

17th
ANNUAL
SALE.

**Commencing
To-Day, Saturday,
February 1st.**

The Royal Stores Ltd.

GREAT PRICING! GREAT SELLING!

Our Great Annual February Sale commences to-day. Hundreds of customers are already benefiting by this great underpricing event. Substantial Reductions on all kinds of good reliable merchandise.

COME EARLY AND GET YOUR SHARE.

17th
ANNUAL
SALE.

Mail Orders

Receive Prompt Attention.

Out of town customers, by enclosing Cash with order, can secure any of these items at advertised rates.

Dress Goods

THIS SALE WILL CREATE A GREAT SENSATION.

This is a Dress Goods Sale that is bound to prove a most powerful purchasing inducement. 9,000 yards of fine Dress Goods selling at practically cost price. Here is news that will interest every woman who knows the value of good appearance. This sale affords a grand chance to secure favored fabrics in the newest colorings and of the most worthy quality at decisive price savings.

AMAZON CLOTHS.

In shades of Navy Reseda, Brown, Myrtle, Fawn, Grey, Prunelle, Tan, Amethyst, Saxe Blue, Purple and Wine.

Reg. 40c. yard		Sale Price, 35c.
Reg. 55c. yard		Sale Price, 47c.
Reg. 60c. yard		Sale Price, 52c.
Reg. 75c. yard		Sale Price, 64c.
Reg. 90c. yard		Sale Price, 77c.
Reg. \$1.00 yard		Sale Price, 85c.
Reg. \$1.20 yard		Sale Price, \$1.00
Reg. \$1.40 yard		Sale Price, \$1.17
Reg. \$1.50 yard		Sale Price, \$1.25
Reg. \$1.65 yard		Sale Price, \$1.47
Reg. \$2.25 yard		Sale Price, \$1.90

HERRING BONE SERGES.

Prune and Navy.

Reg. 50c. yard		Sale Price, 39c.
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SATIN CLOTH.

Pale Green, 42 inches wide.

Reg. 60c. yard		Sale Price, 44c.
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CREPE DE CHINE.

In Brown only.

Reg. 70c. yard		Sale Price, 47c.
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NAVY HOPSACK.

Reg. \$1.25 yard		Sale Price, 85c.
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COLORED SERGES.

In shades of Amethyst, V Rose, Brown, Myrtle, Olive, Prunelle and Saxe Blue.

Reg. 75c. yard		Sale Price, 47c.
Reg. \$1.00 yard		Sale Price, 65c.

STRIPED SUITINGS.

In Navy, Green and Brown.

Reg. 90c. yard		Sale Price, 77c.
Reg. \$1.00 yard		Sale Price, 85c.



TWEEDS.

Handsome new Tweeds, in mixtures of Grey, Green, Brown, Striped and Mottled effects.

Reg. 50c. yard		Sale Price, 44c.
Reg. 55c. yard		Sale Price, 47c.
Reg. 60c. yard		Sale Price, 52c.
Reg. 75c. yard		Sale Price, 64c.
Reg. 95c. yard		Sale Price, 80c.
Reg. \$1.10 yard		Sale Price, 94c.
Reg. \$1.25 yard		Sale Price, \$1.05
Reg. \$1.40 yard		Sale Price, \$1.17

SHEPHERDS' CHECKS.

In different sized Plaids.

Reg. 40c. yard		Sale Price, 35c.
Reg. 55c. yard		Sale Price, 47c.
Reg. 70c. yard		Sale Price, 60c.
Reg. \$1.00 yard		Sale Price, 85c.
Reg. \$1.10 yard		Sale Price, 94c.

WORSTEDS.

In Plain and Two-Toned effects, all colors.

Reg. 75c. yard		Sale Price, 61c.
Reg. 90c. yard		Sale Price, 77c.
Reg. \$1.00 yard		Sale Price, 85c.
Reg. \$1.25 yard		Sale Price, \$1.05
Reg. \$1.80 yard		Sale Price, \$1.55

LUSTRES.

In Shades of Navy, Brown and Green.

Reg. 40c. yard		Sale Price, 35c.
Reg. 55c. yard		Sale Price, 47c.
Reg. 60c. yard		Sale Price, 52c.
Reg. 75c. yard		Sale Price, 64c.
Reg. 90c. yard		Sale Price, 77c.
Reg. \$1.00 yard		Sale Price, 85c.

Dress Goods

9,000 Yards Fine Dress Goods

At Practically Cost Price.

"This is the grandest opportunity ever." Give this page your careful attention and be among the first to profit by this unusual opportunity.

THERE'S A SAVING IN MONEY
IN EVERY ITEM.

NAVY AND BLACK SERGES.

Coating, Estamenes and Chevots.

Reg. 40c. yard		Sale Price, 35c.
Reg. 55c. yard		Sale Price, 47c.
Reg. 65c. yard		Sale Price, 56c.
Reg. 75c. yard		Sale Price, 64c.
Reg. 85c. yard		Sale Price, 73c.
Reg. 95c. yard		Sale Price, 80c.
Reg. \$1.10 yard		Sale Price, 94c.
Reg. \$1.25 yard		Sale Price, \$1.05
Reg. \$1.50 yard		Sale Price, \$1.25
Reg. \$1.75 yard		Sale Price, \$1.50
Reg. \$1.95 yard		Sale Price, \$1.67
Reg. \$2.25 yard		Sale Price, \$1.90

POPLINS AND ARMURES.

In all the fashionable shades.

Reg. 55c. yard		Sale Price, 47c.
Reg. 70c. yard		Sale Price, 60c.

EOLIEENNE.

All colors.

Reg. \$1.10 yard		Sale Price, 94c.
Reg. \$1.30 yard		Sale Price, \$1.08

SILK CREPE DE CHINE.

All shades, 42 inches wide.

Reg. \$1.50 yard		Sale Price, \$1.25
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LAWRUNG SILK.

In all the popular colors, 45 inches wide.

Reg. \$1.20 yard		Sale Price, \$1.00
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Remarkable
Glove
Values.

An opportunity to anticipate your Glove needs for months ahead is given you during this sale. Every make of Glove is represented in our extensive stock. When in the store make a point of visiting this department. After seeing the goods and the prices marked on them you will admit at once that Glove buying at the ROYAL STORES is a money-saving proposition.

FINE KID GLOVES.

In Tan and Black.

Reg. 45c. pair		Sale Price, 40c.
Reg. 65c. pair		Sale Price, 56c.

LADIES' KID GLOVES.

Tan and Black, Beaver and Grey.

Reg. 80c. pair		Sale Price, 70c.
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LADIES' KID GLOVES.

Dent's Own Make, in Tan, Black, Beaver, Green, Grey, V Rose, etc.

Reg. \$1.10 pair		Sale Price, 97c.
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LADIES' KID GLOVES.

Reg. \$1.25 pair		Sale Price, \$1.10
Reg. \$1.50 pair		Sale Price, \$1.35

WOOL GLOVES.

Ringwood, Scotch Knit, etc., in White, Navy, Fancy and Black.

Reg. 20c. pair		Sale Price, 17c.
Reg. 25c. pair		Sale Price, 21c.
Reg. 30c. pair		Sale Price, 26c.
Reg. 45c. pair		Sale Price, 40c.
Reg. 55c. pair		Sale Price, 47c.

WOOL GAUNTLETS.

In White only.

Reg. 45c. pair		Sale Price, 40c.
Reg. 50c. pair		Sale Price, 44c.
Reg. 75c. pair		Sale Price, 64c.

LADIES' CASHMERE GLOVES.

Lined in Black, Tan, Beaver and Grey.

Reg. 20c. pair		Sale Price, 17c.
Reg. 25c. pair		Sale Price, 21c.
Reg. 30c. pair		Sale Price, 26c.
Reg. 40c. pair		Sale Price, 35c.
Reg. 60c. pair		Sale Price, 52c.

LINED KID GLOVES.

In Tan only.

Reg. 50c. pair		Sale Price, 90c.
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LINED KID GLOVES.

Tan and Black, Fur Lined.

Reg. 30c. pair		Sale Price, 70c.
Reg. \$1.10 pair		Sale Price, 97c.
Reg. \$1.25 pair		Sale Price, \$1.10
Reg. \$1.60 pair		Sale Price, \$1.44

LADIES' KID GAUNTLETS.

Lined.

Reg. \$3.00 pair		Sale Price, \$2.54
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LADIES' KID MITTS.

In Brown.

Reg. \$1.25 pair		Sale Price, \$1.05
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LADIES' DOESKIN GLOVES.

Reg. \$1.25 pair		Sale Price, \$1.10
Reg. \$1.60 pair		Sale Price, \$1.44



Rare Values in Footwear

During our Annual February
Sale.

Here is one of Most Important Money-
Saving Opportunities that Occurs
During this Sale.

Hundreds of people take advantage of this annual event, to buy Footwear for themselves and their families. They know by experience that the stock kept at the ROYAL STORES is most up-to-date and extensive; also that the values given during this sale cannot be excelled.

LADIES' BOOTS.

Dongola Laced and Buttoned, all sizes, various styles.

Reg. \$1.80 pair		Sale Price, \$1.65
Reg. \$2.10 pair		Sale Price, \$1.90
Reg. \$2.20 pair		Sale Price, \$1.98

Vici Kid, all sizes, various styles.

Reg. \$2.70 pair		Sale Price, \$2.47
Reg. \$2.90 pair		Sale Price, \$2.64
Reg. \$3.60 pair		Sale Price, \$3.30

Patent Leather, all sizes, Dull Kid Tops, various styles.

Reg. \$2.50 pair		Sale Price, \$2.23
Reg. \$2.90 pair		Sale Price, \$2.64
Reg. \$3.40 pair		Sale Price, \$3.04

LADIES' SHOES.

Dongola and Patent Leather.

3 straps—Reg. \$1.80 pair		Sale Price, \$1.65
4 straps—Reg. \$2.20 pair		Sale Price, \$1.98
5 straps—Reg. \$2.50 pair		Sale Price, \$2.23

LACED SHOES.

Dongola, Vici Kid, all sizes.

Reg. \$1.50 pair		Sale Price, \$1.35
Reg. \$1.80 pair		Sale Price, \$1.65
Reg. \$2.10 pair		Sale Price, \$1.95

CHILDREN'S BOOTS.

Dongola, Laced and Buttoned; Tan and Black.

Reg. 60c. pair		Sale Price, 51c.
Reg. 75c. pair		Sale Price, 66c.

CHILDREN'S HEAVY BOOTS.

Laced and Buttoned; Black only.

Size 5 to 8. Values to \$1.40 pair		Sale Price, \$1.17
Size 8½ to 11. Values to \$1.85 pair		Sale Price, \$1.52
Size 11½ to 2. Values to \$2.00 pair		Sale Price, \$1.78

MEN'S BOOTS.

Vici Kid, Bluchers; all sizes.

Reg. \$2.40 pair		Sale Price, \$1.95
Reg. \$2.90 pair		Sale Price, \$2.65
Reg. \$3.60 pair		Sale Price, \$3.30

Box Calf, all sizes and styles.

Reg. \$3.00 pair		Sale Price, \$2.55
Reg. \$3.20 pair		Sale Price, \$2.55
Reg. \$3.60 pair		Sale Price, \$3.30

Patent Leather and Tan.

Reg. \$4.20 pair		Sale Price, \$3.70
Reg. \$4.75 pair		Sale Price, \$4.30
Reg. \$5.00 pair		Sale Price, \$4.55

We Expect Some Lively Selling in the

HOSIERY DEPARTMENT.



The Hosiery Department is replete with all kinds of reliable Hosiery for Women and Children. We have no hesitation in urging you to come here during this great sale. The prices marked on all Hosiery Goods are the lowest in the history of this store.

WOMEN'S HOSE.

Black Cashmere, Plain and Ribbed, Sizes SW, W and OS.

Reg. 25c. pair		Sale Price, 21c.
Reg. 35c. pair		Sale Price, 30c.
Reg. 45c. pair		Sale Price, 40c.
Reg. 50c. pair		Sale Price, 44c.
Reg. 75c. pair		Sale Price, 64c.

WOMEN'S BLACK WORSTED HOSE.

Heavy Ribbed.

Reg. 30c. pair		Sale Price, 26c.
Reg. 40c. pair		Sale Price, 35c.
Reg. 65c. pair		Sale Price, 56c.

CASHMERE AND WORSTED.

Sizes from 000 to 7.

Prices range from		15c. to 50c. pair
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MEN'S HALF HOSE.

Fancy Heather Mixtures, Heavy Knit, Well Spliced Heels and Toes.

Reg. 35c. pair		Sale Price, 30c.
Reg. 55c. pair		Sale Price, 42c.
Reg. 70c. pair		Sale Price, 58c.

MEN'S CASHMERE HALF HOSE.

Plain and Ribbed.

Reg. 50c. pair		Sale Price, 26c.
Reg. 45c. pair		Sale Price, 40c.

Some Rare Values in Children's Gloves.

CHILDREN'S GLOVES.

Tan Kid, all sizes.

Reg. 50c. pair		Sale Price, 44c.
Reg. 60c. pair		Sale Price, 56c.

CHILDREN'S WOOL GLOVES.

In colors of White, Navy, Crimson, Brown, Green and Fancy.

Prices from		13c. to 80c.
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