

The Royal Stores is a Lively Place at Any Time of the Year. But Just Now it is

A Regular Bee Hive of Life and Business

We have large stocks of the choicest apparel for Men, Women, Boys and Girls, as well as big assortments of Household Goods of all kinds.

Our **RIGHT PRICES** are Attracting Thousands of Buyers Every Week.

We know our Goods and Prices are unmatched, otherwise we would not be drawing crowds day after day and building up the largest Dry Goods Business in Newfoundland.

If you are not acquainted with our Styles and Values, you certainly ought to do some investigating.

Why Not **FRIDAY and SATURDAY** and Benefit By Our Wide Resources.

RECORD VALUES on Standard Quality Goods From the Household Sections.

EDINGS CUSHION FRINGE—A fringe of exceptional merit in rich shades of Fawn and Tan. Would make splendid edging for mantle drapes, curtains, cushions etc. Laundered perfectly and retains its color after washed. Regular 30c. yard Friday and Saturday **26c**

BARGE SIZE STRIPED TURKISH TOWELS—Of good heavy texture. Splendid drying quality; size 21 x 43 inches. Regular 80c. each. Friday and Saturday **70c**

TAPESTRY TABLE CLOTHS—Here's a moderately priced table cloth that can be highly recommended for general use. It is woven in two-tone colors of Red with Yellow designs and Green with Yellow. The edge is finished with long, knotted fringe. Regular \$6.00 each. **\$5.40**

TABLE NAPKINS—Fine qualities, in a splendid variety of new patterns. Size 16 x 17 inches. Reg. 25c. each. Friday and Saturday **21c**

DAMASK TABLE CLOTHS—Entirely new designs with borders 8 inches wide, separated by hemstitching, giving this cloth a high-grade finish seldom found in cloths at twice the price. Size 54 x 54 inches. Reg. \$1.75. Friday and Saturday **\$1.50**

SILK CUSHION CORDS—Equally suitable for curtain girdles, robes, and millinery purposes. A wide range of new colors. Reg. \$1.10 each. Friday and Saturday **90c**

BALL FRINGE—Made from wool yarns fastened strongly together with twisted cotton. Ideal for edging heavy winter curtains. Plain Crimson and Olive. Reg. 25c. yd. **21c**

WADDLED CRIB OR COT QUILTS—Made from soft selected cotton with covering in nursery designs and borders in plain colors. Mothers should not miss seeing these dainty little bed coverings. Their centres are tied with bows of Blue Silk Ribbon; size 36 x 48 inches. Regular \$2.00 each. Friday and Saturday **\$2.60**

OUR SPLENDIDLY EQUIPPED GENT'S FURNISHING STORE

Promises to be the Busy Section Here To-Morrow.

MEN'S HEAVY GREY SWEATER—COATS—In light and dark shades. A most unusual value at \$1.50 each. Special for Friday and Saturday **\$1.30**

MEN'S GREY FLANNELLETTES—SHIRTS—Medium shade, pin stripes, looks like real flannel, but wears better. Made with collar attached, two pockets, double shoulders, in a full range of roomy sizes. Reg. \$1.70. Friday and Saturday **\$1.40**

MEN'S HEAVY BELLOWS TONGUE BOOTS—A pair of these worn this weather will undoubtedly keep the doctor away and save a lot of expense. They are well viscolised, made with double stitched and sprigged soles, treble stitched and metal fastened fronts and reinforced heels. Reg. \$7.20 pair. **\$6.80**

MEN'S HEAVY NEW KNIT SWEATERS—In Heather, Navy and Grey. Made with high roll collars and close-knit cuffs. Reg. \$2.10 each. Friday and Saturday **\$2.80**

BOYS' HEAVY CORDUROY PANTS—Perfect-fitting styles in Brown only. The seams are taped and cannot rip, thus assuring greater wear; sizes 9 to 12 years. Reg. \$2.50 pair. Fri. **\$2.20**

BOYS' TWEED PANTS—To fit bigger boys from 12 to 16 years. They are well made and in open knee style, with 4 pockets, belt straps and stout grey lining. Reg. \$3.00 pair. Friday and Saturday **\$2.75**

MEN'S VICI KID BOOTS—Blucher style, medium broad toes, mid-weight soles and heels. The just-right boot to wear in rubbers. Reg. \$5.00 pair. Friday and Saturday **\$5.50**

MEN'S STANFIELD'S UNDERWEAR—The popular Truro knit in a heavy, elastic rib. It fits close at the neck and will always retain its comfortable, perfect-fitting style. It is unshrinkable. Regular \$2.50 garment. Friday and Saturday **\$2.25**

CURVED STEM FRENCH BRIAR PIPES—Extra finished bowl. A style that you will like, at a most remarkably low price. Special each. Friday and Saturday **44c**

MEN'S TUBULAR SILK MUFFLERS—Plain, Grey, Black with white spots, checks, stripes and satin stripes. Finished with knitted silk, fringed ends. Reg. \$2.00 each. Friday and Saturday **\$1.75**

NEW HEADWEAR and the Smartest Ever at Reduced Prices.

HEAVY DARK TWEED AMERICAN CAPS—Suitable for present wear. Golf styles; unbreakable peak; a full range of sizes and smart colorings. Reg. \$1.55 ea. **\$1.30**

HIGH-GRADE AMERICAN CAPS—For men and young men. The assortment of light, medium and heavy weights and colors shown here far surpasses any of our previous bargain offerings. Regular \$2.35 each. Friday and Saturday **\$1.90**

FALL AND WINTER CAPS—Golf style with knitted and fur ear bands turned up on the inside. Some with the desirable "Kilgus" close band. Easily the best value in the city. Regular \$2.40 each. Friday and Saturday **\$2.05**

MEN'S NANSIE CAPS—Rather early for these, but we have only 3 dozen, and in order to give our outport friends an opportunity to secure one while in town, we offer this for Friday and Saturday at Sale Prices. Regular \$2.25 each. Friday and Saturday **\$1.90**

Fine Lines of Fancy Goods, etc., Offered at Special Prices.

WOMEN'S SILK STOCKINGS—In Navy, Grey and Champagne, sold in separate pairs, or 3 pairs nice gifts. Reg. \$1.75 pr. **\$1.55**

WOMEN'S HAND BAGS—Published leather with stout frames, nickelated or brass. Regular \$1.65 each. Friday and Saturday **\$1.45**

MUSIC CASES—Folding and flat styles in colored and black leatherette with nickelated and self-handled. Regular \$2.20 each. Friday and Saturday **\$1.80**

HAIR PLAITS—Light and dark natural shades; 20 inches long. Reg. 55c. each. Friday **53c**

TAFFETTA SILK RIBBON—4 1/2 inches wide in White, Pink, Rose, Pale Blue, Royal, Navy, Crimson, Cardinal Terra Cotta, Brown, Tan, Gold Green, Yellow and Helio. Reg. 37c. yard. **30c**

FLOUSE PIN SETS AND BROOCHES—Gold, Silver, Pearl and Enamelled finishes, 1, 2 and 3 on card. Reg. 15c. each. **12c**

WOMEN'S NECK WEAR—Navy spotted Silk, White Muslin and Black and White Ninn. Regular 80c. each. Friday and Saturday **68c**

GIRLS' SCHOOL BAGS—Size 8 x 12 inches, with large size lunch compartment. Reg. 45c. **38c**

HAIR FRIZZETTES AND PADS—A big variety of natural shades to suit any hair. Regular 14 cts. Friday and Saturday **11c**

A Display of Christmas Novelties of Particular Interest to Mothers.

SILK TIES—In assorted makes and qualities, handy for Xmas presents. Reg. 70c. each. **60c**

MATHEWITE WRITING CASES—Containing pen, blotter and compasses for post cards, writing paper, envelopes, stamps, etc. Reg. 40c. each. **32c**

SILK TIE TABLE BOXES—Hand-painted designs, shaped and lined in various colors. Styles covering of Silk Crepe-de-Grain. Reg. 40c. each. **32c**

TO CUSHIONS—Various kinds, sizes and qualities. Regular 15 cents each. Friday and Saturday **15c**

TEDDY BEARS—Covered with long hair movable limbs. Regular 85 cents each. Friday and Saturday **73c**

UNDRESSED DOLLS—In good large sizes. Reg. 85c. **73c**

CHILDREN'S KNITTED CAPS—Just the daintiest little cold weather caps imaginable at so low a price as 34c. Plain White and White Trimmed Blue or Pink. Reg. 45c. each. **34c**

CHRISTMAS STORY BOOKS—The proper kind for boys and girls, hard covers, numerous short stories. Reg. 35c. each. **30c**

GIRLS' KNITTED SETS—Pom-pom trimmed wool cap and scarf in pretty Scotch plaids and two-tone Crimson and White. Would make most serviceable and much appreciated gifts. Regular \$2.00 set. Friday and Saturday **\$2.50**

CHRISTMAS PICTURE BOOKS—For the smaller children. Regular 15c. each. **13c**

CHARLIE CHAPLIN DOLLS—Medium sizes. Regular 15c. **14c**

DARK OAK PHOTO FRAMES—Fitted with round and oval snaped mats; sizes to fit cabinet photographs. Reg. 50c. **42c**

GREAT SALE OF WAISTS

All the Very Latest Productions. They Embody the Essential Style-Features for Fall and Winter.

WOMEN'S BLouses—Of extra quality, fine mercerized Poplin, in V. Rose, Saxe, Cardinal, Brown, Sky, Navy and Fawn. These Blouses are well made and finished in every particular, and there are four of this season's styles to make your selection from. Regular \$3.25 each. Friday **\$2.65**

WOMEN'S BLouses AGAIN—A little cheaper quality, but a good serviceable waist for Fall and Winter wear. Several different styles with sailor or roll collars, set-in sleeves, square, round and V style necks and pearl button trimmings. Considered good value at \$2.50 each. Friday and Saturday **\$2.10**

Serviceable Lines for Women Bargainized for Friday & Sat'y's. Selling.

WOMEN'S HOSE—Of ribbed and plain in one of our leading lines. Wide tops; perfect, seamless make; absolutely fast colors. Reg. \$1.10 pair. Friday and Saturday **98c**

PALETTE SILK—The line we offer here is of extra good quality, and would make beautiful Blouses and Dresses for special occasions. The color range is large and includes almost every new shade. Regular \$3.50 ea. Fri. & Sat. **\$3.20**

BLACK VELVETS—Plain, figured and chenille spotted, 18 inches wide. Reg. 50c. yard. **40c**

WOMEN'S MILLINERY HATS—Mostly toques in a host of different styles and qualities. It is really gratifying to us to be able to offer such beautiful styles below the regular prices. Regular \$3.75 each. Friday **\$3.45**

DUST CAPS—Plain and fancy muslins with white lace trimming and overstitched edge. Regular \$2.0c. each. Friday and Saturday **16c**

FOX SHAPED BLACK FURS—With head, 3 paws and tail, good large sizes and well furled. Perfect substitutes for real fox fur. Reg. \$17.50 each. **\$15.00**

POLONAISE COSTUME LINING—A perfect substitute for real silk Polonaise. Absolutely fast colors in Grey, Champagne, Fawn, Light Brown, V. Rose, Navy, Dark Brown, Sky Saxe, Cream, and Black; double width. Reg. \$1.00 yard. Friday and Saturday **85c**

VELVET AND SILK HATS—New creations are continually making their appearance in the millinery section. The styles we offer here are right up to the minute, some of which are shown to-day for the first time. Reg. \$4.75 each. **\$4.25**

SHANTUNG SILK—These Silks cannot be beaten for durability and all round service. This week we offer the very best grade in our stock; natural shade. Reg. \$2.25 **\$2.00**

WOMEN'S HOSE—Plain and ribbed, all-wool Cashmere. High apliced heels, fashioned leg and reinforced toes. Really a high grade Stocking of excellent merit. Reg. \$1.80 pair. Friday and Saturday **\$1.65**

WOMEN'S FLEECE LINED CORSET COVERS—Close-fitting, high neck; long sleeves; crocheted edging. A remarkable good value. Regular 40c. each. Friday and Saturday **32c**

The Royal Stores Ltd.

Winning 1,000 V. C.'s.

The Victoria Cross was instituted on January 28th, 1856, only a short time before the outbreak of the present war. Captain Leake won his first V. C. in the Boer War and the second at the battle of Ypres, 1914. Captain Chavasse gained his V. C. in the third year of the present war for heroism in rescuing and tending the wounded "beyond praise." He died of wounds in April, 1917, and in the following months he was posthumously awarded a bar to his cross.

Many very interesting comparisons and deductions can be made from a study of the V. C. list. All branches of the fighting forces have earned the distinction, horse and foot, artillery and engineers, naval Lieutenant, midshipman, able seaman, diver, and marine. Even three clergymen figure in the list—heroic chaplains, viz.: Revs. W. R. F. Addison, Edward Noel Mellish, and Theodore Bayley Hardy. Of the occupations of the 481 heroes of the Great War, an equally wonderful story might be told, for among the recipients of the coveted cross were men who in civil life had been paper-hangers, a cinema attendant, miners,

a policeman, scholar, mechanics of every description, and an erstwhile convict!

Gallant Lancashire Lads.

Among line regiments, the palm for V. C. honours goes to the famous Lancashire Fusiliers, who top the list in the present war with thirteen awards. The Royal Fusiliers and the Rifle Brigade tie for the second and third place with ten each, and the Yorkshire Regiment comes fourth with nine. It may be added that regiments associated with Lancashire are always increasing their ascendancy, for by June 28th, 1918, the seven corps could claim forty-three cross-

es, against twenty-eight won by their friendly rival and geographical neighbors—the Yorkshire units.

Distinguished Families.

Another little interesting fact concerning the V. C. list is that there are actually three cases of father and son both with the distinction. Just as in the Boer War young Lieutenant Roberts repeated his famous parent's heroism by gaining the V. C., so in the present war the late Major W. Le Touche Congreve won the V. C. about sixteen years after his father, the well-known Army Corps commander, Lieutenant-General Sir W. N. Congreve, K.C.B. The third

case is that of the late General Sir Charles Gough, who won the V.C. for exploits in India in 1857-8, and Brigadier-General Sir John Edmond Gough, who received the decoration for conspicuous bravery in Somaliland in 1903, and lost his life in the present war in February, 1915. It should be noted that an uncle of Brigadier-General Gough also won the V.C. in India, three V.C.'s in one family constituting a record—Ancesters.

For Sore Throat and Hoarseness use Nyal's Throat Pastilles. 30c. box at STAFFORD'S.

Fads and Fashions.

White organdie ruffles finish the bottoms of pretty sleeves. Red velvet and gray angora make a pretty combination. Heavy tassels are attractive on the new silk handbags. The monk's collar is still seen on the smartest costumes. Velvet hats with large brims are inclined to have crushed crowns. The close-fitting bodice is a smart fashion. Circular metal buckles are used for the new cloth belts.

RT.



Oil war lim-
and pre
S, LTD.,
ot. 'Phone 11.

Here and There

POLICE COURT—A drunk was charged.

CREW LANDED—The crew of s.s. Casapedia was landed at Moncton yesterday by H.M.S. Bellorophon.

101 YEARS AGO—On this date, 1817, a big conflagration devastated town, 260 houses being demolished.

LEGAL ANNIVERSARIES—On this date, 1887, Judge Morris and Mr. Murphy were admitted to the Bar.

LEFT FOR CUPIDS—Mr. M. James, editor of the Industrial Worker, left by this morning's train for short visit to Cupids.

BROWNING'S STRIKE—The men of the Browning Bakery continue, no settlement having been reached.

A SMALL CHARGE—On to the food restrictions the will be a small charge for servers at the C. C. C. Band to-night—Nov 21, 11

ING, LTD Sho

Whole Family

child should have a pair year! Wet feet always travel usually a short trip.

they are new, fresh, and and satisfactory service.

WOMEN'S STORM RUBBERS 75c, 95c, \$1.10.

If you prefer to keep feet dry and preserve shoes, our Rubbers offer you desired protection.

WOMEN'S LOW RUBBERS medium and high heels. Red heel, \$1.00 and \$1.15.

MEN'S STORM RUBBERS with red soles and heels, edge; built for solid every wear. Price \$1.65.

BOYS' STORM RUBBERS Sizes 8 to 13 \$1.00
Sizes 1 to 5 \$1.15

G, Limited al Shoe Stores.