



## CORSETS New Styles for Spring, at February Sale Prices.

The steady and remarkable increase of business in this department is proof that we are giving perfect satisfaction in quality and value. Included in this Sale are many of our new Spring styles, and as February is our Annual Sale Month, the new as well as regular have to be governed by annual sale prices. We know of no other firm in this city which gives genuine reductions of real selling prices on brand new merchandise. Note the prices; almost a full range of sizes in each line.

|                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|
| Reg. 45c. pair.   | Reg. 50c. pair.   | Reg. 60c. pair.   | Reg. 75c. pair.   |
| for 39c.          | for 43c.          | for 52c.          | for 67c.          |
| Reg. \$1.00 pair. | Reg. \$1.30 pair. | Reg. \$1.40 pair. | Reg. \$1.75 pair. |
| for 87c.          | for \$1.13        | for \$1.20        | for \$1.48        |
| Reg. \$2.00 pair. | Reg. \$2.75 pair. | Reg. \$3.50 pair. | Reg. \$3.80 pair. |
| for \$1.74        | for \$2.45        | for \$2.65        | for \$2.95        |

## SPECIAL VALUES in SILKS.

The Silk Department will place on sale during February at special cut prices the following lines:—  
700 yards of Colored and Black China Silks. Reg. 45c. for 38c. yard  
800 yards of British Tarnaline Silks and Satins, Colored and Black. Reg. 50c. for 42c. yard  
800 yards of China Silks, Colored and Black. Reg. 65c. for 55c. yard  
300 yards of Glacé Silk, Colored and Black. Reg. 75c. for 65c. yard  
500 yards of French Merve, Taffeta and Moire Silks, Colored and Black. Reg. 90c. for 78c. yard  
170 yards of Chiffon Taffeta Silk, double width, Colored and Black. Reg. \$1.50 for \$1.25 yard  
800 yards of Black Merve Silks. Reg. 50c. 75c. \$1.00 \$1.20 \$1.50 \$1.75  
Sale Price 42c. 65c. 85c. 98c. \$1.25 \$1.48  
500 yards of Black Peau-de-Sole Silks. Reg. 80c. \$1.10 \$1.25 \$1.50 \$1.80  
Sale Price 68c. 95c. \$1.00 \$1.25 \$1.48

## Ribbons are also Reduced.

Every single line of Ribbon in this store is specially reduced for this Sale, thus making it an easy matter to select a shade or width suitable to one's own taste and requirements.

### THESE ARE EXTRA SPECIALS.

French Merve Silk Ribbon, about 6 inches wide, in colors of Pale Blue, Turquoise, Pink, Browns, White, Black, Crimson, Cardinal and Greens. Reg. 30c. Sale Price, 29c. yard  
Taffeta Silk Ribbon, full 6 inches wide, in colors of Turquoise, Grey, Pale Blue, Pink, Browns, Champagne, White, Black, Crimson, Cardinal and Greens. Reg. 30c. Sale Price, 25c. yard  
Taffeta Silk Ribbon, about 4 inches wide, in colors of Crimson, Black, Brown, Greens Grey, Cardinal and Pink. Reg. 20c. Sale Price, 16c. yard

## Linoleums and Canvas.

You cannot expect such opportunities to save every day, and the importance of buying all the floor covering you expect to have need of in Spring is apparent.

### INLAID LINOLEUM.

We are showing the best and most complete range of inlaid linoleums in town, comprising all the best makes in all the latest styles of Oak, Plank, Royal Parquet, Tile and Floral effect; everything, in fact, of the best.

|                           |             |                 |
|---------------------------|-------------|-----------------|
| 2 yard wide Linoleum.     | Reg. \$2.50 | for \$2.25 yard |
| 2 yard wide Linoleum.     | Reg. \$2.20 | for \$1.98 yard |
| 2 yard wide Linoleum.     | Reg. \$1.75 | for \$1.62 yard |
| 2 yard wide Linoleum.     | Reg. \$1.10 | for 95c. yard   |
| 2 yard wide Linoleum.     | Reg. \$1.00 | for 85c. yard   |
| 2 yard wide Floor Canvas. | Reg. 75c.   | for 68c. yard   |
| 2 yard wide Floor Canvas. | Reg. 65c.   | for 60c. yard   |
| 2 yard wide Floor Canvas. | Reg. 45c.   | for 43c. yard   |

Other lines reduced of which a detailed description will appear later include

STAIR OIL CLOTH, DOOR MATS, RUGS, CARPETS, MATTINGS, ETC.

## White Honeycomb Quilts.

|                            |             |                         |
|----------------------------|-------------|-------------------------|
| 12 only, 2 1/2 yards long. | Reg. \$1.00 | Sale Price, 80c. each   |
| 24 only, 2 1/2 yards long. | Reg. \$1.35 | Sale Price, \$1.10 each |
| 12 only, 2 1/2 yards long. | Reg. \$2.00 | Sale Price, \$1.65 each |
| 12 only, 2 1/2 yards long. | Reg. \$2.25 | Sale Price, \$1.80 each |
| 6 only, 3 yards long.      | Reg. \$2.50 | Sale Price, \$2.00 each |

## White Marcella Quilts.

|                            |             |                         |
|----------------------------|-------------|-------------------------|
| 15 only, 2 1/2 yards long. | Reg. \$1.55 | Sale Price, \$1.25 each |
| 10 only, 2 1/2 yards long. | Reg. \$2.10 | Sale Price, \$1.70 each |
| 20 only, 2 1/2 yards long. | Reg. \$2.50 | Sale Price, \$2.15 each |
| 16 only, 3 yards long.     | Reg. \$3.00 | Sale Price, \$2.50 each |
| 8 only, 3 yards long.      | Reg. \$3.50 | Sale Price, \$3.05 each |
| 6 only, 2 yards long.      | Reg. \$4.50 | Sale Price, \$3.90 each |
| 6 only, 3 yards long.      | Reg. \$5.00 | Sale Price, \$4.15 each |

## "What Every Woman Knows."

THE BEST BARGAINS ARE ALWAYS TO BE FOUND AT THE ROYAL STORES. THERE'S NO Surer WAY OF SAVING THAN by buying EVERYTHING you need at the People's Store.

GREAT VALUES! GREAT CROWDS! GREAT BUSINESS!

That's the every day history at the "Royal." VALUES bring the crowds, the CROWDS bring the business, BECAUSE they buy freely—with CONFIDENCE.

The SATISFACTION which attends every purchase, the complete ASSORTMENTS, the TRUSTWORTHINESS of the merchandise, the CORRECTNESS of the styles, the efficient SERVICE and the always LOWEST PRICES, all combine to make this great Store the logical supply centre for everybody—the Store where you interests are SAFE-GUARDED.

## OUR 15th ANNUAL FEBY. SALE

grows more interesting and more full of activity daily. All over the store you'll find the most wonderful saving opportunities ever presented.

The items listed in these daily page advertisements are only a small part of the strongest and most sensational bargains we have ever offered. No fictitious inflated values, no misleading discounts. But real Reductions on our own former selling prices. Remember every single item in this store is reduced during our Annual February Sale, it's up to you to get your share of the bargains.



## SPECIAL CUT PRICES WILL BE GIVEN OF ALL FURNITURE DURING THE MONTH OF FEBRUARY.

If you need furniture, mattresses, beds, etc., now is the time to buy them. You will save considerable by purchasing any of the above during this month.

We are constantly furnishing most beautiful homes. Let us furnish yours this month, for it means to you a big saving of former selling prices. You and your friends are welcome, whether you come to purchase or not.

## 2-PIECE BEDROOM SUITES

|   |             |
|---|-------------|
| Reg. \$80.00 Mahogany Finish, Oval Mirror | for \$65.87 |
| " 75.00 Mahogany Finish, Oval Mirror      | " 62.00     |
| " 72.00 Quartered Oak, Oval Mirror        | " 60.06     |
| " 62.40 Quartered Oak, Square Mirror      | " 52.00     |
| " 34.50 Ash, Square Mirror                | " 28.43     |
| " 28.50 Golden Oak, Square Mirror         | " 22.81     |
| " 18.75 Birch, Square Mirror              | " 17.50     |
| " 14.45 Birch, Square Mirror              | " 12.03     |

## SIDEBOARDS

|                                     |             |
|-------------------------------------|-------------|
| Reg. \$35.00 Surface Oak, 3 Mirrors | for \$28.58 |
| " 31.20 Surface Oak, Plate Mirror   | " 26.00     |
| " 19.40 Golden Oak, Plate Mirror    | " 15.16     |
| " 15.00 Golden Oak, Mirror          | " 12.75     |
| " 7.50 Best Walnut Finish           | " 5.60      |

## 5-PIECE PARLOR SUITES

|   |             |
|---|-------------|
| Reg. \$32.00 Walnut Frame and Velour Covering | for \$26.75 |
| " 45.00 Mahogany Frame and Velour Covering    | 37.50       |
| " 68.50 Mah'gany Frame and Brocaded Covering  | 53.75       |
| " 68.50 Mahogany Frame and Wilton Covering    | 56.05       |
| " 72.00 Birch Frame and Silk Covering         | 59.38       |
| " 90.00 Birch Frame and Wilton Covering       | 71.25       |



## DAINTY WHITE APRONS.

Whether she is wedded to work or to leisure, every woman loves a pretty apron.

We've just opened for this Sale an immense consignment of both English and American Aprons, handsomely embroidered ones, Nurse Nora's, and plain sturdy ones that are built for hard usage. All these in an immensity of variety that makes selection just a matter of individual taste; and at our February Sale prices there'll be lots of big selling.

|                  |                      |
|------------------|----------------------|
| 18c. values 14c. | 45c. values 39c.     |
| 20c. values 16c. | 65c. values 57c.     |
| 25c. values 20c. | 90c. values 78c.     |
| 30c. values 25c. | \$1.25 values \$1.08 |
| 35c. values 29c. | \$1.50 values \$1.28 |



## MAIL ORDERS PROMPTLY FILLED.

## Electric Light Bulbs,

5, 8, 16 and 32 Candle Power

Reg. 25c. Value, for 19c. each.

## Sale of Enamelware.

It is indeed interesting to note the reductions on these lines of kitchen utensils, when it is considered that they are in many cases sold at such close profits, that the fact of reducing them even a little, brings them down to cost.



|  |  |
|--|--|
| White Enamel Mixing Pans.                    | 15 inch 16 1/2 inch 18 inch              |
| Reg. 55c. 65c. 75c.                          | for 45c. 52c. 60c. each                  |
| White Enamel Toilet Cans                     | 4 pint size. Reg. \$1.25 for \$1.10 each |
| 6 pint size. Reg. \$1.70                     | for \$1.45 each                          |
| White Enamel Pudding Bowls.                  | 5 1/2 inch 6 1/2 inch 7 1/2 inch         |
| Reg. 12c. 14c. 17c.                          | for 10c. 12c. 15c. ea.                   |
| Grey Enamel Double Saucepans                 | Reg. 80c. for 72c. each                  |
| Reg. \$1.05                                  | for 95c. each                            |
| Grey Enamel Saucepans, with Steamer.         | Reg. 95c. for 81c. each                  |
| Reg. \$1.20                                  | for \$1.05 each                          |
| White Enamel Fry Pans                        | 8 1/2 in. 9 1/2 in. 10 1/2 in. 11 in.    |
| Reg. 20c. 25c. 35c. 40c.                     | for 17c. 19c. 25c. 37c.                  |
| Brown Enamel Coffee Pots                     | Reg. 55c. for 48c.                       |
| Reg. 70c.                                    | for 63c.                                 |
| White Enamel Coffee Pots                     | Reg. 55c. for 48c.                       |
| Reg. 70c.                                    | for 63c.                                 |
| Enamel Butter Coolers                        | Reg. 55c. for 48c. ea.                   |
| Enamel Fish Skimmers                         | Reg. 25c. for 20c. ea.                   |
| Enamel Fish Slicers                          | Reg. 20c. for 16c. ea.                   |
| White Enamel Pie Dishes                      | Reg. 40c. 30c. 20c. 15c. 10c.            |
| for 34c. 24c. 17c. 13c. 12c.                 |  |
| White Enamel Skimmers                        | Reg. 9c. 10c. 11c.                       |
| for 7c. 8c. 9c.                              |  |
| White Enamel Basins (blue rim)               | Reg. 15c. 19c. 20c. 23c. 25c. 30c.       |
| for 12c. 15c. 17c. 19c. 21c. 25c.            |  |
| White Enamel Stew Pans and Covers            | Reg. 16c. 20c. 25c. 30c. 35c. 40c.       |
| for 14c. 17c. 22c. 26c. 30c. 35c.            |  |
| White Enamel Stocks Pots and Covers          | 8 inch 8 1/2 inch 9 inch                 |
| Reg. 45c. 55c. 65c.                          | for 40c. 47c. 55c.                       |
| Brown Enamel Kettles                         | Reg. 65c. for 57c.                       |
| Reg. 75c.                                    | for 65c.                                 |
| Grey Enamel Kettles                          | Reg. 75c. for 60c. ea.                   |
| White and Blue Enamel Jugs                   | 3 pints. Reg. 25c. for 22c.              |
| White Enamel Ladles                          | Reg. 25c. for 21c.                       |
| White Enamel Toilet Pails with Wicker Handle | Reg. \$1.55 for \$1.37 ea.               |
| Grey Enamel Mixing Pans                      | 14 quart. Reg. 65c. for 56c. ea.         |
| White Enamel Mixing Pans                     | 10 quart. Reg. 55c. for 46c. ea.         |
| White Enamel Pie Plates                      | 8 inch 9 inch 10 inch                    |
| Reg. 11c. 12c. 15c.                          | for 9c. 10c. 12c. ea.                    |

## OIL STOVES.

Beatrice Double Wick.

Reg. \$2.10 for \$1.85 each.

Woden Double Wick.

Regular \$1.90. for \$1.45 each.