

Our Annual February Sale

IS FAST DRAWING TO A CLOSE.

But **THREE MORE DAYS REMAIN** in which to take advantage of the prevailing low prices. Thousands of customers visited this Sale. All were unanimous in saying that our prices were by far the lowest in the city.

Come To-morrow and See for Yourself, You will Not be Disappointed.

After Saturday Night this Sale will come to an end, so don't let this great event go by without getting a substantial share of the Bargains.



MEN'S TWEED SUITS.

Made in our own factory from good wearing materials and finished in the most up-to-date way.

Reg. \$ 8.00 suit. Sale Price... \$ 7.20
Reg. \$ 8.75 suit. Sale Price... \$ 7.88
Reg. \$ 9.50 suit. Sale Price... \$ 8.55
Reg. \$11.50 suit. Sale Price... \$10.25
Reg. \$13.25 suit. Sale Price... \$11.95
Reg. \$14.50 suit. Sale Price... \$13.05
Reg. \$16.25 suit. Sale Price... \$14.63
Reg. \$17.00 suit. Sale Price... \$15.20
Reg. \$20.50 suit. Sale Price... \$18.45
Reg. \$21.50 suit. Sale Price... \$19.35

WHAT WE SAVE YOU ON MEN'S CLOTHING.

You can search the city through and through and you won't find the equal of the remarkable values offered during this Great Sale. You'll find it pays to buy where your money can be depended upon to bring the greatest returns—that's here.

MEN'S WINTER CAPS.

Smart, dressy styles, with fur ear bands to turn up on the inside.

Reg. 35c. each. Sale Price... 25c.
Reg. \$1.40 each. Sale Price... \$1.25
Reg. \$1.65 each. Sale Price... \$1.50

MEN'S BRACES.

Reg. 35c. pair. Sale Price... 30c.
Reg. 40c. pair. Sale Price... 35c.
Reg. 70c. pair. Sale Price... 60c.

MEN'S TIES.

Knitted and Plain Silk in fancy and plain colors.

Reg. 40c. each. Sale Price... 35c.
Reg. 60c. each. Sale Price... 55c.
Reg. 65c. each. Sale Price... 57c.

Substantial SAVINGS on Pillow Cases, Sheets and Sheetting



Cottons still show an upward price tendency, but we own such a large quantity, bought before the recent advance that you may get the benefit of prices actually less than cost of material now.

PILLOW CASES.

Plain Laped, Frilled, Hemstitched, Hemstitched and Embroidered and Frilled and Embroidered.

Reg. 60c. each. Sale Price... 48c.
Reg. 75c. each. Sale Price... 60c.
Reg. 85c. each. Sale Price... 68c.
Reg. 95c. each. Sale Price... 75c.
Reg. 1.00 each. Sale Price... 80c.

PLAIN AND TWILLED SHEETS.

Reg. \$4.50 pair. Sale Price... \$3.75
Reg. \$5.50 pair. Sale Price... \$4.65
Reg. \$6.00 pair. Sale Price... \$5.10
Reg. \$6.75 pair. Sale Price... \$5.75
Reg. \$7.20 pair. Sale Price... \$6.10

SHEETINGS.

Reg. 42c. yard. Sale Price... 37c.
Reg. 60c. yard. Sale Price... 53c.
Reg. 65c. yard. Sale Price... 58c.
Reg. 80c. yard. Sale Price... 70c.
Reg. 1.15 yard. Sale Price... \$1.02

Saving Opportunities from the Showroom Dept.

LADIES' BLOUSES.

A new stock of American Blouses in all the very newest models. Striped, Paisley, Checked and Plain White in Muslins, Voiles, Marquesses, Organza, etc. A splendid assortment.

Reg. \$1.00 each. Sale Price... 90c.
Reg. \$1.25 each. Sale Price... \$1.00
Reg. \$1.40 each. Sale Price... \$1.12
Reg. \$1.45 each. Sale Price... \$1.16
Reg. \$3.50 each. Sale Price... \$2.90

LADIES' UNDESKIRTS.

Made from heavy corded repp in five gorge styles; accordion pleated full bouce; colors: Greys, Saxe, Navy, Cream and Champagne.

Reg. \$1.45 each. Sale Price... \$1.16
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CHILDREN'S SERGE KILTS.

Loose fitting Kilts of fine Cream Serge to fit children from 3 to 7 years. These Kilts were bought almost twelve months ago and would be good today at a much higher price.

Reg. 65c. each. Sale Price... 52c.
Reg. 75c. each. Sale Price... 60c.

LADIES' SWEATER COATS.

Ladies' Wool Sweater Coats in plain Grey and two color effects; high roll collars to button closely about the neck; made in a very popular stitch in Plain Grey, Grey and Emerald, Grey and Navy and Grey and Marone; size 36 to 42 in. busts.

Reg. \$2.40 each. Sale Price... \$2.00
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Save Money on Ladies' Underwear.



This Sale offers extraordinary opportunities to save on Ladies' Underwear. Great Reductions have been made on Camisoles, Underskirts, Knickers, Nightgowns. The qualities and styles shown here, coupled with the low prices marked, make it cheaper for you to buy here, than to sit down and make the required garments. You not only save your money but you save yourself a lot of trouble as well.

In every instance you save.

LADIES' CAMBRIE CAMISOLES.
Regular 30c. to \$1.50 each. Sale Prices... 25c. to \$1.14

LADIES' UNDESKIRTS.
Regular \$1.00 to \$4.75 each. Sale Prices... 80c. to \$3.98

LADIES' KNICKERS.
Regular 60c. to \$2.50 pair. Sale Prices... 40c. to \$2.05

Stanfield's Underwear.

Stanfield's Unshrinkable Underwear for men in all weights and sizes. This make of Underwear is becoming more popular every day and buyers will realize great savings by buying during this Sale.

Sizes 34 to 42 Shirts & Drawers.

Reg. \$2.25 garment. Sale Price... \$1.98
Reg. \$2.50 garment. Sale Price... \$2.18
Reg. \$2.60 garment. Sale Price... \$2.31

Sizes 44 to 46.

Reg. \$2.65 garment. Sale Price... \$2.37
Reg. \$3.25 garment. Sale Price... \$2.77



SAVING CHANCES ON Hosiery of All Kinds.

In view of the rapidly advancing prices of hosiery of all kinds we are offering you during this Sale an opportunity which will not come your way again for some time. The Sale prices have been fixed with the idea of making them so attractive that you cannot fail to recognize the wisdom of anticipating your needs for many months to come.



MEN'S WORSTED HALF HOSE.

Regular 35c. pair. Sale Price... 30c.
Regular 40c. pair. Sale Price... 35c.
Regular 50c. pair. Sale Price... 44c.
Regular 55c. pair. Sale Price... 48c.
Regular 65c. pair. Sale Price... 57c.

MEN'S BLACK CASHMERE HALF HOSE.

Regular 25c. pair. Sale Price... 21c.
Regular 35c. pair. Sale Price... 30c.
Regular 40c. pair. Sale Price... 35c.
Regular 60c. pair. Sale Price... 53c.

WOMEN'S CASHMERE HOSE.

Ribbed and Plain.)

Regular 25c. pair. Sale Price... 21c.
Regular 30c. pair. Sale Price... 26c.
Regular 35c. pair. Sale Price... 30c.
Regular 40c. pair. Sale Price... 35c.
Regular 50c. pair. Sale Price... 44c.
Regular 60c. pair. Sale Price... 53c.
Regular 70c. pair. Sale Price... 60c.
Regular 80c. pair. Sale Price... 70c.
Regular 1.00 pair. Sale Price... 85c.
Regular 1.20 pair. Sale Price... \$1.05

MISSSES' and CHILDREN'S HOSE.

Sizes 00 to 7.

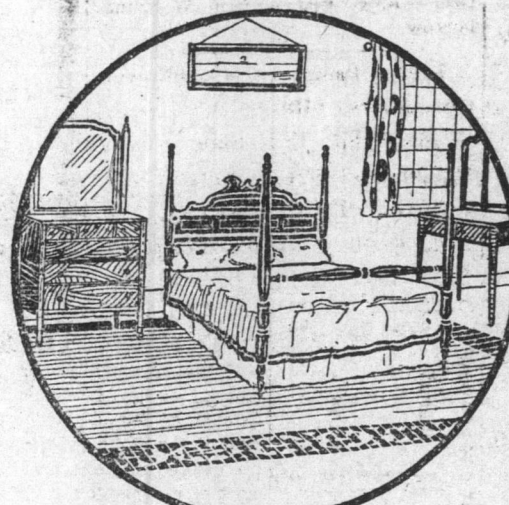
Regular 15c. pair. Sale Price... 13c.
Regular 20c. pair. Sale Price... 17c.
Regular 25c. pair. Sale Price... 21c.
Regular 30c. pair. Sale Price... 26c.
Regular 35c. pair. Sale Price... 30c.
Regular 40c. pair. Sale Price... 35c.
Regular 50c. pair. Sale Price... 44c.
Regular 60c. pair. Sale Price... 53c.
Regular 70c. pair. Sale Price... 60c.
Regular 80c. pair. Sale Price... 70c.
Regular 90c. pair. Sale Price... 79c.
Regular 1.00 pair. Sale Price... 88c.

Special Sale of Groceries.

Pears. Reg. 30c. tin, for... 27c.
Peaches. Reg. 25c. tin, for... 23c.
Egg Plums. Reg. 22c. tin, for... 18c.
Sliced Peaches. Reg. 15c. tin, for... 13c.
Apricots. Reg. 15c. tin, for... 13c.
Gong Soups, 4 pkcts. for... 15c.
Edward's Asst. Soups. Reg. 15c. tin for... 12c.
Postum. Reg. 16c. pkt. for... 14c.
National Rolled Oats. Reg. 35c. tin, for... 32c.
Mooney's Cream Soda. Reg. 20c. tin, for... 18c.
35c. pot. for... 30c.
Robertson's Black Currant Jam. Reg. 35c. for... 30c.
Pine Apple Pulp. Reg. 80c. tin, for... 75c.
Peach Pulp. Reg. 80c. tin, for... 75c.
Kola Tonic Wine. Reg. \$1.00 for... 90c.

Dr. Emerson's Invalid Port. Reg. \$1.00 for... 90c.
Yorkshire Relish. Reg. 20c. for... 18c.
Onion Salad. Reg. 15c. bot. for... 12c.
Mont and Glass Sandwich Cake. Reg. 12c. for... 10c.
Tea. Special per lb. ... 45c.
Chow Chow. Reg. 16c. bot. for... 14c.
Pickles. Reg. 15c. bot. for... 14c.

FURNITURE.



We've added another great shipment of the very best grade artistic up-to-date Furniture to be sold at the same extremely low prices that have been the ruling power in our 21st Annual Sale. Wouldn't be one bit surprised if this week would be greater than any previous week of the Sale.

Furniture we've already sold is commanding so much admiration that some furnishers who hadn't intended buying their furniture now are taking advantage of this Sale. That's what you'll do if you come and see the Furniture. Don't see how anybody can resist this remarkable saving.

BUREAUS AND STANDS.
Strongly made of well seasoned Elm and Ash in various styles, with round, oval and square mirrors. The finishes are Surface, Golden and Quartered Oak and White Enamel.

Regular \$24.00 each. Sale Price... \$20.25
Regular \$35.00 each. Sale Price... \$27.20
Regular \$40.00 each. Sale Price... \$35.20
Regular \$47.00 each. Sale Price... \$38.33
Regular \$50.00 each. Sale Price... \$41.43
Regular \$55.00 each. Sale Price... \$45.93
Regular \$65.00 each. Sale Price... \$53.61

SIDEBOARDS.
Fitted with bevelled and plain plate glass mirrors in round, oval and square shapes; various finishes.

Regular \$21.55 each. Sale Price... \$17.73
Regular \$24.00 each. Sale Price... \$19.71
Regular \$27.00 each. Sale Price... \$22.26
Regular \$30.00 each. Sale Price... \$25.00
Regular \$40.00 each. Sale Price... \$32.93
Regular \$47.50 each. Sale Price... \$39.18

BEDSTEADS.

Finished in heavy White Enamel in good stout makes and fitted with brass rails and knobs.

Regular \$10.75 each. Sale Price... 8.96
Regular \$14.50 each. Sale Price... \$11.55
Regular \$18.00 each. Sale Price... \$15.12
Regular \$24.75 each. Sale Price... \$21.16
Regular \$37.00 each. Sale Price... \$30.77

EXTRAORDINARY VALUES IN Dress and Costume Goods.

We know positively that we are selling more Dress Goods at lower prices than any other store in St. John's. All you need to do is to make comparison of qualities and prices and you'll become convinced of the absolute truth of the statement.

BLACK & NAVY MELTON CLOTH.

Regular 60c. yard. Sale Price... 52c.
Regular 85c. yard. Sale Price... 73c.
Regular \$1.00 yard. Sale Price... 82c.
Regular \$1.25 yard. Sale Price... \$1.05

NAVY COATING SERGE.

Reg. 70c. yard. Sale Price... 60c.
Reg. 95c. yard. Sale Price... 85c.
Reg. \$1.00 yard. Sale Price... 85c.
Reg. \$1.20 yard. Sale Price... \$1.00
Reg. \$1.35 yard. Sale Price... \$1.15
Reg. \$1.45 yard. Sale Price... \$1.25
Reg. \$1.50 yard. Sale Price... \$1.35
Reg. \$1.65 yard. Sale Price... \$1.40
Reg. \$1.80 yard. Sale Price... \$1.55
Reg. \$2.00 yard. Sale Price... \$1.70
Reg. \$2.25 yard. Sale Price... \$1.90
Reg. \$2.45 yard. Sale Price... \$2.10
Reg. \$2.50 yard. Sale Price... \$2.15
Reg. \$2.85 yard. Sale Price... \$2.43
Reg. \$3.00 yard. Sale Price... \$2.55
Reg. \$3.40 yard. Sale Price... \$2.90
Reg. \$3.50 yard. Sale Price... \$2.99
Reg. \$5.00 yard. Sale Price... \$4.25

BLACK COATING SERGE.

Reg. \$1.00 yard. Sale Price... 85c.
Reg. \$1.10 yard. Sale Price... 94c.
Reg. \$1.20 yard. Sale Price... \$1.00
Reg. \$1.40 yard. Sale Price... \$1.20
Reg. \$1.50 yard. Sale Price... \$1.25
Reg. \$1.80 yard. Sale Price... \$1.55
Reg. \$2.00 yard. Sale Price... \$1.70
Reg. \$2.25 yard. Sale Price... \$1.90
Reg. \$2.45 yard. Sale Price... \$2.10
Reg. \$2.50 yard. Sale Price... \$2.15
Reg. \$2.85 yard. Sale Price... \$2.43
Reg. \$3.00 yard. Sale Price... \$2.55
Reg. \$3.40 yard. Sale Price... \$2.90
Reg. \$3.50 yard. Sale Price... \$2.99
Reg. \$5.00 yard. Sale Price... \$4.25

BLANKET COATINGS.
In Brown, Saxe, Tan, Emerald and Scarlet.

Reg. \$2.25 yard. Sale Price... \$1.90
Reg. \$2.50 yard. Sale Price... \$2.15
Reg. \$2.80 yard. Sale Price... \$2.45
Reg. \$2.50 yard. Sale Price... \$2.15

TWEED COATINGS.
Browns and Heather mixtures.

Reg. \$2.00 yard. Sale Price... \$1.70
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HONEYCOMB COATINGS.
Reg. \$1.40 yard. Sale Price... \$1.20

SCARLET NAP CLOTH.
Reg. \$3.10 yard. Sale Price... \$2.65

SHARP PRICE CRACK IN Crockeryware

During this Sale you have an opportunity to pick up Crockeryware and Glassware at February Sale Prices. The Crockeryware Department is rich with goods of serviceability, daintiness and beauty.

PLAIN WHITE TOILET SETS.
Raised floral designs; 5 pieces, to set.

Reg. \$1.95 set. Sale Price... \$1.76

BANDED TOILET SETS.
In White and Gold and Blue and Gold.

Reg. \$3.75 set. Sale Price... \$3.28

TEA SETS.
Best English China, mazarine band and gold rim; 21 pieces to set.

Reg. \$3.60 set. Sale Price... \$3.24

LITHO and GILT TEA SETS.
21 Piece Sets.

Reg. \$3.60 set. Sale Price... \$3.24

40 Piece Sets.

Reg. \$6.25 set. Sale Price... \$5.63
Reg. \$8.00 set. Sale Price... \$7.50

Patriotic Fund.

Editor Evening Telegram.
Dear Sir, — Kindly acknowledge through the columns of your paper the following contributions towards the Patriotic Fund—Amount already acknowledged—

Jedged... \$113,430.
Charles Frampton, Esq. ... 5
per Rev. C. W. Hollands ... 5
Newfoundland Consolidated Foundry Co., Ltd. ... 250
M. C. Messervey, Esq., Sandy Point, February instalment... 2

\$113,688.
Yours very truly,
NFPLD. PATRIOTIC FUND,
Eric A. Bowring,
Hon. Treasurer.
St. John's, Nfld., Feb. 27th, 1917.

Pension Board.

Attention is drawn to the advertisement in another column in this issue inviting returned soldiers and sailors who are suffering from disabilities which unfit them for return to former occupations, to attend at the Colonial Building this afternoon, when the Pensions and Disabilities Board will discuss with them the possibility of training them for new occupations. Last Wednesday the Board held a session for this purpose and a certain number attended, but owing to the adverse weather the gathering was smaller than it was to have been expected. It is hoped, however, that the attendance will more than make up for last week and that all such men will avail of this opportunity to interest the Pension Authorities in their behalf.

A Correction.

We have been asked to state that the report appearing in an evening contemporary of yesterday's issue stating that Mr. William H. Jackman who was visiting Three Arms, N. I. B., was returning for medical treatment, is incorrect, as a friend in the city received a wire from Mr. Jackman, at Springdale, stating that he and Mrs. Jackman were returning and were accompanied by Magistrate Wells, of Little Bay.

Miners Scarce.

We are informed officially that the Dominion Iron and Steel Company a Bell Island are in need of about one hundred men just now to work underground, notwithstanding the many drafts of men that have reached the Island from Conception Bay point and other places within the past month, evidencing that operations are being pursued more extensively by both mining companies the present winter.

Sealers Reach Town.

A batch of sealers reached town by last night's train from Conception Bay, principally from British Columbia, to join the S. S. Viking, which begins signing her crew to-morrow and sails Saturday next for Sealmead wharf, where she will clear for the Gulf sealing ground on the 10th prox.

Hockey Notes.

The proposed game between the Feldians and Victorias set down to be played at the Prince's Rink last evening is again deferred. This time the weather man is culpable. The ice presented a smooth appearance, though it required waders to negotiate it, due to the mildness of the atmosphere. The hockeyists, not having provided for such a contingency decided to "remain ashore" and await another visit from "Jack Frost."

To-morrow the St. Bon's and Feldians will try conclusions in the Inter-Collegiate series. If the former win the championship is theirs for this season, but if they lose another play-off with their opponents will be necessary to decide.

Your Boys and Girls.

Fear in children arises from the necessity of dealing with the unknown. Children are afraid of the dark because there is no telling of what may and what not be their. A child may be made familiar with the dark, as when someone in whom he has confidence stays with him and keeps his attention, until he is quite at ease among the shadows. The familiar never causes fear.

Caution on the other hand, arises from judgements based on knowledge. It is a known danger that leads to prudence and care. It steadies the muscles instead of making one tremble because it is so largely a matter of thought and understanding, rather than a matter of feeling as in the case with fear. The more a child knows about things in his little world the more likely he is to be fearless.

Minard's Linctum Cures Distemper

The Royal Stores Ltd.

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BATION.
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ES.
e at once.
y Gaiter Cloth Top
patent front stay,
s-brand; sizes 2 1/2
\$4.09. **\$2.50**
NS TAN 1-STRAP
ES, kid lined, Cu-
ceels, Empire brand,
quality of kid in this
cannot be replaced
\$2.50 or \$3.00; all
Price... **\$1.50**
N Plain Toe ARMY
ilitary heel, double
ongue; sizes 6 and
\$4.75. **\$3.50**
BROWN VICI
solid leather in-
es, back strap, toe
latest shape; sizes
2, 9 1/2 and 10. Val-
1.00... **\$2.90**
2 and 4 BUCKLE
ERS, sizes 6 and 7
Worth \$2.00 to
Sale **\$1.10**
2 BUCKLE GAIT-
good Canadian
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lar value \$2.80. Sale
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Central
Shoe Store
Its offers and men
sellers," declared the Stand-
standard of discipline is dif-
ferent ours—it is democratic,
efficient nevertheless."
Standard quotes Farragut's
"Damn the torpedoes — full
ahead," as typifying the Annu-
al spirit.
Bogus Cheques.
from a reliable source that
man who does a questionable
along the South West Coast
is accustomed to issue bogus
has been brought to book by
his victims, and fearing to
be quickly came across with
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