

Our 25th Annual February Sale is Going to Break all Records



Ever since it started on Tuesday morning, customers have been crowding in to buy at this great annual event. They have been buying in larger quantities than ever before. In several departments all high records have been broken.

The shopping public realise that now—at The Royal Stores—hundreds of bargains are being sold at prices lower than for years past.

We strongly urge everybody to Buy Now, and buy as heavy as you can, as it is impossible to repeat many of the bargains once they are sold out.

The Big Opportunity to Buy Smart Dresses

Less **30%** Discount

DAY, AFTERNOON AND EVENING GOWNS.
Over 300 New Dresses offered at radical price reductions. They come in materials of Serge, Gabardine, Jersey Cloth, Silk, Satin, Crepe de Chene, &c. The styles are varied. There are frocks with draped skirts, extended hip effects, &c.; others with short sleeves and vestees. Some are quite plain and others trimmed with silk braid, embroidery and beads.

In all sizes Ladies' and Misses'.

A Charming Assortment of Costumes

Less **30%** Discount

Over 500 Smart Costumes are offered during this Sale actually at less than cost price. Every popular material is represented in the assortment. Colors are Black and all leading shades.

These Costumes present positively the utmost value offered this season. They feature all fashion's Black and all leading shades.

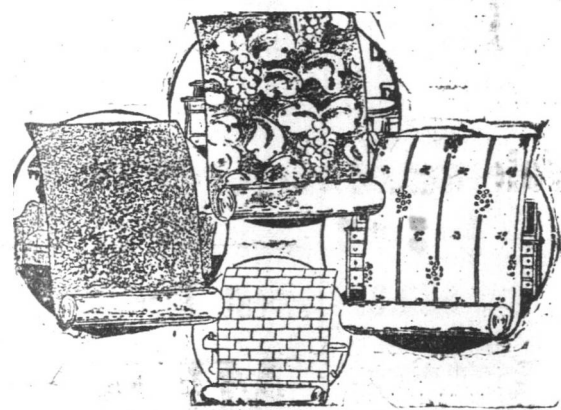
Smartly tailored Suits in Broadcloth, Velours, Serges, Gabardines, &c.



Bargain Prices on Seasonable Hosiery

Women's Cashmere Hose.	Children's Worsted Hose.
Plain, Black and Tan; all sizes.	Black, Broad Ribbed.
1-Reg. 55c. pair for ... 47c.	1-Reg. 90c. pr. for ... 79c.
2-Reg. 65c. pair for ... 56c.	2-Reg. 95c. pr. for ... 85c.
3-Reg. 75c. pair for ... 65c.	3-Reg. 1.05 pr. for ... 95c.
4-Reg. 85c. pair for ... 74c.	4-Reg. 1.20 pr. for ... 1.05
5-Reg. 95c. pair for ... 83c.	5-Reg. 1.32 pr. for ... 1.17
6-Reg. 1.05 pair for ... 92c.	6-Reg. 1.44 pr. for ... 1.29
7-Reg. 1.15 pair for ... 1.01	7-Reg. 1.55 pr. for ... 1.40
Women's Ribbed Hose.	Children's Cream Cash. Hose.
All Wool Cashmere; fast Black.	4 1/2-Reg. 63c. pr. for ... 55c.
1-Reg. 1.10 pair for ... 97c.	5 1/2-Reg. 70c. pr. for ... 60c.
2-Reg. 1.25 pair for ... 1.10	6 1/2-Reg. 75c. pr. for ... 64c.
3-Reg. 1.40 pair for ... 1.23	7 1/2-Reg. 80c. pr. for ... 70c.
4-Reg. 1.55 pair for ... 1.36	
5-Reg. 1.70 pair for ... 1.49	
6-Reg. 1.85 pair for ... 1.62	
7-Reg. 2.00 pair for ... 1.75	
Women's Heather Hose.	Children's Cashmere Hose.
Brown, Grey and Green mixtures.	Black only; Plain.
1-Reg. 1.65 pair for ... 1.50	4-Reg. 85c. pr. for ... 75c.
2-Reg. 1.80 pair for ... 1.63	4 1/2-Reg. 95c. pr. for ... 84c.
3-Reg. 1.95 pair for ... 1.76	5-Reg. 1.05 pr. for ... 92c.
4-Reg. 2.10 pair for ... 1.89	5 1/2-Reg. 1.15 pr. for ... 1.03
5-Reg. 2.25 pair for ... 2.02	6 1/2-Reg. 1.25 pr. for ... 1.10
6-Reg. 2.40 pair for ... 2.15	7-Reg. 1.35 pr. for ... 1.15
7-Reg. 2.55 pair for ... 2.28	7 1/2-Reg. 1.45 pr. for ... 1.30
Women's Fancy Silk Hose.	
In Black and Tan shades.	
Reg. \$2.25 pair for ... \$1.13	7 1/2-Reg. 1.55 pr. for \$1.40

New Wall Papers at Sale Prices



Our Wallpaper Store has probably never been so well stocked with choice new patterns in Wallpaper of every description. The stock is composed of a greater variety of beautiful designs than you will find gathered together in any other store in the country. The quality and designs were all personally selected at the mills by our own representative, who has a thorough knowledge of the Wallpaper needs in Newfoundland. Make it your business to visit this department during the Sale and see for yourself the beautiful designs for

HALLS, PARLORS, DINING ROOMS, BEDROOMS and KITCHENS.

Shrewd buyers are making their selections for Spring now, so as to benefit by the

February Sale Prices.

A Sale of Silks

A Sale of great import to those planning Spring and Summer Dresses. Thousands of yards of Taffetas, Japanese Mousselines, Satins, Crepe de Chene, &c., in all the shades that fashion approves.

REDUCED IN PRICE.

Values that set Men Talking



Everywhere you go—on the street, in the Clubs and in the street cars—men are talking about the values obtainable at The Royal Stores during this annual event. It is important that you come early—for best selection.

Men's Negligee Shirts.	American Overcoats.
White grounds with colored stripes, soft double cuffs, &c., all sizes.	9 only in medium weight Tweeds, medium shades, assorted sizes; belted styles. Values to \$25.00 each for ... \$16.00
Regular \$2.80 each for ... \$2.50	10 only American Overcoats in Grey Tweed; smartest of new styles; all sizes. Values to \$30.00 each for ... \$20.00
Regular \$3.00 each for ... \$2.70	5 only All Wool Overcoats in heavy Homespun; well made and finished. Reg. \$55.00 each for ... \$44.00
Regular \$3.50 each for ... \$3.15	11 only English Tweed Overcoats; various styles and sizes. Values to \$38.00 each for ... \$25.00
Regular \$4.00 each for ... \$3.53	8 only Khaki Drill Overcoats; tweed lined with Sheepskin collars. Values to \$25.00 ea. for ... \$14.60
Tunic Shirts.	4 Leather Vests; lined with heavy Tweed. Reg. \$9.50 each for ... \$7.60
With laundered cuffs; assorted patterns; in sizes 14 to 16 1/2.	MACKINAW COATS ... ETAOIN
Regular \$2.25 each for ... \$1.90	
Regular \$2.50 each for ... \$2.20	
Regular \$3.00 each for ... \$2.55	
Pyjama Suits.	
In High Grade Flannel, military collar, braid, &c., on jacket.	
Regular \$5.50 suit for ... \$4.40	
Regular \$6.50 suit for ... \$5.20	
Men's Nightshirts.	
All sizes; Fancy Striped Flannelette.	
Regular \$2.50 each for ... \$2.00	
Regular \$4.00 each for ... \$3.20	
Regular \$5.00 each for ... \$4.00	
Flannelette Shirts.	
With Collars.	
Regular \$2.50 each for ... \$2.00	
With Bands.	
Regular \$3.25 each for ... \$2.60	
Wool Shirts.	
All sizes.	
Regular \$4.25 each for ... \$3.40	
All Wool Vests.	
3 dozen only Heavy Knit Vests in all sizes; guaranteed good wearing garments. Special, \$1.60 each.	
Wool Underwear.	
Heavy weight, all sizes Shirts and Drawers. Special, per garment ... \$2.50	
Caribou Underwear.	
Heavy Knit Underwear is offered at Special Prices during this Sale; 4 different grades. Special, per garment ... \$2.10, \$2.50, \$3.25 and \$4.10.	

A Sale of Millinery



Black Velvet Hats.	Ready-to-Wear Velour Hats.
Ready-to-Wear.	
Re. \$6.25 each for ... \$4.75	Reg. \$4.25 each for ... \$1.75
Reg. \$9.50 each for ... \$7.00	Reg. \$5.75 each for ... \$2.50
Reg. \$13.50 each for ... \$10.00	Reg. \$7.50 each for ... \$4.25
	Reg. \$10.75 each for ... \$8.60
Colored Velvet Hats.	Felt Hats.
Assorted colors; nicely trimmed.	In a variety of pretty colors and shapes.
Reg. \$2.95 each for ... \$2.37	\$5.75 and \$4.25 values for ... \$2.75.
Reg. \$3.25 each for ... \$2.60	
Reg. \$3.75 each for ... \$3.00	

Tailor-Made Clothing at Sale Prices.

What about that
Spring Suit or
Overcoat?



Many farseeing men every year take advantage of this Sale by placing their orders for Spring Suits or Overcoats during the month of February and so reap the benefit by the Cut Prices on their clothing needs.

They know from experience that the cut in prices does not mean a cut in the quality of the tailoring, nor a cut in the quality of the materials—nor yet a cut in the quality of the linings.

NOTE THESE TYPICAL VALUES.

MEN'S SUITS.	OVERCOATS.
S. B. Lounge, Navy Blue Serge; made to order. Reg. \$65.00 for ... \$50.00	Tweed Overcoats for Spring, made of Local made Tweeds in any style to measure. Reg. \$48.00 each for ... \$37.00
S. B. Tweed Suits; cut in any style to measure. Regular \$50.00 each for ... \$38.50	Spring Overcoats, made of fine English Tweeds; Dark Grey shades. Reg. \$60.00 each for ... \$48.50
Regular \$60.00 each for ... \$47.50	Smart Raglans made to measure from high grade Covert Coatings. Reg. \$55.00 each for ... \$43.50

A Sale of Neckwear

A complete assortment of New Neckwear Pieces in Silk, Muslin, Georgette, Lace and Linen. Dainty designs that will appeal to you. Sale Prices from 15c. to \$2.00.

War Veterans' Dance.

PROVES GREAT SUCCESS.

The C.C.C. Hall was last night the scene of the annual G.W.V.A. dance, which this year proved as big a success as any of those of past years, in spite of the fact that there were so many other attractions. The C. C. C. Band was in attendance and played the latest dance successes in their usual excellent manner. Dancing did not start until 9.30, so that those who had attended the hockey match might be given an opportunity to reach the hall in time for the opening dance. Beyond the interval for supper, dancing was kept up uninterruptedly until an early hour this morning and was enjoyed by all to the full. During the interval supper was served by the Ladies' Association, under the able supervision of Mrs. McKee and Miss May Furlong, and was well up to the usual high standard. His Excellency the Governor, attended by Capt. Baird and Saltmarsh, was present for part of the evening. He was received on entering by Lt.-Col. Carty, President Higgins of the G.W.V.A. and Major Butler, D.S.O., M.C. Sir Charles expressed himself as being pleased with the affair and extended his congratulations to the Committee on their success. He afterwards had supper with the Executive of the Association. During the evening Miss Mary Keegan recited the poem "Then," a very clever composition, of which Mr. Hugh Anderson is the author. As an encore Miss Keegan gave a local hit "Our Telephone trouble." Mrs. C. Garland sang, her items being very much appreciated by the audience. The affair was a great success in every way and great credit devolves on the energetic committee, to whose efforts this success is due.

George St. A. B. C.

CONCERT AND SOCIABLE.

Under the auspices of the George's Street Adult Bible Class a very enjoyable concert and sociable was held last night in the basement of the Church. Following an excellent programme of music, tea was served by the ladies of George's Street Women's Missionary Society. The details of the programme are as follows:—

Solo—Mrs. H. G. Christian.
Recitation—Mr. P. Halley.
Solo—Mr. H. Courtney.
Duet—Misses Vincent and Bowden.
Solo—Mrs. C. F. Garland.
Recitation—Mr. D. Taylor.
Solo—Mr. W. A. Tucker.
Solo—Miss S. E. Soper.
Recitation—Mr. R. Hearder.
Solo—Mr. A. R. Stansfield.
Solo—Mrs. H. H. Small.
Instrumental—Mr. H. G. Christian.

At the close a vote of thanks to those who helped to make the affair a success was tendered by Rev. D. B. Hemmeon.

Hansen's Junket Powders are the best form for milk as a food for Children, as well as for Desserts and Ice Cream.—Jan 31, 1921.

Time and Talents.

The Executive Committee of Time and Talents for the ensuing year, 1921 is:—

Pres.—Miss D. C. White.
Vice Pres.—Miss Caroline Furlong.
Hon. Sec. and Treas.—Miss Margaret Mitchell, Miss Dorothy Ayre.
Two new members have joined up to date. A small balance of funds left over from last year after sending two babies to hospital for short treatment, has been handed to Miss Caroline Furlong to be used by her for the relief of two families recommended by Rev. Dr. Kitchin. There is an account of the Newfoundland Branch of Time and Talents in the January number of "The Road."

Funeral of Late Mrs. Jardine.

The funeral of the late Mrs. Jardine, which took place from her home Bay Roberts, on Sunday last, was largely attended by citizens of that town and adjacent places. The burial service in the Church and Cemetery was conducted by Rev. J. O. Britnell, Rector. Miss Fraser presided at the organ and was supported by the choir. The chief mourners were Mr. Geo. W. Jardine, Rev. A. B. Stirling, Dr. C. Cron, Mr. R. J. Bemister, Mr. James Wilson, Mr. D. Nicolson, Mr. M. Piccott and Sgt. R. Wells. The late Mrs. Jardine (nee Miss D. Wells) had been a patient sufferer for some eight years. Her husband predeceased her two and a half years ago. She leaves to mourn one son, George of Bay Roberts, and four daughters, Mrs. (Rev.) J. S. Adams residing in England, Mrs. (Rev.) A. B. Stirling, St. John's, Mrs. (Dr.) Cron of Harbor Grace and Mrs. R. J. Bemister of Bay Roberts, to whom the Telegram extends sympathy.

Hansen's Junket Powder is a ready-made Junket, so to speak, containing all the ingredients for an exquisite milk dessert and is preferred by many housekeepers on account of the ease of making.—Jan 31, 1921.

The Royal Stores, Ltd.