

THE PALAIS ROYAL—Its Birthday

Birthday anniversaries seem to come around quickly as we grow older. Can it be thirteen years since moving from Pennsylvania Avenue and building this G Street Palais Royal? It is! We all thought the building quite large then. Today it is far too small for the business that has developed. An old friend—an experienced representative of a great manufacturing concern—said yesterday: "I believe you transact more business in the space you have than any other establishment does in twice the space." This summer the services of a noted architect were enlisted and by clever rearrangement still more business can be done, and with greater comfort. The artistic effect is also improved and the Palais Royal opens the autumn-winter season under the best of auspices. Prosperity being with the country and good times assured for some time ahead, the new stocks have been selected with much enthusiasm and unusual lavishness, a greater than ever business is assured. To the Palais Royal's especial clientele—the employes of the government—we whisper



that their salaries ought to increase with the greater cost of living. But since such is not the case, the Palais Royal will be content with less than usual modest profits, helping to balance increasing bills for house rents and edibles. The standard of quality is not to be lowered—we have ever preached that cheap goods are dear, and have educated a great army up to the fact that there can be no exception to the rule. The best at even less prices than have been current here will help to increase the ever-growing army of Palais Royal patrons and friends. For this Birthday Anniversary complimentary prices are to be quoted that we cannot afford to make permanent. They shall be for three days, so as to include the "pay-day" of our especial patrons. It will be noted that some of the prices seem ridiculously little, for which credit must be largely given to long-time friends in the wholesale markets who are generously inclined and determined that the Palais Royal birthday party shall include a feast of bargains to be remembered for a year to come.

A. LISNER.

89c for \$1.00 Fabrics and Silks.

It is usual for merchants to pay 75c a yard at wholesale for cloths to retail for \$1. In not a few instances 85c was given here this season, resulting in superior 36-inch-wide Black Silks, best Plaid Silk, and very superior 54-inch Cloth Tailor Suitings. All these are to be 89c a yard tomorrow, and until Wednesday. To choose from are Plain Broadcloths, Shadow Checks, Herringbone Effects, Wire-woven Serges, Melrose, Man-like Suitings, Readona Crepe, Satin Prunella, Black and Fancy Silks, etc. Of course, the new browns, reds, greens and grays are conspicuously in evidence.

Laces at 48c, 88c, and \$1.48

Retail Regularly at 75c to \$2.50 Per Yard.

In the lot to be offered at \$1.48 per yard are exquisite specimens of Floral and Figured Venice and Crochet Laces, some being 18 inches wide; good value at \$1.48. At 88c a yard are plenty of \$1.50 values in Black Silk Chantilly Lace Nets and Silk Chiffon Cloth, 45 inches wide; also narrower Black Lace Medallions, Festoons and Bands. In white and cream are 18-inch Oriental Nets and Edges up to 10 inches wide; also Point Venice Bands, Medallions and Festoons. At 48c a yard are Point Venice Lace Medallions, Bands and Edges, white and cream; Net Top Oriental Laces, Black Silk and Mercerized Venice Bands, 72-inch Brussels Nets, all colors; 45-inch Chiffon, all colors. Also, at 48c are rich Veilings imported to retail at 75c.

39c to 69c for New 50c to 75c Trimmings.

The new Black Silk Passementeries are to be 39c instead of 50c a yard. The new steel-studded Elastic Belting is to be 69c instead of 75c per belt length. The new Persian Velvet Trimming to be 59c instead of 69c per yard.

Sewing Needs.

- Crowley's 500-yd. Basting Cotton, 5c value..... 3c
- Crowley's Gold-eye Needles, 5c value..... 3c
- Geneva 500-yd. Silk-finish Thread, 10c value..... 6c
- Perfection Seam Binding, 10c value..... 5c
- All-silk Taffeta Binding, 15c value..... 11c
- Westerly 200-yd. Spool Cotton, 4c value..... 2c
- Prussian Binding, 18c value..... 14c
- Windsor Hooks and Eyes, 5c value..... 3c
- Puritan Dressmakers' Pins, 1/4 lb., 25c value..... 19c
- Silk Featherbone, 15c value..... 6c
- Double Serge Belting, 10-yd. pcs., 65c value..... 50c
- Skirt Belting Mohair, 3ds., 5c value..... 3c
- Tape Measure, 60 in., 5c value..... 1c
- Pin Cushion, 10c value..... 4c
- Dress Shields, all sizes, 15c value..... 7c
- Chic Whalebones, 15c value..... 12c
- Sun Brand Pins, 400 count, 3c value..... 2c
- Kirby Beard Pins, 10c value..... 4c
- Hearnsap Fasteners, 10c value..... 7c
- Girdle Forms, 15c value..... 9c
- Collar Supporters, 10c value..... 5c
- Warren's Cotton Featherbone, 10c value..... 5c
- Boissiers, best quality, 50c value..... 38c
- Kerr's Lustré Twist, 10c value..... 7c

\$5.98 for \$7.50 Trimmed Hats.

The millinery season has sufficiently advanced for Milady to have learned of the best possible Trimmed Hats at \$7.50. Having had so many assurances, the chief of this department says: "I think I am justified in claiming the best in Washington, and that the complimentary price—\$5.98—will create quite a flutter of excitement."

\$2.50 Hats, \$1.98.

These new French Felt Hats, in smallest to large picture effects, are here in black, navy, cardinal, wine, brown, greens and grays. \$1.98 until Wednesday.

50c Trimmings, 39c.

The Palais Royal's well-known superior variety of 50c birds, wings, quills, sweeps, coques and flowers, many tables full, 39c—only until Wednesday.

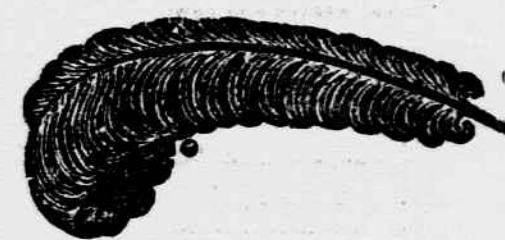
Velvet and Ribbons.

The Black Velvet is to be 80c instead of \$1 yard. 24c for 6-inch Messaline and 48c for 6-inch Scotch and Millinery Ribbons, worth 50c and 68c, respectively.

Plumes, \$2.25, \$3.60, \$4.50, \$6.30, \$7.20, \$9.00.

Regular Prices, \$2.50 to \$10.00 Each.

Ostrich Plumes—only superior specimens are permitted here—are already marked at less than usual prices. The complimentary prices are only until Wednesday.



Ostrich Feathers, 3 tips in each bunch, 98c a bunch. A "drummer" for a wholesale house offered to buy the entire lot at 98c bunch—and he was to sell them at a profit to merchants.

\$13 for \$15 Suits, as Illustrated.

\$18 for \$20 Suits.

\$27 for \$30 Suits.

\$35 for \$40 Suits.

The entire stock of new Suits are to be quoted at complimentary prices during the Birthday Anniversary—to per cent discount allowed on the newly Imported Suits here at \$40 to \$60, and the Street and Evening Coats at \$20 to \$55. Of course, the most popular will be the well-known \$15, \$20, \$30 and \$35 Suits, to be \$13, \$18, \$27 and \$30, respectively. There's a style here for every woman, be she petite, grande or neither one nor the other.

Until Wednesday, \$9 and \$18 for \$10 and \$20 Coats.

The new \$10 Coats are here, in the long tourist and college effects—one illustrated to the right hand—and the shorter box-front style, with semi-fitted back. These are to be \$9. The \$20 Coats to be \$18 are of kersey cloth, 48-inch length, satin braid and velvet trimmed.

Exquisite Lingerie Waists, \$5.

Early visitors will find \$8, \$9 and \$10 Waists offered at \$5—sent with the compliments of the leading maker of the world, as Birthday mementos.

86c, \$1.70 and \$4 for regular stock of new \$1, \$2 and \$3 Waists. Complimentary prices until Wednesday, October 17, 1906.



Superior Walking Skirts, \$5

Man-tailored Skirts worth \$9, \$10 and \$11.

Materials are cheviot, Panama, mixed tweeds and broadcloths, in blues, grays and black.

10 per cent discount on regular stock of Skirts, here up to \$40 each. Please discover that low prices are marked on these superior garments.



Special, \$9.



\$1.39 for \$1.50 "Palais Royal" Kid Gloves.

It's more than a quarter century since the name "Palais Royal" was associated with best possible Kid Gloves. Today the leading makers of France are anxiously and keenly in competition to supply "Palais Royal" Gloves. The result is best possible Kid Gloves. The 1906-7 Autumn-winter "Palais Royal" Kid Gloves are to be \$1.39 instead of \$1.50 until Wednesday.

\$1.29 for \$1.50 Long Gloves.

These are the new Winter Lisle Gloves, mercerized to look like silk. The wanted browns here, in all sizes.



\$2 for \$2.50 Long Gloves.

These are the best Glace French Kid—not lambskin. Black, white, browns, fawn, modes and grays in all sizes.

25c to \$2.50 Neckwear, 21c, 44c, 89c and \$1.98.

Choice of thousands of dollars' worth of latest autumn-winter styles; 21c for any 25c Neck Piece; 44c for any 50c piece; 89c for 98c pieces, among which are new Neck Ruffs. \$1.98 for \$2.50 pieces, including very choice Ruffs, etc. Note that these special prices are only as Birthday Mementos, not quoted after Wednesday.

\$1 to \$5 Bags, 89c, \$1.39, \$1.69, \$2.59, \$4.39.

Milady's Autumn-winter Hand Bag; some with strap on back are more easily carried than usual. Colors to harmonize with dress materials are the fad. 89c for \$1 Bags, \$1.39 for \$1.50 Bags, \$1.69 for \$2 Bags, \$2.59 for \$3 Bags, \$4.39 for the \$5 Bags. Only 39c for new 50c Belts, steel studded.

Blankets, 75c, \$1.39, \$2.25, \$4.39.

Usually \$1.00, \$1.50, \$2.08 and \$5.00.

California Blankets at \$4.39 instead of \$5 per pair are good bargains, because extra good value at \$5. The imitations, more or less good, at 75c, \$1.39 and \$2.25, instead of \$1, \$1.50 and \$2.08, are also attractively reduced prices—good only until Wednesday.

\$1.39, \$2.39 and \$3.98 for \$2.00 to \$5.00 COMFORTS.

All are full size and full weight. Those at \$1.39, instead of \$2, are covered with silkoline; those at \$2.39, instead of \$3, are sateen covered. The \$3.98, to be \$3.98, are filled with down, covered with best French sateen.

The "Palais Royal" Bed Sheets, 81 x90 inches, usually 90c, are to be, beginning tomorrow and until Wednesday, 59c.

The "Palais Royal" Pillow Cases, 45x26 inches, usually 15c, are to be, beginning tomorrow and until Wednesday, 14c.

39c and 75c for 50c and 98c Table Linen

The Palais Royal 50c and 98c Damasks have been famous these many years. The 50c Linen is satin finished and 72 inches wide—to be only 39c a yard. The 98c Linen is superior Irish damask heavy pure linen, and 72 inches wide—to be 75c a yard.

THE PALAIS ROYAL
A. LISNER G STREET

"Tiffany Room."

\$7.50 Tea Sets, \$4.98. \$2.48 French Clocks, \$1.

The makers send Warranted Quadruple-plate Tea Sets, patterns to be discontinued, retailed until now at \$7.50; to be only \$4.98. The French Clocks have warranted works and French gilt cases, highly ornamental. Thousands of other attractive articles fill huge glass show cases. "Tiffany Room," with its ceiling and walls of mirrors and brilliant electric lights, is one of the sights of Washington.



Coupon.

This Palais Royal Birthday Anniversary Coupon and two dollars (\$2) entitles bearer to one Lady's \$3 Solid Silver Chateleine Watch, with warranted works. Good only if presented in Tiffany Room on Monday, Tuesday or Wednesday, October 15 to 17, inclusive.



25c, 50c and \$1

There are many pieces of Bric-a-brac in this Tiffany Room up to \$20 each. The tables filled with pieces at 25c, 50c and \$1 are to surprise the connoisseur.

A la Tiffany

Jewelry, warranted facsimiles of real gold and precious stones, at \$1 and up to \$21 per piece. Choice of latest Tiffany designs in Neck Festoons, Lavalliers, Bracelets, Brooches, Belt Buckles, Necklets, Vanity Chateelines, Crosses, Armenian Amulets, Hatpins and Hair Barrettes. Facsimiles of pieces of fabulous value.

Furniture, &c.

Worth coming to this fourth floor if only to secure this Utility Box at \$3.50 instead of \$5. It measures 16x18x30 inches, is covered with art matting and fitted with rollers.

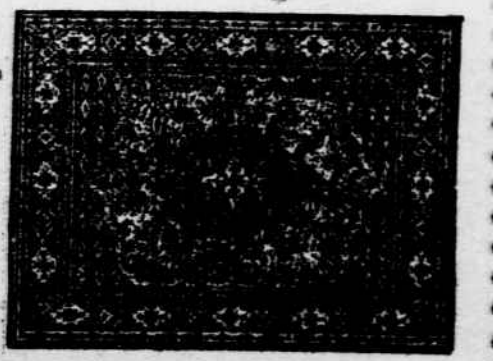
\$3.98 pair for the \$5 Imported Cluny Lace Curtains and Mercerized Tapestry Portieres, looking like silk.

89c pair for Brussels effect Lace Curtains, worth \$1.50. Elaborate in design and 60 inches wide.

29c for the 50c Mission Tabourettes, with square and round tops. Sold for \$1 in the furniture stores.

19c for a facsimile of the famous picture, "The Young Mother," in 8x12 in. gilt frame. One to each purchaser.

79c for the usual \$1.50 pictures for dining rooms, fruit and game subjects, in 21x27 inches oak frames.



89c for this Smyrna Rug. In art designs and colorings; reversible. It is 5 ft. long and good value at \$1.50.

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