGE—Containing Shaving Cream, Perfume, Toilet Soap, Talc Powder and Ribbon Dental Cream; all conveniently enclosed in a red leatherette case with dome fastener. Reg. \$1.50. Friday and Saturday... **\$1.05**

PERFUMES—Extra quality concentrated essence; Lily of the Valley, Jockey Club, Narcissus, etc. Each bottle individually enclosed in a handsome case. Reg. \$1.40. Friday and Saturday... **\$1.25**

HAND-KNIT WOOL BOOTEES FOR INFANTS—To fit up to 6 months old. Knit from soft white yarn in fancy designs; silk trimmed. A very serviceable gift for the wee baby. Reg. 50c. pair. Friday and Saturday... **42c**

MEN'S TAN KID GLOVES—Made from soft pliable skins and are finished with one dome fastener and warm wool lining. Serviceable Gloves for fine wear in cold weather, and at a very moderate price, compare favorably with their quality. Reg. \$3.60 pr. Friday and Saturday... **\$3.20**

BOYS' and MISSES' STOUT KID LINED GLOVES—Of an extra quality in assorted Light Tans. They close at wrist with one dome fastener; sizes 2, 3, 4, 5, 6 and 7. Reg. \$2.50 pair. Friday and Saturday... **\$2.15**

COLGATE'S WEEK-END PACKAGE—Containing Ribbon Dental Cream, Cashmere Bouquet, Talc Powder, Toilet Soap and Cold Cream enclosed in a most convenient leatherette case. Reg. 80c. each. Friday & Saturday... **70c**

MEN'S FANCY TWEED GOLF CAPS—Made in quartered crown style from heavy wool tweed. They have heavy felt linings and "Killingclose" ear bands, finished with knitted worsted edge, which automatically adjusts itself to the right size when turned down over the ears. Regular \$2.50 each. Friday and Saturday... **\$2.20**

WOMEN'S BLACK MERCERIZED COTTON OVERPANTS—Made with elastic back adjustable to any size waist. The knees are also made with elastic. Will prove snug-fitting and comfortable on any figure. Regular \$1.50 pair. Friday and Saturday... **\$1.50**

PEARL HAT and TRIMMING HUCKLES—In smoked and natural colors; square, oblong, oval and fancy styles in medium sizes; all superior qualities. Reg. 45c. each. Friday and Saturday... **38c**

MOUNTS and OSPRAYS—In various pretty designs of Black and White; all new, imported this season. Reg. 20c. each. Friday and Saturday... **25c**

JAP SILK—37 inches wide; in a fine quality evenly finished, bright, lustrous make. Comes in the newest shades of Champagne, V. Rose, Pink, Navy, Browns, Blues, Greys, Greens and Black. Reg. \$2.75 yard. Friday & Saturday... **\$2.30**

AMERICAN LACE CURTAINS—In assorted block and floral patterns, 2 1/2 yards long. Reg. \$1.60 pr. Friday and Saturday... **\$1.40**

WOMEN'S DRESSING GOWNS—Here's a moderately priced Gown that can be highly recommended to the woman in search of a warm, serviceable rest or bath robe. It is made from a splendid quality heavy Blanket Cloth with a beautiful floral pattern. Satin bands to match trim the collar, front, sleeves and top of patch pockets. You would be well advised to secure one of these now for that Xmas present. Reg. \$9.50 ea. Friday & Saturday... **\$8.45**

MEN'S NAVY and GREEN PLAIN CLOTH CAPS—In golf quartered style, unbreakable peak, fur lined ear band turned up inside, stitched back. A good serviceable Cap that is remarkable good value at the regular price of \$1.55 each. Friday and Saturday... **\$1.20**

Furnishings.

Marked at Prices that make Men take Notice

MEN'S HEAVY RIBBED SWEATER COATS—Knit from stout cotton yarns in dark and light grey. They are in extra heavy qualities with close-knit trimmings; 2 pockets; self color bone buttons; sizes 38, 40, 42, 44 and 46. This is the lowest price quoted here they should make many friends for us. Friday and Saturday... **\$1.28**

MEN'S COMBINATION UNDERWEAR—The famous "Talent" combinations of genuine, pure soft wool in medium heavy weight, suitable for winter. They are high grade garments and considered low priced at the regular price of \$3.75 pair. Friday and Saturday... **\$3.40**

BOYS' TWEED PANTS—To fit from 12 to 6 years; well made, finished and trimmed with good quality pockets and lining. Reg. \$1.50 pair. Friday and Saturday... **\$1.40**

BOYS' CORDUROY PANTS—We have no hesitation in recommending this quality for hard wear and service. They are made from heavy corduroy in brown only, with belt straps; three pockets and stout cotton lining. Sizes to fit 12 to 16 years. Regular \$3.00 pair. Friday and Saturday... **\$2.70**

MEN'S LIGHT and MEDIUM WEIGHT TWEED CAPS—Well made from fine quality tweeds, cut in one piece and quartered style with strap and buckle on top. A dainty, well proportioned cap for young men and youths. A big variety of all this season's newest tweeds. Regular \$2.20 each. Friday and Saturday... **\$1.95**

IRISH LAWN HANDKERCHIEFS—A fairly large size for men's wear, made from extra fine quality material that will launder beautifully. Regular 25 cents each. Friday and Saturday... **20c**

Patriotic Goods

At Interesting Prices.

PATRIOTIC SLEEVE LINKS—Lever action, enamel on one side with Union Jack design in colors. Reg. 40c. pair. Friday & Saturday... **34c**

SQUARE SILK FLAG—Fringed with white silk. Ideal for interior decoration. Reg. \$1.75 each. Friday & Saturday... **\$1.75**

DEPARTMENTAL DECORATIVE FLAGS—Of silk cardboard; Emblems, Irish Harp, etc., in boxes containing 12 flags. Regular 12c. box. Fri. & Sat. day... **11c**

PATRIOTIC BROOCHES—Union Jack, Red Cross and others; strongly made and finished with blood pins. Regular 28c. each. Friday and Saturday... **23c**

PATRIOTIC NECKLETS—Fine gilt chains with heart shaped designs of flags. Looks like a real good necktie. Regular 40c. each. Friday and Saturday... **35c**

PATRIOTIC SACHETS—Perfumed with Virginia Royal Rose Perfume, the finest perfume in the world; scented with silk flags of Britain, France, Italy, Belgium and America. Reg. 50c. each. Friday and Saturday... **42c**

CARPET SQUARES REDUCED.

These are just the right kind and qualities you'll require to brighten your rooms for Christmas, and we advise early shopping if you would make sure of getting the pattern or color you desire.

GOTHAM VELVET CARPET SQUARE—Extra heavy quality, made in seamed or seamless. Has firmly woven back and deep high pile surface. A very satisfactory square for dining room, living room, or bedroom furnishing; size 1 x 14 feet. Regular \$57.00 each. Friday & Saturday... **\$50.00**

AXMINSTER CARPET SQUARES—Attractive oriental effects of exceptional merit, with richly blended colorings that will harmonize with most furnishings. A splendid, hard wearing quality that will give general satisfaction; sizes 2 x 12 and 11 1/2 x 12 feet. Regular \$85.00. Friday and Saturday... **\$86.00**

The Royal Stores Ltd.

Women's Headwear

WOMEN'S STYLISH, SOFT CROWN VELVETEEN HATS—In solid colors or two-tone effects. Made in a very up-to-date style that will suit almost any face. Regular \$2.50 each. Fri. & Sat. day and Saturday... **\$2.25**

MISSES' and WOMEN'S HEAVY WOOL CAPS—Be-coming styles with point and pom-pom at each side; made from pure soft wool in plain Crimson, Grey and Brown; also effective contrasting colors of Saxe and Cream, Marone and Grey, etc. These Caps will prove delightfully warm on cold days to come. Regular \$1.25 each. Friday and Saturday... **\$1.05**

WOMEN'S BLACK VELOUR HATS—stylish and becoming new rolling rim shape, trimmed with a seal head of black corded silk ribbon and bow at side. A very popular hat for misses and young women. Regular \$2.85 each. Friday & Saturday... **\$2.40**

EMERINE COLLARS—For women's, misses' and children's wear; made in large sailor style, trimmed with black tulle and lined with fine white cotton. A dainty and serviceable collar for misses' and children's coats. Reg. \$1.00 ea. Fri. & Sat. day and Saturday... **85c**

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Beef,

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