

THE ROYAL STORES' ANNUAL FEBRUARY SALE.

PRICE REDUCTIONS in EVERY DEPARTMENT

If you appreciate the value of the dollar, you'll let no condition of weather or other circumstance keep you from THE ROYAL STORES during the early days of this Sale. Values are more plentiful and even bigger than in any previous sale, and if the frosty spurt of last week kept you at home, don't fail to be here to-morrow to share in those most unusual money savings.

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

Commencing
Thursday,
Feb. 1st.

It's a
Great Time
To Save.



THE SALE OF COATS Goes on with Unabated Interest



BLACK CARACULE COATS.
Reg. \$25.00 ea. for \$24.00
Reg. \$29.50 ea. for \$28.00

CHILDREN'S AND MISSES' TWEED COATS.
(24 inch.)
Reg. \$4.50 each for \$3.60
Reg. \$4.90 each for \$3.92
Reg. \$5.50 each for \$4.40
(27 inch.)
Reg. \$3.80 each for \$3.04
Reg. \$4.25 each for \$3.40
Reg. \$4.50 each for \$3.60
(30 inch.)
Reg. \$4.90 each for \$3.92
Reg. \$7.00 each for \$5.60
Reg. \$8.00 each for \$6.40
(33 inch.)
Reg. \$4.60 each for \$3.68
Reg. \$5.75 each for \$4.70
Reg. \$7.00 each for \$5.60
(36 inch.)
Reg. \$4.35 each for \$3.48
Reg. \$5.00 each for \$4.00
Reg. \$5.00 each for \$4.00
(39 inch.)
Reg. \$3.25 ea. for \$2.60
Reg. \$5.25 ea. for \$4.20
Reg. \$7.50 ea. for \$6.00
Reg. \$13.50 ea. for \$10.80
(42 inch.)
Reg. \$8.50 each for \$6.80
Reg. \$9.75 each for \$7.80
(45 inch.)
Reg. \$8.75 each for \$7.00

BLACK DOGSKIN COATS.
Reg. \$55.00 ea. for \$44.00

LADIES' TWEED COATS.
Reg. \$10.50 ea. for \$8.40
Reg. \$12.50 ea. for \$10.00
Reg. \$15.00 ea. for \$12.00
Reg. \$27.50 ea. for \$22.00

BLACK ASTRACHAN COATS.
Reg. \$15.00 ea. for \$12.00
Reg. \$27.50 ea. for \$22.00

Every coat of the entire stock will be sold at a bona fide reduction of 20 per cent.

FUR LINED COATS

Made from Tweeds and Cloths, in the very newest styles, and lined with Imitation and Rabbit Fur.

Reg. \$34.00 ea. for \$27.20
Reg. \$40.00 ea. for \$32.00
Reg. \$42.50 ea. for \$34.00
Reg. \$59.00 ea. for \$47.20

BLACK DOGSKIN COATS.
Reg. \$10.50 ea. for \$8.40
Reg. \$12.50 ea. for \$10.00
Reg. \$15.00 ea. for \$12.00
Reg. \$27.50 ea. for \$22.00

Men's Wool Mufflers.

In Khaki and Silver Grey; they are made from local wool in hard wearing qualities; every boy and man should have one of these, as there is nothing more comfortable than these hard frosty days.

Reg. 75c. ea. S. Price 65c.



MEN!

These hard times, "How to Economize" is a question that exercises the minds of all. This Sale should be welcomed as it offers splendid opportunities to save on everything needed for Men's wear. Read the accompanying list and note the Low Prices for this Sale.

MEN'S BRACES.

Regular 35c. pair. Sale Price30c.
Regular 40c. pair. Sale Price35c.
Regular 70c. pair. Sale Price60c.

MEN'S "WALK-OVER" BOOTS.

Made on the latest American lasts in Blucher, Balmoral and Buttoned styles in Black, Tan and Patent leathers.

Regular \$5.50 pair. Sale Price\$4.50
Regular \$6.25 pair. Sale Price\$5.00
Regular \$6.50 pair. Sale Price\$5.50
Regular \$7.00 pair. Sale Price\$6.00
Regular \$7.25 pair. Sale Price\$6.50

MEN'S "WALKWELL" BOOTS.
Comfortable, easy-fitting styles in Box Calf and Vici Kid; Black only; all sizes.

Regular \$5.35 pair. Sale Price\$4.82
Regular \$5.60 pair. Sale Price\$5.06

MEN'S TWEED SUITS.
Made in our own Factory from good wearing materials and finished in the most up-to-date way.

Regular \$8.00 suit. Sale Price\$7.20
Regular \$8.50 suit. Sale Price\$7.65
Regular \$8.75 suit. Sale Price\$7.88
Regular \$9.50 suit. Sale Price\$8.55

MEN'S WINTER CAPS.
With fur inside bands.

Regular 85c. each. Sale Price75c.
Regular \$1.40 each. Sale Price\$1.25
Regular \$1.65 each. Sale Price\$1.50

Men's Knitted Ties.

In perfectly fitting styles that always retain their shape and color; they are made without lining or padding and will give splendid satisfaction; at these low prices you should lay in a supply of these.

Reg. 25c. ea. S. Price 21c.
Reg. 40c. ea. S. Price 35c.
Reg. 55c. ea. S. Price 45c.

Sale of FURNITURE.

A glance at the prices will show you the advantage of buying during the great annual event. Those who seek "something different" in furniture—newer ideas, choicer patterns and a greater degree of exclusiveness in design—will be more than pleased with the splendid stock assembled here.

BUFFETS

In Surface and Golden Oak, fumed, Early English and Mahogany finishes; fitted with plain and bevelled plate mirrors in various styles.

Reg. 23.00. S. Price 19.25
Reg. 42.25. S. Price 35.00
Reg. 37.50. S. Price 31.00
Reg. 55.25. S. Price 46.40
Reg. 58.00. S. Price 48.00
Reg. 65.00. S. Price 54.00

BEDSTEADS.

Finished in heavy White Enamel, with Brass rails and knobs; in a large variety of designs.

Regular \$10.75 each. Sale Price\$8.96
Regular \$14.50 each. Sale Price\$11.55
Regular \$18.00 each. Sale Price\$15.12
Regular \$28.75 each. Sale Price\$23.16
Regular \$37.00 each. Sale Price\$30.77

BRASS BEDSTEADS.

Made in extra heavy style; various designs and finished bright and dull.

Regular \$31.00 each. Sale Price\$25.77
Regular \$43.00 each. Sale Price\$37.12
Regular \$55.00 each. Sale Price\$45.37
Regular \$59.00 each. Sale Price\$49.46

RATTAN CHAIRS AND ROCKERS.

Natural, Varied, Painted, Golden Oak and Sea and Green finishes; upholstered in French Cretonnes, Tapestries and Imitation Leathers.

Regular \$9.75 each. Sale Price\$7.52
Regular \$12.00 each. Sale Price\$10.00
Regular \$18.00 each. Sale Price\$15.00
Regular \$21.75 each. Sale Price\$17.00



Purchase for Future Requirements Now while Prices are Low.

DRESS AND COSTUME SERGE

In Navy and Black, 44 to 56 Inches Wide.

Reg. 70c. Sale Price60c.
Reg. 95c. Sale Price82c.
Reg. \$1.10. Sale Price94c.
Reg. \$1.20. Sale Price\$1.00
Reg. \$1.35. Sale Price\$1.05
Reg. \$1.35. Sale Price\$1.15
Reg. \$1.40. Sale Price\$1.20
Reg. \$1.50. Sale Price\$1.25
Reg. \$1.55. Sale Price\$1.40
Reg. \$1.80. Sale Price\$1.55
Reg. \$2.00. Sale Price\$1.70
Reg. \$2.10. Sale Price\$1.80
Reg. \$2.25. Sale Price\$1.95
Reg. \$2.30. Sale Price\$2.00
Reg. \$2.40. Sale Price\$2.00

WATERPROOF CRAVENETTES

In Fawn and Navy, 58 inches wide.

Reg. \$1.65 yd. Sale Price\$1.40
Reg. \$3.25 yd. Sale Price\$2.75

BLACK AND WHITE SHEPHERD CHECKS.
Reg. 60c. yd. Sale Price52c.
Reg. \$1.10 yd. Sale Price94c.

BLACK MELTON CLOTHS.
Reg. 60c. yd. Sale Price52c.
Reg. 70c. yd. Sale Price60c.
Reg. 85c. yd. Sale Price73c.
Reg. 85c. yd. Sale Price73c.
Reg. \$1.00 yd. Sale Price85c.
Reg. \$1.10 yd. Sale Price94c.

SAXE SERGE.

Reg. \$1.50 yd. Sale Price\$1.55

SAXE DIAGONAL.

Reg. \$1.50 yd. Sale Price\$1.25

BLANKET COATINGS.

Shades of Brown, Saxe, Tan, Navy, Emerald and Scarlet.
Reg. \$2.25 yd. Sale Price\$1.90
Reg. \$2.50 yd. Sale Price\$2.14

Ladies Serge Costumes.

Navy—Regular \$20.00. Sale Price\$16.00
Navy—Regular \$22.50. Sale Price\$18.00
Navy—Regular \$22.50. Sale Price\$26.00
Navy—Regular \$35.00. Sale Price\$28.00
Navy—Regular \$36.00. Sale Price\$28.50
Fawn & Brown—Reg. \$32.50. Sale Price\$26.00
Fawn & Brown—Reg. \$35.00. Sale Price\$28.00
Fawn & Brown—Reg. \$36.00. Sale Price\$28.50

The Royal Stores Ltd.

Shantung Silk.

For Ladies' and Children's Dresses, Blouses, etc. Comes 34 inches wide. A firm finish washing silk that will give splendid wear and wash well.

Regular 55c. yard. Sale Price46c.
Regular 65c. yard. Sale Price55c.
Regular 85c. yard. Sale Price73c.
Regular \$1.10 yard. Sale Price85c.
Regular \$1.75 yard. Sale Price\$1.45

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S. Worth 17c.
10c. and 30c.

CENTRAL
STORE

CURLING.

an Cup was competed
ing Rink last night be-
ates and Reds. The
y 10 points. The play-
s were:—

Whites.
H. R. Brookes
R. J. Coleman
W. H. Peters
T. Godden
(sk.)—14
J. J. Tobin
W. S. Monroe
W. Jocelyn
F. W. Hayward
(sk.)—9
P. O'Mara
J. J. Maher
J. McIntyre
F. T. Brehm
(sk.)—11
W. S. Monroe
F. White
H. C. Crawford
S. J. Ryall
(sk.)—8
Dr. Brehm
A. Mumm
J. Harvey
A. Donnelly
(sk.)—12
E. Watson
R. J. Coleman
F. W. Bradshaw
H. W. LeMessurier
(sk.)—10
W. H. Duder
J. J. Tobin
T. Cook
E. W. Taylor
(sk.)—5
Wright Medals will
next Tuesday night.