

The Centre Point of Public Interest

COME EARLY



SAVE MORE

The 25th Annual February Sale

New Neckwear

Wool Collars.
Beautiful Angora Wool Collars in assorted colors.
Regular \$2.55 each. Sale **\$1.50**
We are showing a fine assortment of Collars in Silk, Satin, Lace, Georgette, Muslin and Linen; a wonderful variety of pretty designs.
Prices from 15c. each to **\$2.00.**



at the Royal Stores

"The Royal Stores is where I find the best bargains."
Some such remark as this you will hear everywhere, because the announcements made by this Store are discussed in homes all over Newfoundland.
Our many friends act so quickly on these announcements that we would urge you to lose no time in claiming your share of the fine values offered.

Pretty Wash Silks

500 yards of high grade Habutai Silks, 36 inches wide; White and Cream grounds with fancy colored stripes; all very fashionable.
Regular \$2.70 a yard **\$1.35**
Selling for
Regular \$3.25 a yard **\$1.60**
Selling for

Big Price Reductions

Girls' Coats



All the smartest girlish styles that have become popular are here reduced to almost Half Price.

Girls' Coats.

In Velvet, Seafette, Plush and Velour; to fit girls of 4 to 7 years.
Reg. \$8.50 each for **\$4.30**
Reg. \$10.80 each for **\$5.50**
Reg. \$13.00 each for **\$6.60**
Reg. \$16.25 each for **\$8.25**
Reg. \$19.75 each for **\$10.00**
Reg. \$25.25 each for **\$12.75**

Girls' Coats.

In styles featuring large pockets, narrow belts, wide storm collars; in Mixed Tweeds and Blanket Cloths; to fit girls of 13 to 19 years.
Reg. \$10.25 each for **\$7.20**
Reg. \$12.60 each for **\$6.50**
Reg. \$15.00 each for **\$8.25**
Reg. \$18.25 each for **\$10.25**

Let's Have This Out!



This is just about what the clothes you are going to buy for your boy will have to go through. Pretty tough on the clothes, but mighty fine training for vigorous, hardy young Newfoundlanders.
Our Boys' Suits and Overcoats are built to stand just such usage. They are guaranteed to give satisfaction.

Boys' Sport Suits.

In Light and Dark Tweeds; to fit boys of 7 to 12 years.
Reg. \$12.00 each for **\$5.90**
Reg. \$15.50 each for **\$10.50**
Reg. \$18.00 each for **\$12.50**
Reg. \$20.00 each for **\$16.00**

Boys' Short Pants.

(Ages 3 to 8 years.)
Reg. \$3.10 pair for **\$2.45**
Reg. \$5.00 pair for **\$4.00**
(Ages 9 to 12 years.)
Reg. \$4.80 pair for **\$3.85**
Reg. \$6.25 pair for **\$4.20**

Youths' Kitchen Suits.

In a fine range of Fancy Tweeds. (Ages 14 to 20 years.)
Reg. \$22.00 each for **\$17.00**
Reg. \$27.00 each for **\$21.00**
Reg. \$32.00 each for **\$26.00**
Reg. \$39.00 each for **\$31.25**

Boys' Norfolk Suits.

Light and Dark Tweeds; to fit boys of 1 to 3 years.
Reg. \$7.30 each for **\$5.85**
Reg. \$9.00 each for **\$7.20**
Reg. \$10.25 each for **\$8.20**
Reg. \$12.00 each for **\$9.40**
(Ages 4 to 7 years.)
Reg. \$8.80 each for **\$7.05**
Reg. \$10.50 each for **\$8.40**
Reg. \$14.00 each for **\$11.20**

Boys' Rugby Suits.

(Ages 5 to 8 years.)
Reg. \$10.00 each for **\$8.00**
Reg. \$14.00 each for **\$11.20**
Reg. \$18.50 each for **\$14.80**
(Ages 9 to 12 years.)
Reg. \$10.50 each for **\$8.40**
Reg. \$12.50 each for **\$10.00**
Reg. \$15.00 each for **\$12.50**
Reg. \$20.00 each for **\$16.00**

The February Sale of Furniture

This Sale has fully convinced scores of customers that now is the proper time to secure their furniture needs for years to come.
Prices are lower than they have been for years, and lower than they will be for a long time to come.

5-Piece Parlor Suites.

Upholstered in Silk Tapestry and Velour in the very latest designs and colorings.
Reg. \$77.00 Suite **\$64.00**
Sale Price
Reg. \$100.00 Suite **\$78.75**
Sale Price
Reg. \$112.50 Suite **\$93.80**
Sale Price
Reg. \$116.00 Suite **\$96.00**
Sale Price
Reg. \$122.00 Suite **\$101.95**
Sale Price
Reg. \$250.00 Suite **\$205.00**
Sale Price

Chiffoniers.

In Quartered Oak, Mahogany, Walnut, Gumwood and other finishes.
Reg. \$83.00 each **\$68.92**
Sale Price
Reg. \$91.50 each **\$76.00**
Sale Price
Reg. \$110.50 each **\$92.00**
Sale Price
Reg. \$135.00 each **\$95.62**
Sale Price
Reg. \$131.00 each **\$109.00**
Sale Price
Reg. \$169.00 each **\$149.00**
Sale Price

3-Piece Parlor Suites.

Handsome tufted Upholsterings in Velour, Silk and Tapestry. Rich colorings and designs.
Reg. \$96.00 Suite **\$79.80**
Sale Price
Reg. \$100.00 Suite **\$81.65**
Sale Price
Reg. \$135.00 Suite **\$126.80**
Sale Price
Reg. \$200.00 Suite **\$162.50**
Sale Price
Reg. \$271.00 Suite **\$308.75**
Sale Price

Extension Tables.

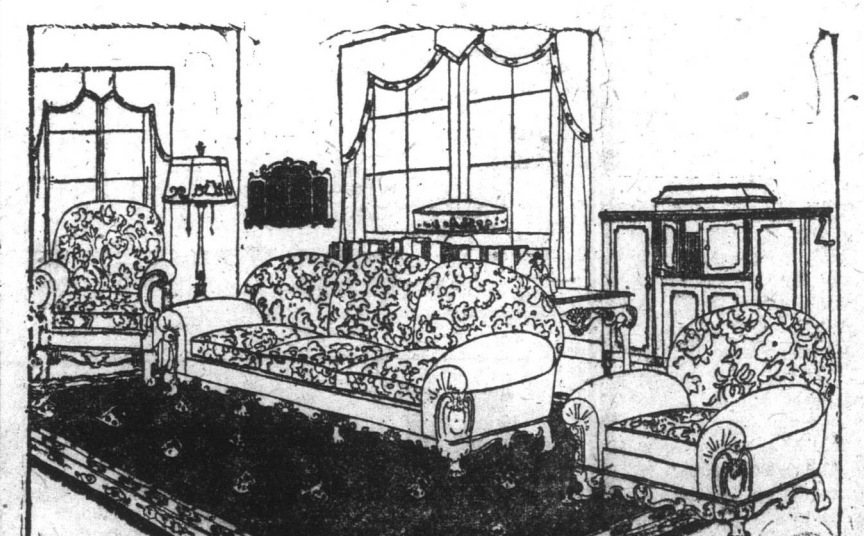
Round and Square styles, in Golden Oak, Surface Oak and Early English finishes.
Reg. \$27.00 each **\$27.00**
Sale Price
Reg. \$45.00 each **\$37.50**
Sale Price
Reg. \$55.00 each **\$43.75**
Sale Price
Reg. \$86.00 each **\$72.00**
Sale Price
Reg. \$140.00 each **\$82.50**
Sale Price
Reg. \$112.00 each **\$93.50**
Sale Price

Bureaus and Stands.

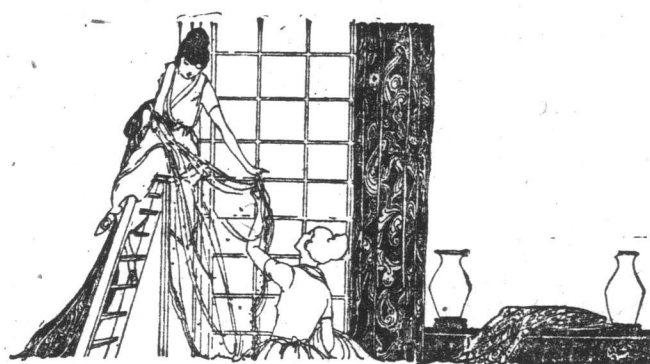
Surface Oak finish.
Reg. \$40.50 each **\$38.75**
Sale Price
Surface Oak finish.
Reg. \$54.00 each **\$44.90**
Sale Price
Quartered Oak finish.
Reg. \$147.00 each **\$132.00**
Sale Price
Quartered Oak finish.
Reg. \$150.00 each **\$125.00**
Sale Price
Mahogany finish.
Reg. \$120.00 each **\$99.20**
Sale Price
Mahogany finish.
Reg. \$135.00 each **\$112.00**
Sale Price

Buffets.

In Surface Oak, Painted Elm, Early English and Quartered Oak finishes.
Reg. \$42.75 each **\$35.00**
Sale Price
Reg. \$55.50 each **\$46.00**
Sale Price
Reg. \$95.00 each **\$76.70**
Sale Price
Reg. \$110.50 each **\$92.00**
Sale Price
Reg. \$141.50 each **\$118.00**
Sale Price
Reg. \$195.00 each **\$162.50**
Sale Price



Keen Values in Floor Coverings



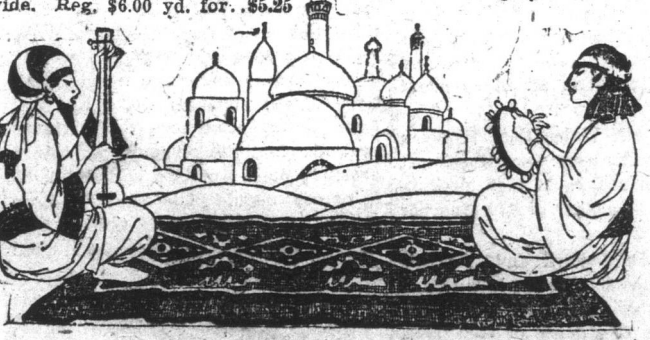
Tapestry Square—
11 1/2 ft. x 12 ft. Reg. \$45.00 each. Sale Price **\$36.00**
9 ft. x 12 ft. Reg. \$50.00 each. Sale Price **\$40.00**
9 ft. x 12 ft. Reg. \$51.50 each. Sale Price **\$40.90**
9 ft. x 12 ft. Reg. \$53.50 each. Sale Price **\$42.25**
9 ft. x 12 ft. Reg. \$58.00 each. Sale Price **\$45.00**
Brussels Square—
9 ft. x 12 ft. Reg. \$75.00 each. Sale Price **\$45.00**
9 ft. x 12 ft. Reg. \$82.00 each. Sale Price **\$46.25**
9 ft. x 12 ft. Reg. \$70.00 each. Sale Price **\$49.90**
9 ft. x 12 ft. Reg. \$76.00 each. Sale Price **\$54.90**
10 1/2 ft. x 12 1/2 ft. Reg. \$77.50 each. Sale Price **\$57.40**
9 ft. x 12 ft. Reg. \$77.00 each. Sale Price **\$57.40**
Tapestry Square—
10 1/2 ft. x 12 1/2 ft. Reg. \$85.00 each. Sale Price **\$63.00**
Brussels Square—
11 1/2 ft. x 12 ft. Reg. \$100.00 each. Sale Price **\$79.60**
Axminster—
15 ft. x 10 1/2 ft. Reg. \$250.00 each. Sale Price **\$156.70**

Stair Carpets

Tapestry—
18 inches wide. Reg. \$2.40 yard. Sale Price **\$1.80**
22 inches wide. Reg. \$2.75 yard. Sale Price **\$2.25**
22 inches wide. Reg. \$3.25 yard. Sale Price **\$2.50**
22 inches wide. Reg. \$3.50 yard. Sale Price **\$2.70**
Brussels—
18 inches wide. Reg. \$2.75 yard. Sale Price **\$2.25**
27 inches wide. Reg. \$4.00 yard. Sale Price **\$3.15**
Axminster—
27 inches wide. Reg. \$6.25 yard. Sale Price **\$4.93**

Art Sateens, Chintzes and Cretonnes

Madras Muslins.
Cream rounds with colored floral designs.
50 in. wide. Reg. \$2.00 yd. for. **\$1.70**
Plain Madras.
36 in. wide. Reg. \$1.10 yd. for. **97c.**
Art Chintzes.
In beautiful designs, light and dark shades.
30 in. wide. Reg. \$1.20 yd. for. **\$1.05**
50 in. wide. Reg. \$2.00 yd. for. **\$1.20**
Tapestries.
Rich handsome colorings and choice designs.
50 in. wide. Reg. \$4.50 yd. for. **\$4.00**
50 in. wide. Reg. \$6.00 yd. for. **\$5.25**
Art Sateens.
Light and dark grounds with floral designs.
30 in. wide. Reg. 90c. yd. for. **70c.**
30 in. wide. Reg. 95c. yd. for. **84c.**
30 in. wide. Reg. \$1.00 yd. for. **88c.**
30 in. wide. Reg. \$1.20 yd. for. **\$1.05**
Art Cretonnes.
In pretty floral designs, large and small; a fine range of colorings.
30 in. wide. Reg. \$1.00 yd. for. **88c.**
32 in. wide. Reg. \$1.30 yd. for. **\$1.15**
34 in. wide. Reg. \$1.50 yd. for. **\$1.27**
50 in. wide. Reg. \$2.00 yd. for. **\$1.70**
50 in. wide. Reg. \$2.20 yd. for. **\$1.90**



Heavy White Cottons

Thousands of yards of Cotton Ducks, Drills, Jeans, etc., in short lengths, suitable for Middy Blouses, Ladies' Skirts; 36 inches wide; extra special values; lengths vary from 3/4 yards to 5 yards. Sold regularly at \$1.00 a yard. Sale Price **50c.**

Electric Power Cut Off

WHEN AVALANCHE CARRIES AWAY FLUME—CITY LEFT IN DARKNESS.

All electric power was cut off in the city at 6 a.m. on Wednesday when an avalanche of snow, over 100 feet in extent, fell over from the overhanging cliffs on to the wooden flume at Petty Harbor and carried away 75 feet of the structure. So great was the force of the avalanche that parts of the flume were carried over 300 feet away. As a consequence of this unfortunate mishap all the electric power coming to the city was immediately cut off. It was not, however, until late in the afternoon that the full force of the blow was felt by citizens. Beyond an occasional rumor—the day being a holiday and no papers issued—no one seemed to know anything about the accident except a very few, including those who wended their way, in spite of the storm, to the moving picture theatres. These latter people were informed upon reaching the various halls that owing to the electric power being cut off there would be no performances during that day. Even then no one realized the full extent of the inconvenience until the time came when lights were necessary. The great majority of houses in the city have electric light and the owners were filled with dismay when they discovered that their lights would not come on. A rush was generally made on nearby shops which happened to be open on the chance that candles might be kept there, whilst some of the more fortunate resurrected old lamps from damp and dusty cupboards. Confusion reigned supreme. A passer-by on our usually well lighted thoroughfares would have been shocked to see the difference between Wednesday night and the night preceding it. Not a light could be seen anywhere, save where, perhaps, in occasional windows the glimmer of an oil lamp or the faint flame of flickering candles would be seen.

Damn Rumour, as is usual under circumstances of this nature, was very busy during the afternoon and night and some pessimists were circulating the statement that it would take three months at least to repair the damage.

On Thursday morning the effects of the destruction of the flume were seen to be even more considerable than they were at first thought to be. First, and probably most important of all, there were no newspapers. Newspapers are, indeed, never appreciated at their true value until they fail to put in an appearance on the streets. Besides the loss of the papers, the street railway was prevented from running, and all factories depending on electric power were also forced to close down.

During Thursday morning citizens were brightened to some small extent by the knowledge that within the space of, at the most, a week, everything would be alright again. Nevertheless, there was a raid by householders from all parts of the town on the hardware stores for the purpose of obtaining lamps, and people were even seen carrying oil cans on several of the city streets. Seldom, if ever, has this city witnessed such scenes as took place on that morning.

Throughout the day rumours of all sorts were again rife, and to make matters worse no papers could be issued. On Friday, however, the Daily Star, by means of a 3 1/2 H.P. gas engine, managed to produce a paper on a small press at the Trade Review Office, whilst the Commercial Printing Co. of Theatre Hill issued a small news bulletin which makes rather an interesting journalistic souvenir.

Whilst all these things were going on in the city, preparations were being hurried at Petty Harbor for the fixing of the flume. Immediately after the accident occurred men were employed in clearing away the snow and wreckage in readiness for the repairing of the damage. All Wednesday night men were kept getting timber ready to be taken to the scene. At 3.35 p.m. Thursday, S. S. Sagana left port bound for Petty Harbor, taking 60 men and the necessary timber, and when she neared that place at 4.30 p.m. she was met by 12 motor boats which took off both men and cargo and brought them into the Harbor where teams, under the direction of Alan Williams, transported them to the scene of the accident. The men worked on the repairing of the flume until midnight when, tired out, they were forced to rest for a while. At daylight work was again started and with three shifts of men working continued without a stop until all the necessary repairs were effected. By yesterday afternoon the work was successfully accomplished and last night the citizens had the satisfaction of again having their houses lighted with electricity.

The men who were responsible for effecting the repairs to the flume, and especially the Superintendent, Mr. J. W. Morris, deserve great credit for accomplishing their task in so short a time.

Cuticura Soap
Is Ideal for
The Complexion
Dermatologists, Physicians, Surgeons, and all who care for the skin, recommend Cuticura Soap, Cuticura, and Cuticura Ointment.

The **Royal Stores, Ltd.**

\$3.00-White Quilts for

This is an exceptionally fine offer in White Marcella Quilts of superior make and finish; size 2 yards by 2 1/2 yards; handsome self designs; hemmed ends. Regularly sold at \$3.00. Sale Price **1.95**