assiers.

ERY FIGURI

tiness and durability. G and priceless comfort, an ortunity to enjoy perfer wearing Gossard Corse ig her best. We have the

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GE, CARAMEL,

er Gross er Gross assorted.)

30 Days.

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# OUR 23rd ANNUAL FEBRUARY SALE



## Opened Saturday With Encouraging Vim and Enthusiasm.

The manner in which the Ladies of St. John's are appreciating our efforts by their presence here in such large numors, and by their enthusaistic buying, is most gratifying to us.

WO WOMAN WHO HAS ANY REGARD FOR ECONOMY SHOULD MISS THIS LIANT BARGAIN GIVING EVENT.

Vou'll Save Money By Coming mere

and new patterns in artistic shades and colorings-Carpet Squares for every cts and new patterns in arterna in arterna in arterna in arterna in arterna in arterna in our pancy,—priced to suit every purse. We sold thousands of delesigns to suit every fancy,—priced to suit every purse. We sold thousands of delesigns to suit every purse. We sold thousands of delesigns to suit every purse. We sold thousands of delesigns to suit every purse. We sold thousands of delesigns to suit every purse. We sold thousands of delesigns to suit every purse. We sold thousands of delesigns to suit every purse. We sold thousands of delesigns to suit every purse.

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ale	Price				\$19.60	TAP	E	STR	Y	HEAL	RTH	RUGS.
ale	Price Price	**	:	::	\$28.00	Reg.	\$	3.30	ea.	Sale	Price	\$2.90
ale	Price				\$30.75	N 800 - 200	-1					\$5.50
ale	Price	••	••	••	\$31.50	Reg.	\$	6.50	ea.	Sale	Price	\$5.75
ale	Price				\$36.00	Reg.	\$	9.00	ea.	Sale	Price	\$7.92
ale	Price		••		\$40.00	Reg.	\$1	10.00	ea.	Sale	Price	\$8.50
ale	Price			::	\$41.00	Reg.	\$	10.50	ea.	Sale	Price	\$8.70
ale	Price				\$47.00	Service and	05-1	S	OF	A RU	GS.	
ale	Price				\$50.00			Size	41/	x 61/2	feet.	
ale	Price				\$60.00	Reg	\$	20 00	62	Sale I	Price	\$17.00

STAIR MATS. Reg. 15c. ea. Sale Price . . . . 13c. FELTHOL FLOOR COVER-



the entire stock of

### **Dress and Costume Materials**

affords a unique selection at reduced prices. Forethought will at once suggest the advisability of purchasing NOW, as the best

values will naturally go first.	To a second control of the second
DRESS AND COSTUME SERGE. BROWN, SAXE, GREY, GREEN, NAVY AND BLACK.	Reg. \$5.75 yard.       Sale Price
Reg. \$2.75 yard. Sale Price	BLACK.  Reg. \$1.40 yard. Sale Price\$1.20  Reg. \$2.10 yard. Sale Price\$1.80
GREEN.         Reg. \$1.25 yard.       Sale Price       \$1.05         Reg. \$1.40 yard.       Sale Price       \$1.20         Reg. \$1.95 yard.       Sale Price       \$1.65         Reg. \$3.00 yard.       Sale Price       \$2.55         Reg. \$2.60 yard.       Sale Price       \$3.05	Reg. \$2.40 yard.       Sale Price       \$2.03         Reg. \$2.60 yard.       Sale Price       \$2.25         Reg. \$3.00 yard.       Sale Price       \$2.55         Reg. \$1.35 yard.       Sale Price       \$1.15         Reg. \$2.75 yard.       Sale Price       \$2.35         Reg. \$4.75 yard.       Sale Price       \$4.00         Reg. \$5.25 yard.       Sale Price       \$4.50
GREY. Reg. \$3.60 yard. Sale Price\$3.05	Reg. \$5.75 yard. Sale Price
BROWN. Reg. \$1.95 yard. Sale Price	HEAVY COATING SERGE. ROYAL, CARDINAL, BROWN, GREEN, NAVY AND BLACK.
Reg. \$2.75 yard.       Sale Price	DRESS LUSTRE. LIGHT BROWN, APRICOT AND GOLDEN. Reg. \$1.25 yard. Sale Price\$1.05
Reg. \$5.35 yard. Sale Price \$4.60	Reg. \$1.65 yard. Sale P.ze

.1	Reg.	\$5.75	yard.	Sale	Price					\$4.90	
1			yard.	Sale	Price					\$5.80	
			yard.	Sale	Price					\$3.96	
1				В	LACK.						•
1	Por	¢1 40	yard.							\$1.20	
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			yard.	Salo	Price		• •	• •	• •	\$2.25	
			yard.	Sala	Price		• •	••	•••	\$2.55	
			yard.	Solo	Price			••	••	\$1.15	
			yard.	Sale	Price			••	••	\$2.35	
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J	Por	\$1.20	yard.	Sale	Date					\$1.05	

Your Thoughts to Slumbers for a Moment.

41 50 each. 46.50 each. S 47.50 each. S 48.50 each. S

plarly pay you to give attention to Com-lers, Blankets and light weight bed erings. You who buy during this Sale st fully the list below:

WOOL BLANKETS. ze 50x70 in. Reg. \$ 9,00 pr. S. Price.\$ 8.10 ze 54x70 in. Reg. \$11.25 pr. S. Price. \$10.10 Size 60x78 in. Reg. \$13.50 pr. S. Price. \$12.20 lize 70x88 in. Reg. \$18.00 pr. S. Price. \$16.20 ize 70x88 in. Reg. \$24.00 pr. S. Price. \$21.60



WADDED COMFORTERS.

Size 60x72. in. Reg. \$ 4.00. S. Price, \$4.05
Size 60x72 in. Reg. \$ 4.50. S. Price, \$4.05
Size 60x72 in. Reg. \$ 4.95. S. Price, \$4.45
Size 60x72 in. Reg. \$ 5.95. S. Price, \$4.35
Size 60x72 in. Reg. \$ 5.95. S. Price, \$5.35
Size 60x72 in. Reg. \$ 6.30. S. Price, \$5.35
Size 60x72 in. Reg. \$ 6.80. S. Price, \$6.12
Size 60x72 in. Reg. \$ 6.85. S. Price, \$6.12
Size 60x72 in. Reg. \$ 7.00. S. Price, \$6.13
Size 60x72 in. Reg. \$ 7.00. S. Price, \$6.30
Size 60x72 in. Reg. \$ 9.25. S. Price, \$8.35
Size 60x72 in. Reg. \$ 9.60. S. Price, \$8.35
Size 66x72 in. Reg. \$ 10.00. S. Price, \$8.65
Size 66x72 in. Reg. \$ 10.00. S. Price, \$8.65
Size 66x72 in. Reg. \$ 10.00. S. Price, \$9.00
Size 66x72 in. Reg. \$ 10.00. S. Price, \$9.22 COT COMFORTERS.

Size 36x48 in. Reg. \$3.00. S. Price, \$2.70-Size 36x48 in. Reg. \$3.25. S. Price, \$2.93 WHITE CROCHET QUILTS. .\$3.00 Sale Price Sale Price 3.75 ea.

Sale Price

Reg. \$1.75 yd. Sale Price ..\$1.60 Thrifty housekeepers who buy here have long learned that no other Sale compares with the Royal Stores' offerings in Furniture. Always the best and most reliable

makes are offered. BRASS BEDSTEADS. Extra heavy makes, dull and bright finishes with ribbon stripes, heavy vases and knobs.

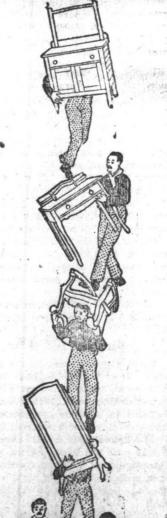
Reg. \$ 42.50 each. Sale Price Reg. \$ 45.00 each. Sale Price .....\$37.18 Reg. \$ 66.00 each. Sale Price .....\$54.65 Reg. \$ 72.00 each. Sale Price .....\$59.38 Reg. \$ 95.00 each. Sale Price .....\$78.37 Reg. \$100.00 each. Sale Price .....\$80.72 Reg. \$107.00 each. Sale Price .....\$88.71 WHITE ENAMEL BEDSTEADS. The latest Canadian designs, with heavy, fancy

scrolls and brass trimmings. Reg. \$18.85 each. Sale Price ..... \$15.81 Reg. \$22.00 each. Sale Price ..... \$17.21 Reg. \$25.00 each. Sale Price .....\$20.31 Reg. \$26.00 each. Sale Price .....\$21.77 Reg. \$32.50 each. Sale Price .....\$28.68 EXTENSION TABLES.

Stout pedestal and five legged styles in assorted finishes and quartered oak. We consider ourselves lucky in being able to offer such a splendid variety to choose from, and the values are even greater than the reduced prices indicate, owing to their early purchase.

Reg. \$18.75 each. Sale Price . . . . . . . \$15.52 Reg. \$20.00 each. Sale Price .....\$16.65 Reg. \$34.00 each. Sale Price .....\$27.42 Reg. \$36.75 each. Sale Price .....\$28.87 Reg. \$30.00 each. Sale Price ..... \$24.41 Reg. \$47.50 each. Sale Price ..... \$39.38 Reg. \$50.00 each. Sale Price .....\$41.87 Reg. \$65.00 each. Sale Price ..... \$53.58 BUREAUS AND WASH STANDS.

Surface and Golden Oak in a splendid variety of the most approved designs. Reg. \$32.00. Sale Price ..... \$26.46 Reg. \$35.00. Sale Price ......\$28.52 Reg. \$46.25. Sale Price .......\$38.61 Reg. \$49.00. Sale Price ......\$40.63 Reg. \$64.00. Sale Price .........\$53.36



to the lover of high-grade, artistic Furniture, because the economies it presents are positively unmatched. Come and see for vourself the enthusiastic buying these sensationally low prices inspire BUFFETS.

Surface and quartered oak, golden and fumed finishes. Reg. \$36.00 each. Sale Price ..... \$28.87 Reg. \$45.00 each. Sale Price ..... \$37.50 Reg. \$62.00 each. Sale Price .....\$51.00 Reg. \$66.00 each. Sale Price ..... \$54.18 Reg. \$73.75 each. Sale Price ..... \$61.62 Reg. \$85.00 each. Sale Price .....\$70.12

DRESSING TABLES. Mahogany, fumed and Ivory finishes. Reg. \$43.75 each. Sale Price ...... \$36.45 Reg. \$46.00 each. Sale Price ..... \$38.15 Reg. \$47.00 each. Sale Price .....\$39.48 Reg. \$48.00 each. Sale Price .....\$40.63 Reg. \$52.00 each. Sale Price .....\$43.00 SINGLE BUREAUS.

Solid mahogany, mahogany veneered, walnut, fumed oak and ivory. Reg. \$ 42.00 each. Sale Price .......\$ 34.00 Reg. \$ 60.00 each. Sale Price ...... \$ 50.00 Reg. \$ 64.00 each. Sale Price ...... \$ 53.12 Reg. \$ 65.00 each. Sale Price ......\$ 55.00 Reg. \$ 66.00 each. Sale Price ...... \$ 54.18 Reg. \$ 67.00 each. Sale Price ...... \$ 56.31 Reg. \$ 94.00 each. Sale Price ...... \$ 78.31 Reg. \$160.00 each. Sale Price ......\$131.30

GENT'S DRESSERS.

Mahogany veneered, walnut, fumed oak and Reg. \$45.00 each. Sale Price .. .. ....\$37.32 Reg. \$58.50 each. Sale Price .....\$40.37 Reg. \$60.00 each. Sale Price .....\$50.00 Reg. \$61.00 each. Sale Price .. .. ....\$50.53 Reg. \$63.50 each. Sale Price .....\$52.58 Reg. \$65.00 each. Sale Price ......\$53.76

### Men's Furnishings

We've just caused the whole of our stock of Men's High-class wear and furnishings to "fall in line" for this Sale. No matter what you buy you get the advantage of our February

MEN'S SILK AND WOOL MUFFLERS.

Reg. 90c. ea. Sale Price ... Reg. \$1.50 ea. Sale Price ... Reg. \$1.65 ea. Sale Price .. .. Reg. \$1.75 ea. Sale Price . . . Reg. \$2.10 ea. Sale Price . . . COLORED HANDKER-CHIEF MUFFLERS. Reg. 50c. ea. Sale Price .. .. 44c. Reg. 70c. ea. Sale Price .. .. Reg. 90c. ea. Sale Price Reg. \$1.00 ea. Sale Price

MEN'S BLACK CASH-MERE HALF HOSE. 

 Reg.
 60c. pr.
 Sale Price
 53c.

 Reg.
 65c. pr.
 Sale Price
 57c.

 Reg.
 90c. pr.
 Sale Price
 80c.

 Reg. \$1.25 pr. Sale Price .. .. \$1.14

Reg. \$1.50 ea. Sale Price .. .. \$1.35

MEN'S COLORED CASH-MERE HOSE. Reg. 90c. pr. Sale Price . . . 80c. Reg. \$1.50 pr. Sale Price . . . \$1.35 Reg. \$1.40 pr. Sale Price . . . \$1.25



MEN'S SOFT FELT HATS.

(Greys, Browns, Navys, Greens and Black.) Reg. \$2.75 ea. Sale Price Reg. \$3.00 ea. Sale Price Reg. \$3.50 ea. Sale Price .\$3.20 Reg. \$7.50 ea. Sale Price Reg. \$8.00 ea. Sale Price (Brown, Grey and Black.) Reg. \$5.00 ea. Sale Price . . . Reg. \$6.00 ea. Sale Price . . . MEN'S HARD FELT HATS Reg. \$1.70 ea. Sale Price ... Reg. \$3.00 ea. Sale Price Reg. \$3.50 ea. Sale Price Reg. \$4.00 ea. Sale Price

We Direct Your Attention

To our splendid lines of new Scrims, Chintz and Curtain Draperies. Our housefurnishing department is holding forth some very unusual offerings. Give us a call on these goods and see the savings that will result.

#### The prices on our WASH FABRICS

..\$3.83 ..\$4.85 ..\$4.65

e in every instance below what the same qualities can bought for to-day under present conditions, consettly there is no better time to prepare for your sumdress needs than NOW. You'll be surprised at the ains variety in readiness for you to-morrow morn-

he Royal Stores Itd.