

The Steady Steam of Satisfied Buyers to Our Saturday's Out Prices

Is The Surest Indication of Good Values.

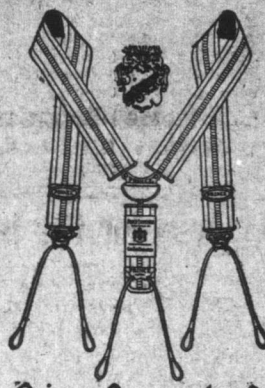


ONE of the most rapidly growing sections of this store, is the one devoted to Men's and Boys' Clothing and Furnishings.

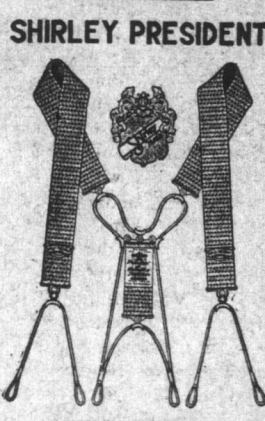
This growth has made it necessary for us to provide greater varieties than ever to meet the requirements of our customers, new and old.

We are splendidly prepared for the winter season with the most attractive and most widely varied collection of Men's and Boys' Clothing and Furnishings that it has ever been our pleasure to show you.

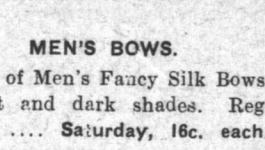
Prices Talk. Here They Are.



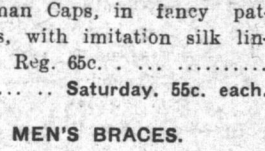
Prince Suspenders



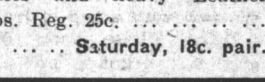
SHIRLEY PRESIDENT



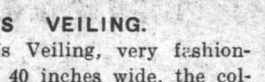
MEDIUM WEIGHT



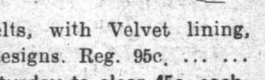
FOR ORDINARY WEAR



MEN'S BOWS



BOY'S CAPS



MEN'S BRACES

SUITS.
50 only Men's Fancy Worsted and Tweed Suits, in new stripes, checks and fancy effects, coats in single and double breasted styles, pants with either cross or side pockets, all sizes. Reg. \$7.50. ... Saturday, \$6.20 Suit.

MEN'S GLOVES.
5 doz. pairs of Men's Scotch Wool Gloves, seamless fingers, very thick and warm, in assorted Heather mixtures. Reg. 75c. ... Saturday, 60c. pair.

MEN'S PANTS.
120 pairs of Men's Fancy Worsted and Tweed Pants, in new stripe patterns, stylish and good wearing, all sizes. Reg. \$2.30. ... Saturday, \$1.98 pair.

MEN'S SHIRTS.
15 doz. of Men's Printed Regatta Shirts, starched fronts, short, in stripe, check and fancy spots, full range of sizes. Reg. \$1.10. ... Saturday, 90c. each.

MEN'S SLIPPERS.
100 pairs of Men's English Grain Leather Slippers, with Elastic fronts. Reg. \$1.15. ... Saturday, 95c. pair.

MEN'S UNDERWEAR.
4 doz. Suits of Men's Shetland Lamb's Wool Underwear, double breasted, guaranteed unshrinkable. Reg. \$1.90. ... Saturday, \$1.60 garment.

MEN'S FUR CAPS.
30 only Men's Fur Caps, wedge and Turban shapes, in Mink and Dogskin. Reg. \$5.00. ... Saturday, \$4.40 each.

MEN'S SUITS.
70 Men's Tweed Working Suits, in both stripe, check and plain patterns, single or double breasted coats, all sizes. Reg. \$5.00. ... Saturday, \$4.25 Suit.

MEN'S SHIRTS.
3 doz. of Men's Grey Flannel Shirts, without collars, all fitted with breast pocket. Reg. \$1.00. ... Saturday, 85c. each.

MEN'S GLOVES.
5 doz. pairs of Men's heavy Horse-hide Gloves, with wool gauntlets, and lined throughout. Very pliable and will wear like iron, specially recommended for railroad work, mining, farming and teamsters. Reg. 95c. ... Saturday, 85c. pair.

MEN'S HANDKERCHIEFS.
20 doz. of Men's Messurah Handkerchiefs, with wide hem-stitched hem, corners with silk worked initials. Reg. 14c. ... Saturday, 11c. each.

MEN'S PANTS.
125 pairs of Men's Tweed Pants, strong working kind, in dark fancy stripes, assorted patterns. Reg. \$1.30. ... Saturday, \$1.10 pair.

MEN'S SOCKS.
15 doz. pairs of Men's Heavy Black Worsted Socks, spliced heels and toes, a special job lot. Reg. to 35c. ... Saturday, 24c. pair.

UNDRESSED SHIRTS.
17 doz. of Men's American White Undressed Shirts, short bosoms, with centre boxpleat, without cuffs. Reg. 75c. ... Saturday, 65c. each.

MEN'S BOOTS.
90 pairs of Men's Boots, buttoned and laced, in Vici Kid with Swell Tips, Velour Calf, self Regia Tips, and Box Calf, self tipped, all sizes. Reg. \$4.00. ... Saturday, \$3.40 pair.

Some Excellent Bargains in These Items

TRAY CLOTHS.
18 only White Lawn Tray Cloths with embroidered and insertion centres and lace trimmed edges. ... Saturday, 34c. each.

COLLAR SUPPORTS.
5 doz. Ladies Collar Supports, Colored beads. Reg. 15c. ... Saturday, 12c. each.

SCRUB CLOTHS.
3 doz. of Perforated Scrub Cloths, large size. Reg. 6c. ... Saturday, 2 for 9c.

BLOUSE LENGTHS.
30 only Ladies Embroidered Lawn Blouse lengths, in Greys, Pinks, Cream, Greens, Blue and White. Reg. 80c. ... Saturday, 65c. each.

BLOUSES.
28 only Ladies Corded Silk Blouses, button front, with dainty shirred and pleated fronts, trimmed with self colored buttons. The colors are Bronze, Navy, Petunia, Brown, Sky and Cinnamon. Reg. \$2.00. ... Saturday, \$1.60 each.

VIYELLA.
1500 yards of Viyella, the newest and best material known for Ladies' Nightgowns, underwear, Blouses, etc., in all this season's newest shades and patterns. Reg. 65c. Saturday 55c. yd.

POM-POMS.
4 doz. Ladies' fancy Pom-Poms, suitable for either fancy work or millinery, the colors are Grey, Fawn, Pale Blue, Navy, Light Green, Reds, Browns, White, etc. Reg. 30c. ... Saturday to clear 6c. each.

TOILET SOAP.
1500 Cakes of assorted Perfumed Toilet Soap. Reg. 3c. ... Saturday, 4 Cakes for 9c.

ACCORDEON PLEATED NUN'S VEILING.
300 yards of New Accordion Pleated Nun's Veiling, very fashionable for ladies' skirts or dresses, full 40 inches wide, the colors are Black, Brown, Navy and Cream. Reg. 60c. ... Saturday, 45c. yard.

LADIES' BELTS.
6 doz. only of Ladies' Fancy Silvered Belts, with Velvet lining, silvered and brass clasps, assorted designs. Reg. 95c. ... Saturday to clear 45c. each.

LADIES' BOOTS.
70 pairs of Ladies' Dongola Kid Laced Boots, Blucher shape, Opera Toe, all sizes. Reg. \$2.40. ... Saturday, \$2.00 pair.

INFANTS' BOOTS.
50 pairs of Infants' Dongola Kid Laced and Buttoned Boots, Patent Leather Tipped. Sizes 3 to 6. Reg. to 85c. ... Saturday, 70c. pair.

WOMEN'S HOSE.
20 doz. pairs of Women's Ribbed Black Worsted Hose, seamless, thick quality. Reg. 55c. ... Saturday, 45c. pair.

INFANTS' BIBS.
3 doz. of Infants' Quilted White Cotton Bibs, edged with Lace. Reg. 7c. ... Saturday, 5c. each.

WOMEN'S APRONS.
3 doz. of Women's White Cotton Aprons, with embroidered bibs and bretelles. Reg. 35c. ... Saturday, 30c. each.

CASHMERE EMBROIDERY.
500 yards of dainty Cashmere Embroidery, about 2 1/2 inches wide the White, Brown and White, Hslio and White, Navy and White, Brown and White, Pink and White, Pale Blue and White and Grey and White. Reg. 35c. Saturday. 25c. yard.

THE ROYAL STORES LIMITED

CROCCERO BARGAINS.

Ceylon Tea. Reg. 40c. ... Saturday, 30c. lb.

Fancy Biscuits. Reg. 20c. ... Saturday, 17c. lb.

Large Tins Pine Apple. Reg. 12c. ... Saturday, 10c. tin.

Pure Gold Essences. Reg. 25c. ... Saturday, 20c. Bot.

Tomato Catsup. Reg. 35c. ... Saturday, 30c. Bot.

Gillard's Pickles. Reg. 35c. ... Saturday, 30c. Bot.

Pres. Peas. Reg. 5c. ... Saturday, 4c. lb.

3 lbs Tins Green Peas. Reg. 20c. ... Saturday, 18c. tin.

Navy Chocolate. Reg. 35c. ... Saturday, 30c. lb.

Large Bots. Olives. Reg. 45c. ... Saturday, 40c. Bot.

Christie's Sodas. Reg. 35c. ... Saturday, 33c. lb.

Budget of News From Greenspond and Newtown.

In my last article I wrote in effect that the Rector of Newtown parish had arranged with the Bishop of the diocese for the stationing of a church at that parish. But the negotiations which at that time were almost finalized have been dropped; and it is not very probable that any material result will accrue.

The children of Newtown C. of E. School are preparing for a Service of Song, entitled "Jessica's First Prayer" to be rendered early next week. The energetic ladies of the C. E. W. A. of Pinchard's Island, held a hot supper in the school-room there late in the afternoon of the 4th inst. a comparatively nice sum of money was raised to be devoted to the Church Funds.

At the good old age of 92, George Green, of Pound Cove, was gathered to his Father's a few days ago; and now after a long, useful, and arduous life rests quietly in the holy calm of God's Acre at his birthplace, Pinchard's Island. To his bereaved children, grandchildren and great-grandchildren we extend our deepest sympathy.

The thriving little settlement of Pound Cove was treated last Tuesday night to a somewhat uncommon occurrence to it, in the shape of a tea served by the church women of the place. Over thirty dollars was raised—a large amount for so small a place, and together with the amount already in hand will be utilised in erecting a chapel on the school-room to form a school-chapel.

One hardly knows how to account for the extreme backwardness of the season. Are there climatic changes taking place? We glance out on the land and not the least sign of snow can we anywhere discern, and yet Christmas is upon us, not the proverbial Yuletide, nor the Christmas of our fathers, but Christmas nevertheless, bringing with it the heavenly message of "Peace on Earth, Good will to all Men." The cry of peace and good-will heralded the coming of the Holy Child of Bethlehem; and on peace and good-will still depends the joy of Xmas. Take it away and the merriment of Xmas disappears. To Editor and reader let me offer my best wishes for a Happy Christmas and a Bright New Year.

CORRESPONDENT.
Pinchard's Island, Dec. 24th, 1909.

"East Lynn."
"East Lynn" is the play for Friday and Saturday evenings by the Robinson-Allworth Dramatic Co. at the People's Theatre, there probably has not been a play in twenty years that has retained its popularity with equal strength in the hearts of the people as seen in, notwithstanding the fact that the management of the Robinson-Allworth Dramatic Co. has received more requests for the reproduction of this play than for any other piece in their repertoire.

The organization is particularly well adapted to this piece, and in their hands we look forward to one of the most finished performances yet rendered. There is a great demand of seats and already a large sale has advanced. There will be new specialties by the Crawleys.

Saturday's matinee, at 2.30, that very funny comedy which made such a hit, "The Late Mr. Jones."

Week of Prayer.
Rev. J. K. Curtis at the Kirk.
Rev. Mr. Burrows last night called upon the Rev. J. K. Curtis of Wesley Church to deliver his address on "The Church Universal." Mr. Curtis spoke for thirty minutes in a spirit of hopefulness of victory for "The Church Universal." He spoke of its equipment for work, its needs and limitations, and its growth, development and possibilities. The speaker dwelt rather on the spiritual force of the Church Universal more than on its material organization as the factor which would do most for the welfare of the world. Though new to the city Week of Prayer, the rev. gentleman spoke with an ease and smoothness which proved his adaptability and fitness for the special form of duty.

Highlanders' Ball.
The Highlanders' ball will take place on the first Wednesday after Lent. No doubt it will be as great a success as that held by them last year in the British Hall. The catering will be done by their lady friends. A first class programme will be arranged.

LYDIA R. H. SAFE.—The schooner Lydia R. H. of North Harbor, that had been out nearly two weeks, arrived here at 9 o'clock last night. She had been harbored at Lundy and Trepassy during two successive gales. She left Trepassy yesterday morning and brought a cargo of fish and oil.

Job Printing of all kinds.

NOTICE.

SUNLIGHT SOAP, of which the reputation is world-wide, can be obtained at all respectable Grocers throughout Newfoundland. This reputation has been built up during upwards of 25 years and is based on solid fact.

The public are therefore cautioned against attempts being made by unscrupulous dealers to substitute inferior soaps under the pretence that they are "just as good as" or "equal to" SUNLIGHT SOAP.

THE PURITY OF EVERY TABLET OF SUNLIGHT SOAP IS GUARANTEED TO THE EXTENT OF \$5000.

Bonavista Notes.

Christmas festivities are over for another season and we may well re-iterate the fact so far as Bonavista is concerned, we are fast becoming a sober people. Quite a lot of Christmas requirements, however, did not reach us till the New Year, being "hung up" at Port Blandford or delayed otherwise, so that our Christmas turkey and Christmas mail turns up at New Year in condition quite stale.

The usual society parades have taken place, and a casual observer could easily notice a large increase in membership over last year's.

Our young people were very much concerned just previous to Christmas as to whether the old time custom of mummering would be ruled out this season, owing to the presence of some disguised member of the "black hand" alliance, who had been making nocturnal visits of a very uncomfortable nature to some of our more sensitive neighbours. A threatening poster, however, issued by the Magistrate quickly cut short his career, and the mummers have had the usual glorious time.

We notice that Dr. Rendell's good services of "Lectures on Hygiene" to the children of some of the city schools have been very highly lauded in the city papers of recent date, and rightly, too. Bonavista, however, has not been a whit behind St. John's in this respect, as our good friend, Dr. Rutherford, has been doing a similar work, orally and illustrative, during the past three months, and not only have the children been benefited, but parents and others who sufficiently appreciated the privilege by attending the lecture.

Quite a number of gentlemen paid their New Year calls to-day.

Bonavista, Jan. 1st, 1910.

Here and There.

EXPRESS ARRIVED.—The express arrived from Port aux Basques at 2.30 a.m. to-day.

Invest 25c. In a box of Davis' Mental Salve and be prepared for ulcers, neuralgia, old sores, etc.

HOCKEY.—The Victoria hockey team will meet to-night for the election of officers.

CITY COUNCIL.—The City Council will hold its regular weekly meeting this afternoon.

THREE ARRESTED.—Three prisoners were taken to the station last night for drunkenness.

The Kohler Piano is represented the world over. Over 100,000 in use. **CHESELEY WOODS**, Sole Agent for Nfld.—Jan.3,11.

CREW RETURN HOME.—Captain Henderson and crew of the Annie Lauder returned home to Burgeo by the s.s. Portia to-day. The schooner is laid up here for the winter.

HERRING.—On sale 30 barrels bright, large No. 1 Herring. At LAR-ACYS, 345 and 347 Water Street, opposite Post Office.—Jan.3,11.

RETURNED TO BELL ISLAND.—A large number of men who had been at their homes in Conception Bay spending the Xmas holidays, returned to Bell Island yesterday.

NEW CURLING RINK.—The new rink is now in excellent condition for curling, and it conditions continue favorable will open on next Monday. A busy season is anticipated by the curlers.

The Tonk Piano is famous for its bright tone and responsive touch. Scores of homes in Nfld. testify to this. **CHESELEY WOODS**, Sole Agent for Nfld.—Jan.3,11.

SEVERE WEATHER.—Passengers who came in by the express, this morning report terrific weather along the line. The road is covered with from six to eight feet of snow from Kitty's Brook to Mount Moriah.

TEACHERS' MEETING.—A united Sunday School Teachers' meeting for Lesson Preparation will be led by Rev. Mr. Burrows at the close of the Prayer Service in Gower Street Church, Friday evening.

BROKE HER LEG.—Mrs. Crowley while going up by the express, this morning report terrific weather along the line. The road is covered with from six to eight feet of snow from Kitty's Brook to Mount Moriah.

A SLIGHT FIRE.—A small fire broke out at Mr. Steer's residence, corner of Hamilton St. and Patrick St., yesterday afternoon. The blaze was extinguished before the firemen arrived.

METHODIST GUARDS.—Senior, A and B Companies will parade at headquarters on Friday, 7th inst., at 7.45 p.m. sharp. All must be present. A and B Companies to be in full kit. By order C. O. E. S. AYRE, Lieut. & Adj.—Jan.6,21.

ARM BROKEN.—While passing through the hall of her home, a lady resident of Freshwater Road yesterday morning in some unaccountable manner slipped, and falling heavily to the floor broke her arm in two places. A doctor was called and attended to the broken member. It will be some time before the lady is able to be around again.

THE BEVERAGE FOR ALL WEATHERS.

Epps' COCOA
"Epps'" means Excellence
A delicious food and drink in one.
A cup of "Epps'" at breakfast Warms and Sustains you for hours. As a supper beverage it is perfect. Comforting