

17th

Annual SALE

17th

Commencing To-Morrow, Saturday, February 1st.

Rare Opportunities to Save

all over the Store—Every way you look—you see them. Hundreds of Pieces of Desirable Goods—all priced at notable savings. No matter what you buy, you'll save money. The more you buy the more you save.

Below we mention a few of the Many Bargains offered during this Sale.



Unusual Offerings in Ladies Blouses and Shirtwaists.

This Is Where You Save Money.

Our entire stock of stylish Blouses and Shirtwaists at tremendous price concessions during this sale. Among the many different pretty styles are to be found a number of the most up-to-date models, newly imported. Early buying will give you first choice.

COLORED CHALLIE BLOUSES.

In all the fashionable shades, plain and fancy striped.
Reg. \$1.25 each. Sale Price...\$1.00
Reg. \$1.40 each. Sale Price...\$1.12
Reg. \$1.75 each. Sale Price...\$1.40
Reg. \$3.75 each. Sale Price...\$3.15

BLACK LUSTRE BLOUSES.

Reg. \$1.25 each. Sale Price...\$1.00
Reg. \$2.10 each. Sale Price...\$1.75
Reg. \$3.00 each. Sale Price...\$2.50

BLACK CASHMERE BLOUSES.

Reg. \$5c. each. Sale Price...\$4c.
Reg. \$1.50 each. Sale Price...\$1.25
Reg. \$2.50 each. Sale Price...\$2.05

COTTON AND SILK POP-LIN BLOUSES.

In Brown, Sage Blue and Green.
Reg. \$1.25 each. Sale Price...\$1.10

BLACK SATEN BLOUSES.

Elaborately trimmed with Lace, Insertion Braids, Tucks, &c.; all sizes.
Reg. \$1.00 each. Sale Price...\$0c.
Reg. \$1.40 each. Sale Price...\$1.12
Reg. \$2.00 each. Sale Price...\$1.60

SILK WAISTS.

Golf styles, striped effects; reversible collars and cuffs.
Reg. \$3.50 each. Sale Price...\$2.90
Reg. \$4.00 each. Sale Price...\$3.40

PLAIN COLORED SILK BLOUSES.

Pink & Brown. Reg. \$1.75 Sale Price
Pink and Brown. Reg. \$1.75 each. Sale Price, \$1.40
Pale Blue. Reg. \$2.50 each. Sale Price, \$2.05

CREAM JAPANESE SILK BLOUSES.

Various up-to-date models.
Reg. \$1.50 each. Sale Price...\$1.20
Reg. \$4.50 each. Sale Price...\$3.75
Reg. \$6.00 each. Sale Price...\$4.95

WHITE MUSLIN BLOUSES.

Delicately embroidered and trimmed with lace and insertions in many new and effective styles; high and low necks.
Reg. \$5c. each. Sale Price...\$2c.
Reg. \$3.75 each. Sale Price...\$3.15

WHITE LINEN SHIRT-WAISTS.

Some embroidered, others plain; stiff and soft collars and cuffs.
Reg. \$0c. each. Sale Price...\$0c.
Reg. \$1.20 each. Sale Price...\$0c.
Reg. \$2.35 each. Sale Price...\$1.90

REMARKABLE BARGAINS In FINE LACE CURTAINS.

This Sale will create a great sensation. Do not hesitate to avail yourself of this grand opportunity to save money on Lace Curtains and Curtainings.

LACE CURTAINS.

2½ yds. long. Reg. 40c. pr. Sale Price, 35c.
2½ yds. long. Reg. 50c. pr. Sale Price, 43c.
2½ yds. long. Reg. 65c. pr. Sale Price, 55c.
2½ yds. long. Reg. \$1.00 pr. Sale Price, 85c.
2½ yds. long. Reg. \$1.40 pr. Sale Price, \$1.20
3 yds. long. Reg. \$1.65 pr. Sale Price, \$1.35
3½ yds. long. Reg. \$1.85 pr. Sale Price, \$1.57
3½ yds. long. Reg. \$2.20 pr. Sale Price, \$1.90
3½ yds. long. Reg. \$3.50 pr. Sale Price, \$2.95
3½ yds. long. Reg. \$4.75 pr. Sale Price, \$3.15

CURTAIN NETS.

In White and Ecru.
32 in. 9c. yard. Sale Price...\$c.
36 in. 13c. yard. Sale Price...\$1.12c.
42 in. 16c. yard. Sale Price...\$1.14c.
48 in. 20c. yard. Sale Price...\$1.16c.
48 in. 25c. yard. Sale Price...\$1.21c.
50 in. 30c. yard. Sale Price...\$1.25c.
50 in. 35c. yard. Sale Price...\$1.30c.
50 in. 50c. yard. Sale Price...\$1.41c.

BRIS BIS NETS.

White and Cream; Frilled.
Reg. 14c. yard. Sale Price...\$12½c.
Reg. 16c. yard. Sale Price...\$14c.
Reg. 20c. yard. Sale Price...\$17c.
Reg. 25c. yard. Sale Price...\$21c.
Reg. 30c. yard. Sale Price...\$26c.
Reg. 35c. yard. Sale Price...\$29c.
Reg. 40c. yard. Sale Price...\$35c.

SASH MUSLINS.

In White and Cream; coin spot and Fancy designs.
Reg. 10c. yard. Sale Price...\$8½c.
Reg. 12c. yard. Sale Price...\$10½c.
Reg. 15c. yard. Sale Price...\$13c.
Reg. 20c. yard. Sale Price...\$17c.
Reg. 25c. yard. Sale Price...\$19c.

HARNES MUSLINS.

White and Ecru; Frilled.
Reg. 20c. yard. Sale Price...\$17c.
Reg. 30c. yard. Sale Price...\$26c.
Reg. 35c. yard. Sale Price...\$30c.
Reg. 45c. yard. Sale Price...\$40c.

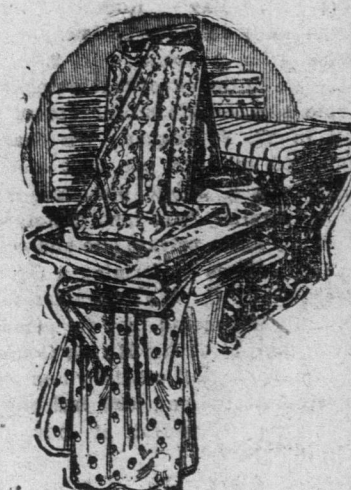
IRRESISTIBLE BARGAINS In WASH DRESS GOODS.

This Sale offers unlimited opportunities to save on the finest products of the leading manufacturers of Cotton and Linen Dress Goods. Never have prices been quoted so low on this class of goods as they are during this great Annual Sale. Do not fail to pay an early visit to this Department. Better Bargains than those offered here are not to be found in Newfoundland.

Over 5,000 yards,

Including Fine Muslins, Batistes, Lawns, &c., in White and Colored grounds, Fancy Striped, Paisley and Floral designs, Plain and Striped Zephyrs, Cambrics, Gingham, Mercerised Lawns, Voiles, Pique, Poplin, Shower of Hail, Muslin, Crepe Cloths, Bengaline and Canvas Cloth. Prices range from

8 1-2 cts. to 35 cts. yd.



Beautify Your Home with Rugs, &c.

Nothing makes the home look so cosy and comfortable as a well selected floor covering, whether it is Canvas Linoleum, Carpet Squares or Rugs. During this Sale an opportunity is given you to buy handsome Floor Coverings, Door Mats, &c., at radically reduced prices. Below we itemize a few selections from our large and varied stock.

CARPET SQUARES.

TAPESTRY.
Size 1½ x 2½. Reg. \$3.75. Sale Price...\$3.30
Size 1½ x 2½. Reg. \$4.50. Sale Price...\$3.96
Size 1½ x 3. Reg. \$5.25. Sale Price...\$4.55
Size 1½ x 4. Reg. \$5.50. Sale Price...\$4.75
Size 4 x 4½. Reg. \$19.50. Sale Price...\$16.70
BRUSSELS.
Size 4 x 4. Reg. \$21.50. Sale Price...\$18.50
Size 4 x 4½. Reg. \$23.00. Sale Price...\$21.00
Size 4 x 4½. Reg. \$26.00. Sale Price...\$22.45
VELVET PILE.
Size 3½ x 4. Reg. \$26.00. Sale Price...\$22.45
Size 3 x 4. Reg. \$30.00. Sale Price...\$26.00
Size 4 x 4. Reg. \$32.50. Sale Price...\$29.00

HEARTH RUGS.

SCOTCH JUTE AND WOOL.
Reg. 85c. each. Sale Price...75c.
Reg. 90c. each. Sale Price...80c.
TAPESTRY.
Reg. \$1.20 each. Sale Price...\$1.00
Reg. \$1.40 each. Sale Price...\$1.20
Reg. \$1.60 each. Sale Price...\$1.43
AXMINSTER.
Reg. \$2.20 each. Sale Price...\$1.85
Reg. \$3.75 each. Sale Price...\$3.20
Reg. \$4.50 each. Sale Price...\$3.96
Reg. \$5.50 each. Sale Price...\$4.50
Reg. \$6.75 each. Sale Price...\$5.90

DOOR MATS.

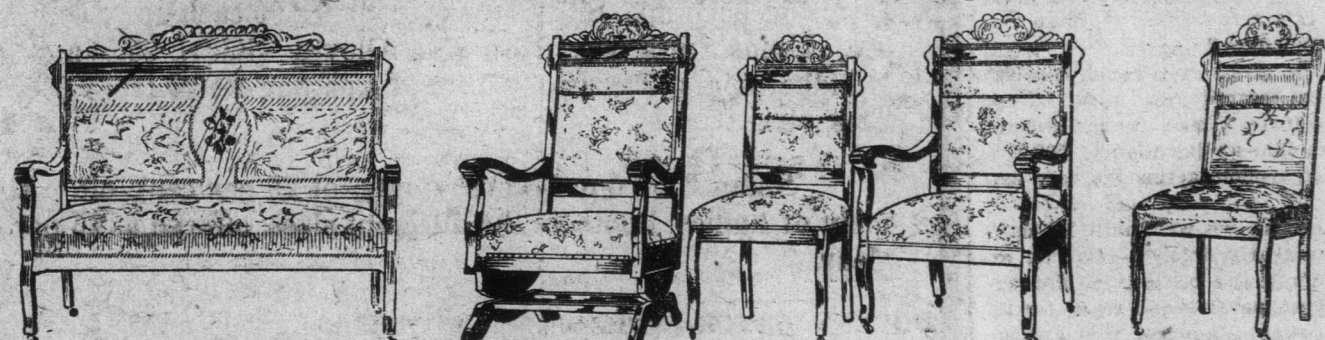
TAPESTRY.
Size 12 x 29. Reg. 45c. each. Sale Price...39c.
AXMINSTER.
Size 12 x 31. Reg. 40c. each. Sale Price...35c.
Size 29 x 13. Reg. 50c. each. Sale Price...44c.
Size 29 x 31. Reg. 75c. each. Sale Price...66c.
Size 30 x 14. Reg. \$1.20 each. Sale Price...\$1.00

FLOOR CANVAS.

Width 18 in. Reg. 17c. yard. Sale Price...14c.
Width 24 in. Reg. 20c. yard. Sale Price...17c.
Width 36 in. Reg. 25c. yard. Sale Price...21c.
Width 44 in. Reg. 25c. yard. Sale Price...20c.
Width 64 in. Reg. 45c. yard. Sale Price...39c.
Width 84 in. Reg. 50c. yard. Sale Price...44c.

The Royal Stores Ltd.

Great Furniture Sale—Parlor, Bedroom and Dining Room Furniture.



During this Annual Sale great activity will be the rule in our Furniture Department. This year, as in previous years during this month, we expect to furnish many beautiful homes. Let us furnish yours—for it really means big reductions off the Regular Selling Prices. In any case pay a visit to this Department. You and your friends are welcome whether you come to purchase or not.

People who intend furnishing their homes in the Spring will do well to buy now and have the goods stored free of charge until required.

2-PIECE BEDROOM SUITES.

Regular \$87.50. Mahogany finish, Oval Mirror. Sale Price...\$72.98
Regular \$54.00. Mahogany finish, Square Mirror. Sale Price...\$44.50
Regular \$57.50. Quartered Oak, Square Mirror. Sale Price...\$47.46
Regular \$55.00. Quartered Oak, Oval Mirror. Sale Price...\$42.75
Regular \$42.50. Ash, Square Mirrors. Sale Price...\$35.28
Regular \$16.00. Surface Oak, Square Mirror. Sale Price...\$13.23

SIDEBOARDS.

Regular \$36.00. Surface Oak, 3 Mirrors. Sale Price...\$30.00
Regular \$30.00. Surface Oak, Plate Mirrors. Sale Price...\$23.00
Regular \$22.50. Golden Oak, Plate Mirrors. Sale Price...\$18.55
Regular \$7.50. Best Walnut finish. Sale Price...\$5.60

5-PIECE PARLOR SUITES.

Regular \$42.75. Walnut Frame and Velour Covering. Sale Price...\$35.43
Regular \$45.00. Mahogany Frame and Velour Covering. Sale Price...\$36.90
Regular \$77.50. All-over Stuffed and Wilton Rug Covering. Sale Price...\$64.27
Regular \$73.00. Mahogany Frame, Brocade Covering. Sale Price...\$60.77
Regular \$55.75. All-over Stuffed and Wilton Rug Covering. Sale Price...\$46.00

MAIL ORDERS

receive prompt attention. Out of town customers by enclosing Cash with order can secure any of these items at advertised prices.