

The Whole Store is Radiant With the Charms of the Christmas Season

With the great stocks assembled and the generous whole-souled spirit of Christmas prevailing every section of the Store, the wonderful display of Christmas Goods, and the excellent values everywhere, THE ROYAL becomes the Christmas Gift Headquarters that offers both pleasure and profit to everyone.

The List of Bargains Offered Here for **Friday and Saturday** has been specially chosen for Xmas Shoppers

EVERY ITEM PRICED ACCORDING TO OUR SMALL PROFIT PLAN

Excellent Suggestions from all Sections

Bargains in Hats and Ribbons



The balance of that job line of Women's Crushable and Stiff Felt Hats we offered three weeks ago. Some at less than one-third of their usual value, must be cleared this Friday and Saturday. Hats that sold originally at \$5.50, \$6.00, \$7.00 up to \$12.00 each must be cleared to make room for Xmas goods, and the low price will clear them. Special, each ... **\$3.95**

TAFETA RIBBON—Hello, Myrtle, Sage, Pale Pink, Emerald, Orange, White, etc.; suitable for hair ribbons, sashes, millinery, etc. All new stock. Regular 55c. yard. Friday and Saturday ... **55c.**

Footwear and Gloves

As Christmas Gifts.

Gifts that are sure to meet with a delighted "just what I needed."

CHAMOIS FABRIC GLOVES—Excellent quality Gloves for gift-giving; will wash and wear beautifully, and always retain their soft finish and desirable chamois shade. Made with long, comfortable wrists and self color domes. Reg. \$1.50 pair. Friday and Saturday ... **\$1.25**

WOMEN'S WOOL LINED GREY SUDE GLOVES—Part of a job purchase, made by our buyer during his last visit abroad. Considered value at \$2.50 pair. Friday and Saturday ... **\$1.75**

CHILDREN'S RED FELT MOCCASINS—The new moccasin shape with double tops scalloped and printed in amusing designs. Sizes 5 to 10. Regular \$1.95 pair. Friday and Saturday ... **\$1.80**

COLORED SILK STOCKINGS—In Champagne, Grey, Navy, Old Rose, Sky and Pink; lisle feet and tops; reinforced toes and heels. Reg. \$1.25 pair. Friday & Saturday ... **\$1.10**

Sky, Pink, Grey, Beige and Purple. Reg. \$1.00 pr. Friday and Saturday ... **88c.**

WOMEN'S FELT SLIPPERS—Heavy quality with silk rosette at toe, and printed floral designs; stout elk sole, well padded. Reg. \$3.20 pair. Friday & Saturday ... **\$2.95**

MEN'S GUN METAL BOOTS—A quality that we have no hesitation in recommending for satisfactory wear and comfort. The stout leather soles, Goodyear welt and perforated self tip will add to their wear and appearance. Reg. \$11.00 pr. Friday & Saturday ... **\$10.20**

MISSIE'S WINE COLOR FELT SLIPPERS—Fur trimmed moccasin style with padded elk soles; sizes 11 to 2. Ideal Xmas gifts. Reg. \$2.15 pr. Friday & Saturday ... **\$1.95**

TANORAI SILK—Something like Shanghai Silk, but of a finer quality. Very desirable for waists and dresses. Colors: Navy, Browns, Sage and Black. Reg. \$3.50 yard. Friday and Saturday ... **\$3.20**

Dress Silks



JAP SILK—First quality fine Jap Silk, that would make beautiful dresses for special occasion wear. Its bright, lustrous finish and soft even weave makes it very desirable for drapery use as well. Colors: White, Bordeaux, Purple, Reseda, Taupe, Lavender, Grey, Brown and Green; 36 ins. wide. Reg. \$2.75 yd. Friday & Saturday ... **\$2.30**

CREPE DE CHENE—Beautiful, soft silk material for blouses, dresses and soft undergarments, in delicate tones and rich new shades. The assortment includes Greys, Browns, Navy, Sage, Pale Blue, Mauve, Ecru, Pink, Beige, V. Rose, White, Cream and Black; 40 ins. wide. Reg. \$2.25 yard. Friday & Saturday ... **\$3.30**

CROCHET WOOL "HUG-ME-TIGHTS"—Serviceable, all-wool sleeveless vests for women; to be worn over the blouse. Would be excellent for Christmas gift-giving. They come in Cream only with edge of Blue, Rose or Pink and bow of silk ribbon at front, and lacing under arm holes. Individually boxed. Reg. \$4.80 ea. Friday and Saturday ... **\$4.00**

STAMPED LINEN MATS—With round and oval asbestos pads. Reg. \$1.20 ea. Friday & Saturday ... **\$1.00**

WOMEN'S CREPE DE CHENE BLOUSES—Elaborate designs, hand-worked with colored silk embroidery and beads. Some plain with neatly tucked fronts and hemstitching. Colors: Flesh and Pink. Reg. \$12.00 each. Friday and Saturday ... **\$10.60**

STAMPED MUSLIN TEA APRONS and **BOUDOIR CAPS**—Already for work; various designs. Regular 15c. each. Friday and Saturday ... **13c.**



WOMEN'S WADED OVERVESTS—Warm, frost-proof garments, quilted throughout and bound with self material at edges. Reg. \$1.60 each. Friday and Saturday ... **\$1.38**

CHRISTMAS HANDKERCHIEFS—Embroidered hemmed, hemstitched and lace trimmed handkerchiefs, suitably boxed in half dozen lots for gift giving. Reg. \$2.40 box. Friday and Saturday ... **\$2.18**

WOMEN'S CREPE DE CHENE, SILK and SWISS MUSLIN HANDKERCHIEFS—A big range of plain colors with scalloped edge and white with embroidered corners. Reg. 70c. each. Friday and Saturday ... **62c.**

WOMEN'S STRIPED SILK SCARFS—The collection of these at present affords such a variety of pretty combination stripes as will not be found later. You will be well satisfied if you choose from this lot. Reg. \$4.00 each. Friday and Saturday ... **\$3.40**



FANCY LINENS TO BRIGHTEN UP THE HOME

An unusually large stock has been gathered here just for the Christmas season. Beautiful qualities, dainty patterns and perfect workmanship in every piece.

A most satisfactory selection can be made here Friday and Saturday.

STAMPED GOODS—Luncheon Sets, Centres, Tray Cloths, etc.; stamped already for working. Various pretty designs. 19c. Friday and Saturday ... **19c.**

FOUR-PIECE DUCHESSE SETS—Edged with strong thread lace. The runner measures 10 x 37 inches over all. Reg. \$1.10 each. Friday and Saturday ... **\$1.10**

STOUT COTTON PILLOW CASES—An excellent quality, with hemstitched hem three inches wide at one end; will take a pillow 20 x 33 inches. Regular \$1.10 each. Friday and Saturday ... **90c.**

CREAM MUSLIN CUSHION COVERS—Elaborately embroidered in beautifully blending colors, with black outer chain stitching. Reg. \$1.30 each. Friday and Saturday ... **\$1.10**

HEMSTITCHED BREAKFAST CLOTHS—A fine quality union Damask in a very popular size, being 45 x 45 inches. Reg. \$2.25 each. Friday and Saturday ... **\$2.25**

TABLE NAPKINS—Extra quality fine union linen in woven floral designs; medium size. Regular 35c. each. Friday & Saturday ... **29c.**

DAMASK TABLE CLOTHS—In a smaller size, with spotted centres and walls of Troy borders; size 58 x 70 inches. Reg. \$3.80 each. Friday and Saturday ... **\$3.80**

OVAL CRASH TABLE CENTRES—Bordered with fine lace and embroidered with black and colored silk; size 21 x 14 1/2 inches. Reg. 90c. each. Friday and Saturday ... **75c.**

LACE and INSERTION SIDEBORD CLOTHS—With openwork linen border and lace edge; large size. Reg. \$1.50 each. Friday and Saturday ... **\$1.30**

TRAY CLOTHS—Fine lace and insertion trimmed; extra fine quality linen centres; size 14 x 20 ins. Regular 75c. each. Friday and Saturday ... **65c.**

DEEP FAWN CUSHION COVERS—Prettily embroidered designs; serviceable colors and quality; wide hemstitched frill. Reg. \$2.00 each. Friday and Saturday ... **\$1.70**

FIVE O'CLOCK TEA CLOTHS—Beautifully worked at corners in openstitch and solid designs. Regular \$2.20 each. Friday and Saturday ... **\$1.95**

REGULAR \$1.30 each. Friday and Saturday ... \$1.10

LINEN DAMASK TABLE COVERS—With a smooth satiny finish that is much in demand now. The patterns are new and pretty; size 2 x 2 1/2 yards. Reg. \$5.25 each. Friday and Saturday ... **\$5.50**



RUBBER DOLLS—Various styles; undressed; metal squeakers at back. Regular 40 and 45c. each. Friday and Saturday ... **36c.**

PICTURE STAMPS—For decorating correspondence, letter cards, albums, scrapbooks, etc. Reg. 60c. each. Friday and Saturday ... **54c.**

LARGE GREY RUBBER BALLS—Now is the time to secure these, later you will find them difficult to get. Reg. 32c. each. Friday & Saturday ... **32c.**

LARGE SIZE JOINTED DOLLS—Dressed already for the stocking. Reg. 75c. each. Friday & Saturday ... **75c.**



HARBUITS' PLASTICENE—The beginner's box, for clean and easy modelling at home. Directions enclosed. Regular 55c. box. Friday and Saturday ... **48c.**

PAINTING PICTURE BOOKS—Complete with paints. Interesting and instructive. Regular 55c. each. Friday and Saturday ... **55c.**

DRESSED DOLLS—With movable limbs. This is a new line just to hand. Considered extra value. Reg. 50c. each. Friday and Saturday ... **44c.**

The Royal Stores Ltd.

WOMEN'S UNDERWEAR

WOMEN'S FLEECE LINED UNDERVESTS—Shaped bust and waist, long sleeves, high neck and double stitched seams; extra heavy quality. Regular \$1.85 garment. Friday and Saturday ... **\$1.70**

WOMEN'S STANFIELD UNDERVESTS—All pure wool, unshrinkable quality, with short sleeves and adjustable neck. Reg. \$3.25 garment. Friday and Saturday ... **\$2.90**

NERVE SILK CORSET COVERS—Pale Pink with ribbon shoulder straps and wide insertion and lace tops; also plain silk with elastic finished top and waist. Reg. \$1.80 each. Friday and Saturday ... **\$1.55**

WOMEN'S RIBBED UNDERWEAR—Open style pants and short sleeved vests, in a good heavy quality. Reg. 95c. garment. Friday & Saturday ... **87c.**



New Gent's Furnishings

The most exacting person can be suited from the excellent stocks of Men's Neckwear, Shirts, Hats and Slippers we have just opened. In making your Xmas selections be sure and try this Store.

We Have The Goods.

STANFIELD'S UNDERWEAR—Hewson brand, heavy ribbed garments knit from well twisted union yarns. Will wear better than all wool garments at a much higher price. All sizes. Reg. \$3.25 each. Friday and Saturday ... **\$3.00**

MEN'S WORSTED HALF HOSE—Extra quality Black and Grey ribbed, with double toes and heels. Reg. \$1.25 pair. Friday and Saturday ... **\$1.10**

MEN'S STRIPED COTTON NEGLIGEE SHIRTS—Ideal Xmas gift to father or big brother, assorted makes with stiff or soft cuffs and stiff collar bands. All sizes. Reg. \$2.25 each. Friday and Saturday ... **\$1.90**

MEN'S HEAVY DARK GREY WORSTED HALF HOSE—An excellent quality for rough out-door wear. Will give great warmth and wear well. All sizes. Regular 75c. pair. Friday and Saturday ... **69c.**

NEW WIDE END TIES—Opened just in time for the Christmas trade. All the latest new colors and designs are well represented. Reg. \$1.10 each. Friday and Saturday ... **96c.**

Reg. \$1.55 each. Friday and Saturday ... **\$1.45**

Reg. \$1.85 each. Friday and Saturday ... **\$1.70**

MEN'S SILK FRINGED MUFFLERS—The kind all up-to-date men and young men are using at the present time. Plain White, Grey and Black only. Reg. \$2.50 each. Friday & Saturday ... **\$2.45**

BOYS' BROWN CORDUROY PANTS—Just the thing for real Newfoundland boys. They are unequalled for rough, knockabout wear, are warm and comfortable and will give excellent wear; stout twill calico lining. Sizes 6 to 12. Regular \$3.00 pair. Friday & Saturday ... **\$2.75**

Sizes 4 to 10. Regular \$3.50 pair. Friday & Saturday ... **\$3.25**

MEN'S SOFT FELT HATS—If you want a good quality, dressy headpiece here is your opportunity to secure one at a reduced price. The line we offer here this week ranks easily first as far as sales are concerned. It is of close, evenly finished felt and comes in rich shades of Grey, Brown, Green and Black, with wide silk bands in a lighter shade to match. Reg. \$6.00 each. Friday & Saturday ... **\$5.25**



Dresses and Underskirts

WOMEN'S FINE NAVY SERGE DRESSES—In the new round collar style with hand-embroidered fronts, cuffs and neck, button trimmed pockets, wide belt of self material and set-in sleeves. Perfect in fit and finish. Regular \$21.00 each. Friday and Saturday ... **\$17.50**

NAVY SERGE DRESSES—Nicely made and trimmed in every particular. The front and pockets are braided in scroll patterns with rose color silk soutache. The open sides and edge of belt are piped with plain rose cloth while the back in panel effect, is finished with a row of buttons and piping to match. Regular \$30.00 each. Friday and Saturday ... **\$26.00**



'S
ods

Serges.
ons.

GOODS—54 ins. wide.
White, Black and White
and Yellow Check, Black
with Green and Yellow
and White with Green
check ... \$3.50 per yd.
54 and 56 ins. wide.
0, 6.00, 6.25, 6.75, 7.30 yd.
54 and 56 ins. wide.
4.40, 5.10, 5.75, 6.25, 6.50,
6.
40 inches wide.
\$1.50, 2.25, 3.75 per yard.
ERGE—40 inches wide.
... \$2.60 per yd.
GE—32 inches wide.
avy ... 45c. per yd.
TH—50 inches wide.
Green ... \$2.75 per yd.

G, Ltd.

onery!

ONES.
station boxes in

D CANDIES,

POINTMENT.

O., Ltd.

'S HOME

NG GIRLS).

atronage of His Grace the

IMAS TREE

IR'S HOME, LeMarchant

afternoon of

ember 9th.

A Grand Concert will be

sion to Xmas Tree: Adults,

and Tea, 50 cents.

Grapes in Stock

And to arrive next week:

100 kegs GREEN GRAPES.

150 cases ORANGES—

for Xmas trade.

AWRENCE,

ower St.

The Telegram.