

The Cost of Living Forced Still Lower at the Royal Stores

The Moral is Obvious—Do All Your Shopping Here

Uppermost in your mind to-day is the cost of living. You are quick to study figures appearing in the newspapers on the subject, and inevitable you compare them with your own experience when shopping. The cost of living has fallen definitely and sharply for those who are wise enough to do all their shopping at the Royal Stores. Hundreds of customers have expressed surprise at being asked to pay so little for goods of superfine quality. For many months now we have been asserting that prices were on the downward grade. In the face of much disagreement we insisted on this assertion and used every effort to keep on forcing prices down.

That, we felt, to be our duty and privilege as a progressive store. To-day, it remains our duty to hasten a return to normal, and we feel sure that our decision to let Annual Sale Prices rule during March month will achieve a healthy measure of success.

Striking Examples of Lowered Costs for Friday & Sat.



Creepers

Women's Black Steel Creepers, adjustable to any size. Special per pair 34c.

White Crotchet Quilts

40 only White Crotchet Quilts of fine grade, handsome Damask designs; fine, even threads; hemmed ends. Reg. \$3.20 each. Sale Price

\$2.49

Fancy Chintz Cushions

A Clearing Line of Fancy Cushions in Floral Chintz; size 20 x 20; frilled all around; in a wonderful variety of colorings. Reg. \$1.80 each. Sale Price

\$1.25

Long Rubbers

MEN'S LONG RUBBERS—Sizes 6, 7, 8 and 10. Regular \$7.50 pair for \$4.25

MEN'S HIP RUBBERS—All sizes. Reg. \$9.00 pair for \$6.00

LADIES' LONG RUBBERS—Black Pebble finish; all sizes. Reg. \$3.90 pair for \$3.50

Gloves

WOMEN'S FABRIC GLOVES—In shades of Brown, Black and Grey; fleece lined; suede finish; 2 domes. Reg. \$1.50 pair for 72c.

SUEDETUX GLOVES—Women's fabric Gloves, in Grey, Fawn, Black and White; in all sizes; 2 dome fasteners. Reg. \$1.25 pair for 64c.

Hosiery Bargains



WOMEN'S CASHMERE HOSE—In Past Black and Dark Tan; sizes SW, W & OS; seamless finish; fashioned ankles; spliced heels and toes. Reg. \$1.00 pair for 87c.
WOMEN'S WOOL HOSE—Black; all Wool Hose; Worsted 41 ribbs, seamless feet; spliced heels. Reg. \$1.50 pair. Sale Price \$1.25
WOMEN'S RUBBER HEELS—In all sizes; easily attached; no cement required; in Tan and Black. Reg. 30c. pair. Sale Price 26c.
WOMEN'S GAITERS—Black Rubber Gaiters; sizes 3 to 5 only; 3 buckles; water tight to the top. Regular \$3.00 pair for \$2.65
WOMEN'S LEATHER INSOLES—All solid Leather; sizes 3 to 7; One side gummed. Regular per pair 15c. Sale Price 15c.



Women's Fleece Lined Vests

White Jersey Knit; high neck and long sleeves; silk draw string. Size 34 to 38. Reg. \$1.50 ea. for \$1.45
Size 40 to 44. Reg. \$2.00 ea. for \$1.75

Showroom Specials

JAP SILK BLOUSES—In White or Ivory; sizes 36 to 44; shirtwaist style; also round neck; no collar; assorted pretty trimmed effects. Reg. \$5.25 each for \$4.20

GEORGETTE BLOUSES—In the following shades: Flesh, Maize, Grey and Sand; some with collar; others round neck; trimmed with beads, silk and wool; buttoned on shoulder and side. Reg. \$15.50 each for \$10.00

SWEATER COATS—All Wool Knit, in Light Grey, Heather, Navy and Dark Grey; some with roll collar and pockets; others collarless. Reg. \$3.50 each. Sale Price \$2.80

Another Lot of SWEATERS or SPORTS COATS, in Saxe and Coral only; without collar; sizes 36 to 42. Regular \$5.50 each for \$4.40

WOMEN'S PYJAMAS—Colored Striped Sleeping Suits; White ground with Pink and Blue stripes; medium size, military collar, 2 piece Suits. Reg. \$3.75 each for \$3.20

WOMEN'S UNDERSKIRTS—Black and White Checks also Black Mohr with White stripes of assorted sizes; to fit all sizes; draw string at waist. Wide hemmed. Regular \$3.15 each. Sale Price \$3.15



Table Linens



White Table Cloths.

Damasked Linen; size 54 x 54; extra quality; well finished and nicely hemmed; dainty floral and scroll designs. Reg. \$3.75 each. Sale Price \$3.00

Face Cloths.

White and Pink Turkish Toweling; hemmed ends; size 11 x 13. Reg. each 18c. for 16c.

Tea Towels.

Large selection in Cotton Towels; White with red and plain check designs; size 15 x 25; hemmed ends. Reg. 30c. each for 26c.

Table Napkins.

Fine White Damask Table Napkins in great assortment; size 21 x 21; fancy floral and scroll designs; hemmed ends. Reg. 45c. each for 40c.

Table Centres.

Fawn Crash Linen Centres; size 17 x 17; hemstitched and embroidered in dainty designs. Reg. 75c. each for 60c.

Cushion Covers.

Fawn Linen; strong reliable covers with embroidered and hemstitched designs; size 15 x 19. Reg. \$1.75 each for \$1.40

Children's Dresses

3 dozen only useful Dresses for infants of one to three years; stout material in Black and White Shepherd's Checks; long sleeves; pleated skirt; finished with lace at neck. Reg. \$1.50 each for 1.20



Child's Nightdresses.

In White Flannelette of good quality; to fit children of 2 to 14 years; V shaped neck, piped with satin trimming; long sleeves. Reg. \$2.10 each for \$1.68

Dressing Gowns.

In superior grade Flannelette, colored floral designs; fronts, neck and sleeves faced with satin. Reg. \$3.40 each for \$2.75

Fancy Wool Scarves.

Extra Special Values; in plain shades and in fancy stripes; all fashionable colors are represented; all have fringed ends. Reg. \$3.50 each for \$3.19

Fancy Silk Nets.

For Dresses. In the following shades: Maize, Ivory, Pink, Copper, Grey, Saxe and Black; 36 inches wide. Reg. \$3.50 yard for \$2.80

Fancy Rosebud Trimming

In Pale Blue, Pink, White, Helio and Green; for trimming children's party frocks, hats, etc. Special per yard 32c.

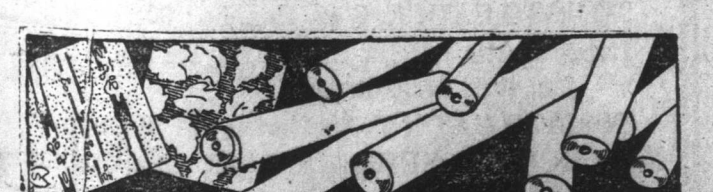
Dressing Jackets.

Useful little Jackets in fancy flatter; assorted colorings, long sleeves, V shaped neck, trimmed with cord, girle at waist. Reg. \$1.50 ea. for \$1.20

New Spring Wall Papers

Seldom have we been able to show such a beautiful display of Spring Wall Papers as is to be seen in our Wall Paper Department right now. The stock is composed of a great variety of beautiful designs—probably the greatest assortment ever shown in Newfoundland. The qualities and designs were all personally selected at the mills by our own expert who has a thorough knowledge of Wall Paper needs in Newfoundland. Many Bargains are offered. We mention a few:

1,000 PIECES BORDERING—Special per Piece 25c.
4,000 PIECES 2 BAND BORDERING—Special per Piece 18c.
HANDSOME PAPERS for all Rooms—Prices from 18c. Piece to \$3.00



Khaki Haversacks

Extra Special Values are now offered in Khaki Drill Haversacks (Military styles). The ideal carrier for the sportsman or school satchel for boys. Reg. \$3.50 each. Sale Price \$1.95

Goods Marked for

CLEARANCE

Cotton Ginghams.

Thousands of yards of strong serviceable Ginghams in short lengths, averaging about 6 yards each; 30 inches wide; plain Blue and striped patterns. Reg. 45c. yard 22 1/2c.

White Shirtings.

Over 2,000 yards Superfine Shirting of excellent quality; 27 inches wide; finished smooth for the needle. Regular 40c. yard for 24c.

"Blue Ribbon" Shirting.

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

Sheetings and Jeans.

In short ends. Hundreds of yards of Cotton Duck, Drills, Jeans, etc., suitable for Middie Blues, Tennis Skirts, etc.; 36 inches wide; lengths vary from 3 1/2 yards to 5 yards. Reg. \$1.00 yard. Sale Price 50c.

Self Striped Madras.

Of fine grade, 36 inches wide, for Shirts, Ladies' Blouses, etc.; assorted cord stripes. Reg. 80c. yd. Sale Price 40c.

White Turkish Towels.

40 dozen superior make and finish; to be cleared at once. Special Clearance Price, each 39c.

Flannelettes.

7,000 yards Striped Flannelette in assorted colors, 30 inches wide; in short lengths averaging between 6 to 10 yards. Reg. price 40c. yard. Clearance Price 23c.

2,000 yards extra special quality White Flannelette, 30 inches wide; soft even quality. Regular 55c. yard for 29c.

1,500 yards Mottled Flannelette, Pink and Grey; 30 inches wide. Regular 60c. yard for 27c.

White Cambric.

4,000 yards Fine White Cambric of superior quality; 36 inches wide. Reg. 55c. yd. for 44c.

2,000 yards extra special quality White Cambric. Regular 75c. yard for 60c.

Blue Chambrays.

36 inches wide; plain Blue; strong, serviceable weave. Reg. 45c. yard for 33c.

Check Ginghams.

Numerous designs in Checks; also Stripes. Reg. 55c. yard for 39c.

Ceylonette.

High grade Union Flannel in assorted stripes; 30 inches wide. Reg. \$1.40 yard for 70c.

Toilet Goods Reduced in Price

CARBOLIC TOOTH POWDER—Reg. 12c. tin for 9c.
COLGATE'S MECHANIC SOAP PASTE—Regular 35c. tin for 29c.
ROYAL VIOLETA TALC POWDER—Reg. 30c. tin for 22c.
ARMOUR'S COMBINATION PACKETS—Containing Syllan Soap and Talc Powder (3 in box). Reg. 60c. for 48c.
COLGATE'S WEEK-END PACKETS—For men and women. Regular 85c. pkt. for 66c.
ARMOUR'S "TRAVELLERS" PACKETS—Regular 55c. packet for 46c.

Smart Hats for Men



Soft Felt Hats. In Brown, Green, Blue, Black, &c.; turned up; narrow silk bands; sizes 6 3/4 to 7 3/4. Reg. \$7.65 each for \$5.10

Men's Velour Hats.

In shades of Navy, Green, Bronze, Fawn and Black; latest shapes. Reg. \$14.00 each for \$9.35

Men's Golf Caps.

In heavy Tweeds, assorted colors, quilted linings. Reg. \$2.25 ea. for \$1.80

Men's Braces.

English make; best leather ends and patent buckles. Reg. 50c. pair for 50c.

President Braces.

Genuine quality; stout cords and pulleys. Reg. 80c. pair for 64c.

Boys' Braces.

Stout webbing and leather ends. Regular 30c. pair for 24c.

Youths' Braces.

Regular 45c. pair for 36c.

Men's Cashmere Hose.

Fine quality Cashmere Hose in Black, Grey and Navy; broad ribbed. "Two Steeples" Brand. Reg. \$2.65 pair for \$1.70

Men's Kid Gloves.

Heavy Tan Kid Driving Gloves, unlined, one dome fastener; well finished in every way. Reg. \$5.00 pair for \$4.00

Men's Wool Gloves.

In shades of Tan, Fawn and Black; all sizes; heavy quality. Regular \$1.40 pair for 70c.

Men's Wool Socks.

400 pairs reliable Wool Socks, "Two Steeples" Brand; Brown, Grey and Green mixtures. Reg. \$1.50 pr. for \$1.20

Men's Handkerchiefs.

White Excela, size 21 x 21; plain with colored borders; hemstitched; soft mercerized finish. Reg. 80c. each for 60c.

Shirts

Tunic Shirts.

14 dozen silk fronted Tunic Shirts in an assortment of striped patterns on white grounds; soft cuffs. Regular \$4.25 values for \$2.50
Regular \$3.60 values for \$2.40

White Percal Shirts.

With self striped designs; roomy, well cut shirts, perfect fitting; in all sizes; soft cuffs and fronts. Clearing Price \$1.40
The same style shirt in a heavier quality. Clearing Price \$1.76



Women's Collars

New Spring Neckwear in materials of Georgette, Crepe de Chine, Flannel, Silk and Net. Colors: Sky, Black, White and Cream. Styles: Jabot, Stock, Sailor and Round. Reg. \$1.25 each for \$1.00

Horse Races a Splendid Success.

In spite of unfavorable weather conditions, a large crowd assembled on Quidi Vidi Pond yesterday afternoon to witness the series of horse races under the auspices of the Nfld. Horsemen's Association. There were four events on the programme, the first being the Championship Trotting Race. Owing to the non-arrival of some of the contestants on time, it was decided to run the Cabmen's Race first. The conditions of the races were best three out of five heats; the horses starting abreast and no time limit. In the Cabmen's Race, there were five horses listed. The winners in the first heat were Chess, Queen, Sweet William and Billy. In the second heat the order stood, Chess, Queen, Billy, Sweet William. In the third heat, Chess came first, followed closely by Queen. Billy took third place and Belle came fourth. The race proved exciting, Chess, owned by Wm. Wylie and driven by P. Bulger, won first prize; Queen, owned by Frank Kean taking second place; third place being decided by another heat between Billy and Cabman Hasey's horse Sweet William. Billy, owned by Reg. Brown, won by a couple of lengths.

The Championship Trotting Race in which there were four entries proved most interesting, as there was a dark horse in it, the same coming an easy first in the first heat beating Howard Mann, a recognized winner, the latter breaking when about half way up the course. The order of the first heat was Sweet Echo, Finnister, Lou Dillon, Howard Mann. In the second heat Howard Mann, Sweet Echo and Finnister finished in the order named—Howard Mann winning by about a neck length. In the third heat Howard Mann came first, Sweet Echo second, the horse running so closely that the winner only had a head to the good. Finnister came third. As the horses had won three heats to get their places, fourth heat was run. In this Sweet Echo won by about two lengths. Howard Mann and Sweet Echo each not having won first place twice in the four heats, a fifth one was run. Excitement was high and it was with difficulty the course was kept open for the officials. At the close of the race Sweet Echo came an easy first and the spectators went wild with applause. Howard Mann, owned by Mr. Harold Macpherson, had met match. Sweet Echo, the winner of the Championship Trotting Race, owned by Mr. Jack O'Driscoll, may well be proud of his victory. Finnister, owned by Mr. Mat. Keen took third place.

The Farmers' Race, although interesting, did not run too smooth. The course had been shortened, and there was a horse entered, owned by a merchant, which some of the contestants thought should not be allowed. However, on some one suggesting "not to spoil sport" the horse was permitted to run. The following horses entered for this race: Bob, Mount Cabnet; Gee (C. of E. Orphanage), W. Coffield; Phyllis, Patrick Roach; Bob, Andrew Walsh; Wm. MacDonald; Fan, Patrick Brien; Jen, Pierce O'Brien; Frank Henry Cowan; Mat, G. Clooney; Bob and Phyllis won three heats, the order named. Gee, owned by C. E. Orphanage, although 14 years old, proved an easy winner in each of these three heats. Bob, the second horse, is owned by Mr. Geo. Campbell who has a farm on the Mount Road. The owner of this horse, who was the one in dispute, satisfied the judges that the animal was used for farm work and was entered by farm servant, Mr. Frank Walsh. Between the second and third heats there was one called off, as there was a bad start, one of the horses being at the starting line.

In the Championship Pacing Race there were three entries, the race being decided in four heats. Howard Mann, owned by John Duff, won easily in the first. Sir John, owned by Campbell, came second, while Taunton came in last. In the second and third heats May Taunton came first, and Helen 2nd. The fourth last heat was won by May Taunton in splendid style. Helen took second prize, Sir John not running the heat, was not awarded a prize.

The awards were: Cabmen's—1st, Wm. Wylie, \$50.00; 2nd, F. Kean, 5 sacks oats; 3rd, Reg. Brown, horse rug. Championship (Trotting)—1st, O'Driscoll, Silver Cup; 2nd, H. Macpherson, \$25.00 cash; 3rd, M. Keen, \$20.00 cash. Farmers'—1st, W. Coffield, \$50.00 cash; 2nd, F. Walsh, 1 brl. beef; 3rd, P. Roach, Ayreshire calf. Championship (Pacing)—1st, John Duff, Silver Cup; 2nd, J. Duff, \$25.00 cash.

The gentlemen of the N.H.A. deserve great credit for the manner in which the event was conducted. While it is true a finer evening had been chosen the committee were wise in their decision, as with other day's mild weather the pond would have been flooded.

Just Arrived at W. B. BEARNS' 1,100 lbs. HALIBUT, Fresh, "Not Frozen"; also Fresh COD TONGUES, from West Coast.—Feb 28, 1921.

The Royal Stores, Ltd.