



SPRING OPENING

Millinery, Flowers, Trimmings. Coats, Laces, Embroideries, Silks, Etc.

WE commence a new season this week, with a superb assemblage of correct fashions in Spring attire. There will be special displays of new Spring Merchandise in the various sections most nearly interested, and the windows. Beautiful products of loom and factory that foretell springs advent as surely as the first robin.

The invitation to attend is extended to all. You will be equally welcome, whether you come to buy, or simply to view the displays.

The Foremost Styles in Ladies' Coats.

The Mantle Department is now fully prepared to serve you with a magnificent assortment of Smart Ladies' Coats, in all the very latest designs and colors. They were specially selected by our Lady buyer to meet the requirements of Women of taste and refinement.

The stock is large, choice and distinctive. It's an exhibition of beauty—of style, and above all, wonderful value giving in Women's attire of the highest class.

Spring Ribbons. THAT SHOW THE TENDENCIES OF THE SEASON.

Spring ushers into being a host of new colors, weaves and styles in ribbon, each one possessing some intrinsic charm and fascination of its own.

We have excessively light weaves of particularly light colorings, or very heavy ribbons, in bright or sombre tones, running the complete gamut of shades, and each bearing the touch of Spring. But on the whole it is the bright soft colors that vie with the color of the flowers in beauty; that best express the spirit of the season; and it is in these ribbons that we have a display unequalled in Newfoundland.

One particularly new, is a Parisian Shot Water Silk—a most charming creation of color blending of exceptionally fine weave—a series of harmonious color blending in eight different shades. This Ribbon is 6 inches wide, and is an established favorite for millinery and trimming purposes.

Price, 85 cents yard.

Gloves for Spring

Our showing of Kid Gloves for Spring includes all that's new in style and color. We carry the best makes, unsurpassed in fit and workmanship.

MARITANA.....	45c. pair
ALICE.....	65c. pair
ELAINE.....	80c. pair
LE LUXE.....	90c. pair
LA BRILLIANT.....	\$1.20 pair

Colors are: Lavender, Light Blue, Canary, Violet
White with White Stitching, White with Black Stitching,
Tans, Beaver, Slate, Navy, Myrtle, Black and Browns.

SPECIAL
SHOWING
OF
LADIES'
UNTRIMMED
MILLINERY.



THE ROYAL STORES LIMITED

SAMPLE STRIPS OF EMBROIDERY. At Half and Less Than Half Price.

In the designing of embroidery samples the looms take from 4 to 5 yards more than the traveller require. The manufacturer from whom we buy most of our high class embroidery, collected and shipped out to us about 5,000 yards of these sample ends. They will be placed on sale this week at 3, 4, 5, 6, 7, 8, 10, 15, 20 and 25c. per yard, and these prices represent not more than half, and in some cases not even half, the values of the embroideries. The designs are all new, being the patterns intended for the Spring of 1910. Among the same ends are—

EMBROIDERIES, BEADINGS, EDGINGS AND INSERTIONS.
Mounted on very fine Swiss Muslin, and Cambric. The widths run from 1 to 9 inches.

Wash Goods, Cambrics, Zephyrs, Etc.

This section is in complete readiness to offer the most attractive of the season's new Wash Goods for the making of dainty and serviceable Spring and Summer dresses. The stock is unusually replete in every respect, and among the many interesting lines are:

Irene Cambrics, 16c. to 20c. yard. Pacific Parqueline, 20c. yard. Shantung Poplin, 22c. yard. Bengaline Cloth, 20c. yard. Florodora Batiste, 15c. yard. Aetra Pongee, 22c. yard. Satin Jeans, 13c. yard. Fancy Waistings, 23c. yard. Striped Gingham, 10c. to 20c. yard. Cottons and Cambrics, 12c. to 35c. yard. Shower Hail Muslins, 11c. to 18c. yard. Canvas Cloth, 15c. yard up.

COMPLETE SHOWING OF THE SEASONS. NEW TRIMMINGS.

Exceptional interest has already been evinced in the many new and beautiful trimmings assembled for the coming Spring. Among the many new lines being shown are Fancy Net Insertions, in Navy, Brown and Greens, and the new Blue effects. Narrow Braid, in Combinations of all the Dress Goods shades, such as Almond Green, Aeroplane Blue, Blonde, etc. Fancy Black Guimpes. Fancy Braids, in Light and Dark colors. Galons, feathered in fancy mixed colors with Gold and Silver, securing very rich effects. Garnitures in Gold, Silver and Black, are also among the late novelties.

Mail Order Department.



OUR MAIL ORDER DEPARTMENT

is one of our best assets in securing and holding customers from every settlement in the Island. Through the medium of this department, which is characterized by thorough and rapid system, any person can, at the expense of a moment's time and a post card, put themselves in touch with the largest, best and most varied line of general merchandise (at lowest prices) carried by any one store in this country.

NEW SPRING GOODS NOW SHOWING

DRY GOODS,
MILLINERY,
DRESSMAKING,
CUSTOM TAILORING,
GROCERIES,
HARDWARE,
CROCKERY,
FURNITURE.
Manufacturers of
MEN'S AND BOYS'
CLOTHING.

The ROYAL Stores Limited

AN EXPOSITION OF SUPER SPRING

Parisian Millinery

We extend a cordial invitation to everyone interested in Millinery Fashions.

The Millinery Parlor is beautifully arranged with Table after Table of Trimmed and Untrimmed Hats, forming a scene of splendor that makes this exposition a veritable fairyland.

Flowers! Flowers! Flowers!!! That is the message of the hat this season, and the queen of flowers is the rose. It appears in every imaginable color, but most often in delicate tones. There are almost always small roses, with a moss rosebud here and there, and are grouped in bunches—in wreaths—or singly.

The bicorne—the tricorn—the torpedo—the new rolling-brim sailor—the turban and the toque—all vie for popular favor.

AS AN EXAMPLE OF OUR POPULAR PRICED LINES, WE ARE SHOWING VARIOUS STYLES AT FROM \$1.25 TO \$25.

Our showing of the less expensive hats is remarkable for its tastefulness—its refinement—its harmony in color blending—and its adherence to the style promised in the costly French Millinery.

Beautiful Waists.

The handsomest and smartest models in lingerie waists of Mull, Lawns and Muslins are here in abundance in most effective styles. We do a tremendous Waist business as our values are real. Expert choosing and buying places us in a position to give unusual values.

Prices—70c. to \$4.25.

We expect our Silk and Net Blouses by next steamer.



SHOWING
OF LATEST
STYLES
IN
CHILDREN'S
MILLINERY.