

The Cost of Living Forced Still Lower at the Royal Stores

The Moral is Obvious—Do All Your Shopping Here

Uppermost in your mind to-day is the cost of living. You are quick to study figures appearing in the newspapers on the subject, and inevitable you compare them with your own experience when shopping. The cost of living has fallen definitely and sharply for those who are wise enough to do all their shopping at the Royal Stores. Hundreds of customers have expressed surprise at being asked to pay so little for goods of superfine quality. For many months now we have been asserting that prices were on the downward grade. In the face of much disagreement we insisted on this assertion and used every effort to keep on forcing prices down.

That, we felt, to be our duty and privilege as a progressive store. To-day, it remains our duty to hasten a return to normal, and we feel sure that our decision to let Annual Sale Prices rule during March month will achieve a healthy measure of success.

Striking Examples of Lowered Costs for Friday & Sat.



Creepers

Women's Black Steel Creepers, adjustable to any size. Special per pair **34c.**

White Crotchet Quilts

40 only White Crotchet Quilts of fine grade, handsome Damask designs; fine, even threads; hemmed ends. Reg. \$3.20 each. Sale Price **\$2.49**

Fancy Chintz Cushions

A Clearing Line of Fancy Cushions. In Floral Chintz; size 20 x 20; frilled all around; in a wonderful variety of colorings. Reg. \$1.80 each. Sale Price **\$1.25**

Long Rubbers

MEN'S LONG RUBBERS—Sizes 6, 7, 8 and 10. Regular \$7.50 pair for **\$4.25**
MEN'S HIP RUBBERS—All sizes. Reg. \$9.00 pair for **\$6.00**
LADIES' LONG RUBBERS—Black Pebble finish; all sizes. Reg. \$3.50 pair for **\$3.50**

Gloves

WOMEN'S FABRIC GLOVES—In shades of Brown, Black and Grey; fleece lined; suede finish; 2 domes. Reg. \$1.50 pair for **72c.**
SUEDETEX GLOVES—Women's fabric gloves, in Grey, Fawn, Black and White; in all sizes; 2 dome fasteners. Reg. \$1.25 pair for **64c.**

Hosiery Bargains

WOMEN'S CASHMERE HOSE—In Fast Black and Dark Tan; sizes SW, W & O; seamless finish; fashioned ankles; spliced heels and toes. Reg. \$1.00 pair for **87c.**
WOMEN'S WOOL HOSE—Black; all Wool Hose; Worsted 41 ribbs, seamless feet; spliced heels. Reg. \$1.50 pair. Sale Price **\$1.25**
WOMEN'S RUBBER HEELS—In all sizes; easily attached; no cement required; in Tan and Black. Reg. 30c. pair for **26c.**
WOMEN'S GAITERS—Black Rubber Gaiters; sizes 3/4, 5 only; 2 buckles; water tight to the top. Regular \$3.00 pair for **\$2.65**
WOMEN'S LEATHER INSOLES—All solid Leather; sizes 3 to 7; One side gummed. Regular per pair 18c. Sale Price **15c.**



Women's Fleece Lined Vests

White Jersey Knit; high neck and long sleeves; silk draw string. Size 34 to 38. Reg. \$1.90 ea for **\$1.45**
Size 40 to 44. Reg. \$2.00 ea for **\$1.75**

Showroom Specials

JAP SILK BLOUSES—In White or Ivory; sizes 36 to 44; Shirwaist style; also round neck; no collar; assorted pretty trimmed effects. Reg. \$6.25 each for **\$4.20**
GEORGETTE BLOUSES—In the following shades: Fawn, Maize, Grey and Sand; some with collar; others round neck; trimmed with beads, silk and wool; buttoned on shoulder and side. Reg. \$15.80 each for **\$10.00**
SWEATER COATS—All Wool knit, in Light Grey, Heather, Navy and Dark Grey; some with roll collar and pocket; others collarless. Reg. \$3.50 each. Sale Price **\$2.80**
Another Lot of SWEATERS or SPORTS COATS, in Saxe and Coral only; without collar; sizes 36 to 42. Regular \$5.50 each for **\$4.40**
WOMEN'S PJAMAS—Colored Striped Sleeping Suits; White ground with Pink and Blue stripes; medium size, military collar, 2 piece. Reg. \$9.00 Suits. Reg. \$3.75 each for **\$3.20**
WOMEN'S UNDERSKIRTS—Black and White Checks also Black Moire with White stripes of assorted sizes; to fit all sizes; draw string at waist. wide hounces. Regular \$3.75 each. Sale Price **\$3.15**



Table Linens

White Table Cloths.

Damasked Linen; size 54 x 54; extra quality; well finished and nicely hemmed; dainty floral and scroll designs. Reg. \$3.75 each. Sale Price **\$3.00**

Face Cloths.

White and Pink Turkish Toweling; hemmed ends; size 11 x 12. Reg. each **16c.**

Tea Towels.

Large selection in Cotton Towels; White with red and blue check designs; size 15 x 25; hemmed ends. Reg. 26c. each for **26c.**

Table Napkins.

Fine White Damask Table Napkins in great assortment; size 21 x 21; fancy floral and scroll designs; hemmed ends. Reg. 45c. each for **40c.**

Table Centres.

Fawn Crash Linen Centres; size 17 x 17; hemstitched and embroidered in dainty designs. Reg. 75c. each for **60c.**

Cushion Covers.

Fawn Linen; strong reliable covers with embroidered and hemstitched designs; size 19 x 19. Reg. \$1.75 each for **\$1.40**

Children's Dresses

2 dozen only useful Dresses for infants of one to three years; stout material in Black and White Shepherd's Checks; long bodies, pleated skirt, finished with lace at neck. Reg. \$1.50 each for **1.20**



Child's Nightdresses.

In White Flannelette of good quality; to fit children of 2 to 14 years; V shaped neck, piped with satin trimming; long sleeves. Reg. \$2.10 each for **\$1.68**

Dressing Gowns.

In superior grade Flannelette, colored floral designs; fronts, neck and sleeves faced with satin. Reg. \$2.40 each for **\$2.75**

Fancy Wool Scarves.

Extra Special Values; in plain shades and in fancy stripes; all fashionable colors are represented; all have fringed ends. Reg. \$3.50 each for **\$3.19**

Fancy Silk Nets.

For Dresses. In the following shades: Maize, Ivory, Pink, Copper, Grey, Saxe and Black; 36 inches wide. Reg. \$3.50 yard for **\$2.80**

Fancy Rosebud Trimming.

In Pale Blue, Pink, White, Helle and Green; for trimming children's party frocks, hats, etc. Special per yard **32c.**

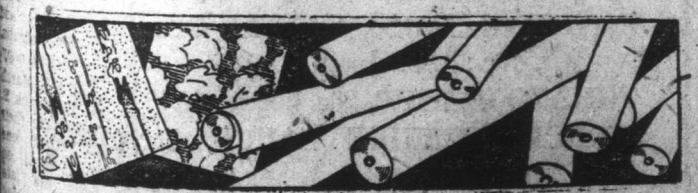
Dressing Jackets.

Useful little Jackets in fancy shades; assorted colorings; long sleeves. V shaped neck, trimmed with cord, girdle at waist. Reg. \$1.50 ea for **\$1.20**

New Spring Wall Papers

Seldom have we been able to show such a beautiful display of Spring Wall Papers as is to be seen in our Wall Paper Department right now. The stock is composed of a great variety of beautiful designs—probably the greatest assortment ever shown in Newfoundland. The qualities and designs were all personally selected at the mills by our own expert who has a thorough knowledge of Wall Paper needs in Newfoundland. Many Bargains are offered. We mention a few:

1,000 PIECES BORDERING—Special per Piece **35c.**
4,000 PIECES 2 BAND BORDERING—Special per Piece **18c.**
HANDSOME PAPERS for all Rooms—Prices from 18c. Piece to \$2.00



Khaki Haversacks

Extra Special Values are now offered in Khaki Drill Haversacks (Military styles). The ideal carrier for the sportsman or school satchel for boys. Reg. \$2.50 each. Sale Price **\$1.95**

Goods Marked for

CLEARANCE

Cotton Gingham.

Thousands of yards of strong serviceable Gingham in short lengths, averaging about 6 to 10 yards; plain Blue and striped patterns. Reg. 45c. yard for **22 1/2c.**

White Shirtings.

Over 2,000 yards Superfine Shirting of excellent quality; 27 inches wide; finished smooth for the needle. Regular 40c. yard for **24c.**

Blue Ribbon Shirting.

36 inches wide; extra special quality; finished soft for the needle. Regularly sold at 60c. yard. Sale Price **35c.**

Sheetings and Jeans.

In short ends. Hundreds of yards of Cotton Duck, Drill, Jeans, etc., suitable for Middie Blouses, Tennis Skirts, etc.; 36 inches wide; lengths vary from 2 1/2 yards to 5 yards. Reg. \$1.00 yard. Sale Price **50c.**

Self Striped Madras.

Of fine grade, 36 inches wide, for Shirts, Ladies' Blouses, etc.; assorted cord stripes. Reg. 80c. yd. Sale Price **40c.**

White Turkish Towels.

40 dozen superior make and finish; cleared at once. Special Clearance Price, each **39c.**

Flannelettes.

7,000 yards Striped Flannelette in assorted colors; 20 inches wide; in short lengths averaging between 6 to 10 yards. Reg. price 40c. yard. Clearance Price **23c.**

White Cambric.

4,000 yards Fine White Cambric of superior quality; 36 inches wide. Reg. 55c. yd. for **44c.**

Blue Chambrays.

36 inches wide; plain Blue; strong, serviceable weave. Reg. 45c. yard for **33c.**

Check Gingham.

Numerous designs in Checks; also Stripes. Reg. 65c. yard for **39c.**

Ceylonette.

High grade Union Flannel in assorted stripes; 30 inches wide. Reg. \$1.40 yard for **70c.**

Toilet Goods Reduced in Price

CARBOLIC TOOTH POWDER—Reg. 12c tin for **9c.**
ROYAL VINOLIA TALC POWDER—Reg. 30c. tin for **22c.**
ARMOUR'S COMBINATION PACKETS—Containing Sylvan Soap and Talc Powder (3 in box). Reg. 60c. for **48c.**
COLGATE'S WEEK-END PACKETS—For men and women. Regular 85c. pkt. for **66c.**
ARMOUR'S "TRAVELLERS" PACKETS—Regular 85c. packet for **46c.**
COLGATE'S MECHANIC SOAP PASTE—Regular 35c. tin for **29c.**
ROYAL VINOLIA SHAVING CREAM—Regular 70c. tube for **56c.**
ROYAL VINOLIA SHAVING POWDER—Reg. 45c. tin for **36c.**
"FOOT-BATH" BATH SOAPS—Assorted perfumes. Reg. 30c. cake for **24c.**
"HAZELHURST" TURKISH BATH SOAP—Special, per cake **14c.**
FRIPPS' TOILET SOAPS—Assorted perfumes. Reg. 13c. cake for **10c.**

Smart Hats for Men



Soft Felt Hats.

In Brown, Green, Blue, Black, &c.; turned brims, narrow silk bands; sizes 6 1/2 to 7 1/2. Reg. \$7.65 each for **\$5.10**

Men's Velour Hats.

In shades of Navy, Green, Bronze, Fawn and Black; latest shapes. Reg. \$14.00 each for **\$9.35**

Men's Golf Caps.

In heavy Tweeds, assorted colors, quilted linings. Reg. \$2.25 ea. for **\$1.80**

Men's Braces.

English make; best leather ends and patent buckles. Reg. 85c. pair for **50c.**

President Braces.

Genuine quality; stout cords and pulleys. Reg. 80c. pair for **64c.**

Boys' Braces.

Stout webbing and leather ends. Regular 30c. pair for **24c.**

Youths' Braces.

Regular 45c. pair for **38c.**

Men's Cashmere Hose.

Fine quality Cashmere Hose in Black, Grey and Navy; broad ribs; "Two Steeples" Brand. Reg. \$2.65 pair for **\$1.70**

Men's Kid Gloves.

Heavy Tan Kid Driving Gloves, unlined, one dome fastener; well finished in every way. Reg. \$5.00 pair for **\$4.00**

Men's Wool Gloves.

In shades of Tan, Fawn and Black; all sizes; heavy quality. Regular \$1.40 pair for **70c.**

Men's Wool Socks.

400 pairs reliable Wool Socks, "Two Steeples" Brand; Brown, Grey and Green mixtures. Reg. \$1.80 pr. for **\$1.20**

Men's Handkerchiefs.

White Excela, size 21 x 21; plain with colored borders; hemstitched; soft marocoried finish. Reg. 80c. each for **60c.**

Shirts

Tunic Shirts.

14 dozen self fronted Tunic Shirts in an assortment of striped patterns on white grounds; soft cuffs. Regular \$4.25 values for **\$2.50**

White Percal Shirts.

With self striped designs; roomy, well cut shirts, perfect fitting; in all sizes; soft cuffs and fronts. Clearing Price **\$1.40**



Women's Collars

New Spring Neckwear in materials of Georgette, Crepe de Chine, Flannel, Silk and Net. Colors: Sky, Black, White and Cream. Styles: Jabot, Stock, Sailor and Round. Reg. \$1.25 each for **\$1.00**

Advocatisms.

United We Stand—The Government candidates "have the full support of an united stable Government," says the Advocate. We are so glad to hear that the Premier and Mr. Coaker have at last, kissed and made friends. But can we take the Advocate's word for it?

Are Things Different, Now?—Speaking of Harbor Main, the Advocate says that "the district affairs are in a fearfully disorganized state." It blames the past Government for this. We have not, however, heard of any great improvements since November, 1919. We are glad, too, that the Advocate has the decency to confess that things are still as bad as they were. It speaks well for the Squires-Coaker Party that this state of affairs should continue after a year and a half of their control.

Novi Alliquid—Imagine anybody in the Advocate writing on a Biblical text. Judging by some of the articles which have appeared in that paper (sic) contributors should take their texts from anything but the Bible. In any case it is very unusual for a writer to take such a text and then in his sermon on it to descend to personal abuse. But, trust the Advocate.

He's Changed Since Then—According to a writer in Tuesday's Advocate "when Coaker came to the forefront in Newfoundland he rebuked the users, nobles and rulers." How unlike the Coaker of to-day. Now he is a merchant prince himself and equal to any of these he ever abused. O tempora, o mores!

How Innocent!—Imagine the Advocate saying that anybody was trying "to put the blanket over the eyes of the H. R. Main elections on the Sugar question." We wonder if the Advocate realizes how funny it is. It would take a good many blankets to blind the eyes of the Harbor Main voters to the fact that the Government is selling Sugar at 25c. per lb. when it should sell for 11 cents.

Do They Really Believe It Themselves?—"If Coaker had not instituted the Fish Regulations, fishermen would be getting two or three dollars a quintal less for their fish," says the Advocate. Now we know why the fishermen are all pleased! Perhaps the Advocate will tell us just how much the fish which was sold did fetch.

And With Reason—Says the Advocate, "the people cry out 'We have been robbed and fleeced by extortion prices for what we have to buy.' Is this a whack at the Food Control Board? If so, it is very satisfactory to know that the Advocate realizes that the F.C.B. are extortioners.

Of Course It Wasn't—The Circular printed by the Telegram on Tuesday was not intended for publication, says the Advocate. Of course it wasn't. Whilst not giving the Coaker organ much credit for anything but foolish fanatical articles, in which it excels, we are sure it has sense enough to know that the Circular in question wasn't going to do its cause any good, and it's no wonder it didn't want it published.

Unlucky, But for Whom!—The fact that after March 15th the Opposition Party will number 13 members in the House will be unlucky—but for the Government itself. Even now the Squires-Coaker Party are trembling in their shoes at the thought of it.

Here and There.

AT THE BALSAM—The following are guests at the Balsam:—Mr. A. Caravan, Bay Roberts; Mr. E. G. Pittman Boston; Mr. M. J. Hearn, Colliers; Mr. D. White, Port Union; Capt. J. Jones, Port Union.

For your health's sake we offer Nature's answer to Constipation, "LES FRUITS." EL-LIS'S.—dec27.11

MEETING OF MOTOR ASSN.—Some vital matters in connection with the Newfoundland Motor Association will be discussed at a meeting, which takes place this afternoon at the office of Mr. Wm. White.

Brick's Tasteless is the best preparation known for children who are delicate. Taken in half to one teaspoonful doses it works marvellous results. Try a bottle and convince yourself.—jan27.11

MARINE ENGINEERS MEETING.—A large number of members attended the monthly meeting of the Marine Engineers' Association, held last night in the British Hall. After the usual routine matters had been disposed of some important business in connection with the trade was discussed.

Personal.

Rev. Fr. O'Brien, the Missionary, who was dangerously ill at the time of the Palace fire, is now on the road to recovery, but it will be some time before he will be able to perform his duties again.

The Royal Stores, Ltd.