

Enthusiasm Increases Daily at Our Fifteenth Annual Sale!

What a busy and successful week has been the first week of our Fifteenth Annual February Sale. The Undermuslin Sale, the Embroidery Sale, the Sale of Linens, Cottons and Wash Fabrics, the Sale of Linoleums, Dress Goods, Flannelettes and Shirtings, have made wonderful records.

The whole store has forged ahead—the heartiest of endorsements for the merchandise and service at The Royal Stores, Ltd. There will be just as much interest during the coming week. Every department will be ready with values fully as good as on the opening day. There will also be important events in the showing of a New Stock of Dress Goods, Ribbons and Floor Canvases, only opened this week, that cannot fail to interest economically inclined shoppers.

Our Blouse Section is Busy.

Little wonder our February business this year is eclipsing all previous February records. We have the best of merchandise at the lowest prices ever quoted here. Nothing shoddy, nothing but the most stylish and choice garments in our ladies' section.

The ladies of St. John's have confidence in our apparel, they know our goods are right, and the modest price asked makes buying easy, and if for any reason whatever a purchase is unsatisfactory, your money is instantly returned.

Let us remind you of that special shipment of Blouses. They're selling rapidly, and if you would secure your share, you had better do so at once.

Values like these won't last much longer.

75c val.	95c val.	1.00 val.	1.30 val.	1.40 val.
for	for	for	for	for
58c.	75c.	80c.	\$1.00	\$1.10

1.55 val.	1.70 val.	2.25 val.	3.10 val.	4.25 val.
for	for	for	for	for
\$1.25	\$1.38	\$1.79	\$2.52	\$3.28

Sale of Ladies' Costumes.

We are able to present but a few of the saving opportunities that await you in this section. The garments involved are all new up-to-date styles, that can be worn immediately, and will do good service right into Spring.

75 Women's Costumes in Tweeds, Cloths, Serges and Venetians, thoroughly up-to-date styles; the colors include Greens, Browns, Black, Purple and Navy; good range of sizes in the collection. Some are Manufacturers' Samples, the balance from our own regular stock, and the variety of styles almost equal the number of costumes.

Reg. \$16.00 values for	\$13.98
Reg. \$11.50 values for	\$10.27
Reg. \$10.00 values for	\$8.87
Reg. \$7.50 values for	\$6.68
Reg. \$4.25 values for	\$3.78



A New Shipment of Linoleums and Canvases Just Opened, Go on Sale at Greatly Reduced Prices.



ENGLISH FLOOR OILCLOTH.	
Regular 50c. yard	for 48c.
Regular 65c. yard	for 60c.
Regular 75c. yard	for 68c.

YOU cannot expect such opportunities to save every day, and the importance of buying all the floor covering you expect to have need of in Spring is now apparent.

We are showing the best and most complete range of Linoleums and Canvases in the town (including a new shipment of 6000 yards only opened this week), comprising all the best makes in all the latest styles of Oak, Plank, Royal Parquetry, Tile and Floral Effects, everything in fact, of the best.

All 2 Yards Wide and Perfect Goods.

BEST ENGLISH LINOLEUMS.	
Regular \$1.00 yard for	86c.
Regular \$1.10 yard for	96c.
Regular \$1.75 yard for	\$1.62
Regular \$2.20 yard for	1.98
Regular \$2.50 yard for	2.28



MAIL
ORDERS
PROMPTLY
FILLED.

A Great Sale of Undermuslins.

RECKON UP WHAT CAMBRICS, NAINSOOKS, EMBROIDERIES AND LACES COST YOU TO MAKE YOUR WHITEWEAR—THEN COMPARE OUR PRICES.

In the olden days our grandmothers were expected to make the family underclothes, as well as to make the family bread—and what fine work they did, and how the garments lasted.

But let the 1911 woman figure the cost of her whitewear—the labor and time—and she'll find she simply can't afford to make underclothes at home; she can get them cheaper, better, and prettier here at our Great Annual Sale.

- CORSET COVERS.**

Corset Cover of White Cotton, neck and arms edged with torchon lace, 3/4 sleeves. Reg. 35c. Sale Price, 28c.

Corset Cover of American White Cotton, 3/4 sleeves, neck and sleeves edged with Valenciennes lace. Reg. 40c. Sale Price, 32c.

Corset Cover, English White Cotton, front vandyked with Valenciennes lace, neck & sleeves finished with Valenciennes lace to match. Reg. 50c. Sale Price, 40c.

Corset Cover, White Nainsook, neck threaded with ribbon, yokes trimmed with Valenciennes insertion; a very pretty cover. Reg. 65c. Sale Price, 48c.

DRAWERS.

Ladies' White Cotton Drawers, full frill at knees, embroidery trimmed. Reg. 40c. Sale Price, 32c.

Ladies' White Nainsook Drawers, full frill of torchon lace and embroidery, finished with beading and ribbon draw. Reg. 55c. Sale Price, 68c.

Ladies' White Lawn Drawers, some with embroidery frill, others with deep lawn frill, trimmed with Valenciennes lace and insertion, umbrella frills. Reg. 45c. Sale Price, 35c.

NIGHTDRESSES.

Ladies' White Cotton Nightdresses, fronts trimmed with double row of tucks, turn down collars, necks, fronts and cuffs neatly trimmed with embroidery. Reg. 85c. Sale Price, 65c.

Ladies' White American Cotton and Nainsook Nightdresses, square and round necks, with embroidery and lace yokes, ribbon draw and bow, sleeves to match. Reg. \$1.50. Sale Price, \$1.20.

Ladies' White Longcloth (Horrockses) and Lawn Nightdresses, Dutch and square necks, insertion and edged cambric embroidery, finished with silk ribbon beading and sleeves to match. Reg. \$1.90. Sale Price, \$1.48.

Ladies' Fine White Crossbarred Muslin and English Cotton Nightdresses, square and Dutch necks, trimmed with clusters of tucks, insertion and lace sleeves edged with embroidery. Reg. \$2.20. Sale Price, \$1.70.

Ladies' White Nainsook and Lawn Nightdresses, with panel yoke of embroidery insertion, others with lace and insertion yokes, all with beading of ribbon and bows, sleeves to match. Reg. \$2.75. Sale Price, \$2.16.
- UNDERSKIRTS.**

Ladies' Good English Cotton Underskirts, with 9 inch wide embroidery, full or flounce, others with flounces of one row of embroidery and insertion. Reg. 95c. Sale Price, 76c.

Ladies' Cotton Underskirts, 11 inch lawn flounces, one cluster of 5 tucks and finished with 5 inch frill of embroidery with dust frill underneath, some with Pink and Pale Blue Ribbon Beading. Reg. \$1.20. Sale Price, 96c.

Ladies' Fine English White Cotton Underskirts, 17 inch flounces, with tucks and openwork embroidery and insertion, some trimmed with clusters of tucks and embroidery. Reg. \$1.50. Sale Price, \$1.16.

Ladies' White Nainsook Underskirts, 15 inch flounces, trimmed with 2 clusters of fine tucks, and finished with 6 inch openwork embroidery. Pink and Pale Blue Ribbon trimmed. Reg. \$1.80. Sale Price, \$1.44.

Ladies' Fine Nainsook Underskirts, deep lawn flounce, trimmed with clusters of tucks and wide openwork, embroidery and ribbon beading. Reg. \$2.50. Sale Price, \$2.00.

Ladies' Fine Nainsook Underskirts, with lawn dust frill, 19 inch flounce with double rows of clusters of tucks, dainty Swiss embroidery and ribbon beading; special line. Reg. \$3.00. Sale Price, \$2.40.

Ladies' Lawn Underskirts, extra wide flounces, with 13 inch embroidery trimming, lawn dust frill. Reg. \$3.80. Sale Price, \$3.00.

Ladies' Extra Fine White Nainsook Underskirts, wide flounce with group of tucks and wide, all-over embroidery, lawn dust frill, some with wide ribbon beading, draw and bow. Reg. \$4.50. Sale Price, \$3.60.



Sale of Ladies Moire Underskirts.



A PETTICOAT Challenge Sale! You can buy here during this February Sale Moire Underskirts which for values and quality have been unequalled or attempted by any other firm in this city; the color range include Brown, Navy, Marone, Reseda, Myrtle, V. Rose, Prunelle and Black.

Reg. 75c. values	Sale Price, 64c.
Reg. \$1.00 values	Sale Price, 85c.
Reg. \$1.25 values	Sale Price, \$1.00
Reg. \$1.55 values	Sale Price, \$1.35
Reg. \$2.55 values	Sale Price, \$2.25
Reg. \$3.25 values	Sale Price, \$2.89
Reg. \$3.72 values	Sale Price, \$3.35
Reg. \$4.50 values	Sale Price, \$3.98
Reg. \$7.00 values	Sale Price, \$6.18
Reg. \$7.50 values	Sale Price, \$6.68