



The 25th Annual February Sale



A Host of Wonderful Bargains Still Available at the Royal Stores

Make it of Flannelette



Miles of Flannelette Offered at Half Price

We have decided to clear out our entire supply of 5,000 yards of beautiful quality striped Flannelette at Half Price. It is 36 inches wide. Horrocks' make. Regularly sold for \$1.40 yard. Sale Price **70c.**

2,000 Yards of White Flannelette of superior grade; 36 inches wide. Regular 55c. yard. Sale Price **29c.**

1,000 Yards Beautiful Ceylonette, in plain and striped designs; 30 inches wide. Reg. \$1.19 yard. Sale Price **70c.**

Lace Curtains

ENGLISH MANUFACTURE.

Beautiful new designs in fine Nottingham Lace; many novelties.

2 1/2 yards long. Reg. \$2.55 pair. Sale Price, **\$2.05**

2 1/2 yards long. Reg. \$3.00 pair. Sale Price, **\$2.40**

2 1/2 yards long. Reg. \$3.60 pair. Sale Price, **\$2.88**

2 1/2 yards long. Reg. \$4.25 pair. Sale Price, **\$3.40**

2 1/2 yards long. Reg. \$5.50 pair. Sale Price, **\$4.40**

3 yards long. Reg. \$6.75 pair. Sale Price, **\$5.40**

3 yards long. Reg. \$8.50 pair. Sale Price, **\$6.80**

AMERICAN MANUFACTURE.

Extra special values in handsome Net Curtains; in a large variety of designs.

2 1/2 yards long. Reg. \$2.20 pair. Sale Price, **\$1.76**

2 1/2 yards long. Reg. \$2.60 pair. Sale Price, **\$2.40**

2 1/2 yards long. Reg. \$4.00 pair. Sale Price, **\$3.20**

3 yards long. Reg. \$5.50 pair. Sale Price, **\$5.20**

3 yards long. Reg. \$8.00 pair. Sale Price, **\$6.40**

There is such evident economy in the values offered during this Sale that the Shopping Public—the thrifty woman of taste—the careful housekeeper—those with slender purses—and those with less restricted means—All are making the most of their opportunities.

If you have not yet visited the Royal Stores

COME AT ONCE AND GET YOUR SHARE.

Afternoon and Evening Gowns



In Silk Taffeta, Georgette, Crepe De Chene, etc. The styles reveal great variety of line effects. There are frocks with extended hips and draped skirts; others with short sleeves and vestees; many with radiant beading, silk embroidery and lace trimmings; in a variety of rich colorings and in Black.

All offered Less **30 PER CENT** DISCOUNT

Off Regular Prices.

An example of what you can save. A \$50.00 Gown is selling for **\$35.00**

Exceptional Offers in Smart New Blouses

Georgette Blouses.

In White and assorted pretty shades. Embroidery, Silk and Lace trimmed. A fine selection of styles.

Reg. \$13.75 each for **\$9.20**

Reg. \$15.50 each for **\$10.00**

Reg. \$17.85 each for **\$11.00**

Reg. \$18.00 each for **\$12.65**

Crepe De Chene Blouses.

In shades of Flesh and in White.

Reg. \$3.20 each for **\$2.40**

Reg. \$3.50 each for **\$2.60**

Reg. \$3.80 each for **\$2.80**

Reg. \$4.00 each for **\$3.00**

Middy Blouses.

Strong White Duck with Blue Collars; to fit girls of 6 to 14 years.

Reg. \$2.65 each for **\$2.10**

Reg. \$3.00 each for **\$2.40**

Reg. \$3.35 each for **\$2.65**

Reg. \$3.80 each for **\$3.10**

Reg. \$4.80 each for **\$3.55**

Cepea Serge Shirtwaists.

In a variety of pretty striped patterns in all sizes.

Reg. \$2.25 each for **\$1.60**

Reg. \$3.75 each for **\$2.80**

Reg. \$4.50 each for **\$3.40**

Reg. \$6.75 each for **\$5.40**

Jap Silk Blouses.

In White and Cream. A host of pretty new designs; sizes 34 to 44.

Reg. \$4.25 each for **\$3.15**

Reg. \$5.00 each for **\$3.75**

Reg. \$6.25 each for **\$4.50**

Reg. \$7.50 each for **\$5.60**

Voile Blouses.

In White only, various pretty style effects; all trimmed with Lace and Insertion.

Reg. \$4.20 each for **\$3.00**

Reg. \$4.80 each for **\$3.50**

Reg. \$5.25 each for **\$3.75**

Reg. \$7.80 each for **\$5.90**

Reg. \$9.50 each for **\$6.90**

Men's Clothing Sale

Specially Reduced Prices on High Grade Clothes for Men and Boys

In all the reductions which have been made here lately—and are still being made—in the prices of Readymade Clothes, the cut, finish and materials remain unaffected. They are in every way up to our standard—the highest.

Men's Suits.

In good quality Tweeds and Serges; plain and semi-belted Coats; plain or cuff bottoms on Pants.

Reg. \$21.00 each for **\$16.50**

Reg. \$24.00 each for **\$19.20**

Reg. \$28.00 each for **\$22.40**

Reg. \$31.00 each for **\$24.80**

Reg. \$35.00 each for **\$28.00**

Reg. \$40.00 each for **\$32.00**

Reg. \$45.00 each for **\$36.00**

Reg. \$50.00 each for **\$40.00**

Reg. \$55.00 each for **\$44.00**

Reg. \$61.00 each for **\$48.00**

Boys' Rugby Suits.

(Ages 5 to 8 years.)

Reg. \$10.00 each for **\$8.00**

Reg. \$14.00 each for **\$11.20**

Reg. \$18.50 each for **\$14.50**

(Ages 9 to 12 years.)

Reg. \$12.50 each for **\$10.00**

Reg. \$16.00 each for **\$12.80**

Reg. \$20.00 each for **\$16.00**

Boys' Norfolk Suits.

Light and Dark Tweeds; to fit boys of 1 to 3 years.

Reg. \$7.50 each for **\$5.50**

Reg. \$9.00 each for **\$7.20**

Reg. \$10.25 each for **\$8.20**

Reg. \$12.00 each for **\$9.60**

(Ages 4 to 7 years.)

Reg. \$8.80 each for **\$7.05**

Reg. \$10.50 each for **\$8.40**

Reg. \$14.00 each for **\$11.20**

Youths' Kitcheners Suits.

In a fine range of Fancy Tweeds.

(Ages 14 to 20 years.)

Reg. \$22.00 each for **\$17.60**

Reg. \$27.00 each for **\$21.60**

Reg. \$33.00 each for **\$26.40**

Reg. \$39.00 each for **\$31.25**

Boys' Short Pants.

(Ages 3 to 8 years.)

Reg. \$3.10 pair for **\$2.48**

Reg. \$5.00 pair for **\$4.00**

Reg. \$7.80 pair for **\$6.25**

Reg. \$4.80 pair for **\$3.85**

Reg. \$5.25 pair for **\$4.20**

Men's Overcoats

English Tweed Overcoats; semi and full belted styles, cuff sleeves; in all sizes.

Reg. \$20.00 each for **\$16.00**

Reg. \$25.00 each for **\$20.00**

Reg. \$32.00 each for **\$25.60**

Reg. \$36.00 each for **\$28.80**

Socks



250 pairs all-Wool Scotch Knit Socks, in different colors; all sizes. Reg. values \$1.35 a pair. Sale Price **95c.**

Men's and Boys' Wool Underwear

All Wool Vests.

3 dozen only Heavy Knit Vests in all sizes; guaranteed good wearing garments. Special \$1.60 each.

All Wool Vests and Drawers.

Heavy weight; in all sizes. Special per garment **\$2.50**

Caribou Underwear.

Heavy Knit Underwear is offered at Special Prices during this Sale. In 4 different grades.

Stanfield's Underwear.

Medium weight Vests and Drawers; in all sizes; well finished.

Reg. \$3.50 a garment for **\$3.15**

Reg. \$4.10 a garment for **\$3.69**

Reg. \$6.50 a garment for **\$5.85**

Stanfield's Combinations.

Reg. \$4.50 each for **\$4.05**

Reg. \$5.50 each for **\$5.05**

Reg. \$6.50 each for **\$6.05**

Reg. \$11.75 each for **\$10.58**

"Two Steeples"

All Wool Underwear.

FOR MEN.

Heavy Medium and Light weights; all sizes.

Reg. \$6.00 a garment for **\$5.40**

Reg. \$8.25 a garment for **\$7.43**

Boys' Underwear.

Winter weight; all Wool.

Size—

24 in. Reg. \$1.75 for **\$1.58**

26 in. Reg. \$1.85 for **\$1.67**

28 in. Reg. \$1.95 for **\$1.76**

30 in. Reg. \$2.20 for **\$1.98**

32 in. Reg. \$2.40 for **\$2.16**

34 in. Reg. \$2.50 for **\$2.25**

Men's Night Shirts.

All sizes; Fancy striped Pique.

Reg. \$2.50 each for **\$2.20**

Reg. \$4.00 each for **\$3.60**

Reg. \$5.00 each for **\$4.50**

"Prince of Pilsen."

FINAL PERFORMANCE A GREAT SUCCESS.

Saturday night's performance of that highly successful comic opera, "The Prince of Pilsen" brought to a close one of the most delightful musical productions that it has ever been the lot of local play-goers to see. From the first performance to the last, capacity audiences greeted the players, nor were they backward in showing their appreciation of the excellent music and acting. The "Prince of Pilsen" was, however, particularly unfortunate in the respect that atmospheric conditions on several occasions during the run of the opera were of such a nature as to cause the cancellation of several performances. Saturday afternoon's was no exception to this and a great many people were disappointed at losing their last opportunity to see the production. The last performance on Saturday night was by far the best of all, the performers seeming to do their very utmost to make the finale a particularly brilliant one. It is rarely that a St. John's audience has had the opportunity to see a presentation of such a spectacular nature and that it was appreciated, there can be not the slightest doubt. To all connected with the staging of the production, too much praise cannot be given. The energetic work of Professors King and Hutton, who were responsible for the perfection of the orchestral, vocal and dramatic numbers, cannot be sufficiently praised, but the ultimate success of the production is tribute enough to their excellent work. To Dr. Hewlett, who not only undertook the leading role, but who was also responsible for organizing the whole affair, great credit is also due, whilst everyone who took part deserves to be complimented on his or her share in the great success attained. The work of Mrs. Norman Alderice, who was responsible for the decorations, Mr. Hugh Anderson, who not only made a most capable stage manager, but also wrote many of the local parodies, Mr. Gerald Foster, master of "Pops," the dancing of Mrs. Cleary's clever ripples, and the scenic designs of Mr. Dan Carroll, all added tremendously to the success of the show and cannot be overpraised. The orchestra was a revelation to competent critics, and the overtures and accompaniments were feats of music, as are all to seldom heard locally. The Knights of Columbus, their Grand Knight, Mr. C. J. Cahill, the Opera Committee, Messrs. C. J. Cahill, C. J. Ellis, J. A. McKenzie, J. F. Mahon and R. J. Power, through whom the production of "The Prince of Pilsen" was arranged, and last but not least, the generous hospitality of Mr. Peter O'Mara to the performers during the stormy weather, all are deserving of "special mention" in connection with one of the most enjoyable events in which it has been the good fortune of citizens to participate for many years. The "men behind the make-up" Messrs. W. J. Higgins, M.H.A., J. Baxter and P. Brown, did their work thoroughly and effectually, as was only to be expected from such capable and efficient beauty doctors. The box-office officials, ushers and attendants were also most assiduous in their duties and under their supervision everything ran smoothly and comfortably.

Hundreds at Quidi Vidi.

"Elizabeth Fearn" the Attraction.

Yesterday afternoon some hundreds of citizens wended their way to Quidi Vidi Gut to view the stranded schooner "Elizabeth Fearn" as she lay keel awash and her starboard bilge fast on an underwater outcropping of the nearby hills. The vessel had not broken up despite the high wind blowing since she went ashore at 5 o'clock Saturday morning. The owners, Messrs. W. J. Higgins, M.H.A., J. Baxter and P. Brown, did their work thoroughly and effectually, as was only to be expected from such capable and efficient beauty doctors. The box-office officials, ushers and attendants were also most assiduous in their duties and under their supervision everything ran smoothly and comfortably.

Child Nearly Decapitated

Dreadful Tragedy at St. Joseph's.

A passenger who arrived here by Sagona on Friday last reports a terrible tragedy as having occurred at St. Joseph's, Placentia Bay, on Feb. 1st. It appears that a young man named Clarke was cutting firewood near his home, when a little girl, aged 4 years, only 4 years of age, ran out to pick up some splits from under the chopping block. Clarke, not seeing the girl, raised the axe and brought it down on her head, almost severing it from the body and killing her instantly. A gloom has been cast over the whole settlement by this tragic occurrence, and to the grief-stricken parents, the Telegram extends its sympathy.

You can depend upon Reliable Batteries and Flashlights at all times. They're made to stand all weather conditions. Jan. 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20.

White Turkish Towels

20 dozen White Turkish Towels, medium size. To be cleared out at all costs. Regular 40c. each. Sale Price **29c.**

40 dozen Superior Grade Towels, White Turkish. Large sizes. Reg. 55c. each for **39c.**

The Royal Stores, Ltd.

'Blue Ribbon' Shirting

36 inches wide; extra special quality; finished soft for the needle. Regularly sold at 60c. yard. Sale Price **35c.**