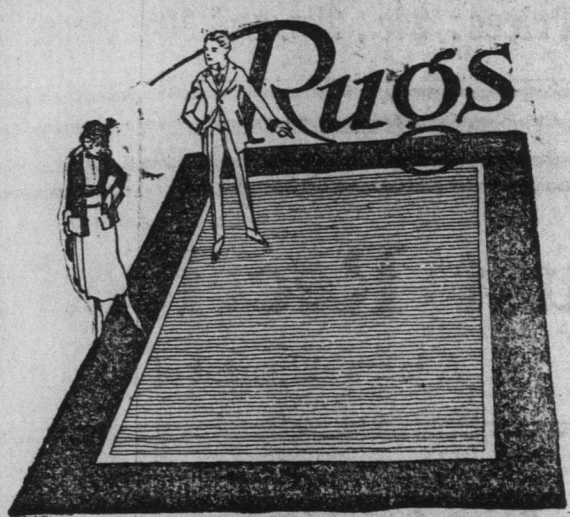


# Our 22nd Annual February Sale

## Price Reductions in every department.

We have made special preparations for this Great Annual Event and are pleased to say we are in a position to offer some of the most remarkable values of the season during the early days of this sale. To the many customers who have attended our Annual February Sale for years, we cannot impress upon them too strongly the fact that they should not miss this year's sale, as it will be one of the best, if not the best, ever held in any store in Newfoundland.

This Sale embraces almost every article in the store, and it is decidedly to your interest to come and inform yourself as to the remarkable savings on goods needed for present or future use.



### And DOOR MATS Great Bargains.

Persons wishing to complete the furnishing of their rooms by the addition of handsome rugs, mats, etc., cannot fail to be impressed by these extraordinary values.

Requirements can be satisfactorily obtained now at prices that cannot be duplicated.

Tapestry Hearth Rugs, Reg. \$1.50 ea.	Sale Price	\$1.30
Tapestry Hearth Rugs, Reg. \$1.85 ea.	Sale Price	\$1.60
Tapestry Hearth Rugs, Reg. \$2.30 ea.	Sale Price	\$1.95
Tapestry Hearth Rugs, Reg. \$3.25 ea.	Sale Price	\$2.65
Tapestry Hearth Rugs, Reg. \$3.55 ea.	Sale Price	\$2.86
Tapestry Hearth Rugs, Reg. \$3.90 ea.	Sale Price	\$2.95
Tapestry Hearth Rugs, Reg. \$3.55 ea.	Sale Price	\$3.13
Tapestry Hearth Rugs, Reg. \$3.90 ea.	Sale Price	\$3.40
Tapestry Hearth Rugs, Reg. \$5.00 ea.	Sale Price	\$4.40
Tapestry Hearth Rugs, Reg. \$5.50 ea.	Sale Price	\$4.55
Tapestry Hearth Rugs, Reg. \$6.40 ea.	Sale Price	\$5.65
Black Dog Skin Hearth Rugs, Reg. \$14.50 ea., for		\$12.25
Push Door Mats, Reg. \$1.25 ea.	Sale Price	\$1.05
Dog Skin Door Mats, Reg. \$2.25 ea.	Sale Price	\$1.90
Tapestry Door Mats, Reg. 70c. ea.	Sale Price	60c.
Tapestry Door Mats, Reg. 85c. ea.	Sale Price	75c.
Tapestry Door Mats, Reg. \$1.00 ea.	Sale Price	85c.
Brush Door Mats, Reg. \$1.40 ea.	Sale Price	\$1.20
Brush Door Mats, Reg. \$1.65 ea.	Sale Price	\$1.40
Brush Door Mats, Reg. \$1.75 ea.	Sale Price	\$1.50
Drugget Door Mats, Reg. 18c. ea.	Sale Price	15c.

### Irresistible Underwear Values.

In view of the rapidly increasing prices of Wool, we are still able to offer you some splendid values.

Careful consideration of the following prices can hardly fail to convince you of the great saving that can be realized by purchasing your underwear during this Sale.

STANFIELD'S DRAWERS		
Sizes 32 to 40. Reg. \$2.75 garment.	Sale Price	\$2.40
Sizes 42 to 44. Reg. \$3.25 garment.	Sale Price	\$2.80
STANFIELD'S SHIRTS		
Sizes 34 to 42. Reg. \$2.75 garment.	Sale Price	\$2.40
NEW KNIT UNDERWEAR		
Sizes 34 to 42. Reg. \$1.55 garment.	Sale Price	\$1.75
Sizes 34 to 42. Reg. \$2.35 garment.	Sale Price	\$2.10
TRURO DRAWERS		
Sizes 32 to 40. Reg. \$2.10 garment.	Sale Price	\$1.95
Sizes 42 to 44. Reg. \$2.40 garment.	Sale Price	\$2.15
TRURO SHIRTS		
Sizes 34 to 42. Reg. \$2.10 garment.	Sale Price	\$1.95
MEDIUM WEIGHT PURE WOOL UNDERWEAR		
Sizes 34 to 42. Reg. \$3.10 garment.	Sale Price	\$2.75

### Special Values in VELVETS & VELVETEENS

Some very wonderful values in Velvets and Velveteens. A comparison of qualities and prices with those shown elsewhere is sure to result in our favor.



Therefore, we say, don't buy before you can see what can be obtained here, and don't buy here until you have satisfied yourself that the values are unquestionably the best.

SILK VELVETS		VELVETEENS	
Reg. \$1.00 yd., for	85c.	Reg. 55c. yd., for	47c.
Reg. \$1.10 yd., for	94c.	Reg. 65c. yd., for	56c.
Reg. \$1.25 yd., for	\$1.05	Reg. 70c. yd., for	60c.
Reg. \$1.40 yd., for	\$1.20	Reg. 90c. yd., for	77c.
Reg. \$1.50 yd., for	\$1.25	Reg. \$1.00 yd., for	85c.
Reg. \$1.75 yd., for	\$1.49	Reg. \$1.25 yd., for	\$1.05
Reg. \$1.85 yd., for	\$1.58	Reg. \$1.50 yd., for	\$1.25
Reg. \$2.00 yd., for	\$1.70	Reg. \$1.70 yd., for	1.44
Reg. \$2.25 yd., for	\$1.90	Reg. \$2.00 yd., for	\$1.70
Reg. \$2.75 yd., for	\$2.34	Reg. \$2.25 yd., for	\$1.90

### Our Annual February Sale of Hosiery.



The Hosiery Departments are replete with all kinds of Hosiery for men, women and children. We have no hesitation to urge you to come here during this Sale. The prices marked on all Hosiery cannot be matched elsewhere.

WOMEN'S CASHMERE HOSE		CHILDREN'S WORSTED HOSE	
Plain and Ribbed.	Reg. 50c. pr., for	44c.	
Reg. 30c. pr., for	26c.	Reg. 60c. pr., for	52c.
Reg. 35c. pr., for	30c.	Reg. 70c. pr., for	60c.
Reg. 40c. pr., for	35c.	Reg. 75c. pr., for	64c.
Reg. 55c. pr., for	47c.	CHILDREN'S CASHMERE HOSE	
Reg. 65c. pr., for	56c.	Reg. 30c. pr., for	26c.
Reg. 75c. pr., for	64c.	Reg. 35c. pr., for	30c.
Reg. 90c. pr., for	79c.	Reg. 40c. pr., for	35c.
Reg. \$1.00 pr., for	88c.	Reg. 50c. pr., for	44c.
Reg. \$1.20 pr., for	\$1.05	Reg. 55c. pr., for	48c.
Reg. \$1.40 pr., for	\$1.25	Reg. 65c. pr., for	56c.
Reg. \$1.50 pr., for	\$1.35	Reg. 75c. pr., for	64c.
Reg. \$1.60 pr., for	\$1.45	Reg. 85c. pr., for	75c.
		Reg. 95c. pr., for	84c.



### Lines of Special Importance Featured in Our Feb. Sale. Women's Stylish Skirts.

Excellent lines which give promise of being among our most popular values, should attract more than unusual attention among discriminating buyers.

WOMEN'S BLACK SERGE SKIRTS		WOMEN'S NAVY SERGE SKIRTS	
Regular	\$4.50 each.	Sale Price	\$3.78
Regular	\$5.75 each.	Sale Price	\$4.74
Regular	\$10.00 each.	Sale Price	\$8.38
WOMEN'S MATERNITY SKIRTS		WOMEN'S CLOTH AND SERGE COATS	
Regular	\$3.25 each.	Sale Price	\$2.69
Regular	\$3.25 each.	Sale Price	\$4.30
Regular	\$5.75 each.	Sale Price	\$4.74

### Splendid News OF WAISTS & BLOUSES



VARIETY, DAININESS, ECONOMY—These are the three things that make THE ROYAL STORES' Stock of Waists and Blouses most notable. Choose one waist or a dozen and be sure of getting the smartest, freshest style, the best materials and the most careful making. If you bought the goods and did the work yourself it would cost you more than the price here now.

If your supply of waists isn't already safely stored away in bureau drawers, ready to don with the first warm days, you'd better provide it here during this Sale.

COLORED MUSLIN WAISTS		WOMEN'S POPLIN BLOUSES	
Reg. 90c. ea., for	72c.	Reg. \$1.25 ea., for	\$1.00
Reg. \$1.00 ea., for	80c.	Reg. \$1.65 ea., for	\$1.33
Reg. \$1.45 ea., for	\$1.16	Reg. \$1.85 ea., for	\$1.49
Reg. \$1.75 ea., for	\$1.40	Reg. \$2.00 ea., for	\$1.60
Reg. \$1.80 ea., for	\$1.45	Reg. \$2.50 ea., for	\$2.05
Reg. \$1.85 ea., for	\$1.49	Reg. \$2.75 ea., for	\$2.30
Reg. \$2.75 ea., for	\$2.30	COLORED COTTON WAISTS	
Reg. \$2.90 ea., for	\$2.40	Reg. 95c. ea., for	76c.
COLORED SILK BLOUSES		Reg. \$1.00 ea., for	80c.
Reg. \$2.50 ea., for	\$2.05	Reg. \$1.25 ea., for	\$1.00
Reg. \$3.25 ea., for	\$2.69	Reg. \$1.40 ea., for	\$1.12
Reg. \$3.50 ea., for	\$2.90	Reg. \$1.50 ea., for	\$1.20
Reg. \$3.75 ea., for	\$3.15	BLACK CASHMERE BLOUSES	
Reg. \$3.90 ea., for	\$3.30	Reg. \$1.50 ea., for	\$1.20
Reg. \$4.50 ea., for	\$3.78	Reg. \$1.65 ea., for	\$1.20
Reg. \$8.90 ea., for	\$7.45	Reg. \$1.90 ea., for	\$1.52
Reg. \$10.00 ea., for	\$8.38		

### The Sale OF Children's AND MISSSES' COATS



For the next two months your little girl can enjoy the comfort and warmth of one of these elegant coats on sale here. Next winter she will have practically a brand new coat to begin the season, and remember if you buy here you can pick from a wonderful assortment of fabrics and styles at prices lower than these goods can be imported for to-day. Make up your mind to come here in the morning and select one of these coats for your little girl.

CHILDREN'S COATS		CHILDREN'S EIDERDOWN COATS	
Reg. \$2.00 ea., for	\$1.60	Reg. \$2.00 ea., for	\$1.60
Reg. \$4.25 ea., for	\$3.59	Reg. \$2.75 ea., for	\$2.30
Reg. \$4.75 ea., for	\$3.98	Reg. \$3.50 ea., for	\$2.90
Reg. \$5.50 ea., for	\$4.50	COLORED CLOTH AND SERGE COATS	
Reg. \$6.00 ea., for	\$4.98	Reg. \$4.50 ea., for	\$3.78
Reg. \$6.50 ea., for	\$5.47	Reg. \$5.00 ea., for	\$4.10
Reg. \$8.75 ea., for	\$7.32	Reg. \$5.25 ea., for	\$4.30
CHILDREN'S VELVET COATS		Reg. \$5.50 ea., for	\$4.50
Reg. \$3.75 ea., for	\$4.74	Reg. \$5.75 ea., for	\$4.74
Reg. \$4.00 ea., for	\$7.49	Reg. \$6.25 ea., for	\$5.23

## The Royal Stores Ltd.



### Here and There.

A Concert will be held in Wesley Church Basement Thursday, Feb. 7th, commencing at 8 p.m. Those who attend will be assured of a very pleasant evening, as some of the best talent of the city will be taking part. Admission 20c.—Feb. 6, 1914.

UNAWAY HORSE JUMPS OVER FENCE.—While driver P. Bugden was unharnessing a horse owned by Shop and Sons last evening, the animal bolted and dashed along George Street and Water Street, making pedestrians who were returning from work run in all directions. The animal went along to Job Street, and through the dry dock gateway and into the basin where it was drowned. No help could be secured.

ENTERTAINMENT AND DANCE.—Monday night a very enjoyable entertainment and dance, in aid of the Patrick's Church Completion Fund, held at Extwood Hall. A feature of the evening was a piano session by Misses Rodgers and Kent (Capt.) Martin who has assisted on many similar occasions gave a fine performance. The orchestra, Messrs. Myron, Brady, Fennessy and Bennett, played excellent music. A programme of 17 dances was successfully given. Mrs. J. T. Power and Miss Rodgers who were the organizers were to be congratulated on the success achieved.

### DIED.

Feb. 6th, after a short illness, beloved wife of the late Leonard Howell, aged 74 years, leaving 1 son and 2 brothers and a large circle of friends to mourn their sad loss. Her late residence, 17 Pleasant Street. Friends will please accept the only intimation. Halifax and to papers please copy.

DR. LINDEN CURES DYSPEPSIA.