

Have You Visited THE ROYAL STORES' ANNUAL FEBRUARY SALE?

---If Not---Don't Delay---

Hundreds of Satisfied Shoppers are daily reaping the Benefits of this Great Underpricing Event.

The stock of Towels, Towellings, Bed Linens, Quilts, Curtains, Etc.,

These are but a few of the many lines that the systematic, intelligent Housekeeper must replenish if the home must be comfortable and maintained up to its high standard of excellence.

TOWELS			TOWELLINGS			PILLOW CASES			HONEYCOMB-AND-AMERICAN CROCHET QUILTS			LACE CURTAINS		
Reg. 14c. each.	Sale Price	12c.	Reg. 12c. yard.	Sale Price	10 1/2c.	Reg. 25c. each.	Sale Price	20c.	Reg. \$1.70 each.	Sale Price	\$1.44	Reg. \$1.00 pair.	Sale Price	85c.
Reg. 18c. each.	Sale Price	15c.	Reg. 13c. yard.	Sale Price	11 1/2c.	Reg. 40c. each.	Sale Price	34c.	Reg. \$1.80 each.	Sale Price	\$1.52	Reg. \$1.25 pair.	Sale Price	\$1.05
Reg. 25c. each.	Sale Price	21c.	Reg. 16c. yard.	Sale Price	14c.	Reg. 55c. each.	Sale Price	44c.	Reg. \$2.00 each.	Sale Price	\$1.68	Reg. \$2.00 pair.	Sale Price	\$1.68
Reg. 27c. each.	Sale Price	23c.	Reg. 18c. yard.	Sale Price	16c.	Reg. 70c. each.	Sale Price	56c.	Reg. \$2.20 each.	Sale Price	\$1.80	Reg. \$3.75 pair.	Sale Price	\$2.55
Reg. 30c. each.	Sale Price	26c.	Reg. 20c. yard.	Sale Price	17c.	Reg. 85c. each.	Sale Price	68c.				Reg. \$4.20 pair.	Sale Price	\$3.15
Reg. 45c. each.	Sale Price	39c.	Reg. 22c. yard.	Sale Price	19c.							Reg. \$4.75 pair.	Sale Price	\$3.40
Reg. 50c. each.	Sale Price	44c.	Reg. 25c. yard.	Sale Price	22c.							Reg. \$6.25 pair.	Sale Price	\$4.00
Reg. 55c. each.	Sale Price	48c.	Reg. 27c. yard.	Sale Price	24c.							Reg. \$8.00 pair.	Sale Price	\$5.35
Reg. 65c. each.	Sale Price	57c.	Reg. 28c. yard.	Sale Price	25c.							Reg. \$9.00 pair.	Sale Price	\$6.75
Reg. 75c. each.	Sale Price	64c.	Reg. 30c. yard.	Sale Price	26c.									\$8.05

Substantial Reductions on

DRESSES, UNDERSKIRTS, UNDERWEAR, Etc.

CREPE-DE-CHINE, NINON, TAFFETA AND MOIRE SILK DRESSES			
Reg. \$18.50 ea.	for \$15.48.	Reg. \$30.00 ea.	for \$24.98
Reg. \$21.00 ea.	for \$17.48.	Reg. \$31.75 ea.	for \$26.48
Reg. \$26.00 ea.	for \$21.77.	Reg. \$33.00 ea.	for \$27.54
Reg. \$28.00 ea.	for \$23.36.	Reg. \$35.75 ea.	for \$29.74

WOMEN'S MOIRE UNDERSKIRTS			
Reg. \$1.00 ea.	for 80c.	Reg. \$2.60 ea.	for \$2.10
Reg. \$1.10 ea.	for 88c.	Reg. \$2.75 ea.	for \$2.30
Reg. \$1.35 ea.	for \$1.08.	Reg. \$3.00 ea.	for \$2.50
Reg. \$1.50 ea.	for \$1.20.	Reg. \$3.25 ea.	for \$2.69
Reg. \$1.65 ea.	for \$1.33.	Reg. \$3.90 ea.	for \$3.35

WOMEN'S BLACK SILK MOIRE UNDERSKIRTS			
Regular	—	\$3.90 each.	Sale Price — \$3.30
Regular	—	\$4.50 each.	Sale Price — \$3.78
Regular	—	\$9.00 each.	Sale Price — \$7.49

COLORED SILK UNDERSKIRTS			
Reg. \$6.50 ea.	for \$5.47.	Reg. \$7.50 ea.	for \$6.27
Reg. \$6.75 ea.	for \$5.62.	Reg. \$7.75 ea.	for \$6.47
Reg. \$9.00 ea.	for 7.49		

SATEEN UNDERSKIRTS			
Reg. \$1.00 ea.	for 80c.	Reg. \$4.50 ea.	for \$3.75
Reg. \$1.85 ea.	for \$1.49.	Reg. \$5.50 ea.	for \$4.50



WOMEN'S WOOL UNDERWEAR			
Reg. \$1.30 gar.	for \$1.17.	Reg. \$2.20 gar.	for \$1.97
Reg. \$1.50 gar.	for \$1.33.	Reg. \$2.75 gar.	for \$2.45
Reg. \$2.00 gar.	for \$1.82.	Reg. \$3.25 gar.	for \$2.90
Reg. \$3.50 gar.	for \$3.19		

WOMEN'S FLEECE LINED UNDERWEAR			
Reg. 70c. gar.	for 62c.	Reg. \$1.35 gar.	for \$1.22
Reg. 75c. gar.	for 67c.	Reg. \$1.50 gar.	for \$1.33

WOMEN'S SILK AND COTTON UNDERWEAR			
Regular	—	2.00 garment.	Sale Price — \$1.82

WOMEN'S COTTON UNDERWEAR			
Reg. 18c. gar.	for 16c.	Reg. 40c. gar.	for 35c.
Reg. 20c. gar.	for 17c.	Reg. 50c. gar.	for 44c.
Reg. 25c. gar.	for 22c.	Reg. 55c. gar.	for 48c.
Reg. 30c. gar.	for 27c.	Reg. 65c. gar.	for 59c.
Reg. 35c. gar.	for 31c.	Reg. 75c. gar.	for 67c.
Reg. 85c. gar.	for 75c.		

WOMEN'S SPRING SPORT COATS			
Regular	—	\$8.50 each.	For Sale — \$7.13
Regular	—	\$9.00 each.	Sale Price — \$7.49

WOMEN'S FUR LINED COATS			
Regular	—	\$45.00 each.	Sale Price — \$36.00
Regular	—	\$55.50 each.	Sale Price — \$44.40
Regular	—	\$62.00 each.	Sale Price — \$49.60
Regular	—	\$67.00 each.	Sale Price — \$53.60

Women's Cotton Dresses.

Regular	—	\$1.20 each.	Sale Price — 96c.
Regular	—	\$1.70 each.	Sale Price — \$1.38
Regular	—	\$1.80 each.	Sale Price — \$1.45
Regular	—	\$2.00 each.	Sale Price — \$1.60
Regular	—	\$2.30 each.	Sale Price — \$1.84
Regular	—	\$2.40 each.	Sale Price — \$1.95
Regular	—	\$2.50 each.	Sale Price — \$2.05
Regular	—	\$3.25 each.	Sale Price — \$2.69
Regular	—	\$3.50 each.	Sale Price — \$2.90
Regular	—	\$3.75 each.	Sale Price — \$3.15
Regular	—	\$4.35 each.	Sale Price — \$3.69
Regular	—	\$5.10 each.	Sale Price — \$4.20

Girls' Cotton Dresses.

Regular	—	55c. each.	Sale Price — 44c.
Regular	—	60c. each.	Sale Price — 48c.
Regular	—	70c. each.	Sale Price — 56c.
Regular	—	80c. each.	Sale Price — 64c.
Regular	—	\$1.00 each.	Sale Price — 80c.
Regular	—	\$1.25 each.	Sale Price — \$1.00
Regular	—	\$1.50 each.	Sale Price — \$1.20
Regular	—	\$1.70 each.	Sale Price — \$1.38
Regular	—	\$1.80 each.	Sale Price — \$1.45
Regular	—	\$2.00 each.	Sale Price — \$1.60
Regular	—	\$2.10 each.	Sale Price — \$1.68
Regular	—	\$2.30 each.	Sale Price — \$1.84

CROCKERYWARE Bargains

JAP CHOCOLATE SETS—Seven Pieces.			
Regular	—	\$3.50.	Sale Price — \$3.15
Regular	—	\$3.75.	Sale Price — \$3.38
Regular	—	\$4.25.	Sale Price — \$4.28

SUGAR DISH, CREAM JUG AND TEAPOT SETS			
Regular	—	\$2.10.	Sale Price — \$1.98
Regular	—	\$2.95.	Sale Price — \$2.03

SALT AND PEPPER SHAKES AND MUSTARD POT SETS			
Regular	—	30c. set.	Sale Price — 27c.
Regular	—	\$1.85 set.	Sale Price — \$1.67

BERRY SETS—Seven Pieces.			
Regular	—	\$1.85 set.	Sale Price — \$1.67

CRYSTAL GLASS			
Sugar Dish.	Regular	45c. each.	for 41c.
Oval Dish.	Regular	75c. each.	for 68c.
Cream Dish.	Regular	80c. each.	for 72c.

ENGLISH TEA SETS			
Reg. \$8.00	for \$7.20	Reg. \$8.75	for \$7.88

GLASS JUGS			
Reg. 25c.	for 23c.		
Reg. 30c.	for 27c.		
Reg. 35c.	for 32c.		

Take Advantage of These Gents' Furnishing Opportunities.

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

MEN'S COTTON SHIRTS

With Soft Collars and Stiff Collar bands.			
Regular	—	\$1.50 ea.	Sale Price — \$1.35
Regular	—	\$1.80 ea.	Sale Price — \$1.65

MEN'S COTTON SHIRTS

Stiff Collars and Soft fronts.			
Regular	—	\$1.50 ea.	Sale Price — \$1.35
Regular	—	\$2.20 ea.	Sale Price — \$1.90

WHITE DRESS SHIRTS

Regular	—	\$1.25 ea.	Sale Price — \$1.14
Regular	—	\$1.50 ea.	Sale Price — \$1.35
Regular	—	\$2.00 ea.	Sale Price — \$1.80
Regular	—	\$2.50 ea.	Sale Price — \$2.20

MEN'S HALF HOSE

Heather Mixtures.			
Regular	—	30c. pr.	Sale Price — 26c.
Regular	—	45c. pr.	Sale Price — 29c.
Regular	—	75c. pr.	Sale Price — 65c.

Black Worsted.			
Regular	—	80c. pr.	Sale Price — 70c.
Regular	—	\$1.00 pr.	Sale Price — 90c.

MEN'S SWEATER COATS

Grey.	Reg. \$1.75 each.	Sale Price \$1.58
Brown.	Reg. \$2.75 each.	Sale Price \$2.48
Navy.	Reg. \$2.75 each.	Sale Price \$2.48
Saxe.	Reg. \$5.00 each.	Sale Price \$4.50
French Blue.	Reg. \$5.00 ea.	Sale Price \$4.50

MEN'S NAVY JERSEYS

Regular	—	\$2.65 ea.	Sale Price — \$2.39
Regular	—	\$4.60 ea.	Sale Price — \$4.14

MEN'S SWEATERS

Navy, Grey and Brown.			
Regular	—	\$2.25 ea.	Sale Price — \$2.03
Regular	—	\$2.50 ea.	Sale Price — \$2.25
Regular	—	\$3.40 ea.	Sale Price — \$3.06

MEN'S OIL COATS

Regular	—	\$4.20 ea.	Sale Price — \$3.78
Regular	—	\$5.10 ea.	Sale Price — \$4.59
Regular	—	\$5.75 ea.	Sale Price — \$5.18
Regular	—	\$6.75 ea.	Sale Price — \$6.08

MEN'S SILK OIL COATS			
Regular	—	\$7.50 ea.	Sale Price — \$6.75



MEN'S WIDE END TIES

Reg. 25c. each.	Sale Price 21c.
Reg. 35c. each.	Sale Price 30c.
Reg. 65c. each.	Sale Price 57c.
Reg. 75c. each.	Sale Price 65c.
Reg. 95c. each.	Sale Price 85c.

FOUR-IN-HAND TIES

Reg. 75c. each.	Sale Price 65c.
Reg. 85c. each.	Sale Price 75c.

YOU are individually concerned in seizing up the saving opportunities which this Sale affords and should act as promptly as in other business transactions which means great personal benefit to you.

Supplies for the entire twelve months should be secured at once.

A Sale of Men's and Women's Walk-Overs.

Men and women who know the merits of Walk-Overs are hastening to take advantage of this seldom offered opportunity to save. The shapes are varied and include the most up-to-date styles.



MEN'S WALK-OVER SHOES

In Box Calf, Gun Metal and Vici Kid.			
Regular	—	\$7.00 pair.	Sale Price — \$6.30
Regular	—	\$7.25 pair.	Sale Price — \$6.53
Regular	—	\$7.50 pair.	Sale Price — \$6.75
Regular	—	\$8.00 pair.	Sale Price — \$7.20
Regular	—	\$8.25 pair.	Sale Price — \$7.43
Regular	—	\$8.50 pair.	Sale Price — \$7.65
Regular	—	\$9.00 pair.	Sale Price — \$8.10
Regular	—	\$9.30 pair.	Sale Price — \$8.37
Regular	—	\$9.50 pair.	Sale Price — \$8.55
Regular	—	\$9.75 pair.	Sale Price — \$8.78
Regular	—	\$10.00 pair.	Sale Price — \$9.00
Regular	—	\$10.50 pair.	Sale Price — \$9.45

WOMEN'S WALK-OVER SHOES

Regular	—	\$6.70 pair.	Sale Price — \$6.03
Regular	—	\$7.00 pair.	Sale Price — \$6.30
Regular	—	\$7.25 pair.	Sale Price — \$6.53
Regular	—	\$7.75 pair.	Sale Price — \$6.93
Regular	—	\$8.00 pair.	Sale Price — \$7.20

Men's Flannelette Pyjamas.

Made in the most comfortably fitting styles, from good wearing flannelette of fairly heavy weight, and will give great warmth and wear.

Regular	—	\$2.75 suit.	Sale Price — \$2.45
Regular	—	\$3.00 suit.	Sale Price — \$2.70
Regular	—	\$3.75 suit.	Sale Price — \$3.40
Regular	—	\$4.25 suit.	Sale Price — \$3.84

McMurdo's Store News

One of the most effective means of protecting your property from loss caused by the ravages of rats is by the use of Common Rat Poison, which many think is the most certain rat killer of the bunch of poisons. It owes its effectiveness to the phosphorus it contains, and it is claimed for it, that rats that eat it, die in the poison, do not die in the stomach, and according to directions it is destruction to vermin. Price 10c. box.

Here and There.

When you want Steaks, Cutlets and Collops, try ELLIS.

BOWLING BOAT.—The S.S. Bero left Trepassy at 7.45 a.m. for

When you want Sausages—get ELLIS; they're best.

BEVERLEY NOT REPORTED.—Word of the Beverley arriving at destination has been received. Ship is well provisioned and as there is no need for alarm.

REID'S BOATS.—The Argyle left Placentia. The Ethie left Boreas 12.15 p.m. yesterday, going west. Glencoe left Boreas at 7 a.m. today, coming east.

288 Vaccination Shields just arrived for STAFFORD Drug Stores, only 20c. ea.

TRAIN MOVEMENTS.—Yesterday's outgoing express left Millerton at 6.55 a.m. to-day. The morning express is not expected to leave Port aux Basques till tomorrow morning.

NEW THEATRE.—Excavation work on the new theatre to be erected on the eighty where formerly the Callahan Glass building, has commenced. The contract for construction has been awarded to a company in Concepcion Bay.

When you want Roast Beef, Roast Veal, Roast Mutton, Roast Pork, try ELLIS.

BODY PICKED UP.—The Jan Department received the following message this morning: "Body of a man picked up at Paradise this morning. Papers found give his name as Alveradi, seaman, born at Millersville, J. B. SULLIVAN."

A FROSTY SNAP.—The lowest temperature for the season was registered up country last night. At the mercury dropped to 23 below zero; at Bishop's Falls, 11 below; at Humberside, 15 below, and at Port aux Basques 4 above. Early morning the temperature dropped 2 below in the city.