

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.



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.**

SUEDETEX 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; split heels and toes. Reg. \$1.00 pair for **87c.**

WOMEN'S WOOL HOSE—Black; all Wool Hose; Worsted 41 rib, seamless feet; split 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 **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.**

Showroom Specials

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

GEORGETTE BLOUSES—In the following shades: Flesh, Matisse, 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 Moire with White stripes of assorted sizes; to fit all sizes; draw string at waist. Size 40 to 44. 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**

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 bodies; pleated skirt, finished with lace at neck. Reg. \$1.50 each for **1.20**

Child's Nightdresses. In White Flannellette 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 Flannellette, 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**

Goods Marked for CLEARANCE

Cotton Gingham. Thousands of yards of strong serviceable Gingham 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 35c. for 60c. yard. Sale Price **35c.**

Sheetings and Jeans. In short ends. Hundreds of yards of Cotton Duck, Drills, Jeans, etc., suitable for Middie Blouses, 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 Men's Shirts, Ladies' Blouses, etc.; assorted colors. 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.**

Toilet Goods Reduced in Price

CARBOLIC TOOTH POWDER—Reg. 12c. tin for **9c.**

ROYAL VIOLETTA TALC POWDER—Reg. 30c. tin for **22c.**

ARMOUR'S COMBINATION PACKETS—Containing Syllvan Soap and Talc Powder (8 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.**

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.**

4,000 yards extra special quality White Flannelette, 30 inches wide; soft even quality. Regular 55c. yard for **29c.**

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

White Cambric. 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 Gingham. 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.**

Smart Hats for Men

Soft Felt Hats. In Brown, Green, Blue, Black, &c.; turned brims, narrow silk bands; sizes 6 1/2 to 7 1/2. 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 35c. pair for **28c.**

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

In smaller sizes. Reg. 44c. 55c. each for **44c.**

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

Toilet Goods Reduced in Price

COLGATE'S MECHANIC SOAP PASTE—Regular 35c. tin for **29c.**

ROYAL VIOLETTA SHAVING CREAM—Regular 70c. tube for **56c.**

ROYAL VIOLETTA SHAVING POWDER—Reg. 45c. tin for **36c.**

"LOOFER" BATH SOAPS—Assorted perfumes. Reg. 30c. cake for **24c.**

"HAZELBURST" TURKISH BOTH SOAP—Special, per cake **14c.**

FRIPPS TOILET SOAPS—Assorted perfumes. Reg. 13c. cake for **10c.**

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 **\$2.80**

Regular \$3.50 values for **\$2.40**

White Percale 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**

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**

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 N.H. 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 Keen taking second place; third place being decided by another heat between Billy and Cabman Halsey'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 was 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. The excitement was high and it was with difficulty the course was kept open to 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 very interesting, did not run too smoothly. The course had been shortened, 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 Cashel; Geo. (G. of E. Orphanage); W. Coffield; Phyllis, Patrick Roach; Bob, Andrew Walsh; Wm. MacDonald; Fan, Patrick Brian; Jen, Pierce O'Brien; Frank Henry Cowan; Mat, G. Clooney; Bob and Phyllis won three heats, the order named. Geo. 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 being 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 Mr. Campbell, came second, while May Taunton came last. In the second and third heats May Taunton came first, and Helen 2nd. The fourth 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 cash; 2nd, F. Keen, 5 sacks oats; 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; P. Roach, Ayrshire 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 would have 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. S. BEARNS' 1,100 lbs. HALIBUT, Fresh, "Not Frozen"; also Fresh COD TONGUES, from Coast.—Feb28.m23