

Our Greatest January



White Sale



Is Now At Its Height

A sale absolutely without peer or parallel from almost every standpoint—variety, beauty, richness of quality and lowness of price. To date it has been met with a tremendously enthusiastic response. Workmen are hammering and sawing in the building, salesmen are striving to give all the attention possible to customers, and customers are surging through the different departments gathering up the Bargains that are found in almost every nook and corner of the building.

This Season's Best and Most Desirable UNDERWEAR.

Ideal workmanship and every detail of style, fit and finish looked after. Read down the list and see what splendid values you can find.

Pink Silk Camisoles.

Reg. \$1.80 each. Sale Price \$1.25
Reg. \$1.80 each. Sale Price \$1.45
Reg. \$2.00 each. Sale Price \$1.50
Reg. \$2.25 each. Sale Price \$1.50
Reg. \$3.00 each. Sale Price \$2.50
Reg. \$4.00 each. Sale Price \$3.50

Pink Crepe de Chene

Envelope Chemise.

Reg. \$3.30 each. Sale Price \$2.44
Reg. \$3.45 each. Sale Price \$2.57
Reg. \$3.90 each. Sale Price \$2.80
Reg. \$4.65 each. Sale Price \$3.91
Reg. \$4.80 each. Sale Price \$4.03

Satin Princess

Petticoats.

Reg. \$17.00 each. Sale Price \$14.19

Pink Crepe de Chene

Nightdresses.

Reg. \$8.75 each. Sale Price \$7.33
Reg. \$9.25 each. Sale Price \$7.74
Reg. \$9.75 each. Sale Price \$8.23

Cambric Princess

Underskirts.

Reg. \$2.25 each. Sale Price \$1.99
Reg. \$2.50 each. Sale Price \$2.05
Reg. \$2.85 each. Sale Price \$2.35
Reg. \$3.00 each. Sale Price \$2.50
Reg. \$3.25 each. Sale Price \$2.65
Reg. \$3.75 each. Sale Price \$3.15

Fleece Lined

Corset Covers.

Reg. \$1.45 each. Sale Price \$1.16
Reg. \$1.55 each. Sale Price \$1.24

Misses'

Seersucker Knickers.

Reg. 50c. pair. Sale Price 40c.

Stanfield's Underwear

(Sizes 36 and 38.)
Reg. \$1.90 each. Sale Price \$1.72

(Sizes 40 and 42.)
Reg. \$2.25 each. Sale Price \$2.02

Jersey Ribbed Pants.

(Lace trimmed knee.)
Reg. 80c. pair. Sale Price 75c.

Reg. 90c. pair. Sale Price 85c.

Reg. 95c. pair. Sale Price 90c.

Reg. \$1.20 pair. Sale Price \$1.08

Fleece Undervests.

(High neck; short sleeves.)
Reg. 85c. each. Sale Price 75c.

Reg. 95c. each. Sale Price 85c.

Stanfield's

Combinations.

(Sizes 36 to 38.)
Reg. \$7.00 suit. Sale Price \$6.38

Reg. \$8.25 suit. Sale Price \$7.33

(Sizes 40 to 42.)
Reg. \$7.50 suit. Sale Price \$6.58

Reg. \$9.00 suit. Sale Price \$7.90

You mothers of little girls, should genuinely interest yourselves in our deigns during this Sale. The following is only a small portion of our offerings in Children's Wear:

CHILDREN'S

COTTON ROMPERS.

(Sizes 2 up to 7.)
Regular 55c. each. Sale Price 48c.
Regular 65c. each. Sale Price 58c.
Regular 1.00 each. Sale Price 80c.
Regular 1.25 each. Sale Price 1.00
Regular 1.50 each. Sale Price 1.25
Regular 2.25 each. Sale Price 1.50

CHILDREN'S COTTON

AND GINGHAM DRESSES.

Regular \$1.20 each. Sale Price 96c.
Regular \$1.45 each. Sale Price 1.16
Regular \$1.65 each. Sale Price 1.33
Regular \$1.80 each. Sale Price 1.45
Regular \$2.00 each. Sale Price 1.60
Regular \$2.25 each. Sale Price 1.80
Regular \$2.50 each. Sale Price 2.05
Regular \$3.00 each. Sale Price 2.50
Regular \$3.25 each. Sale Price 2.69
Regular \$3.50 each. Sale Price 2.74
Regular \$3.80 each. Sale Price 3.00
Regular \$5.50 each. Sale Price 4.50
Regular \$5.75 each. Sale Price 4.74
Regular \$6.50 each. Sale Price 5.47

INFANTS' COATS.

White Plush, Ripplette and Imitation Lamb's Wool.
Regular \$4.50 each. Sale Price 3.78
Regular \$6.50 each. Sale Price 5.47
Regular \$7.50 each. Sale Price 6.37
Regular \$10.50 each. Sale Price 8.75
Regular \$11.00 each. Sale Price 9.16
Regular \$11.25 each. Sale Price 9.36
Regular \$12.25 each. Sale Price 10.57

It is fully worth putting yourself out to come and make a selection

from the splendid stocks of Women's Wear we show. Never before have we made a deeper cut on such excellent wearables. No matter what you want in White Goods, you can do better at this Store. Come in and examine the qualities.

White Voile Blouses.

Reg. \$2.75 each. Sale Price \$2.30
Reg. \$3.60 each. Sale Price \$2.98
Reg. \$4.80 each. Sale Price \$4.03

White Crepe de Chene

Blouses.

Reg. \$9.00 each. Sale Price \$7.49
Reg. \$10.75 each. Sale Price \$9.00

Georgette Blouses.

Reg. \$13.25 each. Sale Price \$11.69

White Voile Dresses.

Reg. \$8.75 each. Sale Price \$7.33
Reg. \$10.25 each. Sale Price \$8.63
Reg. \$10.75 each. Sale Price \$9.00
Reg. \$12.75 each. Sale Price \$10.63
Reg. \$13.75 each. Sale Price \$11.64

Muslin Dresses.

Reg. \$21.00 each. Sale Price \$17.48

Linen Dresses.

Reg. \$9.00 each. Sale Price \$7.49

Nurses'

White Jean Dresses.

Reg. \$8.50 each. Sale Price \$5.47

White Skirts.

(Linen.)
Reg. \$2.40 each. Sale Price \$1.95
Reg. \$2.00 each. Sale Price \$1.50
Reg. \$4.25 each. Sale Price \$3.59

(Gaberdena.)

Reg. \$3.60 each. Sale Price \$2.99
Reg. \$7.85 each. Sale Price \$6.62
Reg. \$9.00 each. Sale Price \$7.49

(Muslin.)

Reg. \$6.75 each. Sale Price \$5.62
Reg. \$9.00 each. Sale Price \$7.49

(White Striped Eolienne.)
Reg. \$10.80 each. Sale Price \$9.05

(Champagne Eolienne.)
Reg. \$11.50 each. Sale Price \$9.53

Linen Collars.

Extra values in plain and fancy embroidery trimmed; sizes 12½ to 14½.
Reg. 20c. each. Sale Price 16c.

Nurses' Linen Collars.

Sister Connie, Gladys, Ambulance, Bath Uniform and extra deep Bath Uniform; all sizes.
Reg. 20c. each. Sale Price 16c.

(Sister Dolly.)
Reg. 15c. each. Sale Price 12c.



Silks and Satins.

For making smart Blouses, Skirts, Dresses, and Underwear for old and young. Women will want to make their own wearables, when they see these lines.

Economy Prices on every piece.

WHITE TAFFETA—36 inches wide.
Regular \$4.00 yard. Sale Price \$3.40
WHITE and CREAM JAP—36 inches wide.
Regular \$2.75 yard. Sale Price \$2.40
Regular \$2.80 yard. Sale Price \$2.45
Regular \$3.25 yard. Sale Price \$2.65
TAMORA—36 inches wide.
Regular \$2.50 yard. Sale Price \$2.17
Regular \$3.00 yard. Sale Price \$2.55
SATIN—22 inches wide.
Regular \$1.85 yard. Sale Price \$1.50
Regular \$2.25 yard. Sale Price \$1.85
Regular \$3.00 yard. Sale Price \$2.50
BENGALINE.
Regular \$2.45 yard. Sale Price \$2.00
Regular \$3.75 yard. Sale Price \$3.00
WHITE CHINA SILK—22 inches wide.
Regular 50c. yard. Sale Price 40c.

Every offering we make is as genuine and straightforward as if it was an affidavit from a court of justice.

Infants'

Winceyette Petticoats.

Regular \$1.60 each. Sale Price \$1.38
Regular \$1.75 each. Sale Price \$1.40

INFANTS' FROCK BODIES.

Regular 50c. each. Sale Price 40c.
Regular 60c. each. Sale Price 48c.
Regular 75c. each. Sale Price 60c.
Regular 80c. each. Sale Price 64c.
Regular \$1.00 each. Sale Price 80c.
Regular \$1.65 each. Sale Price \$1.33

INFANTS' FLANNEL BANDS

Regular 65c. each. Sale Price 59c.
Regular \$1.20 each. Sale Price \$1.08

Women's

White Muslin Collars.

Turn over, round, roll, coat and collar shapes; beautifully embroidered and edged with various edgings.
Regular 17c. each. Sale Price 14c.
Regular 20c. each. Sale Price 16c.
Regular 40c. each. Sale Price 34c.
Regular 45c. each. Sale Price 38c.
Regular 60c. each. Sale Price 50c.
Regular 65c. each. Sale Price 55c.
Regular 80c. each. Sale Price 67c.
Regular 85c. each. Sale Price 72c.
Regular 90c. each. Sale Price 76c.
Regular \$1.35 each. Sale Price \$1.13
Regular \$1.45 each. Sale Price \$1.20

White Georgette Collars.

In Sailor and round, daintily trimmed with fine lace and insertion.
Regular 50c. each. Sale Price 42c.
Regular 60c. each. Sale Price 47c.
Regular 95c. each. Sale Price 72c.
Regular \$1.60 each. Sale Price \$1.33
Regular \$1.75 each. Sale Price \$1.45
Regular \$2.65 each. Sale Price \$2.18

Infants' Robes.

Regular \$2.25 each. Sale Price \$1.90
Regular \$2.75 each. Sale Price \$2.30
Regular \$3.50 each. Sale Price \$2.90
Regular \$4.25 each. Sale Price \$3.59
Regular \$4.75 each. Sale Price \$3.93
Regular \$5.50 each. Sale Price \$4.59
Regular \$7.00 each. Sale Price \$5.75
Regular \$8.00 each. Sale Price \$6.75
Regular \$9.50 each. Sale Price \$7.98
Regular \$10.00 each. Sale Price \$8.38

Maids' Aprons.

(With Bibs.)
Regular 75c. each. Sale Price 60c.
Regular 80c. each. Sale Price 64c.
Regular 95c. each. Sale Price 72c.
Regular 95c. each. Sale Price 76c.
Regular \$1.00 each. Sale Price 80c.
Regular \$1.10 each. Sale Price 88c.
Regular \$1.20 each. Sale Price 96c.
Regular \$1.25 each. Sale Price \$1.00
Regular \$1.35 each. Sale Price \$1.08



R.U.Wise

Our windows to-day speak more eloquently of the magnificence of our Whitewash and Household White Goods than several pages of typetalk could.

Get a Glimpse of Their Clever Effectiveness. then you'll want a closer acquaintance with the goods than a look thro' glass can give you.

Aside from their general excellence there are little points and big points of superiority in our goods that will repay you for a close inspection.

If you buy of us during this Sale you'll be so pleased with your purchase that you'll buy here always.

MAIDS'

WHITE MUSLIN CAPS.

Regular 30c. each. Sale Price 24c.
Regular 45c. each. Sale Price 38c.
Regular 45c. each. Sale Price 38c.

WIDOWS' CAPS.

Regular 30c. each. Sale Price 24c.
Regular 45c. each. Sale Price 38c.
Regular 60c. each. Sale Price 48c.
Regular 80c. each. Sale Price 64c.

Tea Aprons.

(White Muslin, with Bibs.)
Regular 80c. each. Sale Price 64c.
Regular \$1.10 each. Sale Price 88c.

White Linen Aprons.

(With Bibs.)
Regular \$1.50 each. Sale Price \$1.20
Regular \$1.85 each. Sale Price \$1.49

White Pique.

Regular 80c. yard. Sale Price 64c.

Bishops Lawn.

32 inches wide. Reg. 55c. yd. Sale Price 47c.
32 inches wide. Reg. 60c. yd. Sale Price 53c.
32 inches wide. Reg. 65c. yd. Sale Price 56c.

Fancy Voiles and Muslins.

Regular 45c. yard. Sale Price 39c.
Regular 60c. yard. Sale Price 52c.
Regular 80c. yard. Sale Price 72c.
Regular \$1.20 yard. Sale Price 96c.
Regular \$1.30 yard. Sale Price \$1.13

Victoria Lawn.

36 inches wide. Reg. 50c. yd. Sale Price 44c.
30 inches wide. Reg. 50c. yd. Sale Price 44c.
30 inches wide. Reg. 55c. yd. Sale Price 47c.

Nainsook.

36 inches wide. Reg. 47c. yd. Sale Price 42c.

Dotted Swiss Muslin.

25 inches wide. Reg. 60c. yd. Sale Price 52c.
27 inches wide. Reg. 70c. yd. Sale Price 60c.

Infants' Cambric Shirts.

(Embroidered and Lace trimmed.)
Regular 25c. each. Sale Price 20c.
Regular 30c. each. Sale Price 24c.

Infants' Flannel Barras.

Regular \$8.00 each. Sale Price \$6.50
Regular \$3.40 each. Sale Price \$2.80

Infants' Flannelette Barras.

Regular \$1.00 each. Sale Price 80c.
Regular \$1.20 each. Sale Price 96c.
Regular \$1.25 each. Sale Price \$1.00
Regular \$2.25 each. Sale Price \$1.80

Infants' Flannelette Petticoats.

Regular \$1.25 each. Sale Price \$1.00
Regular \$1.30 each. Sale Price \$1.04

INFANTS' WHITE

RIPPLETTE PELLISSES.

Regular \$6.50 each. Sale Price \$5.47
Regular \$9.00 each. Sale Price \$7.49

VARIETY, DAINTESS and ECONOMY are the three things that make our stock of

Children's Dresses

most noticeable. Read carefully, then come and see the goods and you will quickly realize how easy it is to save money at this store.

CHILDREN'S MUSLIN DRESSES.

(Size 4.)
Regular \$1.80 each. Sale Price \$1.45
Regular \$2.25 each. Sale Price \$1.80
Regular \$2.50 each. Sale Price \$2.05
Regular \$2.75 each. Sale Price \$2.30
Regular \$3.00 each. Sale Price \$2.50
Regular \$3.65 each. Sale Price \$3.05
Regular \$5.50 each. Sale Price \$4.50

(Size 6.)
Regular \$1.85 each. Sale Price \$1.49
Regular \$2.25 each. Sale Price \$1.80
Regular \$2.50 each. Sale Price \$2.05
Regular \$3.25 each. Sale Price \$2.79
Regular \$3.65 each. Sale Price \$3.05

CHILDREN'S FLETTE NIGHTGOWNS.

Regular \$1.65 each. Sale Price \$1.33
Regular \$2.10 each. Sale Price \$1.68

CHILDREN'S FLETTE SLEEPERS.

Regular \$1.50 each. Sale Price \$1.20
Regular \$1.70 each. Sale Price \$1.35
Regular \$2.00 each. Sale Price \$1.60



Absolutely the most serviceable qualities at the lowest possible prices.

This important event should prove most welcome to all thrifty shoppers, for it provides, not only white goods for future needs, but merchandise that you can immediately use.

WOOL BLANKETS.

Size 50 x 70 inches. Reg. \$10.00 pair. Sale Price \$8.00
Size 54 x 70 inches. Reg. \$12.50 pair. Sale Price \$10.25
Size 60 x 78 inches. Reg. \$15.00 pair. Sale Price \$12.50
Size 66 x 84 inches. Reg. \$17.50 pair. Sale Price \$14.50
Size 70 x 80 inches. Reg. \$20.00 pair. Sale Price \$16.00
Size 70 x 80 inches. Reg. \$25.00 pair. Sale Price \$20.00

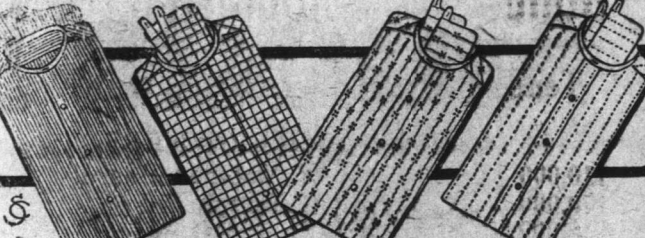
COTTON BLANKETS.

Size 46 x 74 inches. Reg. \$3.15 pair. Sale Price \$2.55
Size 50 x 74 inches. Reg. \$3.55 pair. Sale Price \$2.90
Size 54 x 74 inches. Reg. \$3.75 pair. Sale Price \$3.00
Size 60 x 78 inches. Reg. \$4.35 pair. Sale Price \$3.52
Size 60 x 78 inches. Reg. \$4.40 pair. Sale Price \$3.60
Size 60 x 76 inches. Reg. \$4.70 pair. Sale Price \$3.80

WHITE SHEETING.

(Twilled.)
70 inches wide. Reg. \$1.20 yard. Sale Price \$1.05
68 inches wide. Reg. \$1.25 yard. Sale Price \$1.10
78 inches wide. Reg. \$1.40 yard. Sale Price \$1.20
72 inches wide. Reg. \$1.55 yard. Sale Price \$1.35
82 inches wide. Reg. \$1.65 yard. Sale Price \$1.40
80 inches wide. Reg. \$1.75 yard. Sale Price \$1.50
90 inches wide. Reg. \$2.00 yard. Sale Price \$1.75
(Plain.)
72 inches wide. Reg. \$1.55 yard. Sale Price \$1.35
80 inches wide. Reg. \$1.80 yard. Sale Price \$1.55

The Royal Stores Ltd.



Choose your Shirts and Underwear here and be sure of getting the best qualities and the newest materials, at a great saving in price.

MEN'S NEGLIGEE SHIRTS.

(Stiff cuff.)
Regular \$1.60 each. Sale Price \$1.45
Regular \$2.25 each. Sale Price \$1.95
Regular \$2.50 each. Sale Price \$2.20
Regular \$2.75 each. Sale Price \$2.45

(Soft cuff.)
Regular \$2.00 each. Sale Price \$1.80
Regular \$2.50 each. Sale Price \$2.20
Regular \$2.75 each. Sale Price \$2.45
Regular \$3.00 each. Sale Price \$2.70
Regular \$3.25 each. Sale Price \$2.91
Regular \$3.50 each. Sale Price \$3.15
Regular \$3.75 each. Sale Price \$3.31

(Sleeve front and cuff.)
Regular \$3.50 each. Sale Price \$3.25
Regular \$4.25 each. Sale Price \$3.51

MEN'S COMBINATION

UNDERWEAR.

Reg. \$4.50 suit. Sale Price \$3.75
Reg. \$5.00 suit. Sale Price \$4.20