



It's a
Great Time
To Save.

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.

THE SALE OF COATS Goes on with Unabated Interest

BLACK CARACULE COATS.
Reg. \$25.00 ea. for \$20.00
Reg. \$29.50 ea. for \$23.60

CHILDREN'S AND MISS' 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. \$2.80 each for \$2.04
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

FUR LINED COATS.
Made from Tweeds and Cloths, in the very newest styles, and lined with Irmine 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. \$55.00 ea. for \$44.00

LADIES' TWEED COATS.
Reg. \$10.50 ea. for \$8.40
Reg. \$12.50 ea. for \$10.00
Reg. \$15.50 ea. for \$12.40
Reg. \$17.75 ea. for \$14.20

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.

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 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 "EXCELSA" HANDKERCHIEFS.
Finished with hemstitched borders, assorted wide and narrow hems; these Handkerchiefs give great wear and satisfaction, being of a soft silky nature and highly mercerized.
Initialed
Reg. 15c. each. Sale Price .12c.
Reg. 22c. each. Sale Price .19c.
Plain
Reg. 25c. each. Sale Price .21c.

GENTS' LINEN COLLARS.
In all the newest styles and shapes, ranging from 1 1/2 to two inches wide; made of pure White Linen in all sizes.
Reg. 20c. each. Sale Price .17c.

MEN'S COTTON HANDKERCHIEFS.
Assorted sizes and qualities.
Regular 6c. each. Sale Price .5c.
Regular 7c. each. Sale Price .6c.
Regular 8c. each. Sale Price .7c.
Regular 9c. each. Sale Price .8c.

MEN'S HANDKERCHIEF SHAPED MUFFLERS.
In fancy broadened silks; large sizes in assorted shades and patterns; neatly hemmed edges; good wearing qualities.
Regular 45c. each. Sale Price .39c.
Regular 80c. each. Sale Price .70c.
Regular 95c. each. Sale Price .85c.
Regular 100c. each. Sale Price .90c.
Regular 125c. each. Sale Price .1.14
Regular 150c. each. Sale Price .1.35

PURE SILK HANDKERCHIEFS.
They occupy very little space in the pocket for this reason they are more appreciated than the ordinary kind; They come initialed and plain in assorted sizes.
Reg. 45c. each. Sale Price .39c.
Reg. 60c. each. Sale Price .54c.
Reg. 65c. each. Sale Price .57c.
Reg. 75c. each. Sale Price .65c.

MEN'S SOFT COLLARS.
"Outdoor life" Collars in plain White and Fancy stripes; comfortable, good fitting styles; we cannot guarantee all sizes in this lot.
Reg. 20c. each. Sale Price .17c.

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, turned, 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 35.06
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 .85.96
Regular \$14.50 each. Sale Price .111.55
Regular \$18.00 each. Sale Price .151.12
Regular \$26.75 each. Sale Price .232.16
Regular \$37.00 each. Sale Price .330.77

BRASS BEDSTEADS.
Made in extra heavy style; various designs and finished bright and dull.
Regular \$31.00 each. Sale Price .255.77
Regular \$43.00 each. Sale Price .371.12
Regular \$55.00 each. Sale Price .484.87
Regular \$59.00 each. Sale Price .514.46

RATTAN CHAIRS AND ROCKERS.
Natural, Varioral, Fumed, Golden Oak and Sea and Green finishes; upholstered in French Cretonnes, Tapestries and Imitation Leathers.
Regular \$9.75 each. Sale Price .87.52
Regular \$12.00 each. Sale Price .110.00
Regular \$18.00 each. Sale Price .151.50
Regular \$21.75 each. Sale Price .187.00



Dress Fabrics

GREAT BARGAINS!

Careful consideration of the following prices can hardly fail to convince shoppers of the nature of the reductions prevailing throughout this store, and the great savings that can be realized by purchasing now.

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 Price .60c.
Reg. 95c. Sale Price .82c.
Reg. \$1.10. Sale Price .94c.
Reg. \$1.20. Sale Price .1.00
Reg. \$1.35. Sale Price .1.05
Reg. \$1.40. Sale Price .1.15
Reg. \$1.50. Sale Price .1.25
Reg. \$1.65. 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 .1.90
Reg. \$2.30. Sale Price .2.05
Reg. \$2.40. Sale Price .2.20

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 Price .52c.
Reg. \$1.10 yd. Sale Price .94c.

BLACK MELTON CLOTHS.
Reg. 60c. yd. Sale Price .52c.
Reg. 70c. yd. Sale Price .60c.
Reg. 85c. yd. Sale Price .73c.
Reg. 95c. yd. Sale Price .82c.
Reg. \$1.00 yd. Sale Price .85c.
Reg. \$1.10 yd. Sale Price .94c.

SAXE SERGE.
Reg. \$1.80 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. \$1.25 yd. Sale Price .1.10
Reg. \$2.50 yd. Sale Price .2.14

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 Price .52c.
Reg. \$1.10 yd. Sale Price .94c.

BLACK MELTON CLOTHS.
Reg. 60c. yd. Sale Price .52c.
Reg. 70c. yd. Sale Price .60c.
Reg. 85c. yd. Sale Price .73c.
Reg. 95c. yd. Sale Price .82c.
Reg. \$1.00 yd. Sale Price .85c.
Reg. \$1.10 yd. Sale Price .94c.

SAXE SERGE.
Reg. \$1.80 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. \$1.25 yd. Sale Price .1.10
Reg. \$2.50 yd. Sale Price .2.14

HOSIERY!

In view of the rapidly advancing prices of Hosiery of all kinds, we are offering you during this Sale an opportunity which will not come your way again for some time. The Sale Prices have been fixed with the idea of making them so attractive that you cannot fail to recognize the wisdom of anticipating your needs for many months to come.

CHILDREN'S AND MISS' WORSTED HOSE.
SIZES 0 up to 8.
Reg. 30c. pr. S. Price 26c.
Reg. 35c. pr. S. Price 30c.
Reg. 40c. pr. S. Price 35c.
Reg. 45c. pr. S. Price 40c.
Reg. 50c. pr. S. Price 44c.
Reg. 60c. pr. S. Price 52c.
Reg. 75c. pr. S. Price 64c.
Reg. 90c. pr. S. Price 70c.

WOMEN'S CASHMERE HOSE, RIBBED AND PLAIN.
Reg. 25c. pr. S. Price 21c.
Reg. 30c. pr. S. Price 26c.
Reg. 35c. pr. S. Price 30c.
Reg. 40c. pr. S. Price 34c.
Reg. 45c. pr. S. Price 38c.
Reg. 50c. pr. S. Price 42c.
Reg. 60c. pr. S. Price 50c.
Reg. 70c. pr. S. Price 58c.
Reg. 80c. pr. S. Price 66c.
Reg. 90c. pr. S. Price 74c.
Reg. \$1.00 pr. S. Price 82c.

Notions

SEWING COTTON.

J. W. R. Cotton. Just what's required for machine or hand sewing; six cord superior quality Cotton in Black and White; all sizes. Reg. 5c. reel. 4c. Sale Price 3c.

WHITE AGATE BUTTONS.

On Cards containing 12 dozen; medium size, 4 hole style. Regular 8 cents card. Sale Price 6c.

MENDING WOOL.

English spun, all wool mending in Black, White, Tan, Grey, Shellard, Navy, Red, etc. Reg. 3c. card. Sale Price, 3 cards for 5c.

TOILET PINS.

Electro-plated pins; all large sizes; solid heads and needle points. Reg. 3c. sheet. Sale Price, 6 sheets for 11c.

SAFETY PINS.

The "Princess" Safety Pin in books containing 2 dozen nickel plated steel safety pins; small, medium and large sizes. Regular 6 cents book. Sale Price 5c.

JOB NEEDLES.

Gold-ored needles in packages containing twenty-five; sizes 1 to 4, 3 to 7 and 5 to 8. Reg. 5 cent packets. Sale Price, 5 pkts. for 10c.

BOXES OF STATIONERY.

Containing twenty-four Em-press shaped envelopes twenty-four sheets of plain letter size, guide lines and blotter, super quality linen finished, paper that you will have no trouble to write on. Regular 45c. box. Sale Price 39c.

BOXES OF STATIONERY.

Containing 18 sheets of fine quality ruled paper, in letter size and 18 well gummed envelopes conveniently banded and boxed; exceptional value at this low price. Special per box 18c.

BEL BON THEATRICAL COLD CREAM.

In four ounce China jars with screw covers; splendid value, easily worth 50c. Special Sale Price 19c.

SAPONE CARRARA SOAP.

This soap is absolutely pure and free from any injurious substances. Comes in large square tablets, covered with a medium size Turkish face cloth. Special Sale Price 10c.

VISCOL.

For waterproofing, softening and preserving Boots, Harnesses and all kinds of leathers. In screw top cans containing a half pint. Reg. 30c. each. Sale Price 27c.

VASELINE CAMPHOR ICE.

An exquisite toilet article of superior quality for chapped hands and lips, rough skin, etc., prepared from fine "Vaseline." Special Sale Price, per tin 11c.

NAVY WHIPCORD.

Reg. 85c. yd. Sale Price .73c.

NAVY DIAGONAL CORD.
Reg. 95c. yd. Sale Price .82c.

NAVY GABERDINE.
Reg. \$2.00 yd. Sale Price .1.70

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 Price 46c.
Regular 65c. yard. Sale Price 55c.
Regular 85c. yard. Sale Price 73c.
Regular \$1.10 yard. Sale Price 93c.
Regular \$1.75 yard. Sale Price \$1.45

The Royal Stores Ltd.