

Another Smashing Blow at the H - C - L.

Since striking the first blow at high prices The Royal Stores have continued and will continue to be first in the eyes of all who look for good merchandise at Bargain Prices.

The **25th Annual** which Commences To-morrow, Tuesday, Adds Fresh Emphasis to this Fact

FEBRUARY SALE

We would urge you to study every Royal Store's advertisement, and so come prepared to secure YOUR share of the finest bargains in the country. Buy as heavily as you can for present needs and for the future.

Toilet Goods

COLGATE'S MECHANIC SOAP PASTE—Removes grease, etc. from the hands. Reg. 35c. tin for .25c.
ROYAL VINOLIA SHAVING CREAM—With full directions for using without water. Reg. 70c. tube for .50c.
ROYAL VINOLIA SHAVING POWDER—Regular 45c. tin for .30c.
"GLOFAH" BATH SOAP—In assorted perfumes. Regular 80c. cake for .21c.
HAZELHURST'S TURKISH BATH SOAP—Reg. 15c. cake for .10c.
FRIPPS TOILET SOAP—In assorted perfumes. Regular 13c. cake for .10c.

Heavy Coatings

54 inches wide, Light and Dark Wool Plaids, in a variety of splendid patterns. Regular \$6.25 yard for . . . \$4.00
BLACK SEALETTE—48 inches wide, handsome figured designs. In two qualities. Regular \$16.50 yard for . . . \$12.40
Regular \$18.00 yard for . . . \$13.50
BLACK ASTRACHAN—58 inches wide; good serviceable qualities. Three kinds. Regular \$10.50 yard for . . . \$ 7.65
Regular \$12.50 yard for . . . \$ 9.20
Regular \$16.50 yard for . . . \$12.16

Men's Tweed Overalls

There are many patterns in high grade Cotton Tweed, finished with brass, bibs and pockets, in a full range of sizes. The assortment is remarkable for the excellent materials and finish. Values well worth up to \$3.00 pair. Selling for . . . **1.90**

SKIRTS



Here is the opportunity to buy two or three smartly cut Skirts at a great saving in price.

Washable Silk Skirts.

White ground with broad colored stripes, in high grade material. Silk, high waist, elegant and fancy pockets. A limited number only. Reg. \$ 4.50 each for . . . \$ 4.25
Reg. \$ 5.00 each for . . . \$ 4.50
Reg. \$11.50 each for . . . \$ 6.75
Reg. \$12.00 each for . . . \$ 6.50
Reg. \$15.00 each for . . . \$ 7.50

Lustre Skirts.

In colors of Black, Navy, Light Blue and Gray; plain and pleated styles; all sizes. Reg. \$ 6.50 each for . . . \$ 4.25
Reg. \$ 8.50 each for . . . \$ 5.95
Reg. \$11.50 each for . . . \$ 6.50
Reg. \$12.00 each for . . . \$ 6.75
Reg. \$15.00 each for . . . \$ 7.50

Black Silk Skirts.

High grade Taffeta; all sizes. Reg. \$11.50 each for . . . \$12.25
Reg. \$15.00 each for . . . \$12.25

Cloth Skirts.

Black and Navy; various styles. Reg. \$4.50 each for . . . \$3.15
Reg. \$5.25 each for . . . \$3.20
Reg. \$7.00 each for . . . \$4.50
Reg. \$9.50 each for . . . \$6.65

Eolienne Skirts.

In colors of Black, Navy, Taupe, Lime, Champagne, Mole, etc. Reg. \$10.50 each for . . . \$7.20
Reg. \$11.50 each for . . . \$8.05
Reg. \$13.50 each for . . . \$9.15

Plaid Skirts.

Large fashionable plaids in assorted colors. Reg. \$10.50 each for . . . \$ 7.25
Reg. \$12.25 each for . . . \$ 8.60
Reg. \$16.00 each for . . . \$11.20
Reg. \$21.75 each for . . . \$15.25

Tweed Skirts.

In mixtures of Brown and Grey. Reg. \$ 8.00 each for . . . \$5.00
Reg. \$11.50 each for . . . \$8.45

Table Covers

Tapestry Cloths.

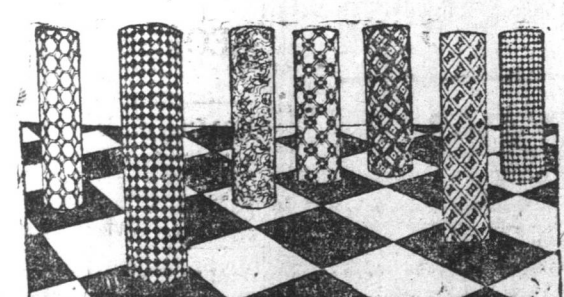
In a fine assortment of designs and colorings. The sizes are varied; fringed or hemmed ends. Reg. \$ 6.50 each for . . . \$ 4.55
Reg. \$ 7.25 each for . . . \$ 5.08
Reg. \$ 8.50 each for . . . \$ 5.95
Reg. \$ 9.50 each for . . . \$ 6.65
Reg. \$10.75 each for . . . \$ 7.53
Reg. \$12.50 each for . . . \$ 8.75
Reg. \$14.25 each for . . . \$ 9.93

Mohair & Velvet Pile Cloths.

In plain and fancy colors; handsome designs, in a wide range of colorings. Reg. \$30.00 each for . . . \$21.00
Reg. \$35.00 each for . . . \$23.10
Reg. \$38.00 each for . . . \$24.50
Reg. \$40.00 each for . . . \$25.00
Reg. \$42.00 each for . . . \$29.40
Reg. \$50.00 each for . . . \$35.00
Reg. \$55.00 each for . . . \$43.50

Congoleum Squares

Handsome Carpet and Tile designs in various colorings. Size 6 ft. x 9 ft. These Squares are guaranteed to give good service. Regularly sold at \$10.00 each. Sale Price . . . **\$6.75**



Wonderful Opportunities to Save

A Sale of Costumes

Over 500 Smart Costumes are offered during this Sale, absolutely at less than cost price. Every popular material is represented in the assortment. Colors are Black and all leading shades. These Costumes present positively the utmost value offered this season. They feature all fashion's style, color and trimmings ideas. All will be sold at

30 p.c.
off Regular Prices

A Sale of Dresses

Day, Afternoon and Evening Gowns—Over 200 New Dresses offered at radical price reductions; in materials of Serge, Gabardine, Jersey Cloth, Silk, Satin, Crepe de Chine etc. The styles are varied. There are frocks with draped skirts, extended hip effects, etc.; others with short sleeves and vestees. Some are quite plain and others trimmed with silk braid, embroidery and beads. All offered at

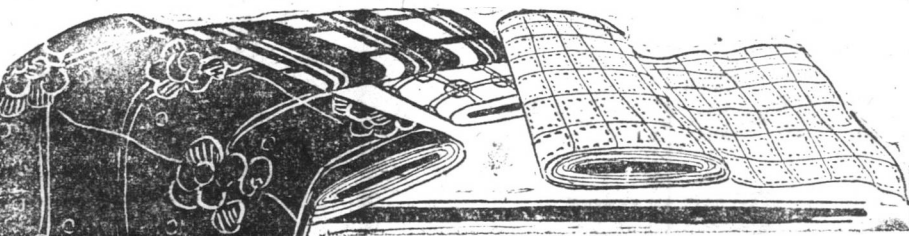
30 p.c.
off Regular Prices

A Sale of Winter Coats

A limited number of All Wool Blanket Coats, in Light shades, are selling at half price. All well cut and in the latest styles. Reg. \$25.00 each for . . . \$12.50
Reg. \$29.00 each for . . . \$14.50
Reg. \$37.50 each for . . . \$18.75
Reg. \$45.00 each for . . . \$22.50
All other Coats including the latest importations of Spring are offered

30 p.c.
of Regular Prices

A Record Breaking Offer in Seasonable Dress Fabrics



We are now offering our entire stock—over \$25,000 worth—of excellent quality Dress Materials, at prices that are remarkably low when compared with others. After carefully noting the examples of value quoted below, Ladies are invited to inspect the materials and judge for themselves.

Gabardines.

In shades of Navy, Brown, Grey, Black and Fawn. 62 in. wide. Reg. \$ 7.00 yard for . . . \$5.18
48 in. wide. Reg. \$ 8.25 yard for . . . \$6.08
56 in. wide. Reg. \$10.25 yard for . . . \$7.43

Tricotines.

In shades of Russian Blue, Black, Grey, Brown and Navy. 50 in. wide. Reg. \$7.50 yard for \$5.63
"Rocanno" Serge. In shades of Saxe, Brown and Fawn. 58 in. wide. Reg. \$2.25 yard for \$1.69

Lustres.

In Black, Grey, Navy, Saxe, Brown and Green. 38 in. wide. Reg. \$2.55 yd. for \$1.92
54 in. wide. Reg. \$3.00 yd. for \$2.10
48 in. wide. Reg. \$5.70 yd. for \$4.28
64 in. wide. Reg. \$8.00 yd. for \$5.25

English Costume Tweeds.

In Heather mixtures of Brown, Green and Grey. 40 in. wide. Reg. \$3.75 yard for \$2.70
56 in. wide. Reg. \$5.25 yard for \$3.85
66 in. wide. Reg. \$5.50 yard for \$4.00

Pebble Cords.

In Black, Fawn, Grey, Navy and Green. 44 in. wide. Reg. \$4.65 yard for \$3.49
52 in. wide. Reg. \$10.00 yard for \$7.20

Broad Cloths.

Sylvan Suitings and Corded Silk materials in 5-yard lengths; shades of Saxe, Henna, Taupe, Fawn, Jade and Pumice. 50 in. wide. Reg. \$8.00 yard for \$5.85
Serges and Gabardines, plain and plain striped, in all the newest shades—5-yard lengths. 52 in. wide. Reg. \$9.00 yard for \$6.75

The ROYAL STORES, Ltd.

A Sale of Men's Overcoats

OVERCOATS offered at \$16.00 and \$20.00—This sounds like an announcement of pre-war days; yet these are prices that are in force during this Annual Sale.

American Overcoats.

9 only in medium weight Tweeds, medium shades, assorted sizes, belted styles; values to \$25.00 each for . . . **\$16.00**

10 only American Overcoats in Grey Tweed.

smartest of new styles; all sizes; values to \$30.00 each for . . . **\$20.00**

6 only All Wool Overcoats in heavy Homespun.

well made and finished. Reg. \$55.00 each for . . . **\$44.00**

11 only English Tweed Overcoats; various styles and sizes; values to \$35.00 each for . . . **\$25.00**

8 only Khaki Drill Overcoats; tweed lined, with Sheepskin collars.

Value \$25.00 each for . . . **\$14.60**
4 Leather Vests; lined with heavy Tweed. Reg. \$2.50 each for . . . **\$1.70**

Mackinaw Coats

Men's Mackinaws.

In heavy Blanket Cloth, with plaid designs; colorings of Grey and Brown; belted styles; 3 patch pockets. Regular \$14.00 each for . . . **\$12.00**

Youths' Mackinaws.

Heavy Homespun Tweed; hard wearing materials; to fit boys of 11 to 16 years. Regular \$14.25 each for . . . **\$11.50**

Boys' Mackinaws.

In Grey Homespun Tweeds of excellent quality; to fit boys of 6 to 10 years. Regular \$11.25 each for . . . **\$8.50**

Men's Mitts and Gloves

Men's Wool Gloves.

All Wool Gloves, Grey and Brown shades; all sizes. Regular \$1.40 pair for 70c.
Regular \$1.70 pair for 85c.

Mitts and Gloves.

Heavy All Wool make; all sizes. Regular \$1.20 pair for 60c.
Regular \$2.20 pair for \$1.15

Men's Velour Hats

A big assortment of high grade Velour Hats are offered, about 20 dozen in all. The colors include Navy, Green, Brown, Bronze, Fawn, Black, etc. The shapes are all the latest; in sizes to fit every kind of a head. Regular \$14.00 each for . . . **\$9.35**



We have also a big lot of felt hats in fashionable colors and in all sizes, selling at the same price.

The End of Guy Fawkes.

Although the fifth of November is the date most intimately associated in the popular mind with Guy Fawkes and Gunpowder Plot, it was not until many weeks later, on Jan. 31, 1606, that the leader of one of the most melodramatic and most debated conspiracies in the history of England paid forfeit on the scaffold. The interval had been passed in endeavouring to extract information as to his accomplices; but he was a man of much courage and determination, and although the rack was applied with great severity, as his trembling signature to his examination clearly shows, Fawkes does not appear to have disclosed the names of those concerned until after they had risen in arms. Of recent years, attempts have been made by historians to demonstrate that there was no Gunpowder Plot, and that the whole affair was a crafty scheme worked by Cecil for his own ends. But Mr. S. R. Gardiner, among others, has shown good cause to credit substantially the popular version of this mysterious episode. Modern research, however, has failed to throw much new light on the personality and history of the principal actor; except that he was of North country family, was aged about thirty-six, and had served as an officer in the Spanish armies in Flanders—a school little calculated to encourage scruples—practically nothing is known about this strange and sinister figure, which stands out so prominently for one brief moment in our annals. That he was a fanatic we may well believe; that he possessed great energy, that he was a man of great intellectuality, the whole narrative of the plot and of his part in it attests. But authentic, as distinguished from legendary, particulars about him are few and vague, so that it is almost impossible to reconstruct any shape of him more convincing than the grotesque scare-babe, burned annually for so long a period on the anniversary of his capture.

Obituary.

MRS. MARY SMYTHE.

A well known and widely esteemed lady in the person of Mrs. Mary Smythe passed away yesterday morning at the General Hospital. The deceased lady was the widow of M. F. Smythe, who for over 30 years was the representative of the Singer Sewing Machine Co., and who predeceased her some ten years. Mrs. Smythe who was 65 years old was very active, being engaged in business up to last year, in partnership with her son-in-law Mr. George Kearney. Only one child (Annie) Mrs. George Kearney, survives her, but she leaves three brothers Mr. James Harris, Deputy Minister Public Works; Mr. William Harris, contractor, and Mr. Thomas Harris, of Harris & Co., and three sisters, Mrs. William Tobin, of this city, and two Sisters of Charity in New York. To the bereaved the Telegram tenders sympathy.

Another "Dope" Victim.

FOUND UNCONSCIOUS IN STREET.

An expressman, who was delivering parcels at 11.30 p.m. Saturday, discovered a young man, in an unconscious state, lying on Barter's Hill, and picking him up, took him to a nearby house. Here the unfortunate man was taken care of, but it was upwards of an hour before he recovered from his comatose state. When he came to, he informed those who had so kindly looked after him that he had taken a bottle of "dope," purchased from a New Gower Street store, and that he remembered nothing more until he awoke in his present surroundings. Attempts should immediately be made by the authorities to cleanse the city of all vendors of these vile substitutes for liquor.

Church at

Heart's Delight

READY FOR DEDICATION. The new Methodist Church at Heart's Delight will be dedicated to the worship of Almighty God on Thursday, February 17th. It is said to be a gem of architecture, and inside and out is one of the prettiest little churches in the country. Excursion rates have been arranged for those who will go from the city to attend the ceremony, and it is hoped a goodly number will be present. The pastor of the church will be glad to receive offerings for the opening collection, which, it is hoped, will wipe off the remaining debt.

Brick's Tasteless makes you eat. For sale at STAFFORD'S. Price \$1.20; postage 20c. extra. Jan 27, 11

