

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

and showing extraordinary fine assortments of **Christmas Gift Things** in every department. Every little detail to make your shopping as easy and comfortable as possible has been arranged. The season of gift giving represents to a great many people a time when economy in buying must be exercised to the fullest extent. At present we are offering phenomenal values in every department, affording every purchaser an opportunity to buy Christmas Goods at great price advantages.

THE LIST OF SPECIALS

For FRIDAY and SATURDAY

Gives only a slight idea of the extensive preparations made for your benefit during the greatest Shopping Month of the Year.

Christmas Gift Suggestions

For Women
That will bring happiness and contentment.

LADIES' FUR SETS.

Imitation Stone Marten in Greys and Browns, various pretty styles, some forming sailor knot effects, others are long throw-over styles in Black Caracul; pillow shaped Muffs to match. No other imitation furs gives so much satisfaction as these do. The wearing qualities are remarkable. Regular \$6.00 set. Friday and Saturday **5.10**

LADIES' HAND BAGS.

Made from real leather in coarse and fine pebbled grain, nickel plated metal frame, double hand straps; some are fitted with perfume bottle and change purse. Reg. \$1.20 each. Friday and Saturday **90c**

LADIES' SKIRTS.

Of Black and Navy Cloth, in suitable weights for present wear; some of this season's smartest styles are included in the lot; lengths 36, 38 and 40 inches; waist 22, 24, 26, 28. Reg. \$2.25 each. Friday & Saturday **1.90**

ART CALENDARS for 1917.

A magnificent selection of beautiful Calendars for 1917 in various pretty designs; new scenes, etc. Reg. 45c. each. Friday & Sat. **35c**

LADIES' BELTS for 49c.

A tremendous lot of Ladies' Belts of every description to be cleared regardless of their cost. The lot includes plaid, striped, Black and plain colors in almost every desirable shade, from 2 inches up to 21 inches wide; our regular \$1.50 Belts to be cleared Friday and Saturday at **49c**

SILK AND VELVET NECKLETS.

With pearl and bead drop, to hang beneath the collar; a splendid variety of different styles and colors to choose from; the prices speak for themselves: Reg. 50c. each for **25c**
Reg. 60 and 70 for **39c**
Reg. 75c. for **49c**

HANDKERCHIEFS.

A dainty lot of Ladies' Handkerchiefs, in White Linen, hemstitched with hand embroidered corners and lace and insertion, trimmed. Reg. 35c. each. Friday and Saturday **28c**

LADIES' APRONS.

Delightfully pretty Aprons are these of stout Lawn with two rows of fine embroidery coming down to the sides forming a pocket effect, made with a wide frill. Reg. 65c. each. Friday and Saturday **50c**

TOYS

At Bargain Prices

Here's your chance to buy Toys at prices away below regular values. And the selection is broad and comprehensive in every way. Hundreds of beautiful Toys are ready and waiting for Santa Claus to come and get them to-morrow and Saturday for little one's stocking Christmas morning.

CONSTRUCTIONAL MODELS—Young builder's set of Constructional Models. Endless enjoyment and practical knowledge are obtained in constructing the models, which can be made into a large variety of tableaux. Reg. 40c. each. Friday and Saturday **32c**

TOY MAXIM GUNS—Automatic Quick-firing Guns, correct models, with directions for use; individually boxed. Reg. 45c. each. Friday and Saturday **36c**

TOY PISTOLS—A job line of Toy Pistols, some slightly damaged; medium size. Specially priced for Friday and Saturday, each **2c**

SOLDIERS AND SAILORS—Cork and excelsior stuffed, large and medium sizes, covered with strong cotton firmly stitched. Reg. 20c. each. Friday & Saturday **16c**

CHRISTMAS CARDS—A choice variety of Christmas Cards in book style with celluloid tops; all boxed separately. Reg. 10c. each. Friday and Saturday **8c**

CHRISTMAS CARDS—Black and White Views of St. John's Narrows and Topsail Beach; also some Fancy Cards with envelopes and boxes. Regular 15c. each. Friday and Saturday **12c**



Teddy Bears.

We have a full stock of Teddy Bears, from the smallest to the largest size, ranging from 45c. up to \$2.50 each.

The line we are offering this week sells regularly at 70c. each. There are Browns, Blue and White and Plain White, 9 and 10 inches long, with moveable limbs. Special for Friday and Saturday **56c**

WOOL GARTERS and BOOTAKINS.

All white pure wool, in sizes to fit up to 4 years of age. Knit in fancy contrasting stitches. The bootkins are made in the garter style with feet attached. Reg. 35c. pair. Friday and Saturday **30c**

CURTAIN NETS.

Cream and White Net in fine lacy patterns with heavy contrasting borders, assorted widths. This lot is excellent value and if bought to-day would retail at 65c. or 70c. yard. Reg. 55c. Friday and Saturday **50c**

TOILET SOAP.

An assortment of medium size tablets very delicately perfumed: meadow sweet, witch hazel, rose, etc. Special for Friday and Saturday, per Tablet **4c**

FRAMED PICTURES.

Size 6 1/2 x 12 inches, all new subjects, fitted with white pebbled mats. The framing is one inch wide, of neat design and finished in dark oak. Regular 20c. each. Friday and Saturday **16c**

CHRISTMAS SPECIALS From the Fancy Linen Section

TEA COSIES.

A beautifully finished quality made up in the new quartered style from Repp, Crash, Linen with silk cord at top; these Cosies although being well padded can be folded so as to occupy very little space. Colors: Pawn, Cream, V'Rose and Green. Reg. 95c. each. Friday and Saturday **80c**

TABLE COVERS.

In a variety of very pretty designs: both Honeycomb and Marcella, knitted fringe, and looped edges; sizes 50 x 22 and 44 x 14 inches; all pure White. Reg. 55c. each. Friday and Saturday **46c**

TABLE CENTRES.

A big selection of pretty Centre Pieces; some in pure White Linen, daintily trimmed with fine lace and insertion; others in Pawn, Repp and Moire with fringed edges. Reg. 85c. each. Friday & Sat. **70c**

TEA CLOTHS.

Openwork Linen Centres with wide Battenburg borders, in handsome new designs; also hemstitched with nicely embroidered corners and lace and insertion; trimmed; these cloths are splendid values at their regular price \$1.10 and \$1.15 each. Special for Friday and Saturday **90c**

PILLOW CASES.

Made from close Pillow Cotton of soft pure quality, in plain, frilled, hemstitched and embroidered, and embroidered, frilled and embroidered and plain hemstitched; one of the best assortments that we've shown for some time. Reg. 45c. each. Friday and Saturday **36c**

CUSHION COVERS.

In a magnificent assortment of all the season's favored styles, including White and Cream and Fawn Linen, Pawn Repp and many others; hemstitched, frilled and fringed edges, White and colored embroidered centres; assorted sizes. Reg. 55c. each. Friday and Saturday **43c**

CUSHION COVERS.

Of superior quality Linen, Crash and White Lawn, nicely embroidered centres in white and colored silks; hemstitched, frilled and fringed edges; sizes 19 x 19 and 20 x 20 inches. Reg. \$1.00 each. Friday and Saturday **80c**

SIDEBOARD CLOTHS.

Made from fine English Cotton; sizes 14 x 67, 12 x 56 and 13 x 54 inches, assorted designs in embroidered lace and insertion trimmed, some with hemstitched edge. Reg. 55c. Friday and Saturday **46c**

Here's Your Chance to Buy Serviceable Hardware Some 5c. Items.

Dish Mops, each **5c**
Skimmer Spoons, each **5c**
Toasting Forks, each **5c**
Cake Turners, each **5c**
Kettle Knobs, 3 for **5c**
Brass Picture Hooks, 3 for **5c**
Brass Picture Nails, 3 for **5c**
Ten Spoons, 1/2 dozen for **5c**
Marking Brushes, each **5c**
Sewing Awl Handles, each **5c**
Key Rings, 2 for **5c**
Paper Clips, 100 for **5c**

Nail Brushes, each **5c**
Brass Padlocks, each **5c**
Fish Glue, 2 bottles for **5c**
Machine Oil, per bottle **5c**
Strainers, each **5c**
Tack Lifters, each **5c**
Glass Cutters, each **5c**
Jack Plane Handles, each **5c**
Marking Gauges, each **5c**
Oil and Handles, 2 for **5c**
Hinges, 2 1/2 inch, pair **5c**
Can Openers, each **5c**

LADIES' BLOUSES.

Smart new styles made of organdie and fine muslin; some of them shown this week for the first time; low neck, set in sleeves; the most favored models from the world's fashion centres. Colors: Helio, Rose, Tan, Grey and Blue, fancy and striped effects; vest fronts. Reg. \$2.75 each. Friday and Saturday **2.30**

One Moment, Please!

We would call your attention to the Special Sale of Ladies' Hats, all smart and stylish shapes, at almost half their regular values.

There are Hats to suit every taste, in Black and all the most desirable costume colors. Values to \$2.25 for **\$1.15**
Values to \$4.00 for **\$2.00**
Values to \$5.25 for **\$2.50**
Values to \$7.50 for **\$3.75**
Values to \$10.00 for **\$5.00**
Values to \$12.00 for **\$6.00**
Values to \$14.00 for **\$7.00**

Pretty Hats for Children.

All this season's models, that stand for refinement and correct style: Values to \$1.25 for **95c**
Values to \$1.50 for **\$1.20**
Values to \$2.50 for **\$1.95**
Values to \$3.75 for **\$2.90**
Values to \$4.75 for **\$3.75**
Values to \$4.25 for **\$3.25**

Dainty and Inexpensive Neckwear for Christmas.

A matter of great importance to the woman who cares is the neckwear she affects. It is a small detail, to be sure, but how often is a stunning effect lost through failure to properly consider this part of a costume. It is just in these carefully planned completions to the toilette that true individuality is most fully revealed. A variety of carefully selected pieces from our stock would not be amiss, and we have them at greatly reduced prices.

Values to 20c. for **5c**
Values to 30c. for **15c**
Values to 75c. for **25c**
Values to \$1.75 for **49c**
Values to \$2.20 for **40c**

Seasonable Gift Suggestions FOR MEN.

The Gent's Department is fully stocked with suitable goods for Christmas. Whether for Gifts or for personal wear, you will find a good variety here—at our usual LOW PRICES.

MEN'S TUNIC SHIRTS.

Made from fine quality cloth, will wash and wear well; soft cuffs and stiff collar band; neat striped patterns; sizes 14 to 17. Reg. \$1.75 each. Friday and Saturday **1.40**

BOYS' CAPS.

Tweeds, in serviceable Dark Browns and Greys, with warm flannel inside bands to turn over the ears; sizes 6 1/2 to 7; golf styles. Reg. values to 80c. each. Friday and Saturday **70c**

BOYS' JERSEY SUITS.

These make very acceptable gifts for boys from 2 to 5 years of age. They come in Brown and Navy with, with Cap to match; polo collars; made from heavy Jersey fleeced materials. Reg. \$2.00 suit. Friday and Saturday **1.75**

MEN'S SLIPPERS.

Romeo style in Black and Tan Vici Kid; these make very acceptable gifts and there is a full range of sizes. Reg. \$1.65 pair. Friday and Saturday **1.50**

BOYS' BOOTS.

For fine wear, made from Gunmetal leather with dull kid tops, in broad, comfortable fitting styles, raised toes, medium heels and soles, made on stylish American lasts, Blucher cut. Sizes 1 to 5 1/2. Reg. values to \$3.65 pair for **3.25**
Sizes 2 1/2 to 5. Reg. values to \$2.20 pair for **1.95**

MEN'S HALF HOSE.

Plain Black Cashmere, and worsted in Black and Fancy Heather mixtures, seamless toes and heels; this is a special job line and worth considerably more than the regular price of 40c. pair. Special for Friday and Saturday **36c**

MEN'S NEGLIGEE SHIRTS.

Made from fine American printed Cottons in light and medium, fancy stripes, good roomy sizes, soft double cuffs and stiff collar bands; coat style. Reg. \$1.10 each. Friday and Saturday **95c**

MEN'S LINEN COLLARS.

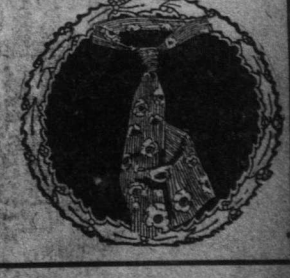
"Duplex" Brand; perfect fitting styles that can be worn on either side; 1 1/2, 2 and 2 1/2 inches high; sizes 12 to 17. Reg. 20c. each. Friday and Saturday **16c**

MEN'S SWEATER COATS.

In plain Oxford Grey; a mighty good Sweater, and an unusual value at the price is this one; it is seldom that a good, well-woven sweater coat like this one can be found for so low a price; all sizes. Reg. \$1.50 each. Friday and Saturday **1.25**

MEN'S WIDE END TIES.

In plain and fancy striped, flowered and spotted, silks; all new stock and a splendid variety of dressy patterns, loose end style. Reg. 75c. each. Friday and Saturday **70c**



The Royal Stores Ltd.



makes.

wing.

uty and utility. Our stocks of by just such characteristics. facilitate your shopping and of suggestions, cut it out, and

ERCHIEFS, 5c. to 25c. each.

boxed, the most extensive line ever shown. FLOWERS, 25c. to \$1.40 bunch. Ranunculus, Roses, Tulips, Narcissus, Sparagus, Sago Plant, Calla Lilies, Gladiolus, Hyacinths, Drooping Vines, etc.

ES' DRESSING ROBES,

\$3.50 to \$12.00.

ets \$1.50 to \$3.50

10c. to \$3.00

45c. to \$6.70

18c. to 75c.

33c. to \$1.00

49c. to \$10.00 each

75c.

\$3.00 to \$36.00

\$1.80 to \$14.00

\$3.10 to \$4.50

30c. to \$1.00

20c. to 45c.

45c. to \$6.00

17c. to \$17.00

\$1.50 to \$9.50

\$2.50

55c. to \$2.50

45c. and 55c.

45c. to 65c.

\$1.50 and \$2.50

\$1.00

15c. to 75c.

49c. to \$1.50 box

35c.

20c. to 45c.

35c. up

15c. to 49c.

4c. to \$1.35 each

9c. to 15c. pkg.

6c. pkg.

6c. pkg.

15c. reel

15c. pkg.

CO., Ltd.

ONSIDERATION.

EUROPEAN AGENCY

Wholesale Imports promptly executed at lowest cash prices for all British and Continental goods, including Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oils and Stores, etc., etc.

Commission 2 1/2 p.c. to 5 p.c.

Trade Discounts allowed.

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Sample Cases from \$50 upwards.

Consignments of Produce Sold on Account.

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