

29th ANNUAL FEBRUARY SALE!

Further Extreme Values for Next Week
Values Such as No Thinking Person Can Afford to Miss

Everything a man, woman or child can want in wearing apparel can be obtained at specially reduced prices during this sale.

Our entire stocks including new Spring Goods now arriving are offered during this great money-saving event.

This great event continues until the end of the month; make it a point to visit this store during the next few days, and secure your needs for Spring and Summer and save considerable money.

Beautiful Evening Dresses Substantially Reduced

Quite a number have availed themselves of the remarkable low prices for which we are offering our entire stock of smart Evening and Afternoon Dresses. We are still showing a splendid selection, at prices that will tempt almost any woman to supply herself with one or more of these beautiful dresses.

Evening Dresses.

The very latest modes, including straight line, scarf effect, draped at hip, etc., showing the newest shades in Georgette, Merve, Taffeta, Satin Crepe and Canton Crepe. Some with Outrich feather trimming.

Reg. \$17.50 each. Sale Price . . . \$14.00
 Reg. \$35.50 each. S. Price . . . \$27.00
 Reg. \$34.50 each. S. Price . . . \$27.00
 Reg. \$35.50 each. S. Price . . . \$27.00
 Reg. \$39.00 each. S. Price . . . \$31.00
 Reg. \$42.00 each. S. Price . . . \$33.00
 Reg. \$46.00 each. S. Price . . . \$36.00
 Reg. \$47.00 each. S. Price . . . \$37.00

Misses' Semi-Evening Dresses.

Crepe de Chine and Merve Silk round neck, elbow sleeves; finished with girde and self flowers at waist; shades of Sunny Brown, Fawn, Sky, Sunset and Lemon.

Reg. \$10.00 each. S. Price . . . \$ 8.00
 Reg. \$15.50 each. Sale Price . . . \$11.40
 Reg. \$19.50 each. S. Price . . . \$15.60



Children's Party Dresses.

Crepe de chene, Taffeta and Merve, finished with pretty ruffled sleeves, neck and skirt; shades of Sunset, Rose, Fawn, Jade, Shot Blue, Shot Peach, Lemon and Peach.

Reg. \$ 8.00 each. S. Price . . . \$ 6.40
 Reg. \$ 9.25 each. S. Price . . . \$ 7.40
 Reg. \$10.50 each. S. Price . . . \$ 8.40

Misses' Velvet Dresses.

Round neck, elbow and 3/4 sleeves, some with long collar and vest effect with girde; others with small slit pockets on bodice with colored handkerchief of contrasting shades. In the following shades: Fawn, Navy, Rose, Brown, Jade and Saxe; sizes 39 to 48 inches.

Reg. \$10.00 each. S. Price . . . \$ 8.50
 Reg. \$10.25 each. S. Price . . . \$ 8.82
 Reg. \$11.00 each. S. Price . . . \$ 9.55
 Reg. \$12.50 each. S. Price . . . \$10.60
 Reg. \$13.00 each. S. Price . . . \$11.05
 Reg. \$13.50 each. S. Price . . . \$11.50

Tricolette Dresses.

One-piece effect, Peter Pan collar, short sleeves with turned back cuff, finished at waist line with narrow self girde; others in cross-over effect and draped skirt, a few having round neck and long open sleeves; nicely trimmed with fancy stitching, etc.; shades of Brown, Green, Cream, Navy and Black.

Reg. \$10.00 each. Sale Price . . . \$ 8.00
 Reg. \$12.50 each. Sale Price . . . \$10.00
 Reg. \$19.50 each. Sale Price . . . \$15.60
 Reg. \$20.00 each. Sale Price . . . \$16.00
 Reg. \$26.00 each. Sale Price . . . \$20.80
 Reg. \$28.00 each. Sale Price . . . \$22.40
 Reg. \$37.00 each. Sale Price . . . \$29.60
 Reg. \$41.00 each. Sale Price . . . \$32.80
 Reg. \$43.50 each. Sale Price . . . \$34.80

Semi-Evening Dresses.

Pretty Crepe de Chine Dresses, round neck, elbow sleeves, some embroidered front, others plain front with ornament at side, long waisted, shades of Pale Blue, Fawn, Jade, Champagne, Nile, Grey and Green.

Reg. \$14.50 each. S. Price . . . \$11.60
 Reg. \$18.00 each. S. Price . . . \$14.40
 Reg. \$19.00 each. S. Price . . . \$15.20
 Reg. \$20.00 each. S. Price . . . \$16.00
 Reg. \$25.00 each. S. Price . . . \$20.00
 Reg. \$40.00 each. S. Price . . . \$32.00

Colored Serge and Gaberdine Dresses

Shades of Fawn, Nigger, Grey, Tan, Blue and Brown. The new tight sleeves, varied neck lines, and the merest hint of gores, indicate in a charming way the very newest styles.

Reg. \$11.50 each. Sale Price . . . \$ 9.20
 Reg. \$14.00 each. Sale Price . . . \$11.20
 Reg. \$15.00 each. Sale Price . . . \$12.00
 Reg. \$17.50 each. Sale Price . . . \$14.00
 Reg. \$19.00 each. Sale Price . . . \$15.20
 Reg. \$21.00 each. Sale Price . . . \$16.80
 Reg. \$22.50 each. Sale Price . . . \$18.00
 Reg. \$24.00 each. Sale Price . . . \$19.20
 Reg. \$27.50 each. Sale Price . . . \$22.00
 Reg. \$29.00 each. Sale Price . . . \$23.20
 Reg. \$32.50 each. Sale Price . . . \$26.00
 Reg. \$34.50 each. Sale Price . . . \$27.60
 Reg. \$39.00 each. Sale Price . . . \$31.20
 Reg. \$41.50 each. Sale Price . . . \$33.20
 Reg. \$45.00 each. Sale Price . . . \$36.00
 Reg. \$46.50 each. Sale Price . . . \$37.20
 Reg. \$52.00 each. Sale Price . . . \$41.60



INFANTS WEAR at Sale Prices

Child's Dresses.

White Voile Dresses in a big assortment of very pretty styles, nicely trimmed with lace, insertion, ribbon and rosette.

Reg. \$1.50 each. Sale Price . . . \$1.28
 Reg. \$1.70 each. Sale Price . . . \$1.45
 Reg. \$2.20 each. Sale Price . . . \$1.87
 Reg. \$3.00 each. Sale Price . . . \$2.55
 Reg. \$3.50 each. Sale Price . . . \$2.98
 Reg. \$3.85 each. Sale Price . . . \$3.07
 Reg. \$4.50 each. Sale Price . . . \$3.63
 Reg. \$5.00 each. Sale Price . . . \$4.25

Child's Wool Pante Suits.

Consisting of Dress and Pants, assorted colors, trimmed with pretty contrasting shades; sizes 18 to 20 inches; to fit up to 4 years.

Reg. \$1.45 each. Sale Price . . . \$1.24
 Reg. \$3.50 each. Sale Price . . . \$2.98
 Reg. \$3.75 each. Sale Price . . . \$3.19

Child's Eider Dressing Gowns.

Peter Pan collar, turned back cuffs, nicely trimmed with cord, girde at waist; to fit ages 4 to 14 years.

Reg. \$3.75 each. Sale Price . . . \$3.19

Child's Cambric Knickers.

Nicely trimmed, elastic at waist and knee; wonderful value.

Reg. 35c pair. Sale Price . . . 33c.



Exceptional Value in Men's Shirts

Men's shirts.

Made from best quality Percale and Twill, double cuffs, starched collar, hand white grounds with assorted pretty stripes; sizes 14 to 17, English manufacture.

Reg. \$1.80 each. S. Price \$1.65
 Reg. \$2.25 each. S. Price \$2.05
 Reg. \$2.50 each. S. Price \$2.25
 Reg. \$3.50 each. S. Price \$3.15

Percale Shirts.

Tunic style. White grounds with assorted colored stripes, double cuffs, starched collar bands; sizes 14 to 17.

Reg. \$1.25 each. S. Price \$1.10
 Reg. \$1.35 each. S. Price \$1.20
 Reg. \$1.50 each. S. Price \$1.45
 Reg. \$1.50 each. S. Price \$1.45
 Reg. \$2.00 each. S. Price \$1.70
 Reg. \$2.50 each. S. Price \$2.25

English Underwear.

Medium weight, all wool, assorted sizes.

Reg. \$2.00 gar. S. Price \$1.85
 Reg. \$2.50 gar. S. Price \$2.37

Men's Raglans.

Shades of Fawn and Navy, double breasted Trench Coat style, belt all round, strap sleeves, lined throughout, also with waterproof lining; all sizes in stock. Reg. \$22.00. Sale Price . . . \$18.70

Men's Raglans.

Double breasted style, full belt with strap sleeves, waterproof lined throughout, also with detachable all wool lining, ideal for cold weather, all sizes; colors of Navy and Dark Brown. Reg. \$27.50 ea. S. Price \$25.45 Reg. \$31.00 ea. S. Price \$28.85

Medium Weight Overcoats.

For Spring and Fall wear, single breasted styles, in medium and Dark Grey shades; sizes 3 to 7.

Reg. \$18.00 each. Sale Price . . . \$15.20
 Reg. \$20.00 each. Sale Price . . . \$17.00
 Reg. \$25.00 each. Sale Price . . . \$21.25
 Reg. \$30.00 each. Sale Price . . . \$25.50
 Reg. \$35.00 each. Sale Price . . . \$29.75

Men's Underwear.

Heavy winter weight; sizes 20 to 24 shirts, 20 to 28 drawers. These are wool and wear splendidly; offered at a genuine bargain to clear. Reg. \$1.20 garment. Special price to 50c.

Men's Stanfield's Underwear.

Assorted winter weight, well made, perfect fitting, all sizes.

Special garment: \$1.71, \$2.25, \$2.64 and \$3.10

Stanfield's Medium Weight.

All sizes, fine soft finish. Reg. gar. \$1.85. S. Price \$1.67 Reg. gar. \$2.50. S. Price \$2.35

A Sale of Men's HATS and CAPS

Your Spring Hat should be correct as to style, shape, weight and price. This is what it will be if you purchase it from us. We are showing the very newest styles and colors and at reduced prices during this sale.

Men's Felts Velour Hats Men's New Caps

Soft Felt Hats for men; shades of Grey, Brown, Beaver, Fawn, Navy, Green and Black; newest shapes, all sizes. You will find the very hat you want in our new assortment.

Reg. \$3.00 each. Sale Price . . . \$2.62
 Reg. \$3.75 each. Sale Price . . . \$3.29
 Reg. \$4.50 each. Sale Price . . . \$3.94
 Reg. \$5.25 each. Sale Price . . . \$4.60

English and Austrian All Fur Velour, shades of Fawn, Beaver and Grey, all sizes, newest shapes, ideal hat for early Spring wear.

Reg. \$ 6.50 each. S. Price . . . \$ 5.99
 Reg. \$ 6.75 each. S. Price . . . \$ 6.29
 Reg. \$ 9.50 each. S. Price . . . \$ 8.50
 Reg. \$10.00 each. S. Price . . . \$ 9.00
 Reg. \$12.50 each. S. Price . . . \$10.95
 Reg. \$13.00 each. S. Price . . . \$11.40

New arrivals in Tweed Caps for men in a great variety of smart patterns and colors; newest shapes for Spring wear; all sizes. Get yours while assortments are complete.

Reg. 55c each. Sale Price . . . 48c
 Reg. 70c each. Sale Price . . . 61c
 Reg. \$1.00 each. Sale Price . . . 89c
 Reg. \$1.50 each. Sale Price . . . \$1.05
 Reg. \$1.60 each. Sale Price . . . \$1.40

The Royal Stores, Ltd.



SAVE ON SILKS

Buy your silks for future use during this February Sale and save considerable money.

Colored Paillette.

36 inches wide, shades of Henna, Rose, Champagne, White, Pale Blue, Pink, Hello, Fawn, Grey, Navy, Purple, Saxe, Brown and Reseda. Reg. \$2.75 yard. Sale Price . . . \$2.35

Armure Jersey.

36 inches wide, shades of Henna, Rose, Champagne, White, Pale Blue, Pink, Hello, Fawn, Grey, Navy, Purple, Saxe, Brown and Reseda. Reg. \$2.75 yard. Sale Price . . . \$1.98

Jap Silk.

Shades of V. Rose, Crimson, Pink, Pale Blue, Saxe, Royal Mid Brown, Nigger, Fawn, Yellow, Fawn, Jade, Hello, Navy and Black; 36 inches wide. Reg. \$1.23. Sale Price . . . \$1.23

Natural Shantung.

39 inches wide, in all the newest shades. Reg. \$4.35 yd. Sale Price . . . \$3.57



Magnificent Carpets Lower Priced

This sale presents to you the opportunity of the season to secure a beautiful Carpet Square at a splendid saving.

Axminster Squares.

In a wide range of beautiful designs and colors.

Size 9 x 9 ft. Reg. \$55.00 ea. S. Price \$53.50
 Reg. \$77.00 ea. S. Price \$69.50
 Size 9 x 12 ft. Reg. \$40.00 ea. S. Price \$36.00
 Reg. \$49.00 ea. S. Price \$44.10
 Reg. \$70.00 ea. S. Price \$65.00
 Size 10-6 x 12 ft. Reg. \$58.00 ea. S. Price \$53.25
 Size 11-3 x 11-3 ft. Reg. \$105.00 ea. S. P. \$105.00
 Size 12 x 12 ft. Reg. \$106.00 ea. S. P. \$ 95.40

Turkish Squares.

Reversible Wool Squares in magnificent Oriental designs and colors.

Size 9 x 9 ft. Reg. \$44.00 ea. S. Price \$37.50
 Reg. \$60.00 ea. S. Price \$67.50
 Size 9 x 12 ft. Reg. \$50.00 ea. S. Price \$47.50
 Size 10-6 x 12 ft. Reg. \$74.00 ea. S. Price \$74.00
 Size 11-3 x 11-3 ft. Reg. \$27.00 ea. S. Price \$24.30
 Reg. \$30.00 ea. S. Price \$27.00
 Reg. \$35.00 ea. S. Price \$31.00
 Reg. \$37.00 ea. S. Price \$33.00
 Reg. \$39.00 ea. S. Price \$35.10

Beautiful BLOUSES

A bewildering variety of Blouses, in all the newest styles and colors, varied enough to suit every individual requirement. At these special prices you should buy not one but several.

White Jap Silk Shirtwaists.

Washes and launders beautifully.

Reg. \$2.45 each. Sale Price . . . \$2.15
 Reg. \$2.85 each. Sale Price . . . \$2.55
 Reg. \$3.00 each. Sale Price . . . \$2.70
 Reg. \$3.50 each. Sale Price . . . \$3.15

Poplin Shirtwaists.

Shades of Tan, Navy, Nigger and Cream.

Reg. \$2.85 each. Sale Price . . . \$2.45
 Reg. \$3.35 each. Sale Price . . . \$2.95
 Reg. \$4.25 each. Sale Price . . . \$3.80

Crochet Smocks.

Beautiful hand crochet Smocks, shades of Grey, Tan, Navy, Lemon, Green and Saxe.

Reg. \$15.00 each. Sale Price . . . \$12.75
 Reg. \$17.50 each. Sale Price . . . \$14.90
 Reg. \$21.00 each. Sale Price . . . \$18.75

Crepe-de-Chene Shirtwaists.

Shades of Grey, Brown, Lemon, Saxe and Navy.

Reg. \$ 6.00 each. Sale Price . . . \$ 5.10
 Reg. \$ 7.00 each. Sale Price . . . \$ 6.05
 Reg. \$ 8.50 each. Sale Price . . . \$ 7.25
 Reg. \$10.00 each. Sale Price . . . \$ 8.50

All the newest styles, shades of Saxe, Sky, Navy, Grey, Marine, Sand, Jade, Tan, Henna, Peach and White.

Reg. \$ 7.00 each. Sale Price . . . \$ 6.05
 Reg. \$11.50 each. Sale Price . . . \$ 9.75
 Reg. \$12.50 each. Sale Price . . . \$11.00

City-Fifth Annual Statement

THE MUTUAL LIFE ASSURANCE COMPANY OF CANADA.

The recently issued 55th Annual Statement of The Mutual Life Assurance Company of Canada cannot fail to be a source of deep satisfaction to the policyholders. By every measure this pioneer Canadian mutual company has made record progress during the past year. In every respect its business, the growth of which has been more than satisfactory, has been more than satisfactory. By practically half-a-million dollars the previous high record of surplus earnings was surpassed, the total being \$3,500,258. An increased distribution was made to policyholders of \$579,962.33 more than was paid out in 1923. A total of \$2,889,097.99 was paid out to the policyholders in 1924—a return on the premiums of approximately 25% on the total premiums received by the company.

The expansion of the Company's business has been healthy and progressive. During the year a total of \$2,812,127 of new assurances was effected, representing an increase in new policies issued of \$4,283,719, or 25% more than in 1923. The business for three now amounts to \$295,729,866 in 1925 policies, compared with \$289,882,866 at the end of 1923—a net increase of \$5,847,000 last year.

The impressive financial situation of the Company is well indicated by accumulated assets of \$66,960,767, an increase over the previous year of \$4,252,274.

Three of the factors contributing to the exceptionally high surplus earned for the policyholders were economy in administration, remarkably favorable mortality and high interest rate on invested assets. The percentage of income required to cover general expenses of administration was reduced from the previous best showing of 16.15% in 1923 to 15.32% in 1924. This reduction was accomplished despite the fact that the new policies issued in 1924 exceeded the 1923 total by over \$4,000,000.

Another record was broken in the matter of low mortality. The ratio of actual to expected death claims was only 36.01%, as against 39.26% in 1923, the previous low record in recent years. Very careful consideration of risks by the Company's officers in the field is indicated by the extraordinarily light death claims ratio in 1924. The policyholders benefit in the increased surplus thus made possible.

A third source of the increased surplus earned for policyholders was the high average interest yield on invested assets—6.41%. This gratifying result was achieved in the face of a downward trend in interest rates, and is notable in view of the amount invested in high-class bonds which so largely a part of the Mutual Life's assets is invested. The directors' far-sighted policy in increasing funds was again strikingly illustrated in 1924.

The Mutual Life of Canada has an unbroken record of development during its 55 years of existence. The principle of Mutuality—whereby the participating policyholders receive back the entire net profit—has been abundantly justified. As stated by the President: "The results of the year 1924 are sufficient to point the moral that co-operation, scientifically employed as it is in our case, eliminate the middleman and his profits, and thus assures to the policyholders a more generous distribution."

Willard Storage Battery Company

CLEVELAND, OHIO.

Programs Eastern Standard Time.

WTAM—Cleveland—265 Meters.

Thursday, Feb. 19th, 1925.

8.00 to 7.00 p.m.—Hotel Statler Studio. Diner Music by the Hotel Statler Concert Orchestra under the direction of Maurice Spitznagel.

Friday, Feb. 20th, 1925.

8.00 to 7.00 p.m.—Willard Studio. Diner Music by Guy Lombardo and his Royal Canadians.

Saturday, Feb. 21st, 1925.

8.00 to 7.00 p.m.—Hotel Statler Studio. Diner Music by the Hotel Statler Concert Orchestra under the direction of Maurice Spitznagel.

9.00 p.m. to midnight—Willard Studio. Dance Music and Novelty Program by Ev. Jones and his WTAM Dance Orchestra and assisting artists.

Child's White Rubbers; sizes 8, 9 and 10; only 50c. pair at F. SMALLWOOD'S.—Feb. 19/25

WILLARD'S LINIMENT RELIEVES PAIN.

AN
 ay!
 the Northland.
 ANS
 arden of My After You're
 of motion pic.
 Line
 ST. JOHN'S
 FEBRUARY.
 from St. John's:
 February 18th
 February 25th
 PORTS.
 with six months'
 New York.
 CO. LTD.
 Nfld.
 Agents.
 per day,
 will guarantee
 per week (ac-
 injury you may
 of disability.
 If you call
 explain it. Thank
 RANTY CO.
 Agent.
 Bonds
 PRICES.
 QUERY.
 WARD
 CHANGE.
 CHANGE.
 lects by Private
 YORK.
 Newfoundland.
 COCOA
 entulates
 will label
 about it.
 from Cape Race
 Evening Telegram.
 EACH To-day.
 ight, possible, weather
 nte sooner was in dis-
 after, bound in
 and passed west at
 Bar. 30.42; Ther-