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EAR len's

vy Knit iter Coat argain

ve bargain in Navy Men's Sport or at, in Navy only.

ing for the season.

65 cts.

ie at from 90c. to rice. The regular

and a smart look-

early call. Note. esent values \$1.00

Cream and assort-

10C. Men's avy Yarn Sock

Bargain good heavyweight k, in light and dark

15 cts. ould be really good

th 10 to 5c. worth 7c.

NS, 3c, to 5c. ea.

Central Stores

Paul Society (Men's) acwith thanks the sum of e Dollars from the O'Grady Co., per J. Spearns .- advt.

BORN.

ary 17th, a son to the wife mpbell, R.N., (nee Ou

This Date in History.

New Moon-14.

Days Past-48 To Come-316 DR. KANE died 1857. An American, and one of the Arctic explorers who was sent to discover the fate of Sir John Franklin in 1850. LUTHER died 1546, aged 63. The

great German Reformer who revolted om the Roman Catholic Church and began to preach the Reformeed Religion, living to see his principles wideestablished.

TRINIDAD captured 1797. Next to Jamaica, the largest British island in the W. Indies. It was discovered by Columbus in 1498. BENIN captured 1897, by the Brit-

ish. A town of W. Africa in the British protectorate of S. Nigeria.

LOUBET elected President of SUBMARINES OF EXGLAND.

submarines of England Who hourly face an ugly death And hold life very cheap; Bold scions of a sturdy stock Vou're straining for the foe. As you sweep, fathoms deep, To strike your deadly blowwhile the battle rages up above And you do your bit below.

Above the crashing surge. That heaving waste you scan with haste.

Then suddenly submerge. Far in the secret silence Where none may help or know, Down you sweep, fathoms deep, To let your message go-While the battle rages up above And you do your bit below.

Submarines of England, All honor to your pluck! Good hunting in the nether deep. And very best of luck! You only do your duty? Of course, but this I know, There'll be fame for your name, When the star of peace shall glow When the roar of battle sinks to rest And you've done your bit below. -Jessie Pope.

SELF-ASSURANCE.

By GEORGE FITCH.

Self-assurance is that partly divine quality in a man which enables him to hire out as an expert and then look by the meaning of his job in the dic-

Some people prefer to call self-assurance "nerve," "gall," "crust," "rind," "cheek," "brass," "front," "neck" and other descriptive names not intended as compliments. But all of these net names together could not discourage a man who puts his trust in himself. He goes happily on through life, asking monarchs to turn their troubles over to him and picking up live wires with great zest.

When a man has plenty of self-assurance he does not need ability or anything else. At least he does not realize the need. He will take a job as an engineer if all he knew about engines was to say "whoa" on a down grade, and he will organize an international corporation for the control of climate on the strength of a second-hand office desk, a thermometer and plenty of stock subscription blanks. Railroad systems have been built by men who have had to stand off the conductor for street car fare, and huge fortunes have been accumulated by enterprising citizens who have borrowed money to make a \$500 payment on a \$1,000,000 business. They have figured that the Lord might provide the rest and that if He didn't they could act as a very fair substitute.

However, the most touching examples of self assurance are found in public life where men run for positions of great trust and honor and inquire the duties of said positions after their election. Many of us have too little When a man has plenty of self-as-

the duties of said positions after their election. Many of us have too little self-assurance to take any risks in our own business, but none of us would be too modest to run for Governor of a great state if we thought we could get the votes. This, however, is because the state is taking all the risk.

Self-assurance has made great men out of poor material and has enabled America to ignore all speed regulations in its mad rush forward. It is a fine thing for any man when used as a stiffener for the back, but when used as a substitute for brains it is dangerous in the extreme—not only to
the possessor but to the innocent bystander. Hundreds of Americans
have departed this life in a sadly dismantled condition because other men with too much self-assurance have been running automobiles without the common sense and mechanical know-ledge necessary to chauff a wheelbarrow in a safe and sane manner.

La France Laundry Tablet saves the garments, half the labor and all the worry. Six cents package. Ask your grocer about it.—febil,eod,tf

The Royal Stores, Ltd., Nineteenth Annual FEBRUARY SALE



Belgian Relief Fund.

The Treasurer (Mrs. J. A. Clift, 100 Military Road) begs to acknowledge receipt of the following:
Amount acknowledged \$3605 28

en
Church of England High
School, Twillingate, per W.
Bugden, Principal
Rev. Frank Smart, Heart's
Content, 4th inst., viz.: St.
Mary's Church, \$16; Anon,
\$1.00; Saved by Self Deniel,
\$3.00

oceeds Sociable at Salvage,

Proceeds Sociable at Salvage,
B.B., cn 25th Jan., per Miss
G. E. Macdonald
Rev. T. E. Loder, Rector Holy
Trinity Church Grand Falls
W. P. A., Bay of Islands, per
Mrs. W. W. Cotton, Sec.
Collection in St. Paul's
Church, Hr. Buffett, per
Rev. A. Shorter
Mrs. H. H. Cowperthwaite'.
Collection, Christ Church,
Clarko's Head, Gander
Bay, Thanksgiving Day, per
F. A. Winsor, L.R.
Part proceeds Tea and Concert at Mrs. F. W. Ayre's
residence
Miss M. Gear

Proceeds of Concert and Can-

dy and Ice Cream sale, arranged by the Misses Cros-

Church, Sandy Point, Jan. 25, per Rev. E. A. Butler.

ollected at Sandy Point by Misses Ethel Pieroway,

Penelope McFatridge, Min-nie McFatridge, Wilfreda

LeRcux, Edna Messervy, Eva Hynes, Georgie Good-land and Edith Messervy, also per Rev. E. A. Butler Lorenzo Newhook, Jackson's

roceeds entertainment at St. Jacques, held by W.P.A., per Mr. H. R. Clinton

children between St. Barbe and Eddy's Cove in Straits of Belle Isle, per Mr. B. E.

John P. Flynn L.O.L., No. 29, Lower Island

Cove, per Mr. Chesley Mor-

w.P.A., Catalina, per Miss

t. Andrew's Presbyterian Sunday School, per E. R.

mass meeting in Alexandra

giving Day,, per Magistrate

llection, Methodist Congre-

gation, Moreton's Harbor per Rev. William Harris, viz., J. B. Osmond and

family, \$6.00; R. J. French and family, \$5.00; Dandy, \$5.00; J.O., \$2.00; Rev.

es French, Joseph Knight, Miss Bessie French, Miss Florence J. Chaulk, Miss

Lilian Small, Miss Pearl P.
Small, Donad Brett, \$1.00

each; Small Sums, \$17.00; Tizzard's Harbor, \$10.42... Yay W. Norman, Coley's

Fogo, per Rev. J. O. Brit-

Also parcels of clothing from Mabel, Max and Muriel Young, Spaniard's Bay, Mrs. M. F. Smythe, Mrs. W. F. Parsons, Lady Outerbridge, Mrs. Bowcock, Miss Gertrude Par-

ons, Miss Mary Jeffrey, Pouch Cove; Mrs. W. L. Jenkins, Trinity, also sun-

try parcels from anonymous donors.
A. CLIFT,

"ebruary 13th, 1915.

N.B.—Amount remitted to Belgian Minister in London to date is £700. Several cases of clothing have also

hange Islands, per Rev. J.

Prescott, Incumbent ...

20 20

30 40

\$4273 07

Treasurer.

I.J.N., Coley's Point

roceeds of collection

Hall, Twillingate,

proceeds birthday

Gertrude Diamond

12 00

ected at Snook's Harbor, T.B., per John Loder Thank offering, St. Stephen's

Miss M. Gear .

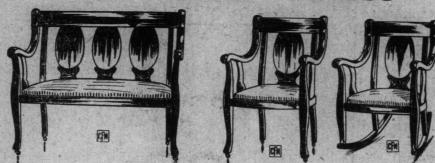
Cove, N.D.B.

Secretary

If you have been unable to attend this Great Annual Sale so far, lose no time. New attractive values are piled on our Bargain Counters every day. Enthusiastic faces greet one at every turn, all aglow with satisfaction. - - - - - - - - -

Join the Crowd at the ROYAL STORES. It means Money Saved.

Fine Parlor Suites



3 piece Suite, same as above; Mahogany, hand polished frame, extra heavy springs and webbing. Upholstered in best grade Silk Tapestry. Regular \$64.00. Sale Price

3 piece Suite, Tapestry covering, mahogany finish, velour coverany finished frames. Reg. \$62,00. **51.13**5 pieces, mahogany finish, velour covering, with plush bands. Regular **38.50**5 pieces, mahogany finish, velour covering, with plush bands. Regular **38.50** 3 piece Suite, handsome designs in ma-

3 piece Suite, hand polished, mahogany frame, silk tapestry covering. 90.00 5 piece Suite, mahogany frames, upholstered in fancy silk tapestry. 80.43 Reg. \$96.00 suite. Sale Price ... 80.43



Morris Chairs

plied with Easy Chairs. One of our luxurious Morris Chairs will put you on "Easy Street" during the long winter evenings.

We have every good style and design that it is Solid oak frames and mahogany spring seats. Reversible cushions in assorted colors and ma-

00	terials, tufted both			sides.				
								\$8.86
	Reg.	\$15.00	each.	Sale	Price			\$11.36
	Dan	910 0		0.1				

Chairs & Rockers Dining & Bedroom



ROCKING CHAIRS. Elm wood, golden oak finish. Sale Prices \$3.00 up to \$6.00 NURSE ROCKERS.

Bargains in Hall Stands If you are interested at all in Hall Stands, visit our Showroom. There you will

find a most satisfying assortment just from the factory. The styles include the new-'est and most popular designs used. Surface Oak finish, Mirror 13 x 13. Reg. \$11.00 each. Sale Price Quartered Oak finish. Reg. \$26.75 each. Sale Price. ... 22.16 9.78 Mirror size 14 x 30. Reg. 26.08 \$32.00 each. Sale Price.... Mirror size 10 x 13, Reg. 10.82 \$13.25 each. Sale Price .. Mirror size 9 x 17. Reg. 12.20 Mirror size 17 x 36. Reg. 28.65 \$35.00 each. Sale Price

Sideboards and Buffets

SIDEBOARDS. Surface Oak, Oval Mirror, size 15x28; straight 25.25 front. Reg. \$30.50 each. Sale Price Surface Oak finish, Bevelled Oval Mirror, size 26.86 Surface Oak, shaped fronts, 2 small and 1 large drawer; Mirror 16 x 30. Regular \$14.00 each. Sale 33.07

Surface Oak, British Plate Mirror; size 10 x 26.81 Quartered Oak, Bevelled Mirrors; size 10 x 40. 45.00 Reg. \$54.00 each. Sale Price Quartered Oak, leader fronts, Bevelled Mirror; 43.17 Size 10 x 36. Reg. \$52.00 each. Sale Price....

Bedroom Suites



We have attractive values in Redroom Furniture, Bedroom Suites of superior style, excellent construction and flawless

Quarter Oak, two-piece Suite, mirror 28

Extension Tables



If you are interested at all in Tables of any kind now is the time to get them. At the Royal Stores you save money and get satisfaction. Birch Extension Tables, similar to illustration, golden oak finish; will extent 6 ft., braced legs, solve to ak finish; will extent 6 ft., braced legs; five inches diameter. Reg. \$11.00 each. \$9.40

Ash Extension Tables, golden oak finish; will extend 7 feet, braced legs, 5 inches diameter; extra strong construction. Reg. \$14.00 12.60

Centre Tables

A handsome little table is always serviceable, either for the centre of a room, to fitt up a bare spot or in the hall. We have a splendid assortment to choose from in Mahogany, Surface and Quartered Oak, square and oblong styles.

Quartered Oak, 18 in. top, similar to illustration. Reg. 3.27 Square Tops, 24 in., Quartered Oak and Mahogany. Reg. \$8.25 ea. Sale Price 6.70

Round Top, 27 in. diameter, Quartered Oak. Reg. 10.95 \$13.25 ea. Sale Price 10.95 Round Table, 30 in. diameter, top Quart'd Oak, Reg. 12.60 \$15.25 ea. Sale Price 12.60



NOTICE

Goods FREE of

charge until re-

We store all

Ladies' Secretaries Our stocks of Secretaries and Writing Desks was never so ex-

tensive and varied. The prices are very materially cut. No one in need of such articles of furniture should miss this opportunity. LADIES' SECRETARIES. Surface Oak finish, drop writing desk with drawer. Regular \$11.75 each. Sale Price WRITING DESKS. Surface Oak, nicely carved styles; very neat designs; best Eng-Extra large Surface Oak finish, hand polished surface, 3 large

DESERVED THE V.C.

February 13th, 1915.

The story of the valor of a Bolton lad who sacrificed his life at Armentieres is told by men of the King's Own Regiment just home from the front. It concerns a private named Kelly. Lieutenant Beaumont and a small body of men were holding a post some distance from the main ines, when it was seen from the advantage ground of the latter that the post was threatened by the enemy. The intervening space was being rakmessage to Lieut. Beaumont. Up jumped young Kelly, described as a mere stripling, and grasping his rifle dashed over the open ground to deliver the message. He succeeded in his object, and had just regained his lines when he was knocked over by concentrated rifle fire. The facts are vouched for by his sergeant-major, who has expressed the opinion that he achievement fully merited the

DR. DeVAN'S FEMALE PILLS Reliab HOSPHONOL FOR MEN Restores Vi

Couches



All fitted with twelve springs and covered with cut plush tapestry

\$6.00 each \$5.50

\$8.75 each \$8.12

TAPESTY & CUT PLUSH

Regular Sale Price \$13.00 each \$10.82 \$17.75 each \$15.95 \$26.00 each . . . \$21.33

Sale Price

More Grocery Bargains

Tomatoes in large tins. Reg. 15c. each for 13c. Lowney's Cocoa, Reg. 15c. tin for 12c. Toilet Soap, 'Meadow Sweet.' Special, 3 cakes for. . 10c. Sunbeam Soap Powder. Special, 3 cakes for10c. Syrups, assorted flavors. Reg. 22c. btl. for 20c. Club House Olives. Reg. 25c. tin for 20c.

Brownhill's Jellies. Reg. 12c. pkt. for 10c. Cranberries. Reg. 40c. gallon for 32c. Partridge Berries. Special, per gallon 20c. Pratt's Poultry Regulator. Reg. 25c. pkt. for 22c. Pratt's Poultry Regulator. Reg. 50c. pkt. for 44c. Pratt's Powdered Lice Killer. Reg. 25c. pkt. for .. 22c. And all other lines of Pratt's Poultry Medicines are

he Royal Stores td.