



**BARGAINS**  
IN

Dress Goods,  
Gloves,  
Table Linens,  
Carpet Squares,  
Hearthrugs.

Men's Wear,  
Flannelettes  
Shirtings,  
Calicoes,  
Towelings.

Table Cloths,  
Table Napkins,  
Blankets,  
Corsets,  
Embroideries.

Hosiery,  
Boots & Shoes,  
Linoleum,  
Canvas,  
Blouses,  
Skirts.

Ladies' Coats,  
Furniture,  
Crockery,  
Hardware,  
Men's Shirts,  
Hats & Caps.

# EIGHTEENTH ANNUAL February SALE

Commencing To-Day, MONDAY, February 2nd.

**A Sale without a parallel in the history of Merchandising in Newfoundland.**

This Sale commences Monday, but preparations for it have been going ahead since Xmas. In EVERY DEPARTMENT ALL OVER THE ENTIRE STORE goods have been marked way down, and in a great many cases at less than Half Price.

So make Your February Shopping Lists as large as possible.

## Mail Orders.

All orders for goods advertised during this Sale must be accompanied by Cash.

## Money Back.

If you are not satisfied with the goods we will cheerfully refund the money. You run no risks when dealing with us.

## IRRESISTIBLE OPPORTUNITIES IN HOSIERY for Men, Women and Children.

Our Hosiery pricing always creates comment. If you visit this department during the Sale you will be surprised at the wonderful values offered. Many women look forward to this Sale as the time to buy a year's supply of Hosiery for themselves and families.

### LADIES' BLACK CASHMERE HOSE.

Plain and assorted ribs, all sizes; seamless feet.  
Regular 30c. pair. Sale Price ..... 26c.  
Regular 35c. pair. Sale Price ..... 30c.  
Regular 45c. pair. Sale Price ..... 40c.  
Regular 55c. pair. Sale Price ..... 47c.  
Regular 70c. pair. Sale Price ..... 60c.  
Regular 80c. pair. Sale Price ..... 70c.  
Regular \$1.00 pair. Sale Price ..... 88c.

### LADIES' BLACK WORSTED HOSE.

Heavy ribbed, sizes SW, W & OS.  
Regular 30c. pair. Sale Price ..... 26c.  
Regular 40c. pair. Sale Price ..... 35c.  
Regular 50c. pair. Sale Price ..... 44c.  
Regular 60c. pair. Sale Price ..... 70c.

### MEN'S BLACK CASHMERE HALF HOSE.

Regular 20c. pair. Sale Price ..... 17c.  
Regular 25c. pair. Sale Price ..... 21c.  
Regular 35c. pair. Sale Price ..... 30c.  
Regular 60c. pair. Sale Price ..... 50c.

### MEN'S EMBROIDERED BLACK CASHMERE HOSE.

Regular 30c. pair. Sale Price ..... 26c.  
Regular 40c. pair. Sale Price ..... 35c.  
Black and Heather Mixtures; all sizes.

### MEN'S WORSTED HALF HOSE.

Regular 18c. pair. Sale Price ..... 15c.  
Regular 25c. pair. Sale Price ..... 21c.  
Regular 40c. pair. Sale Price ..... 34c.  
Regular 55c. pair. Sale Price ..... 47c.  
Regular 70c. pair. Sale Price ..... 60c.  
Regular 1.05 pair. Sale Price ..... 90c.

### CHILDREN'S HOSE.

Black Cashmere and Worsted; all sizes from 000 to 7. Prices ranging from ..... 15c. per pair to 65c.



**CLEARING  
LINES OF  
RIBBON.**

Miles of Ribbons for every use will be sold during this Sale at clearing prices. Plain and Striped Taffetas and other popular makes; various widths.  
Values 40c. yard. Sale Price ..... 26c.  
Values 50c. yard. Sale Price ..... 34c.  
Values 60c. and 70c. yard. Sale Price ..... 38c.  
Values 80c. and 90c. yard. Sale Price ..... 50c.

## Bargains in Footwear.

FOR ALL THE FAMILY.  
Every member of the family will profit by this Sale. There are Boots and Shoes here to fit all kinds of feet; comfortable from the first minutes you put them on. Many new lines imported for Spring 1914 have been opened. These will also sell at reduced prices.

### LADIES' BOOTS.

Dongola Kid, Vici Kid; Buttoned and Lace Styles; various sizes.  
Regular \$2.00 pair. Sale Price ..... \$1.52  
Regular \$2.20 pair. Sale Price ..... \$1.98  
Regular \$2.50 pair. Sale Price ..... \$2.23  
Regular \$2.90 pair. Sale Price ..... \$2.65  
Regular \$3.20 pair. Sale Price ..... \$2.59

### LADIES' SHOES.

Black Kid. Reg. 75c. pair. Sale Price ..... 65c.  
Elastic Fronts. Reg. 85c. pair. Sale Price ..... 75c.  
Elastic Fronts. Reg. 1.20 pair. Sale Price ..... \$1.09  
Kid Juliets. Reg. \$1.80 pair. Sale Price ..... \$1.65  
Felt Casey Slippers. Reg. \$1.10 pair. Sale Price ..... \$1.00

### MISSIES' BOOTS.

Dongola Kid Boots.  
Sizes 8 1/2 to 11. Reg. \$1.65 pair. Sale Price ..... \$1.32  
Sizes 11 1/2 to 2. Reg. \$2.00 pair. Sale Price ..... \$1.65

### CHILDREN'S BOOTS.

Dongola and Vici Kid, Black and Coloured; Blucher and Buttoned.  
Sizes 3 to 6. Reg. 75c. pair. Sale Price ..... 65c.  
Sizes 3 to 6. Reg. 80c. pair. Sale Price ..... 70c.  
Sizes 3 to 6. Reg. 90c. pair. Sale Price ..... 82c.  
Sizes 6 to 8. Reg. \$1.20 pair. Sale Price ..... \$1.08  
Sizes 5 to 9. Reg. \$1.40 pair. Sale Price ..... \$1.08

### MEN'S BOOTS.

Dongola Kid, Bal. and Blucher styles.  
Regular \$2.70 pair. Sale Price ..... \$2.42  
Box Calf, Bal. and Blucher; all sizes.  
Regular \$3.00 pair. Sale Price ..... \$2.65  
Bal. shapes. Reg. \$3.20 pair. Sale Price ..... \$3.02  
Blucher shapes. Reg. \$4.00 pair. Sale Price ..... \$3.50  
Gunmetal, Patent and Vici Kid; Blucher styles.  
Regular \$4.75 pair. Sale Price ..... \$4.30

## Sale of Gloves.

Our Glove trade has long been considered one of the foundation stones of this business. Only Gloves that are reliable find room on our shelves. Whether they are Kid, Wool, Cashmere or Lisle you will always find them to be the best at the price. Many savings can be effected in this department during February month.

### KID GLOVES.

In Tan, Brown and Black.  
Regular 45c. pair. Sale Price ..... 40c.  
Regular 65c. pair. Sale Price ..... 56c.  
In Tan, Brown, Grey and Beaver.  
Regular 80c. pair. Sale Price ..... 70c.

### DENT'S KID GLOVES.

In colors of Tan, Black, Beaver, Cream, Grey, V. Rose, &c.  
Regular \$1.10 pair. Sale Price ..... 97c.  
Regular \$1.50 pair. Sale Price ..... \$1.35

### WOOL GLOVES.

Ringwood, Scotch Knit, &c. in White, Navy, Fancy and Black.  
Regular 20c. pair. Sale Price ..... 17c.  
Regular 25c. pair. Sale Price ..... 21c.  
Regular 60c. pair. Sale Price ..... 52c.

### WOOL GAUNTLETS.

(White).  
Regular 45c. pair. Sale Price ..... 40c.  
Regular 60c. pair. Sale Price ..... 44c.  
(Colored).  
Regular 75c. pair. Sale Price ..... 64c.

### CASHMERE GLOVES.

In Black, Tan, Beaver and Grey, Lined and Unlined; for Ladies, Misses and Children.  
Regular 25c. pair. Sale Price ..... 21c.  
Regular 35c. pair. Sale Price ..... 30c.  
Regular 60c. pair. Sale Price ..... 52c.

### LINED KID GLOVES.

Black and Tan, Fur Tops, Wool Lined; all sizes.  
Regular 80c. pair. Sale Price ..... 70c.  
Regular \$1.10 pair. Sale Price ..... 97c.  
Regular \$1.50 pair. Sale Price ..... \$1.44

### KID GAUNTLETS.

Regular \$3.00 pair. Sale Price ..... \$2.54  
DOESKIN GLOVES.  
Regular \$1.25 pair. Sale Price ..... \$1.10  
Regular \$1.50 pair. Sale Price ..... \$1.44

## Prices Lowered on Floorcoverings and Mats.

This is the time for home furnishers to economize. After THIS SALE there can be no excuse for worn and frayed floor coverings. Satisfy your needs now while the low prices prevail and have the home nice and bright again the coming of Spring.

### HEARTH RUGS.

#### TAPESTRY.

Size 24 x 48. Reg. \$1.00. Sale Price .....  
Size 24 x 48. Reg. \$1.40. Sale Price .....  
Size 27 x 54. Reg. \$1.75. Sale Price .....

#### AXMINSTER.

Size 24 x 48. Reg. \$2.00 each. Sale Price ..... \$1.70  
Size 26 x 52. Reg. \$2.25 each. Sale Price ..... \$1.90  
Size 27 x 58. Reg. \$2.75 each. Sale Price ..... \$2.45  
Size 29 x 66. Reg. \$3.25 each. Sale Price ..... \$2.86  
Size 27 x 56. Reg. \$3.75 each. Sale Price ..... \$3.39  
Size 30 x 63. Reg. \$4.20 each. Sale Price ..... \$3.69  
Size 28 x 59. Reg. \$4.70 each. Sale Price ..... \$4.15  
Size 36 x 72. Reg. \$5.50 each. Sale Price ..... \$4.80  
Size 36 x 72. Reg. \$7.00 each. Sale Price ..... 6.10

### DOOR MATS.

Huge assortments of makes and designs to select from; sizes about 18 x 29. Velvet Pile, Tapestry, Cocoanut, Plain and Fancy, &c. Prices:

Regular 40c. each. Sale Price ..... 35c.  
Regular 90c. each. Sale Price ..... 80c.  
Regular \$1.00 each. Sale Price ..... 85c.  
Regular \$1.20 each. Sale Price ..... \$1.00  
Regular \$1.50 each. Sale Price ..... \$1.20  
Regular \$2.00 each. Sale Price ..... \$1.70

### CARPET SQUARES.

Splendid designs and handsome rich colorings predominate in our selection of Carpet Squares.

#### VELVET PILE.

Size 3 x 3 1/2. Reg. \$20.00. Sale Price ..... \$17.60  
Size 3 x 4. Reg. \$22.00. Sale Price ..... \$18.75  
Size 3 1/2 x 4. Reg. \$32.00. Sale Price ..... \$29.50  
Size 4 x 4. Reg. \$39.00. Sale Price ..... \$34.00  
Size 4 x 4 1/2. Reg. \$44.00. Sale Price ..... \$37.85  
Size 4 x 5. Reg. \$48.50. Sale Price ..... \$42.55

#### TAPESTRY.

Size 3 1/2 x 4. Reg. \$15.50. Sale Price ..... \$13.15  
Size 4 x 4 1/2. Reg. \$20.00. Sale Price ..... \$17.60  
Size 4 x 4. Reg. \$21.50. Sale Price ..... \$18.50  
Size 3 1/2 x 4 1/2. Reg. \$25.00. Sale Price ..... \$22.00  
Size 3 x 4. Reg. \$27.50. Sale Price ..... \$23.75  
Size 3 1/2 x 4. Reg. \$30.00. Sale Price ..... \$26.00

#### BRUSSELS.

Size 3 1/2 x 4. Reg. \$30.00. Sale Price ..... \$26.00  
Size 3 1/2 x 4. Reg. \$33.00. Sale Price ..... \$29.50  
Size 4 x 4 1/2. Reg. \$37.50. Sale Price ..... \$32.75  
Size 3 1/2 x 5. Reg. \$42.00. Sale Price ..... \$36.75



**Handkerchiefs**  
at  
Sale Prices.

### LOTS OF THEM.

Here, during this Sale, you can get dainty Handkerchiefs from 5c. to a dollar in price. We have a big variety of qualities and kinds for men, women and children. Whatever kind you need you are sure of splendid values here.

## Furs and Fur Coats.

Bonafide Discount of **20 p.c.** off all Furs and Fur Coats.

Our entire stock is offered at this reduction. We want to clear out all our Fur and Fur Garments to make room for spring goods. The stock includes some very effective

## Collarettes, Stoles,

## Muffs and Hats

in the latest styles. Now's the time to buy Furs. Winter is only half over and there are more winters to come.

The price of good Fur is advancing by leaps and bounds, as the supply of Fur pelts is getting smaller every year. Every lover of economy will take full advantage of this offer. The following Furs are represented in the stock:

BROWN SQUIRREL  
GREY SQUIRREL  
MARMOT  
FITCH  
SABLE

OPPOSSUM  
BLACK HARE  
OTTER  
NEUTRIA  
SEAL

**The Royal Stores Ltd.**