

GEO. KNOWLING.

GAINS!

Gains at our EAST and WEST.

Misses' SHOES,

MENTS.

red.



Box Calf Bals.

lined, all solid, size 11 to 1, for this unusual Bargain in a table line of goods is only \$1.20



Patent Coll, one eyelet, Ankle, usually retail at \$3.50, happy line our price is only \$2.75.

LING.

Girls.

ats are New in style, only

. each.

SEE WINDOW.

LEY

IMITATION WHITE BEAR SKIN.

46 yds. only Imitation White Bear Skin, medium curl; very suitable for children's coats, etc.; 46 ins. wide, Reg. \$2.00. Friday **\$1.85**



FRIDAY BARGAINS

LONG CLOTH SPECIAL.

750 yards only of this beautiful superior quality Longcloth, Chambray finish; put up in 12 yard lengths. Special for Friday, per yd. **13c**



The STORE for MASSES and CLASSES!

THE ROYAL STORES are for every one regardless of station or income. Our patronage is not confined to any particular class, but extends to the masses. This Store's reputation rests solidly on the foundation of "public confidence," without this and the co-operation of the people, without the loyal support of the buying public of This City, "The Royal" could never have won recognition as St. John's most important Departmental Store.

Dress Goods.

575 of Satin finished Covert Cloth, one of this season's most approved fabrics for costumes, etc.; 50 inches wide, in all the newest shades. Reg. \$1.10. Friday **89c**

Hardware Helps.

Stanley's Iron Joints, No. 7, 2-3 cutters. Reg. \$3.30 ea. Friday, **\$3.00**
Sutton Wrenches, 8 inch. Reg. 75c. each. Friday, **67c.**
Clark's Expansive Bits, 1/2 in. to 1 1/2 in., 2 cutters. Reg. 70c. Friday **60c.**
Carpenter's Hammers, Maple Leaf, Reg. 55c. Friday, **44c.**
Bowl Strainers. Reg. 17c. each. Friday, **14c.**
Enamel Double Saucepans. Reg. \$1.25. Friday, **\$1.05**
Coal Vases. Reg. \$1.40 each. Friday, **\$1.15**
Shoe Brushes. Reg. 25c. each. Friday, **19c.**
Wood Towel Racks. Reg. 12c. each. Friday, **10c.**
Globe Metal Polish. Reg. 7c. tin. Friday **6c.**
Stove Brushes. Reg. 15c. each. Friday, **14c.**
Enamel Cullenders. Reg. 32c. each. Friday, **27c.**
Toilet Paper. Reg. 9c. roll. Friday **7c.**
Potato Mashers. Reg. 8c. each. Friday **7c.**
Saw Irons. Special for Friday, **\$1.15 set**

ALL NEW AND DESIRABLE GOODS.

MAGIC CURLERS.

Ladies, just think of it! Your hair beautifully waved or curled in ten minutes without heat. Something entirely new. Special at 25c. Friday **16c**

DRESSING COMBS.

"The Court Dressing Comb." This Comb is specially got up for ladies' use, the teeth being beautifully pointed so that they pass through the hair without irritating the skin. Reg. 20c. each. Friday **16c**

MOTOR SCARFS.

2 doz. of Ladies' Cream Ice Wool Motor Scarfs, fringed, extra large size. Owing to the splendid quality, this scarf will be much sought after on Friday. Reg. 50c. each for **40c**

NIGHTDRESSES.

17 only Ladies' Plannelette Nightdresses, in neat striped patterns, with front, collar and sleeves neatly frilled; full sizes. Reg. **\$1.38** 1.55 each. Friday **\$1.38**

HAT PINS.

5 doz. of Ladies' Hat Pins, with assorted fancy heads, in all the newest and prettiest designs; assorted lengths. Reg. 25c. each. Friday **20c**

STOCK COLLARS.

2 doz. of Ladies' Stock Collars, in colors of Black, Paris, Cream and Ivory, with and without Jabots; very neat and serviceable; special line. Reg. 25c. each. Friday **19c**

CORDS AND FRILLINGS.

A very neat line of Cords and Frillings that we have marked at a special price for Friday's sale. The Cords come in colors of White, Cream, Pink, Silver and Reseda. Frillings in Net and Chiffon; the colors are Black and White and Cream and White. Reg. 25c. a yard **16c**

LOCK PINS.

These Pins are both practical and popular, besides being very useful for waving purposes, they are also used to secure puffs, curls, or waves. Reg. 8c. Friday **6c**

Framed Placques.

FRAMED PLACQUES.

2 doz. only, with nicely polished frame, in River, Woodland and Farm Scenes; size 9 x 16 inches. Reg. 25c. each. Friday **28c**

Talcum Powder.

TALCUM POWDER.

Mennen's Talcum Powder, large oval tins, for infants and adults, a healthful and sanitary powder prepared for the nursery and toilet. Reg. 25c. tin. Friday **22c**

2 Staples Lines That You Should Investigate Closely.

PRINTS—755 yards of fine Cambric Prints, in Blue, Pink and Heli, striped effects; 30 inches wide. Reg. 14c. Friday **12c**

APRON CHECKS—A splendid line of Apron Gingham, in small, medium and large checks, very fine and closely woven; splendid washing and wearing qualities, 36 inches wide. Reg. 24c. yard. Friday **20c**

Serviceable Goods at Reasonable Prices.

CUSHION COVERS.

21 only White Frilled Linen Cushion Covers; splendid to wash and wear. Reg. 50c. each. Friday **40c**

SIDEBOARD CLOTHS.

16 only Sideboard Cloths, in neat Tambored work, newest designs; size 14 x 54 inches. Reg. 75c. each. Friday **64c**

SIDEBOARD CLOTHS.

23 only Linen Sideboard Cloths, Hemstitched and Embroidered; excellent quality for such a low price. Special for Friday, each. **62c**

TABLE NAPKINS.

7 doz. of White Damask Table Napkins, highly mercerized, hemmed ready for use; 5-8 size. Reg. 11c. each. Friday **9c**

LADIES' BLOUSES.

3 doz. of Ladies' Silk Poplin Blouses, some plain shirtwaist style with bow, and others with front finished with fancy trim and neatly braided, in colors of Pale Blue, Light and Dark Brown and Green striped effects. Reg. \$2.25 each. Friday **\$1.85**

LADIES' HOSE.

35 doz. of Ladies' Wool and Cashmere Hose, in assorted ribbs and plain; all sizes. Reg. 45c. pair. Friday **38c**

Friday in the China Store.

PUDDING BOWLS, plain white.

Reg. 30c. for **25c.**

BEAN CROCKS, 3 quart size.

Reg. 35c. for **28c.**

GLASS BUTTER DISHES, grape pattern.

Reg. 14c. for **11c.**

OVAL PRESERVE DISHES, 8 in.

Reg. 10c. for **8c.**

BACON DISH.

Reg. 25c. each. Friday, **19c.**

JUGS, White and Gold.

Reg. 22c. each. Friday, **19c.**

KRYSTOL FINGER BOWLS.

Reg. 20c. each. Friday, **17c.**

JELLY PUDDING MOULD, 2 1/2 pint.

Reg. 25c. each. Friday, **21c.**

FAIRY LIGHTS, assorted colors.

Reg. 25c. each. Friday, **18c.**

PYRAMID CANDLES, 8 in. box.

Reg. 28c. box. Friday, **25c.**

CHOICE CEYLON TEA.

Reg. 50c. lb. Friday **40c.**

2 LB. TINS CHERRIES.

Reg. 35c. tin. Friday **30c.**

ALL-REDIE PLUM PUDDING.

Reg. 15c. Friday **12c.**

PUMEX MECHANICS SOAP, Reg. 7c.

cake. Friday, 2 cakes for **11c.**

3 LB. TINS BAKED BEANS.

Reg. 16c. tin for **13c.**

GROCERY CLIPPINGS.

Colgate's Almond Cream Soap. Reg. 30c. box. Friday **25c.**

Large bars Soap. Reg. 17c. cake. Friday, **15c.**

3 lb. tins Red Kidney Beans. Reg. 15c. tin. Friday **12c.**

Choice Ceylon Tea. Reg. 50c. lb. Friday **40c.**

2 lb. tins Cherries. Reg. 35c. tin. Friday **30c.**

All-Redie Plum Pudding. Reg. 15c. Friday **12c.**

Pumex Mechanics Soap, Reg. 7c. cake. Friday, 2 cakes for **11c.**

3 lb. tins Baked Beans. Reg. 16c. tin for **13c.**

BARGAIN DAY In the House Furnishing Store Friday.

ALHAMBRA QUILTS. 7 only Alhambra Quilts, in very serviceable colors of Red and White and Blue and White; size 10-4. The balance of a special line to clear on Friday at **\$1.32**

WOOL BLANKETS. 17 pairs only of fine Wool Blankets, extra large size, edges neatly bound with wool, and blue striped borders. The right time to get a high grade and serviceable Blanket at a low price. Reg. \$6.25 pair. Friday **\$5.50**

WADDLED QUILTS. Another special bargain for Friday in bedding, 9 only Waddled Quilts, covered with Art Sateen with plain centres and Paisley effect borders; size 60 x 72 inches. Reg. \$3.90. Friday **\$2.65**

SHEETING. 1,200 yards of White Sheeting, Twilled and plain, very close woven and extra good value; 72 and 80 inches wide. Reg. 60c. yard. Friday **53c**

PILLOW CASES. 7 doz. of fine White Cotton Pillow Cases, Frilled and Embroidered; extra large size, very special line. Reg. 40c. ea. Friday **34c**

SHEETS. 11 pairs only White Sheets, very fine finish and excellent quality, hemmed ready for use. Twilled. Special for Friday, pr. **\$1.35**

QUILTS. 9 only Honeycomb Quilts, These Quilts are very special value at \$1.75 each, but on Friday we give you a still greater saving on them. They are extra large size, with strong cotton fringe. Special price to clear at **\$1.54**

SALEM FLANNEL. 1,200 yards of this soft finished goods, that we can recommend for warmth and wear; very close weave in a splendid assortment of striped effects; 27 inches wide. Reg. 13c. per yard. Friday **11c**

Now is the Time to Secure your winter Curtains.

ART SERGE. 550 yards of Art Serge, very suitable for winter curtains. A splendid opportunity to secure this material at a low figure. The colors are Crimson, Olive and Green, 48 inches wide. We would advise you to see this line early on Friday. Special at **25c**



Novel With a Purpose.

A Test For Libel—Names of Well-Known Writers to Figure in a Story—Witty Reply by Authors When Permission Asked.

A novel in which the names of well-known writers are bestowed upon its characters as a protest against the present law of libel is about to be published by Mr. Stephen Swift. The story, "Motley and Tined," by John K. Prothero, appeared some months ago as a serial in "Lloyd's Weekly News." To be strictly accurate, only the opening chapters were published, for the commencement of

action by an actor whose name was similar to that of one of the original characters brought it to an abrupt close. \$1,000 Damages. At the trial of the action of the author, a lady went into the box and declared that the character complained of was a purely fictitious one and was not intended in any way to represent the plaintiff. Nevertheless, the jury considered that the plaintiff was entitled to \$1,000 damages. In publishing the novel in book form, the author has given her own name—Prothero—to the character which was the subject of the libel action. "Extraordinary as the law of

libel appears to be," she says, "I have not yet learned that one can libel oneself." G. B. S. and G. R. S. Her appeal to other authors to give their consent for the use of their names has been strikingly successful. Some of the characters, indeed, now bear very interesting names. George Bernard Shaw represents a stage-door keeper, George R. Sims is a cab driver, Robert Barr is a stage manager, with Pett Ridge as call boy, and Cecil Chesterton a fiery-tempered lover. Barry Pain divides his name between an aged man of weak intellect and his dead son.

In giving permission for the use of his name Mr. Geo. R. Sims wrote this amusing letter to the author:— By all means use my name in the way you suggest, but be careful about the cabman. I have not the slightest doubt that there are several of them who bear the aristocratic name of Sims. I know that a Sims was very nearly hanged a few years ago, and one was a famous thief. But if a cabman named Sims brings an action against you, you can call me as a witness to prove that the name has long been associated with crime and other amusements of the period. Mr. Cecil Chesterton wrote: "You can rely on me to bring on libel ac-

tions. You may depict me as a burglar, or a blackmailer, or a man who steals pennies from blind beggars, or even as a politician." Strange Adventures of a Bridegroom on His Wedding Day. James Lawrence Magree, of Maywood, crowded into the last twenty-four hours of his single life about as much bad luck as a man could. He set out for the County Clerk's office in

Chicago to obtain a license to marry Miss Stella M. Norcott. In his excitement he forgot his bride's name, her age, and almost everything except his name and address. A message to his prospective father-in-law brought him to the scene and the questions blanks were filled out. On his way home Mr. Magree was robbed of his wallet containing a considerable amount of money and the license. Stepping off the trolley at Maywood he slipped into a pool of muddy water and dropped a package of new shirts, socks, and other apparel. At the corner of his own street a stray dog ran between his legs and tripped him up. The fall

broke his watch and tore his brand-new trousers. He discovered the loss of the license, but on his re-appearance, wild-eyed and with a disheveled appearance, refused to re-issue it. Once more his father-in-law came to the rescue, and at last he was married by the Rev. Edgar Beckwith of the Presbyterian Church. COLD CAUSE HEADACHE. LAXATIVE BROMO Quinine, the world wide Cold and Grip remedy removes cause. Call for full name. Look for signature E. W. GROVE. 25c. oct25, wtt