



THE ROYAL STORES' 24th Annual February Sale



**The Great Buying Event of the Year
Opened With Encouraging Vim and Enthusiasm.**

Shoppers are aroused to the highest pitch of enthusiasm. They realize that they can save considerably on any goods purchased here during this Sale.

Come along everybody and share in these great advantages. Now and Here is your opportunity. The bargains are to be found in every nook and corner of our Stores.



The very special prices we have placed on our new stock of lovely Sealettes should arouse every woman interested in high grade materials for coats.

Discriminating buyers—those well versed in values—will readily appreciate the exceptional offerings.

Rich Black Sealettes

(Plain, 50 inches wide) Reg. \$14.50 yard. (Plain, 50 inches wide) Reg. \$13.00 yard. (Figured, 50 ins. wide) Reg. \$16.50 yard. (Figured, 50 ins. wide) Reg. \$18.00 yard.
Sale Price \$12. Sale Price \$15. S. Price \$13.75 Sale Price \$15

A few of the many lines which the systematic, intelligent housekeeper must replenish if the home must be comfortable and maintained up to its high standard of excellence.

TOWELING.	
Reg. 28c. yard. Sale Price	25c.
Reg. 40c. yard. Sale Price	35c.
Reg. 70c. yard. Sale Price	60c.
Reg. 75c. yard. Sale Price	65c.
Reg. 35c. yard. Sale Price	30c.
Reg. 40c. yard. Sale Price	35c.
Reg. 40c. yard. Sale Price	35c.
SAFONY FLANNEL.	
Reg. \$1.25 yard. Sale Price	\$1.10
Reg. \$1.35 yard. Sale Price	\$1.15
Reg. \$1.40 yard. Sale Price	\$1.20
Reg. \$1.55 yard. Sale Price	\$1.35
Reg. \$1.65 yard. Sale Price	\$1.40
Reg. \$1.80 yard. Sale Price	\$1.65
WHITE FLANNELLETTE.	
Reg. 30c. yard. Sale Price	26c.
Reg. 35c. yard. Sale Price	30c.
Reg. 55c. yard. Sale Price	45c.
WHITE HOLLAND.	
Reg. 50c. yard. Sale Price	44c.
STRIPED HOLLAND.	
Reg. 60c. yard. Sale Price	55c.
WHITE SHIRTING.	
Reg. 35c. yard. Sale Price	30c.
Reg. 40c. yard. Sale Price	35c.
Reg. 45c. yard. Sale Price	40c.
Reg. 50c. yard. Sale Price	44c.
Reg. 55c. yard. Sale Price	48c.
Reg. 70c. yard. Sale Price	60c.
WHITE TURKISH TOWELS.	
Reg. 30c. each. Sale Price	26c.
Reg. 40c. each. Sale Price	35c.
Reg. 50c. each. Sale Price	44c.

Order Your Spring Suit and Overcoat During This Sale

A unique opportunity is afforded customers needing made-to-measure suits and overcoats by placing their orders during this sale. We have some splendid Suitings and Overcoating to offer and our Custom Tailoring Department was never in a better position than it is to-day to meet the demands of up-to-date dressers; our cutting and fitting follow the best of modern methods and skilled tailors make the garments both stylishly and well.

Custom-Made Clothes

Suits	Overcoats	Pants
SALE PRICES	SALE PRICES	SALE PRICES
\$38.70 to \$54.00.	\$36.00 to \$54.00.	\$11.70 to \$21.70.



We Want to Emphasize This Fact:

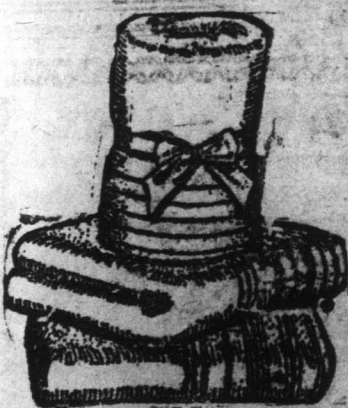
The cut in price doesn't mean a cut in the quality of the tailoring, nor cut in the quality of the fabric—nor yet a cut in the quality of the linings.

By selecting your suit now you not only save considerably, but also insure having your suit ready when you want it.

Take Advantage of Our Hosiery Bargains.

Now is the time to lay in
a whole year's supply.

Too Much Cannot Be Said of Our Blanket Department.



The qualities are better than ever. Everything that can add value, appearance and yet combine superb wearing quality is embodied in every wool blanket we offer.

Never have bargain prices included such a wide range of sizes and prices.

WOOL BLANKETS.	
Size 50 x 70 inches. Regular \$10.00 pair. Sale Price	\$8.00
Size 54 x 70 inches. Regular \$12.50 pair. Sale Price	\$11.25
Size 60 x 70 inches. Regular \$15.00 pair. Sale Price	\$12.50
Size 70 x 80 inches. Regular \$20.00 pair. Sale Price	\$18.00
Size 70 x 80 inches. Regular \$25.00 pair. Sale Price	\$22.50
COTTON BLANKETS.	
Size 50 x 74 inches. Regular \$3.55 pair. Sale Price	\$3.20
Size 54 x 74 inches. Regular \$3.75 pair. Sale Price	\$3.40
Size 60 x 76 inches. Regular \$4.35 pair. Sale Price	\$3.92
Size 60 x 76 inches. Regular \$4.40 pair. Sale Price	\$4.00
Size 60 x 76 inches. Regular \$4.70 pair. Sale Price	\$4.25
WHITE SHEETING.	
(Twilled)	
70 ins. wide. Reg. \$1.20 yard. Sale Price	\$1.05
68 ins. wide. Reg. \$1.25 yard. Sale Price	\$1.10
78 ins. wide. Reg. \$1.40 yard. Sale Price	\$1.25
72 ins. wide. Reg. \$1.55 yard. Sale Price	\$1.40
82 ins. wide. Reg. \$1.65 yard. Sale Price	\$1.50
80 ins. wide. Reg. \$1.75 yard. Sale Price	\$1.60
90 ins. wide. Reg. \$2.00 yard. Sale Price	\$1.75
(Plain)	
72 ins. wide. Reg. \$1.55 yard. Sale Price	\$1.35
80 ins. wide. Reg. \$1.80 yard. Sale Price	\$1.55



A Peerless Sale of Stylish Well-Made COATS FOR WOMEN

See the stylish materials, the perfect workmanship, the cut and fit of these garments! Then note the wonderful values.
You will readily see why this Store does such a gigantic Women's Coat business.

HUDSON SEAL COATS.	
(With Sable Cuffs and Collar.)	
Regular \$550.00 each. Sale Price	\$490.00
Regular \$650.00 each. Sale Price	\$590.00
MUSK RAT COATS.	
Regular \$425.00 each. Sale Price	\$374.00
Regular \$450.00 each. Sale Price	\$414.00
CARACUL COATS.	
(Belted; Plush trimmed collars.)	
Regular \$36.50 each. Sale Price	\$30.36
Regular \$40.00 each. Sale Price	\$33.33
(Entire Plush Collars.)	
Regular \$42.50 each. Sale Price	\$35.36
Regular \$47.50 each. Sale Price	\$39.56
SEALETTE COATS—Caracul Trimmed.	
Regular \$45.00 each. Sale Price	\$37.50
TWEED COATS—Fur Lined.	
Regular \$49.50 each. Sale Price	\$41.16
MARMOT COATS.	
Regular \$209.00 each. Sale Price	\$181.00
ASTRACHAN COATS—Short Length.	
Regular \$25.00 each. Sale Price	\$20.97
(Full length.)	
Regular \$28.00 each. Sale Price	\$24.75
TWEED AND SERGE COATS.	
Regular \$25.00 each. Sale Price	\$20.97
Regular \$25.50 each. Sale Price	\$21.47
Regular \$27.00 each. Sale Price	\$22.53
Regular \$30.00 each. Sale Price	\$24.96
Regular \$32.50 each. Sale Price	\$26.74
Regular \$35.00 each. Sale Price	\$28.14
Regular \$38.00 each. Sale Price	\$30.96
Regular \$40.00 each. Sale Price	\$32.83
Regular \$42.50 each. Sale Price	\$34.96
NAVY CLOTH COATS.	
Regular \$72.50 each. Sale Price	\$60.32



SHANTUNG SILK

A material of unquestionable merit, in the natural shade and considered one of the plums of this sale, is now prominently displayed in our Showroom Department. It is 33 inches wide and particularly suitable for making women's blouses and dresses, and is often used for men's shirts and pyjamas, as well as curtains and draperies. Considered undoubted value at the regular price of 95 cents yards.

SALE PRICE, 78c

TAKE 'EM AWAY



Hundreds of
Women's
Winter
Hats
Sacrificed

These goods would not be worth much to us if we had to carry them over to next season. Styles change, they get shop worn, occupy valuable space for nearly a year, and besides, the money we realize on them can be re-invested in seasonable merchandise, so we must clear them and clear them quickly! And we have made our prices so low that every woman in St. John's will want one.

**50c and 75c
each**

The Royal Stores Ltd.