

23rd Annual February Sale!

**Each Day Establishes More Than Ever
The Supreme Importance of This Sale.**

All other efforts pale into insignificance compared with this one.

The onslaught on the many Bargain Offerings has been fast and furious.

THE HUNDREDS who have come and gone away satisfied have spread the news, till now it seems that all St. John's and vicinity know about the splendid values offered and are determined to get their share.

We offer about 60 prs. of slightly soiled Blankets.



They won't linger at these prices. When the good housewife sees the qualities and the splendid values they are, she will certainly attend to the replenishment of her blanket supply.

WOOL BLANKETS
From Our Regular Stock.

Reg. \$9.00 ea.	Sale Price... \$8.10
Reg. \$11.25 ea.	Sale Price... \$10.13
Reg. \$13.50 ea.	Sale Price... \$12.15
Reg. \$15.75 ea.	Sale Price... \$14.18
Reg. \$18.00 ea.	Sale Price... \$16.20
Reg. \$24.00 ea.	Sale Price... \$21.60

WADDLED QUILTS.

Reg. \$4.00 ea.	Sale Price... \$3.60
Reg. \$4.50 ea.	Sale Price... \$4.05
Reg. \$4.95 ea.	Sale Price... \$4.45
Reg. \$5.25 ea.	Sale Price... \$4.75
Reg. \$5.80 ea.	Sale Price... \$5.22
Reg. \$6.30 ea.	Sale Price... \$5.67
Reg. \$6.80 ea.	Sale Price... \$6.12
Reg. \$7.00 ea.	Sale Price... \$6.30
Reg. \$7.50 ea.	Sale Price... \$6.75
Reg. \$8.25 ea.	Sale Price... \$7.42
Reg. \$9.60 ea.	Sale Price... \$8.64
Reg. \$10.00 ea.	Sale Price... \$9.00
Reg. \$10.50 ea.	Sale Price... \$9.45

**PATCHED
QUILT COVERINGS.**

Reg. 60c. ea.	Sale Price... 53c.
Reg. \$1.40 ea.	Sale Price... \$1.20

Dress & Costume Materials.



When you can get the choicest of materials at 20 to 30 per cent. lower than regular prices,

Don't you think it will pay you to buy Dress Goods NOW while this opportunity is before you?

We do, even if you don't need them, and we're sure you'll feel the same when you see the goods. The prices are certainly low for such qualities. Come early while the selection is good.

DRESS POPLINS.			
Reg. 85c. yard.	Sale Price	...	73c.
Reg. 90c. yard.	Sale Price	...	77c.
Reg. \$1.20 yard.	Sale Price	...	\$1.00
Reg. \$1.65 yard.	Sale Price	...	\$1.40
Reg. \$1.85 yard.	Sale Price	...	\$1.55
Reg. \$2.00 yard.	Sale Price	...	\$1.70
Reg. \$2.35 yard.	Sale Price	...	\$1.98
DRESS CLOTH.			
(In Black, Green, Grey, Navy and Brown.)			
Reg. \$1.65 yard.	Sale Price	...	\$1.40
Reg. \$2.25 yard.	Sale Price	...	\$1.90
Reg. \$2.75 yard.	Sale Price	...	\$2.35
COSTUME TWEEDS.			
Reg. \$2.75 yard.	Sale Price	...	\$2.35
Reg. \$3.75 yard.	Sale Price	...	\$3.15
Reg. \$5.00 yard.	Sale Price	...	\$4.25
DRESS AND COSTUME SERGE.			
(Black and Navy.)			
Reg. \$1.75 yard.	Sale Price	...	\$1.50
Reg. \$2.20 yard.	Sale Price	...	\$1.85
Reg. \$2.75 yard.	Sale Price	...	\$2.35
Reg. \$3.25 yard.	Sale Price	...	\$2.85
Reg. \$4.75 yard.	Sale Price	...	\$4.05
Reg. \$5.25 yard.	Sale Price	...	\$4.50
Reg. \$5.75 yard.	Sale Price	...	\$4.95
Reg. \$6.60 yard.	Sale Price	...	\$5.70
(Green, Brown and Grey.)			
Reg. \$1.95 yard.	Sale Price	...	\$1.65
Reg. \$2.25 yard.	Sale Price	...	\$1.90
Reg. \$2.75 yard.	Sale Price	...	\$2.35
Reg. \$3.25 yard.	Sale Price	...	\$2.75
Reg. \$3.60 yard.	Sale Price	...	\$2.95
Reg. \$4.75 yard.	Sale Price	...	\$4.05
SARANAC			
A close, even finish material that can be used for Blouses, Dresses or even Casement Curtains; considered one of the plums of this Sale.			
Regular 55c. yard.	Sale Price	...	47c.
DRESS LUSTRE.			
(Black, Navy, Brown, Grey and Green.)			
Reg. \$1.25 yard.	Sale Price	...	\$1.05
Reg. \$1.40 yard.	Sale Price	...	\$1.20
Reg. \$1.80 yard.	Sale Price	...	\$1.55
Reg. \$2.00 yard.	Sale Price	...	\$1.70
Reg. \$2.50 yard.	Sale Price	...	\$2.15
Reg. \$3.00 yard.	Sale Price	...	\$2.55

Further Examples of the Forceful Value-Giving that characterizes Our Sale of Silks.

It doesn't take people long to find out where they can get the most value for their money, and that's why we've done such a tremendous Silk business since this Sale commenced. We enter the last week with many additional values, among which, those mentioned here are especially prominent.

BLACK CREPE DE CHINES.

Reg. \$2.95 yd.	Sale Price... \$2.48
Reg. \$3.25 yd.	Sale Price... \$2.50
Reg. \$3.75 yd.	Sale Price... \$3.00

SILK GEORGETTE CREPE.

Reg. \$2.60 yd.	Sale Price... \$2.10
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COLORED DUCHESSE MOUSSELINE.

Reg. \$4.75 yd.	Sale Price... \$4.35
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BLACK DUCHESSE MOUSSELINE.

Reg. \$4.50 yd.	Sale Price... \$3.90
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HABUTAI SILK.

Reg. 2.95 yd.	Sale Price... \$2.40
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CREPE ORIENT.

Reg. \$2.40 yd.	Sale Price... \$2.10
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BLACK TAFFETTA SILK.

Reg. \$3.75 yd.	Sale Price... \$3.10
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INDIGO AND NAVY JAP SILK.

Reg. \$2.50 yd.	Sale Price... \$2.10
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BUTTERFLY SILK.

Reg. \$1.95 yd.	Sale Price... \$1.61
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COLORED JAP SILK.

Reg. 45c. yd.	Sale Price... 37c.
Reg. \$1.00 yd.	Sale Price... 84c.

COLORED CREPE DE CHENES.

Reg. \$2.80 yd.	Sale Price... \$2.35
Reg. \$2.95 yd.	Sale Price... \$2.48

COLORED SHANTUNG SILK.

Reg. \$2.50 yd.	Sale Price... \$2.37
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BLACK JAP SILK.

Reg. 45c. yd.	Sale Price... 41c.
Reg. 95c. yd.	Sale Price... 81c.
Reg. \$1.10 yd.	Sale Price... 84c.
Reg. \$1.25 yd.	Sale Price... 97c.
Reg. \$1.35 yd.	Sale Price... \$1.15
Reg. \$1.75 yd.	Sale Price... \$1.44
Reg. \$1.95 yd.	Sale Price... \$1.56
Reg. \$2.00 yd.	Sale Price... \$1.61
Reg. \$2.50 yd.	Sale Price... \$2.10
Reg. \$2.75 yd.	Sale Price... \$2.37
Reg. \$2.90 yd.	Sale Price... \$2.60

A Sale of High-Grade Fashionable Corsets.

We carry only the well known makes that have proved their reliability for many years. Every point essential to a perfect figure is embodied in the lines we offer during this Sale. Our stock is so varied and extensive that we are able to fit figures of almost every proportion.



(White.)

Reg. 70c. pair.	Sale Price... 62c.
Reg. 75c. pair.	Sale Price... 67c.
Reg. \$1.00 pair.	Sale Price... 89c.
Reg. \$1.20 pair.	Sale Price... \$1.08
Reg. \$1.50 pair.	Sale Price... \$1.33
Reg. \$1.85 pair.	Sale Price... \$1.67
Reg. \$2.25 pair.	Sale Price... \$2.03
Reg. \$2.60 pair.	Sale Price... \$2.30
Reg. \$2.85 pair.	Sale Price... \$2.55
Reg. \$3.25 pair.	Sale Price... \$2.90
Reg. \$3.60 pair.	Sale Price... \$3.19
Reg. \$3.60 pair.	Sale Price... \$3.23
Reg. \$4.25 pair.	Sale Price... \$3.77
Reg. \$4.75 pair.	Sale Price... \$4.17
Reg. \$5.25 pair.	Sale Price... \$4.57
Reg. \$5.75 pair.	Sale Price... \$5.02
Reg. \$6.25 pair.	Sale Price... \$5.47
Reg. \$7.00 pair.	Sale Price... \$6.38
Reg. \$8.00 pair.	Sale Price... \$7.10
Reg. \$8.50 pair.	Sale Price... \$7.54

Doz
582

(Grey.)

Reg. \$1.00 pair.	Sale Price... 89c.
Reg. \$1.35 pair.	Sale Price... \$1.23
Reg. \$1.50 pair.	Sale Price... \$1.38
Reg. \$1.60 pair.	Sale Price... \$1.45
Reg. \$1.75 pair.	Sale Price... \$1.58
Reg. \$1.95 pair.	Sale Price... \$1.77
Reg. \$2.50 pair.	Sale Price... \$2.30

CHILDREN'S CORSETS.

(For children up to 10 years.)

Reg. 60c. pair.	Sale Price... 54c.
Reg. 80c. pair.	Sale Price... 72c.
Reg. \$1.00 pair.	Sale Price... \$9c.

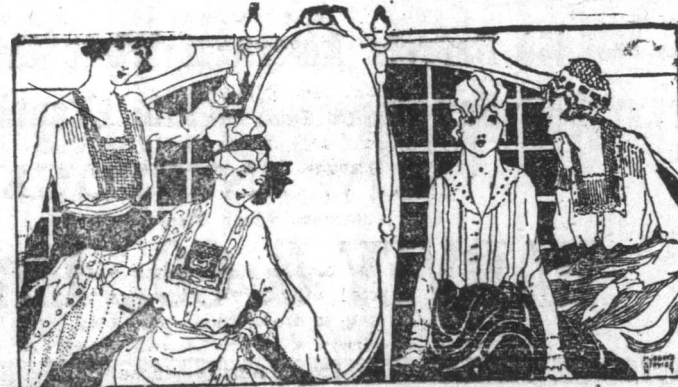
(7 to 12 years.)

Reg. 75c. pair.	Sale Price... 67c.
Reg. \$1.20 pair.	Sale Price... \$1.08

MISSIE'S CORSETS.

Reg. \$1.30 pair.	Sale Price... \$1.17
Reg. \$1.85 pair.	Sale Price... \$1.67

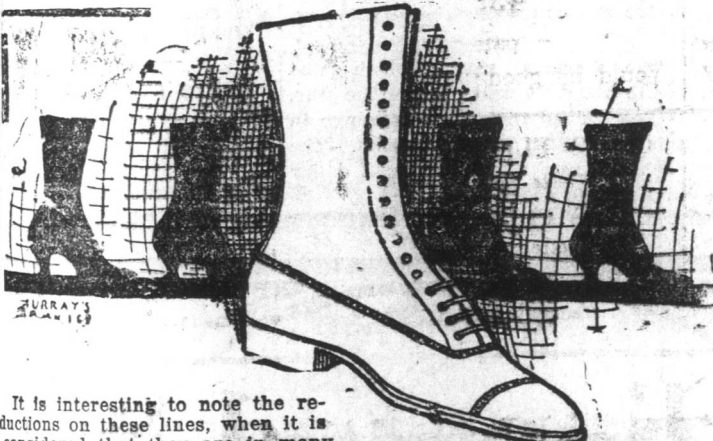
A Splendid Display of Blouses & Waists



Smart, up-to-date models in Blouses and Waists are much in evidence at this Store. The most desirable materials and styles are shown. The prices speak for themselves.

POPLIN BLOUSES.			MISSIE'S MIDDIE WAISTS.		
			(10 to 20 years.)		
Reg.	\$2.25 ea.	Sale Price...\$1.80	Reg.	\$1.85 ea.	Sale Price...\$1.49
Reg.	\$2.50 ea.	Sale Price...\$2.05	Reg.	\$3.00 ea.	Sale Price...\$2.50
Reg.	\$2.75 ea.	Sale Price...\$2.30	Reg.	\$3.50 ea.	Sale Price...\$2.90
Reg.	\$3.25 ea.	Sale Price...\$2.60	CHILDREN'S MIDDIE WAISTS.		
Reg.	\$3.75 ea.	Sale Price...\$3.15	(2 to 6 years.)		
Reg.	\$4.25 ea.	Sale Price...\$3.59	Reg.	85c. ea.	Sale Price... 78c.
Reg.	\$5.25 ea.	Sale Price...\$4.39	Reg.	90c. ea.	Sale Price... 82c.
WHITE MUSLIN AND VOILE BLOUSES.			CREAM AND WHITE GEORGETTE CREPE BLOUSES.		
Reg.	\$1.65 ea.	Sale Price...\$1.35	Reg.	\$ 6.50 ea.	S. Price... \$ 5.47
Reg.	\$1.85 ea.	Sale Price...\$1.49	Reg.	\$ 6.65 ea.	S. Price... \$ 5.59
Reg.	\$2.00 ea.	Sale Price...\$1.60	Reg.	\$ 6.75 ea.	S. Price... \$ 5.62
Reg.	\$2.25 ea.	Sale Price...\$1.80	Reg.	\$ 8.50 ea.	S. Price... \$ 7.13
Reg.	\$2.40 ea.	Sale Price...\$2.00	Reg.	\$ 9.00 ea.	S. Price... \$ 7.49
Reg.	\$2.50 ea.	Sale Price...\$2.05	Reg.	\$10.25 ea.	S. Price... \$ 8.63
Reg.	\$2.75 ea.	Sale Price...\$2.30	Reg.	\$15.50 ea.	S. Price...\$12.98
Reg.	\$3.00 ea.	Sale Price...\$2.50	WHITE SILK BLOUSES.		
Reg.	\$3.25 ea.	Sale Price...\$2.69	Reg.	\$2.50 ea.	Sale Price...\$2.05
Reg.	\$3.50 ea.	Sale Price...\$2.90	Reg.	\$2.75 ea.	Sale Price...\$2.30
Reg.	\$3.60 ea.	Sale Price...\$2.98	Reg.	\$3.00 ea.	Sale Price...\$2.50
Reg.	\$4.75 ea.	Sale Price...\$3.98	Reg.	\$3.75 ea.	Sale Price...\$3.15
LADIES' MIDDIE WAISTS.			Reg.	\$5.00 ea.	Sale Price...\$4.10
Reg.	\$1.85 ea.	Sale Price...\$1.49	Reg.	\$5.50 ea.	Sale Price...\$4.50
Reg.	\$3.00 ea.	Sale Price...\$2.50	Reg.	\$5.75 ea.	Sale Price...\$4.74
Reg.	\$3.50 ea.	Sale Price...\$2.90			

A Great Sale of Women's Footwear.



It is interesting to note the reductions on these lines, when it is considered that they are in many cases sold at such low profits that the fact of reducing them even a little brings them down to cost.

WOMEN'S DONGOLA BOOTS.			WOMEN'S BROWN LACED BOOTS.		
(Buttomed.)					
Reg.	\$2.00 pair.	Sale Price... \$2.70	Reg.	\$5.40 pair.	Sale Price... \$4.86
Reg.	\$3.50 pair.	Sale Price... \$4.50	Reg.	\$7.25 pair.	Sale Price... \$6.53
Reg.	\$4.00 pair.	Sale Price... \$4.50	Reg.	\$8.00 pair.	Sale Price... \$7.30
Reg.	\$4.50 pair.	Sale Price... \$5.14	WOMEN'S VICI KID BOOTS.		
Reg.	\$5.00 pair.	Sale Price... \$5.40	(Buttomed.)		
(Laced.)			Reg.	\$4.40 pair.	Sale Price... \$3.96
Reg.	\$2.60 pair.	Sale Price... \$2.34	Reg.	\$4.85 pair.	Sale Price... \$4.37
Reg.	\$3.30 pair.	Sale Price... \$2.97	Reg.	\$4.90 pair.	Sale Price... \$4.41
Reg.	\$3.90 pair.	Sale Price... \$3.51	(Laced.)		
Reg.	\$4.50 pair.	Sale Price... \$4.14	Reg.	\$4.40 pair.	Sale Price... \$3.96
Reg.	\$5.70 pair.	Sale Price... \$5.13	Reg.	\$4.70 pair.	Sale Price... \$4.23
Reg.	\$7.25 pair.	Sale Price... \$6.53	Reg.	\$4.90 pair.	Sale Price... \$4.41
Reg.	\$8.25 pair.	Sale Price... \$7.45	Reg.	\$5.90 pair.	Sale Price... \$5.31
WOMEN'S GUN METAL BOOTS.			WOMEN'S BOX CALE BOOTS.		
Reg.	\$5.90 pair.	Sale Price... \$5.31	Reg.	\$4.75 pair.	Sale Price... \$4.25
			Reg.	\$4.90 pair.	Sale Price... \$4.41
			(Plain.)		
WOMEN'S CASHMERE LISLE AND COTTON ROSE.					
(Ribbed.)			Reg.	30c. pair.	Sale Price... 26c.
Reg.	40c. pair.	Sale Price... 35c.	Reg.	35c. pair.	Sale Price... 30c.
Reg.	45c. pair.	Sale Price... 40c.	Reg.	40c. pair.	Sale Price... 35c.
Reg.	50c. pair.	Sale Price... 45c.	Reg.	45c. pair.	Sale Price... 40c.
Reg.	55c. pair.	Sale Price... 50c.	Reg.	50c. pair.	Sale Price... 45c.
Reg.	60c. pair.	Sale Price... 55c.	Reg.	55c. pair.	Sale Price... 50c.
Reg.	65c. pair.	Sale Price... 60c.	Reg.	60c. pair.	Sale Price... 55c.
Reg.	70c. pair.	Sale Price... 64c.	Reg.	65c. pair.	Sale Price... 60c.
Reg.	75c. pair.	Sale Price... 68c.	Reg.	70c. pair.	Sale Price... 64c.
Reg.	80c. pair.	Sale Price... 72c.	Reg.	75c. pair.	Sale Price... 68c.
Reg.	85c. pair.	Sale Price... 76c.	Reg.	80c. pair.	Sale Price... 72c.
Reg.	90c. pair.	Sale Price... 80c.	Reg.	85c. pair.	Sale Price... 76c.
Reg.	\$1.10 pair.	Sale Price... 84c.	Reg.	90c. pair.	Sale Price... 80c.
Reg.	\$1.20 pair.	Sale Price... 88c.	Reg.	\$1.00 pair.	Sale Price... 88c.
Reg.	\$1.25 pair.	Sale Price... 92c.	Reg.	\$1.10 pair.	Sale Price... 97c.
Reg.	\$1.30 pair.	Sale Price... 96c.	Reg.	\$1.20 pair.	Sale Price... \$1.05
Reg.	\$1.40 pair.	Sale Price... \$1.05	Reg.	\$1.30 pair.	Sale Price... \$1.15
Reg.	\$1.50 pair.	Sale Price... \$1.15	Reg.	\$1.40 pair.	Sale Price... \$1.25
Reg.	\$1.60 pair.	Sale Price... \$1.25	Reg.	\$1.50 pair.	Sale Price... \$1.35
Reg.	\$1.75 pair.	Sale Price... \$1.45	Reg.	\$1.60 pair.	Sale Price... \$1.45
Reg.	\$1.80 pair.	Sale Price... \$1.50	Reg.	\$1.75 pair.	Sale Price... \$1.58
Reg.	\$1.90 pair.	Sale Price... \$1.63	Reg.	\$1.90 pair.	Sale Price... \$1.67
Reg.	\$2.10 pair.	Sale Price... \$1.80	Reg.	\$1.90 pair.	Sale Price... \$1.67
			WOMEN'S WORSTED ROSE.		
			Reg.	30c. pair.	Sale Price... 26c.
			Reg.	\$1.40 pair.	Sale Price... \$1.25

CROCKERYWARE BARGAINS.

TEAPOTS.
(Semi Brown, Jet, Green fireproof and Fancy White.)

Regular \$1.65 each.	Sale Price... \$1.45
Regular \$1.75 each.	Sale Price... \$1.55
Regular \$1.80 each.	Sale Price... \$1.63
Regular \$1.95 each.	Sale Price... \$1.75

The Royal Stores Ltd.

CROCKERYWARE BARGAINS.

FANCY JAP CUPS AND SAUCERS.

Regular 33c.	Sale Price... 30c.
Regular 18c.	Sale Price... 16c.
Regular 25c.	Sale Price... 23c.
Regular 33c.	Sale Price... 30c.
Regular 35c.	Sale Price... 32c.
Regular 45c.	Sale Price... 41c.