

# 20th Annual February SALE

FRIDAY and SATURDAY are the LAST TWO DAYS.

Don't allow the 2 Last Days of this Annual Sale to slip by without taking further advantage of the splendid opportunities which it offers. We are determined to wind up this event with greater selling activity than it started under. If values will do it—we will be successful. If you value your dollars—and who does not—Buy now—Later on you will pay more for the same goods.



## DRESSING GOWNS

New creations in Dainty Dressing Gowns; materials of Japanese Crepe and Crinkled Flette; pretty floral designs, assorted colors; all ribbon trimmed.

Reg. 90c. each for . . . . . 75c.  
Reg. \$1.10 each for . . . . . 95c.  
Reg. \$1.95 each for . . . . . \$1.55

## ANOTHER WHITE SALE.

Ladies' American Nightdresses and Drawers. All of these goods are just from the factories. Not shopworn or soiled. Their freshness is evident. Examine critically. There is a daintiness about the trimmings that all women with taste will admire. The shapes, sizes and workmanship are excellent in every respect.

The one unchallenged fact we wish you to understand is that our values are better than elsewhere. A look at the goods will convince you.

## NEW YORK NECKWEAR

Hundreds of pieces of pretty Neckwear in the newest and most up-to-date designs. Materials of Muslins, Lawns, Lace Tucked Cambrics and Fur trimming. Values upto 60c. each.

Special Sale Price . . . . . 39c

## LATEST IDEAS IN Cotton Dress Fabrics

Pretty styles in the newest wash fabrics, dainty styles you'll thoroughly appreciate; many exclusive ideas in the fashionable effects for Spring and Summer of 1916. The best markets have contributed to this magnificent stock. Buy your needs while the Annual Sale Prices prevail.

### GINGHAMS.

500 yards only, large and small checks, in assorted colors; 27 inches wide. Sale Price . . . . . 8c  
1000 yards Striped and Checked Gingham, 30 inches wide; colors of Pale Blue, Pink, Grey, &c. Special Sale Price, per yard . . . . . 13c

### COTTON CREPES.

3000 yards of beautiful Wash Crepes. White grounds and Colored Bud designs; two different qualities. 11 1/2c. and 17c. per yard.

### SERPENTINE CRINKLED CREPES.

Light grounds, assorted colorings and designs; 28 inches wide. Sale Price . . . . . 16c

### VOILES AND MARQUISSETTES.

In all White and Colored designs; a beautiful assortment of Summer Dress fabrics, many with Silk Embroidery patterns. Sale Price, per yard . . . . . 24c

### FANCY HAIR

### CORD MUSLINS.

Pink, Pale Blue and Hello designs; 27 inches wide. Sale Price . . . . . 9 1/2c



## LADIES' NIGHTDRESSES.

White Lawn Muslin and Cambric, low neck styles, lace, frilled and tucked yokes.

Reg. \$1.00 each. Sale Price . . . . . 80c.  
Reg. \$1.25 each. Sale Price . . . . . \$1.00  
Reg. \$1.50 each. Sale Price . . . . . \$1.20  
Reg. \$1.75 each. Sale Price . . . . . \$1.40  
Reg. \$1.85 each. Sale Price . . . . . \$1.50

## LADIES' DRAWERS.

White Cotton and Cambric, Lace and Swiss Embroidery trimmings, wide umbrella legs; all sizes.

Reg. 40c. pair. Sale Price . . . . . 34c.  
Reg. 45c. pair. Sale Price . . . . . 38c.  
Reg. 55c. pair. Sale Price . . . . . 52c.  
Reg. 80c. pair. Sale Price . . . . . 64c.  
Reg. \$1.25 pair. Sale Price . . . . . \$1.00

## Silverette Photo Frames

Handsome White Polished Metal (Silverette) Frames, oval shaped in various sizes; velvet strutted backs.

Regular 30c. values . . . . . 23c  
for . . . . .  
Regular 65c. values . . . . . 49c  
for . . . . .  
Regular 75c. values . . . . . 59c  
for . . . . .  
Regular 90c. values . . . . . 69c  
for . . . . .  
Regular \$1.20 values . . . . . 90c  
for . . . . .

## Am. Curtain Scrims

The New Draperies in our Curtain Department are drawing the attention of hundreds who are bent on beautifying their homes. The dainty patterns in Curtain Scrim, now showing, have been greatly admired. Most of the pieces have White or Cream grounds and have pretty floral designs on hemstitched borders. Widths vary from 36 in. to 40 in.

### PRICES AS FOLLOWS:

Regular 16c. yard for . . . . . 14c.  
Regular 17c. yard for . . . . . 15c.  
Regular 20c. yard for . . . . . 17c.  
Regular 25c. yard for . . . . . 21c.  
Regular 30c. yard for . . . . . 26c.  
Regular 35c. yard for . . . . . 29c.  
Regular 45c. yard for . . . . . 39c.

## Fashionable Spring Corsets

### New "Superbone" Corsets



This new, fashionable and daintily finished Corset needs no introduction. The illustration gives some idea of its beauty; entirely different to any other Corset made.

Super-bone Boning.—The most satisfactory, strong and supple woven wire boning ever invented used in these models only. Flexible as the body itself, unbreakable and non-rustable, it gives absolute freedom with perfect support.

Tall, short, stout or slim, we have a model to fit your figure. Just try a pair and be convinced. Reg. \$3.50 pair.

### SALE PRICE \$3.15.

### D. & A. CORSETS.

In all sizes, made in many styles and qualities.

Reg. \$1.00 pair for . . . . . 80c.  
Reg. \$1.45 pair for . . . . . \$1.30  
Reg. \$1.75 pair for . . . . . \$1.58  
Reg. \$1.95 pair for . . . . . \$1.77  
Reg. \$2.25 pair for . . . . . \$2.03

### LA DIVA CORSETS.

High grade Corsets, absolutely guaranteed in every respect; many new models; all sizes.

Reg. \$2.75 pr. S. Price \$2.43  
Reg. \$3.75 pr. S. Price \$3.38  
Reg. \$4.00 pr. S. Price \$3.60

## Smallwares and Toilet Goods

### CHAIN NECKLETS.

Dainty designs in Gilt Chains and Pearl Drapes. Special, each . . . . . 14c

### SHAVING MIRRORS.

Heavy Cut Glass Mirrors on Swivel Stands. Reg. 40c. each for . . . . . 34c

### TOOTH BRUSHES.

Best bristles, Ivory handles. Reg. 15c. ea. for . . . . . 12c

### NAIL AND HAND BRUSHES.

Best manufacture. Special, each . . . . . 6c

### TOILET SOAP.

The noted "Lullaby" Toilet Soap, in assorted odors. Special, 2 cakes for . . . . . 10c

### DOVER SAD IRONS.

With nickel plated hoods and polished handles. Reg. 12c. each for . . . . . 0c

### SHELL BARRETTES.

Light and Dark Fancy Shell Barrettes; assorted designs. Spec'l, 12c. ea. for . . . . . 10c

## A Clearance of Children's Dresses.



A charming variety of styles. Good materials and workmanship are the chief features of this collection. You will find a splendid assortment to choose from, in sizes to fit children of all ages. Notice the following:—

1 Black Cloth Dress with tucked yoke. Reg. \$1.50. Sale Price . . . . . 1.20	1 Navy Basket Cloth, trimmed pockets, Blue Velvet Collar. Reg. \$4.30. Sale Price . . . . . 3.44
3 Navy Cord Velvet, White Collars and Cuffs with fancy buttons. Reg. 2.75. Sale Price . . . . . 2.00	1 Light Brown Cloth with Velvet Collar. Reg. \$4.35. Sale Price . . . . . 3.50
1 Fawn Cloth Dress, trimmed pockets and pearl buttons. Reg. \$3.50. Sale Price . . . . . 2.80	1 Reseda Green Dress, Brass Buttons & White Velvet Collar. Reg. \$4.85. Sale Price . . . . . 3.89
2 Dark Brown Cloth with pockets and collar. Reg. \$3.70. Sale Price . . . . . 3.00	1 Navy Dress, pockets trimmed, buttons, &c. Reg. \$5.00. Sale Price . . . . . 4.00
2 Light Plaid Dresses with Black and White Pippings. Reg. \$3.75. Sale Price . . . . . 3.00	2 Navy Middy Dresses, Black and White Collars. Reg. \$5.75. Sale Price . . . . . 4.61
1 Red Cashmere Drfss, Grey Pleated Skirt. Reg. \$3.90. Sale Price . . . . . 3.10	1 Navy Cloth Dress with Blue Velvet Collar. Reg. \$5.95. Sale Price . . . . . 4.87

## HARDWARE Bargains.

Polished Wood Trays. Special . . . . . 1.35  
Chamois Leathers. Special, each . . . . . 54c  
Bird Cages, Brass Wire. Special . . . . . 2.45  
"Cedar" Floor Mops. Special . . . . . 1.00  
Nickel Plated Kettles, bottoms. Special . . . . . 1.65  
Snowshoes — Ladies'. Special . . . . . 3.10  
Snowshoes — Youth's. Special . . . . . 4.30  
Snowshoes — Men's. Special . . . . . 8.60  
Mic-Mac Hockey Sticks. Special . . . . . 55c  
Coal Vases. Reg. \$3.50. Special . . . . . 3.09  
Nickel Reading Lamps. Reg. \$2.75 for . . . . . 2.60

## A CLEARANCE SALE OF "CHILPRUFE" UNDERWEAR.

For Misses and Children British made and Guaranteed pure Wool

<b>MISSSES' NIGHTDRESSES.</b>	<b>GIRLS' WOOL VESTS.</b>
3 only—Reg. \$3.50. Sale Price . . . . . \$2.75	2 only—Reg. \$1.10. Sale Price . . . . . 85c
3 only—Reg. \$3.65. Sale Price . . . . . \$2.85	6 only—Reg. \$1.25. Sale Price . . . . . \$1.00
3 only—Reg. \$4.00. Sale Price . . . . . \$3.00	6 only—Reg. \$1.40. Sale Price . . . . . \$1.10
3 only—Reg. \$4.50. Sale Price . . . . . \$3.50	4 only—Reg. \$1.60. Sale Price . . . . . \$1.25
3 only—Reg. \$5.00. Sale Price . . . . . \$3.85	4 only—Reg. \$1.75. Sale Price . . . . . \$1.40
3 only—Reg. \$5.25. Sale Price . . . . . \$4.10	6 only—Reg. \$2.10. Sale Price . . . . . \$1.60
3 only—Reg. \$5.75. Sale Price . . . . . \$4.50	<b>GIRLS' WOOL DRAWERS.</b>
<b>CHILDREN'S SLEEPING SUITS.</b>	3 only—Reg. \$1.10. Sale Price . . . . . 85c
(without feet.)	6 only—Reg. \$1.25. Sale Price . . . . . \$1.00
2 only—Reg. \$3.25. Sale Price . . . . . \$2.50	5 only—Reg. \$1.40. Sale Price . . . . . \$1.10
2 only—Reg. \$3.50. Sale Price . . . . . \$2.75	6 only—Reg. \$2.60. Sale Price . . . . . \$2.00
2 only—Reg. \$4.00. Sale Price . . . . . \$3.10	<b>BOYS' WOOL VESTS.</b>
2 only—Reg. \$4.50. Sale Price . . . . . \$3.55	4 only—Reg. \$1.65. Sale Price . . . . . \$1.25
2 only—Reg. \$5.00. Sale Price . . . . . \$3.85	3 only—Reg. \$1.80. Sale Price . . . . . \$1.40
2 only—Reg. \$5.50. Sale Price . . . . . \$4.25	2 only—Reg. \$2.00. Sale Price . . . . . \$1.50
2 only—Reg. \$6.00. Sale Price . . . . . \$4.70	4 only—Reg. \$2.10. Sale Price . . . . . \$1.60
<b>CHILDREN'S SLEEPING SUITS.</b>	<b>BOYS' WOOL DRAWERS.</b>
(with feet.)	3 only—Reg. \$1.70 pair. Sale Price . . . . . \$1.40
3 only—Reg. \$3.00. Sale Price . . . . . \$2.35	4 only—Reg. \$1.80 pair. Sale Price . . . . . \$1.40
2 only—Reg. \$3.75. Sale Price . . . . . \$3.05	4 only—Reg. \$2.10 pair. Sale Price . . . . . \$1.60
2 only—Reg. \$4.25. Sale Price . . . . . \$3.35	<b>GIRLS' COMBINATIONS.</b>
2 only—Reg. \$4.65. Sale Price . . . . . \$3.65	2 only—Reg. \$3.25. Sale Price . . . . . \$2.50
2 only—Reg. \$5.25. Sale Price . . . . . \$4.00	1 only—Reg. \$3.50. Sale Price . . . . . \$2.65
2 only—Reg. \$5.75. Sale Price . . . . . \$4.40	3 only—Reg. \$3.75. Sale Price . . . . . \$2.90
2 only—Reg. \$6.25. Sale Price . . . . . \$4.85	

## Artex Drapery.

Something new in Art Drapery for windows. The latest American ideas, Dainty patterns in Artex, 40 inches wide; various designs and colors. . . . . 39c  
Special, per yard . . . . .

# The Royal Stores Ltd.

## Horse Blankets.

High grade Blankets for horses, made of good Felt; well shaped, stout leather straps and buckles.

Sizes 5ft. 6 in.—Reg. \$3.00. Sale Price . . . . . \$2.60  
SIZES 5ft. 9 in.—Reg. \$3.25. Sale Price . . . . . \$2.80  
SIZES 6ft. —Reg. \$3.50. Sale Price . . . . . \$3.00

ick of  
ng House.

To-Day  
st Prices

utt Pork,  
nd 80 pieces,  
all Jowls,  
Ribs, trcs,  
Ribs, brls.,

Beef,  
neless Beef.

MARA,  
Street.

er  
how  
Fifteen cents,  
In Glass Jars.

Dye,  
s Pure,  
hat's sure.

Grocers' Stores.

BBAGE!

uesday:  
E.  
HEEL ONIONS.  
stock:  
S. Good stock.

4 New Gower St.

ON PIANO!

EMAYPOL BUTTER  
ow about the "Emerson." We  
se sell nothing but what is

HUTTON,  
d Organ Store.

OPIANO,  
O PLAYER  
s obtained  
IE MEDAL OF HONOR,  
MEDAL

International  
U. States Navy. Full in-

DS, SOLE NFLD.  
AGENT.

aining Telegram