

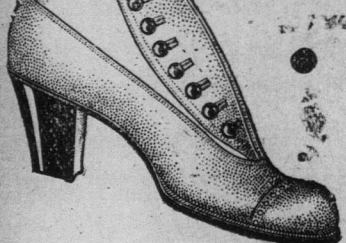
COMMENCING  
Monday, Feb. 1st.

IT'S A  
GREAT TIME  
TO BUY

# The ROYAL STORES, Ltd., Nineteenth Annual FEBRUARY SALE

February Month is known to hundreds of keen buyers as a period of unequalled value giving at the ROYAL STORES. People not only purchase for immediate use but make extensive provisions for the rest of the year. They know by experience that this is a good time to buy. JOIN THE CROWD AND SAVE.

## Important Money Saving Chance on BOOTS & SHOES For Men, Women & Children



Many people take advantage of this annual event to buy their Footwear for themselves and families. They know by former sales that the stocks kept at this store are up-to-date and extensive, while the values offered are unexcelled.

Every Boot or Shoe in this Store has been reduced in price. Glance at the following:

**LADIES' BOOTS.**  
Dongola, Laced and Buttoned; all sizes.  
Regular \$1.85 pair. Sale Price ..... \$1.70  
Regular \$2.10 pair. Sale Price ..... \$1.90  
Regular \$2.20 pair. Sale Price ..... \$1.98  
Black Vici Kid; all sizes, various styles.  
Regular \$2.80 pair. Sale Price ..... \$2.55  
Regular \$2.90 pair. Sale Price ..... \$2.60  
Patent Leather, Dull Kid Tops; all sizes, various styles.  
Regular \$2.60 pair. Sale Price ..... \$2.39  
Regular \$3.00 pair. Sale Price ..... \$2.73

**LADIES' SHOES.**  
Dongola and Patent Leather; Strapped.  
3 Straps—Regular \$1.85 pair. Sale Price ..... \$1.70  
4 Straps—Regular \$2.50 pair. Sale Price ..... \$2.30  
5 Straps—Regular \$2.50 pair. Sale Price ..... \$2.30

**LADIES' LACED SHOES.**  
Dongola Vici Kid; all sizes.  
Regular \$1.70 pair. Sale Price ..... \$1.55  
Regular \$1.85 pair. Sale Price ..... \$1.70  
Regular \$2.10 pair. Sale Price ..... \$1.90

**CHILDREN'S HEAVY BOOTS.**  
Laced and Buttoned; Black only.  
Sizes 5 to 8. Regular \$1.40 pair. Sale Price ..... \$1.17  
Reg. 8 1/2 to 11. Regular \$1.65 pair. Sale Price ..... \$1.36  
Sizes 11 1/2 to 2. Regular \$2.00 pair. Sale Price ..... \$1.73

**CHILDREN'S DONGOLA BOOTS.**  
Tan and Black, Laced and Buttoned.  
Regular 7 1/2 pair. Sale Price ..... \$1.66

**MEN'S BOOTS.**  
Vici Kid Bluchers; all sizes.  
Regular \$2.30 pair. Sale Price ..... \$2.00  
Regular \$2.90 pair. Sale Price ..... \$2.63  
Box Calf; all sizes and styles.  
Regular \$3.00 pair. Sale Price ..... \$2.85  
Regular \$3.50 pair. Sale Price ..... \$3.15  
Patent Leather and Tan.  
Regular \$4.20 pair. Sale Price ..... \$3.83  
Regular \$4.85 pair. Sale Price ..... \$4.45  
Regular \$5.40 pair. Sale Price ..... \$4.94

## Reduced Prices in Force on HIGH GRADE FURNITURE

All our Furniture substantially reduced in price. In fact, every piece in stock, from the simplest kitchen chair to the finest Parlor Suite, bears a good reduction.

The Royal Stores Furniture is well known for its artistic merit, its genuine quality and workmanship. We never had a better showing nor a more practical one than we have now at the commencement of this Sale. Those who contemplate furnishing a home or replacing old pieces can save a lot of money here.

Come early, for the choicest bargains always go first.

**BEDROOM SUITES.**  
2 pieces; Surface Oak finish.  
Mirror 13x22—Reg. \$16.50 suite. Sale Price ..... \$14.33  
Mirror 13x22—Reg. \$18.50 suite. Sale Price ..... \$15.93  
Mirror 20x24—Reg. \$25.00 suite. Sale Price ..... \$23.75  
Mirror 22x28—Reg. \$33.50 suite. Sale Price ..... \$27.83

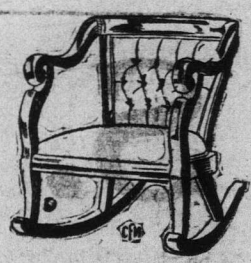
**QUARTERED OAK.**  
Mirror 28x28. Reg. \$63.25 suite. Sale Price ..... \$52.60  
Mahogany.  
Mirror 24x36—Reg. \$55.00 suite. Sale Price ..... \$46.02

**BUFFETS.**  
Surface Oak.  
Mirror 10x36—Reg. \$22.25 ea. Sale Price ..... \$20.81  
Quartered Oak.  
Mirror 8x40—Reg. \$45.00 ea. Sale Price ..... \$37.00  
Mirror 10x40—Reg. \$54.00 ea. Sale Price ..... \$45.00

**LEADED FRONTS.**  
Mirror 10x36—Reg. \$52.00 ea. Sale Price ..... \$43.17  
Mirror 10x40—Reg. \$59.00 ea. Sale Price ..... \$49.00

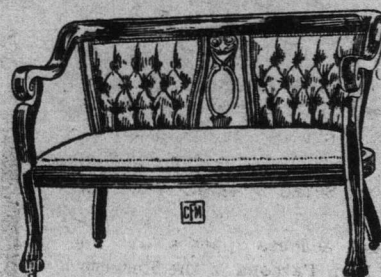
**PARLOR SUITES.**  
5 pieces, Mahogany finish, upholstered Velour with Plush Bands.  
Reg. \$40.00 suite. Sale Price ..... \$38.50  
Reg. \$70.00 suite. Sale Price ..... \$65.78  
Reg. \$75.00 suite. Sale Price ..... \$62.17

**UPHOLSTERED IN FANCY SILK TAPESTRY.**  
Reg. \$96.00 suite. Sale Price ..... \$80.43



**DINING CHAIRS.**  
Quartered Oak, Leather Seats; 6 in. set.  
Reg. \$37.50 each. Sale Price ..... \$31.31  
Reg. \$42.00 each. Sale Price ..... \$35.00  
Reg. \$49.50 each. Sale Price ..... \$41.00

**MORRIS CHAIRS.**  
Oak Frames, Velour and Leather Cushions.  
Reg. \$11.00 bench. Sale Price ..... \$8.86  
Reg. \$15.00 each. Sale Price ..... \$11.38  
Reg. \$19.25 each. Sale Price ..... \$16.00



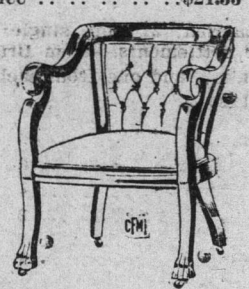
**3 PIECE SUITES.**  
Upholstered in Silk Tapestry, Mahogany Frames.  
Reg. \$62.00 suite. Sale Price ..... \$51.18  
Reg. \$72.65 suite. Sale Price ..... \$60.52  
Reg. 105.00 suite. Sale Price ..... \$90.00

**HALL STANDS.**  
Surface Oak finish.  
Mirror 13x13—Reg. \$11.00 ea. Sale Price ..... \$9.78  
Mirror 10x13—Reg. \$13.25 ea. Sale Price ..... \$10.82  
Mirror 9x17—Reg. \$14.75 ea. Sale Price ..... \$12.20

**QUARTERED OAK.**  
Mirror 17x36—Reg. \$26.75 ea. Sale Price ..... \$22.16  
Mirror 14x30—Reg. \$32.00 ea. Sale Price ..... \$26.08  
Reg. \$26.75 each. Sale Price ..... \$22.20  
Mirror 17x36—Reg. \$35.00 ea. Sale Price ..... \$28.65

**BEDSTEADS.**  
In White Enamel and Black Japan, Brass fittings and rails; 4 1/2 ft. wide.  
Reg. \$6.25 each. Sale Price ..... \$5.20  
Reg. \$3.40 each. Sale Price ..... \$2.70  
Reg. \$26.75 each. Sale Price ..... \$22.20  
also Springs and Mattresses, all selling at a good reduction in price.

**COUCHES.**  
12 Springs, Cut Plush and Tapestry Covering.  
Reg. \$12.00 each. Sale Price ..... \$10.82  
Reg. \$17.75 each. Sale Price ..... \$15.93  
Reg. \$26.00 each. Sale Price ..... \$21.33



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## New Stocks at Sale Prices in the Hosiery Department

The Hosiery Department is replete with all kinds of reliable Hosiery for Men, Women and Children. We have no hesitation in urging you to come here during this Sale. The prices marked on all Hosiery cannot be matched elsewhere.

### LADIES' CASHMERE HOSE.

Black, Plain and Ribbed; sizes SW, W and OS.  
Regular 25c. pair. Sale Price ..... 21c.  
Regular 35c. pair. Sale Price ..... 30c.  
Regular 45c. pair. Sale Price ..... 40c.  
Regular 75c. pair. Sale Price ..... 61c.

### LADIES' WORSTED HOSE.

Black Heavy Ribbed.  
Regular 55c. pair. Sale Price ..... 47c.  
Regular 60c. pair. Sale Price ..... 52c.  
Regular 65c. pair. Sale Price ..... 56c.  
Regular 80c. pair. Sale Price ..... 70c.

### MEN'S HALF HOSE.

Worsted and Cashmere, Black & Colored, well spliced heels & toes.  
Regular 35c. pair. Sale Price ..... 30c.  
Regular 50c. pair. Sale Price ..... 44c.  
Regular 65c. pair. Sale Price ..... 56c.

## CHILDREN'S STOCKINGS.

In all sizes, from 000 to 7.  
Black Cashmere, plain and ribbed Black Worsted; all fast colors.

Reg. 20c. pr. Sale Price ..... 17c.  
Reg. 25c. pr. Sale Price ..... 21c.  
Reg. 30c. pr. Sale Price ..... 26c.  
Reg. 35c. pr. Sale Price ..... 30c.  
Reg. 40c. pr. Sale Price ..... 35c.  
Reg. 50c. pr. Sale Price ..... 44c.  
Reg. 55c. pr. Sale Price ..... 47c.



MAIL ORDERS RECEIVE PROMPT  
ATTENTION.

Out-of-town Customers by enclosing Cash with order can secure any of these items at advertised Sale Prices.

## Obituary.

MR. OTTO EMERSON.

We note with feelings of deep regret the passing of Mr. Otto Emerson, which sad event occurred at noon on Feb. 1st, at his late residence, Bonfield Road, after an illness of only a few days' duration. Deceased was 70 years of age. Heart trouble was the cause of his death. For a number of years he held the position of Chief Engineer with the Newfoundland and Labrador Railway, and was highly regarded as well as by the community generally. He was a son of the late Mr. Louis Emerson, Chief Engineer of the Northern District, and brother of Mr. Justice Emerson of the Supreme Court. He is survived by a widow, two children, five sisters, and other and a large circle of relatives and friends. To the bereaved ones the Telegram expresses its condolences.

## Here and There.

**BOAT EXPLODES.**—This morning at 7.30, the Central and Eastern Companies were called by telephone to the residence of a family on Bond Street, where a fire was supposed to have occurred. Connections to the range in the kitchen were frozen and when the fire was lit the stove exploded. The range was wrecked, but no further damage was done.

**TRouble on LINTROSE.**—As a result of over-indulgence in alcoholic liquors, a row occurred on the Lintrose on Saturday. Two men, who were not belonging to the ship's crew, were beaten. One of them, named Kennedy, was thrown overboard, and his hand almost kicked off. He was barely rescued by the crew. Another man, Kennedy, now lies at the General Hospital.

BUSINESS AS USUAL

## SAVE MONEY ON DRESS GOODS

There are big saving advantages among the Dress Goods during our February Sale. Whatever is fashionable can be found here. Our Stocks are well selected with the view of meeting every want—variety is immediate—and in the widest possible price range. From the lowest to the highest priced materials, our assortments are complete.

### AMAZON CLOTHS.

In Navy, Reseda, Brown, Myrtle, Fawn, Grey, Plum, etc. Saxe, Wine, etc.  
Reg. 45c. yard. Sale Price ..... 39c.  
Reg. 60c. yard. Sale Price ..... 52c.  
Reg. 70c. yard. Sale Price ..... 61c.  
Reg. 80c. yard. Sale Price ..... 68c.  
Reg. \$1.00 yard. Sale Price ..... \$1.05  
Reg. \$1.25 yard. Sale Price ..... \$1.12  
Reg. \$1.50 yard. Sale Price ..... \$1.35

### COSTUME SERGES.

Navy and Black.  
Reg. 45c. yard. Sale Price ..... 39c.  
Reg. 55c. yard. Sale Price ..... 47c.  
Reg. 60c. yard. Sale Price ..... 52c.  
Reg. 70c. yard. Sale Price ..... 61c.  
Reg. 80c. yard. Sale Price ..... 68c.  
Reg. \$1.00 yard. Sale Price ..... \$1.05  
Reg. \$1.25 yard. Sale Price ..... \$1.12  
Reg. \$1.50 yard. Sale Price ..... \$1.35

### COSTUME TWEEDS.

Heather mixtures, Browns and Greys, assorted widths.  
Reg. 55c. yard. Sale Price ..... 47c.  
Reg. 65c. yard. Sale Price ..... 56c.  
Reg. 75c. yard. Sale Price ..... 64c.  
Reg. 80c. yard. Sale Price ..... 68c.  
Reg. \$1.00 yard. Sale Price ..... \$1.05  
Reg. \$1.25 yard. Sale Price ..... \$1.12  
Reg. \$1.50 yard. Sale Price ..... \$1.35

### GABARDINES.

44 ins. to 50 wide; colors of Navy, Myrtle, Grey, Tan, Saxe, Reseda and Black.  
Reg. 90c. yard. Sale Price ..... 77c.  
Reg. 1.25 yard. Sale Price ..... \$1.05  
Reg. \$1.50 yard. Sale Price ..... \$1.25

### SPONGE VELOURS.

New fabric in shades of Navy, Slate, Saxe and Brown, 50 inches wide.  
Reg. \$1.80 yards. Sale Price ..... \$1.50

### WHIPCORDS AND BEDFORD CORDS.

Colors of Navy, Grey, Plum, Tan, Amethyst, Saxe, Olive and Champagne.  
Reg. 60c. yard. Sale Price ..... 52c.  
Reg. 70c. yard. Sale Price ..... 61c.  
Reg. 80c. yard. Sale Price ..... 68c.  
Reg. \$1.00 yard. Sale Price ..... \$1.05  
Reg. \$1.25 yard. Sale Price ..... \$1.12  
Reg. \$1.50 yard. Sale Price ..... \$1.35

### PLAID SUITINGS.

In great variety, assorted widths.  
Reg. 75c. yard. Sale Price ..... 64c.  
Reg. 80c. yard. Sale Price ..... 68c.  
Reg. 90c. yard. Sale Price ..... 77c.  
Reg. \$1.00 yard. Sale Price ..... \$1.05  
Reg. \$1.25 yard. Sale Price ..... \$1.12  
Reg. \$1.50 yard. Sale Price ..... \$1.35

### NEW SERGE VLOURS.

In Black, Wine, Saxe, Grey, Cerise, Navy, Crimson and Amethyst.  
Reg. 75c. yard. Sale Price ..... 64c.  
Reg. 80c. yard. Sale Price ..... 68c.  
Reg. 90c. yard. Sale Price ..... 77c.  
Reg. \$1.00 yard. Sale Price ..... \$1.05  
Reg. \$1.25 yard. Sale Price ..... \$1.12  
Reg. \$1.50 yard. Sale Price ..... \$1.35

### NEW HOPSACKS.

50 inches wide; shades of Gold, Reseda and Terra Cotta.  
Reg. \$1.50 yard. Sale Price ..... \$1.25  
New HONEYCOMB CLOTH.

50 inches wide, colors of Navy, Cerise, Saxe, Purple, Terra and Black.  
Reg. \$1.50 yard. Sale Price ..... \$1.25  
NEW CHECK SUITINGS.

Saxe and Black, Green and Black, Scarlet and Black, Purple and Black, 50 inches wide.  
Reg. \$1.25 yard. Sale Price ..... \$1.05

### NEW CROCODILE CLOTHS.

Shades of Myrtle, Grey, Saxe and Navy.  
Reg. \$1.65 yard. Sale Price ..... \$1.40

## Glove Department. Amazing Values.



An opportunity to anticipate your Glove needs for months ahead is given you during this Sale.

Every make of Glove is represented in our extensive Stock.

Make a point of visiting this Department after seeing the splendid values offered you will admit at once that Glove buying at the Royal Stores is a money saving proposition.

### LADIES' KID GLOVES.

Dent's and other popular makes in Black, Tan, Grey and other colors.  
Reg. 60c. pair. Sale Price ..... 52c.  
Reg. 70c. pair. Sale Price ..... 61c.  
Reg. 80c. pair. Sale Price ..... 68c.  
Reg. \$1.00 pair. Sale Price ..... \$1.05

### WOOL GAUNTLETS.

Reg. 80c. pair. Sale Price ..... 64c.  
Reg. 45c. pair. Sale Price ..... 40c.  
In White only.

### LADIES' WOOL GLOVES.

Ringwood Scotch knit, etc. in Blk., White, Fawn & Heather mixtures.  
Regular 20c. pair. Sale Price ..... 17c.  
Regular 25c. pair. Sale Price ..... 21c.  
Regular 35c. pair. Sale Price ..... 30c.  
Regular 45c. pair. Sale Price ..... 40c.  
Regular 55c. pair. Sale Price ..... 47c.

### LADIES' CASHMERE GLOVES.

Suede finish, in Black, Tan, Beaver and Grey.  
Regular 20c. pair. Sale Price ..... 17c.  
Regular 25c. pair. Sale Price ..... 21c.  
Regular 40c. pair. Sale Price ..... 35c.  
Regular 60c. pair. Sale Price ..... 52c.

### LINED KID GLOVES.

Regular 80c. pair. Sale Price ..... 70c.  
Regular \$1.10 pair. Sale Price ..... 97c.  
Regular \$1.60 pair. Sale Price ..... \$1.44

### LINED KID GAUNTLETS.

Regular \$2.00 pair. Sale Price ..... \$2.54  
CHILDREN'S GLOVES.  
Tan Kid; all sizes.  
Regular 50c. pair. Sale Price ..... 44c.  
Regular 65c. pair. Sale Price ..... 56c.

### CHILDREN'S WOOL GLOVES.

In shades White, Navy, Crimson, Brown, Green and Fawn.  
Prices from 18c. to 30c.

## MEN'S FURNISHINGS

These hard times "How to economize?" is a question that exercises the minds of all men. This Sale should be welcomed, as it offers splendid opportunities to save on everything needed for men's wear.

### MEN'S SHIRTS.

For evening and business wear in White Linen, Fancy Cottons, Striped Madras, etc.; well shaped, all sizes.  
Regular 80c. each. Sale Price ..... 70c.  
Regular \$1.00 each. Sale Price ..... 90c.  
Regular \$1.25 each. Sale Price ..... \$1.14  
Regular \$2.00 each. Sale Price ..... \$1.80

### MEN'S NECKWEAR.

Silk and Cotton Scarves, Ties and Bows. Big assortment of styles and designs.  
Regular 12c. Sale Price ..... 10c.  
Regular 20c. Sale Price ..... 17c.  
Regular 25c. Sale Price ..... 21c.  
Regular 35c. Sale Price ..... 30c.  
Regular 45c. Sale Price ..... 39c.  
Regular 55c. Sale Price ..... 48c.

### MEN'S SUSPENDERS.

English, Tokio and American makes.  
Regular 15c. pair. Sale Price ..... 12c.  
Regular 20c. pair. Sale Price ..... 17c.  
Regular 30c. pair. Sale Price ..... 25c.  
Regular 50c. pair. Sale Price ..... 44c.

### MEN'S COLLARS.

White Linen, Soft Collars, White and Colored; all sizes and styles.  
Reg. 12c. each. Sale Price ..... 10c.  
Reg. 15c. each. Sale Price ..... 12c.  
Reg. 18c. each. Sale Price ..... 15c.

### MEN'S GLOVES.

Blk. & Tan Kid, Wool, etc. lined & unlined.  
Reg. \$1.00 pair. Sale Price ..... 90c.  
Reg. \$1.10 pair. Sale Price ..... \$1.00  
Reg. \$1.45 pair. Sale Price ..... \$1.20  
Reg. \$2.00 pair. Sale Price ..... \$1.80

### BOYS' OVERCOATS

S.B. and D.B. belted backs. Heavy Tweed, well lined, large variety of patterns; all sizes from 2 years up.  
Reg. \$2.50 each. Sale Price ..... \$2.00  
Reg. \$2.70 each. Sale Price ..... \$2.20  
Reg. \$3.00 each. Sale Price ..... \$2.50  
Reg. \$3.50 each. Sale Price ..... \$3.00

### JOB UNDERWEAR

Clearing lines of Jaeger All-Wool Underpants and Vests. All to be cleared at once. Assorted sizes. These garments are reduced

25 per ct.

Below Regular Prices.

## Hardware, Crockery, &c

Everything in these Departments will be affected by our February Sale. Amazing bargains are offered all over the Store.

WATCH PAPERS FOR FURTHER  
ANNOUNCEMENTS.

# The Royal Stores Ltd.