

The Royal Stores, Ltd., offer to readers of this paper an opportunity of securing a fine Art Calendar for 1922. The size of this Calendar is 17 x 36 inches. It is made of heavy art paper and has mounted on it a beautiful colored portrait of H.R.H. "The Prince of Wales."

We have ordered a double supply of these Calendars, more than is required to supply the number of Customers on our books. The remainder will be distributed among purchasers of general merchandise. Anyone who is responsible for the purchasing of personal wearing apparel or household goods is entitled to one of these Calendars. All that is required of you is to fill in the coupon below and mail, at once to The Royal Stores.

SENT TO ANY ADDRESS IN THE DOMINION OF NEW-FOUNDLAND.



Do you believe mother of the family (a widow) it is in giving money a magic wand with which she buys as a Christmas in the after Christmas sales the most marvelous number of things, mostly articles long needed for the house, and Gift? T h i s question now and then a pretty something for as come to me herself. A new table cloth, some creso 'many tonne to recover the big chair, a set friends that it of Japanese casserole dishes, a feaseems worth anther with which to make her last swering in the year's hat look better than new. For Ruth, it buys the goods for her I never could annual party dress, and by a miracle see much sense ent sometimes the slipin the exchanging of gifts of pers and stockings too. For Henry, it means the fishing oney in a family in which all are tackle he has been reading up on in on about an equal footing financially. sporting catalogues for months. I know two sisters who each give the In the case of the smaller sister the other \$10 Christmas morning. They mother steps in and captures some are women of very strong tastes (and of it for her winter dress leaving her distastes) and neither likes to risk a minor portion for the toys and genot pleasing the other with her segaws that appeal at nine. lection-or not being pleased herself. Then They Show Uncle George. . "It seems too' bad," they say, "to This family has a very pretty cuswaste \$10 on something we don't want." True enough. Yet when a tom in regard to these gifts. A custom which I think everyone who recold blooded exchange of \$10, or any ceives money gifts would do well to amount, is enacted every Christmas, follow in some form. When they what does it all amount to but making have purchased all their gifts they in-Christmas an occasion for buying oneself some luxury. Rather a reducio vite Uncle George out to dinner and ad Absurden, when you stop to think then they display what he gave them for Christmas. He takes a lively init over. terest in inspecting all the wonder-Sometimes the Nicest Gift. ful things his money has bought and But when the gift money is made realises, as he would not in any other from some more prosperous member way, the pleasure he is giving.

MONEY AS A CHRISTMAS GIFT.

# Worth While Christmas Gifts At McMurdo's.

Gift giving time has now come around again, and as usual we have an assortment of goods suitable for presents of the quality our customers have been accus-tomed to look to us for, and at prices that will appeal to them as reasonable. Some of these we list below: 00 .1

CHARLES CON

Is it th

nas so

LADIES'

**MEN'S** 

CUT

## Perfumes :

French, Piver's and Coudray's; English, Courvoisier's Perfumes without Spirit, of highest possible strength and concentration; Crown Perfumes, old favorites, now again to be had; Grossmith's, mainly Oriental odors, of great strength and sweet-ness; also our own brand of high quality; American, Colgate's, Ingram's, Jergen's, Ben Hur, etc. Altogether a fine assortment.

HOH AND HIGH

ICL BRANS.

# **Toilet Waters :**

Jergen's, Williams'. Coudray's, Acme, Ingram's.

# Colognes:

Piver's, a variety; Crown, in the well known wicker covered bottles.

## Bath Salts :

Brounley's, including the famous Viotto and Omar Khayyam, as well as Lavender and Cologne: Luxor, and our own brand of good English make; Erasmic Bath Tablets, very elegant and convenient.

Sachet Powders :

English, French and American varieties.

## Soaps -

Piver's Azurea, Safranor, Violette Ducale, etc.; Cream of Lilies; Lotil, and others; in neat boxes of 3 cakes.

# Hot Water Bottles :

